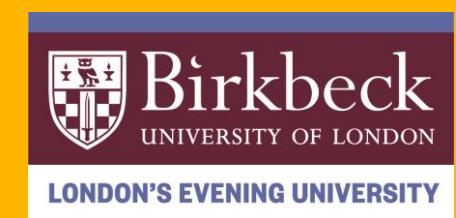


Online Into Blended: quick fixes  
and new beginnings for non-  
traditional & mature learners



# Introduction to Birkbeck

- London's evening university
- High number of mature and part-time students
- Access and engagement department works with:
  - Refugees/asylum seeker
  - Trade Unions
  - Geographically with a focus on Newham and Camden residents
  - FE colleges
  - BTEC students



# What this webinar will cover

- Case Study 1: Get Started (online IAG)
- Case Study 2: Big Ideas (online public lecture programme)
- Case Study 3: Taster courses
- Group Activity: Sharing experiences of developing peer to peer networks online



# Case Study 1: Get Started

- Birkbeck's flagship outreach programme.
- Examples of Get Started events: workshops on whether university is right for you and writing personal statements.
- Tend to target prospective students who have little or no prior experience of higher education.
- Focus on a gentle introduction to university and improving confidence and aspiration.
- Presence at Birkbeck open days geared towards consistency, which in turn influences conversion from interest to applications.



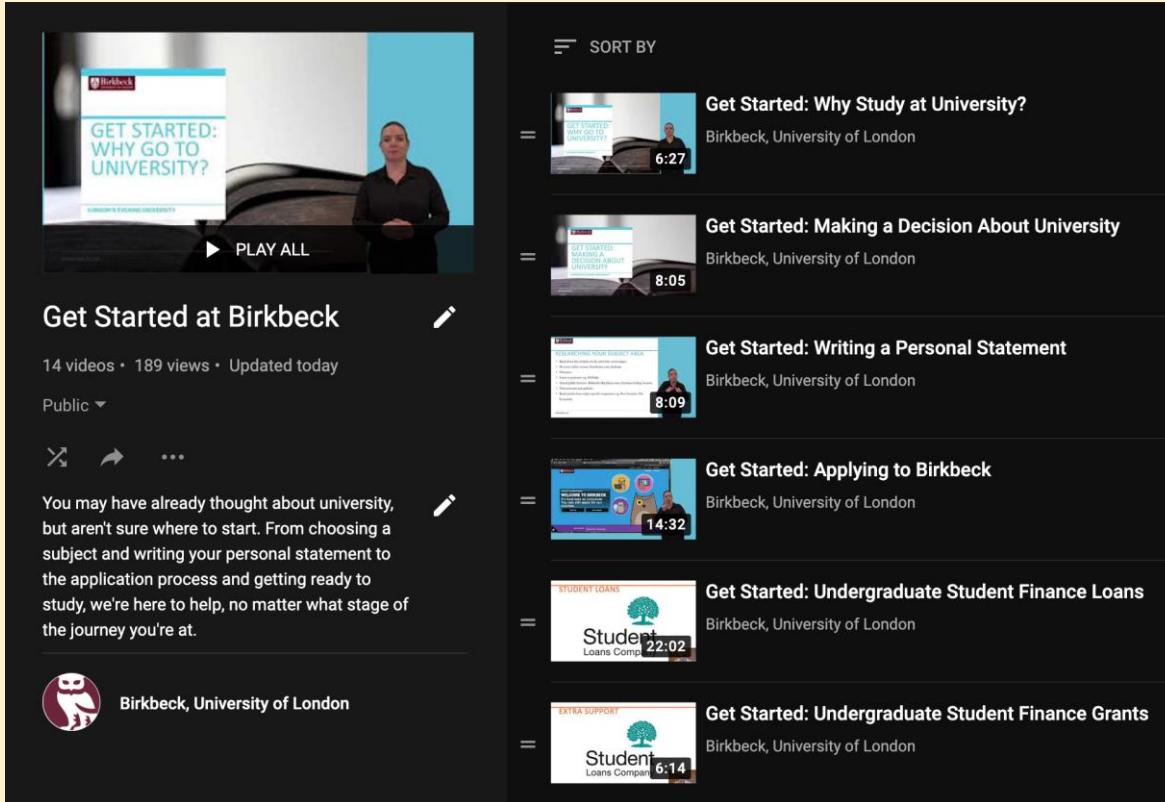
# Case Study 1: Get Started

## **Quick Fixes:**

- All existing workshops recorded through Panopto by members of the Access and Engagement team.
- Workshops posted to open access Moodle page, then re-uploaded to a public YouTube playlist.
- Eventually a page on the Birkbeck website created with links to both the workshops and useful resources.

