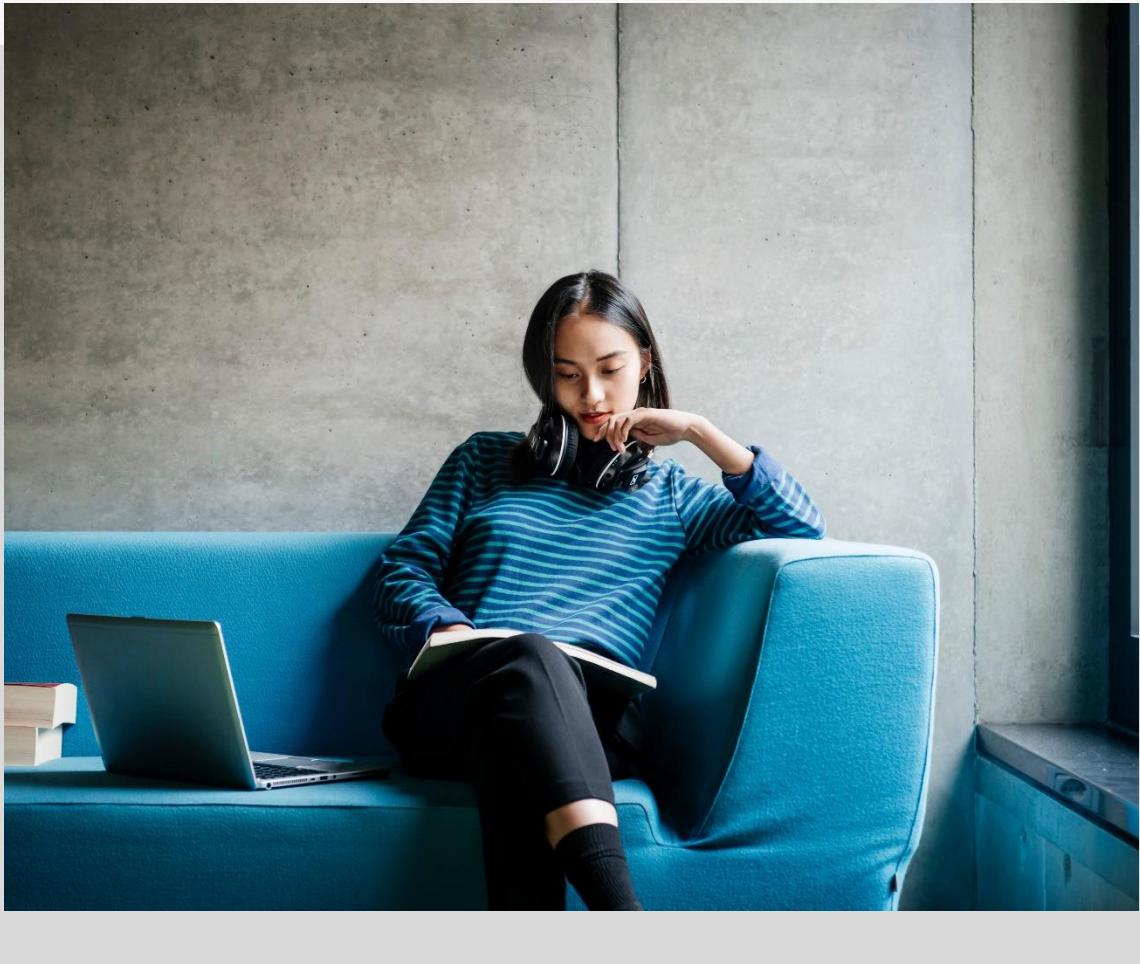
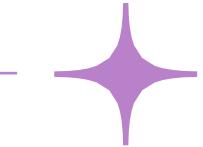