## **New Beginnings:**

- Engagement with online resources was good – prospective students can watch workshops on their own terms, fitting into busy lifestyles as lifelong learners.
- Allowed us to set up the workshops in a logical step-by-step chronological order all in one place.
- Interactive Q&A sessions set up in which participants were sent the workshops to view beforehand.



**Get Started at Birkbeck**

14 videos • 189 views • Updated today

Public ▾

You may have already thought about university, but aren't sure where to start. From choosing a subject and writing your personal statement to the application process and getting ready to study, we're here to help, no matter what stage of the journey you're at.

Birkbeck, University of London

**SORT BY**

- = **Get Started: Why Study at University?**  
Birkbeck, University of London 6:27
- = **Get Started: Making a Decision About University**  
Birkbeck, University of London 8:05
- = **Get Started: Writing a Personal Statement**  
Birkbeck, University of London 8:09
- = **Get Started: Applying to Birkbeck**  
Birkbeck, University of London 14:32
- = **Get Started: Undergraduate Student Finance Loans**  
Birkbeck, University of London 22:02
- = **Get Started: Undergraduate Student Finance Grants**  
Birkbeck, University of London 6:14

## UNDERGRADUATE STUDY

You may have already thought about university, but aren't sure where to start. From choosing a subject and writing your personal statement to the application process and getting ready to study, we're here to help, no matter what stage of the journey you're at.

[View our upcoming undergraduate drop-in sessions.](#)

### BEFORE YOU APPLY

### APPLYING TO BIRKBECK

### GETTING READY TO STUDY

### POSTGRADUATE STUDY

The following videos cover the different types of postgraduate study available, how to apply, fees and finance, and how to prepare for study at postgraduate level. Birkbeck also runs a variety of [postgraduate drop-ins](#) where you can speak to your department or current students.

### TYPES OF STUDY

### APPLICATION AND FEES

### PREPARING FOR STUDY

# Case Study 2: Big Ideas

- Free talks by Birkbeck's academic community from PhD to Professor;
- Pitched at those with little or no HE experience;
- Aim to offer a taster of university learning, share Birkbeck research with wider community and open up the world of university;
- Usually hosted in community venues such as Stratford Library in Newham, East London;
- Topics linked to local celebrations e.g. Black History Month, International Women's Day;

# Case Study 2: Big Ideas

## **Quick fixes:**

- Pre-recorded videos using Panopto
- Live Q&A on Blackboard Collaborate advertised through 'Birkbeck Inspires'

## **New beginnings**

- Other forms of delivery e.g. virtual walk and panel discussion via YouTube live
- Videos hosted on a partner site e.g. for Newham Heritage Month

## **Moving forward**

- Promoting through community partners and networks
- Different ways of sharing knowledge, not just lecture and Q&A

# Case Study 3: Taster Courses

- 4-5 weeks short course based on a Certificate of Higher Education
- Aim to provide a more in depth 'dip in learning experience' than Big Ideas
- Usually delivered in community venues but we've piloted both Law and Community Leadership online

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## Case Study 3: Online Taster Courses (Community Leadership)

### **Quick fixes:**

- Live online session via blackboard collaborate and panopto
- Promotion through community partners, and social media

### **New beginnings:**

- Increased co-production is easier!
- Techniques for building rapport online

### **Moving forward:**

- Online learning support and less option to 'drop in'
- Short videos and more stripped back emails

# Creating Community Through Online Spaces

- Live sessions with online icebreakers
- Using social media; whatsapp and facebook
- Engaging students pre-course to meet with other students involved in our programmes (across our programmes)



# Group Activity

How have you tried to create a feeling of community through your online outreach?

# Group Activity

What platforms have you used, are there any you'd recommend to colleagues?

# Group Activity

[www.menti.com](https://www.menti.com)

**62 18 56 5**

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# Contact us

**Email:** [getstarted@bbk.ac.uk](mailto:getstarted@bbk.ac.uk)

**Twitter:** [@BBKOutreach](https://twitter.com/BBKOutreach)

**Website:** <http://www.bbk.ac.uk/professional-services/access>