# UEA Outreach Embedding NERUPI Into APP

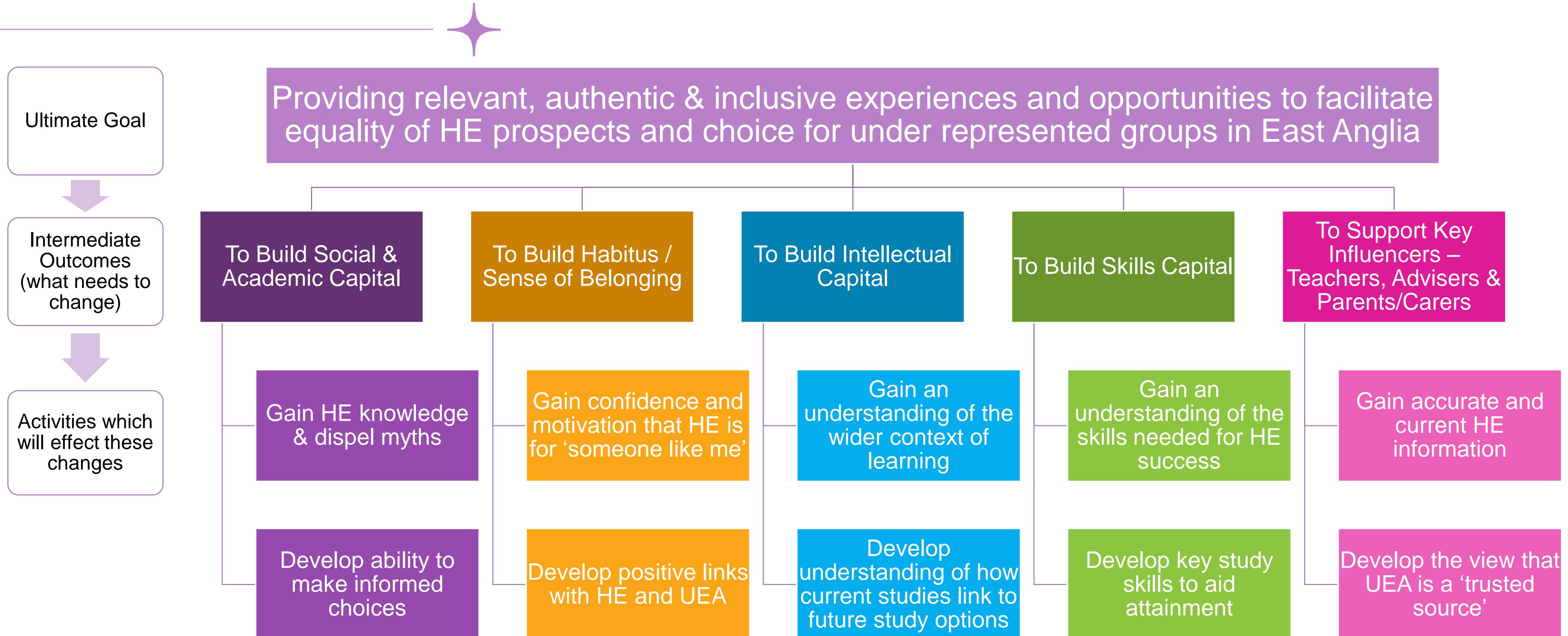


# Why did we adopt NERUPI?

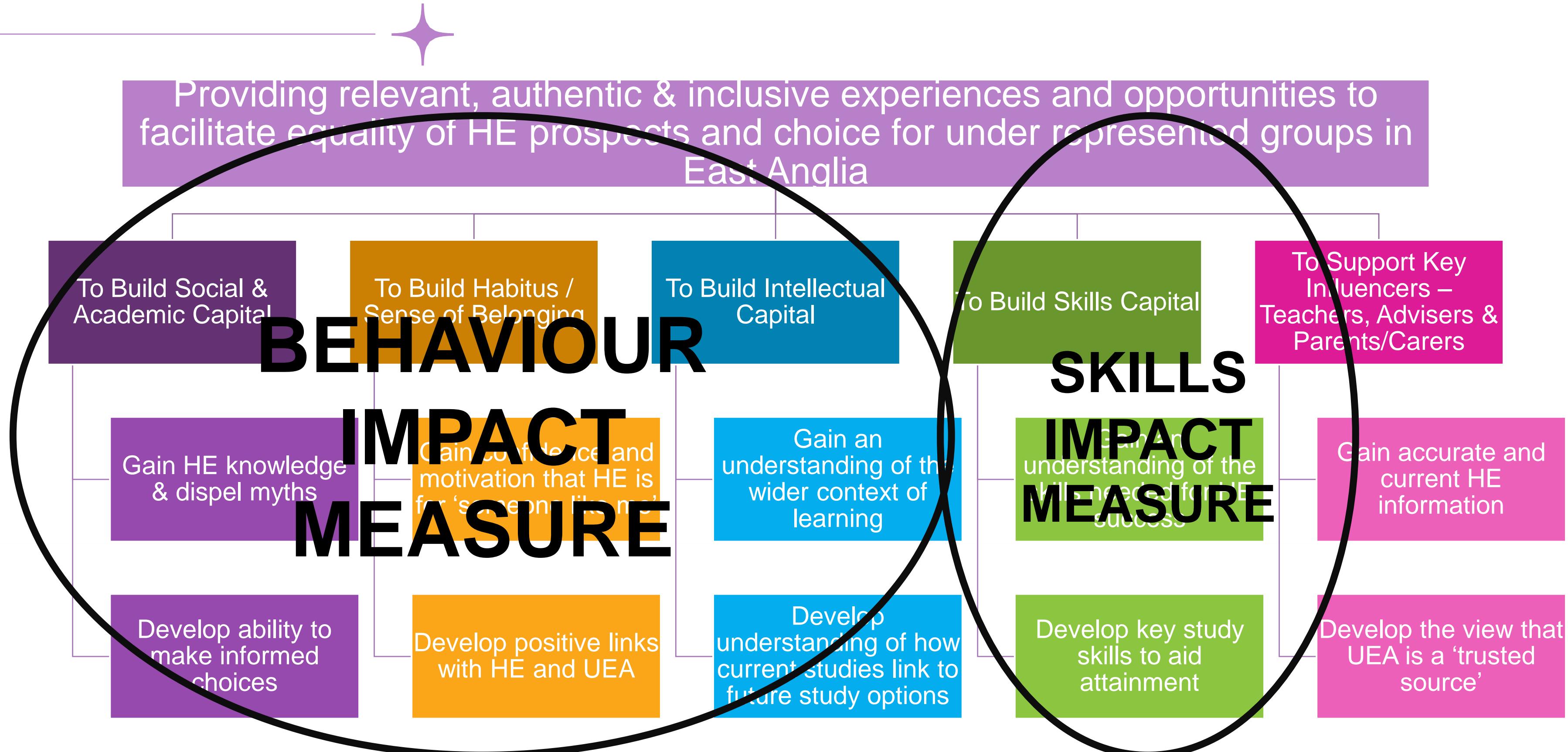


- WP specific
- Evidence led
- Volume of members
- Credibility

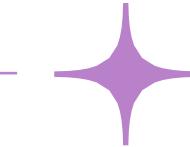
# Step One: Creating a Theory of Change



# Step Two: Designing Impact Measures for the APP



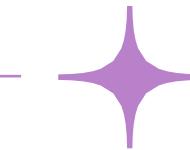
# Step Three: Building an objective led offer



- What activities best achieve the objectives?
- These activities were then shaped into projects and programmes
- Evidence and best practice
- Evaluation embedded

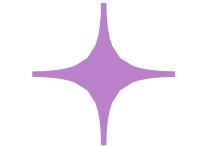
# Step Four: Selecting attendees

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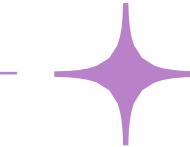
- Focus on NERUPI Capitals – those with lower Capital will benefit more from our engagement
  - Engagement with teachers for events
  - Questions to test NERUPI Capital for individual sign up activities

# Step Five: Testing Impact



- NERUPI themed questions
- Cognitive testing of questions
- Evaluation structure

# Step Six: Embedding across UEA



- UEA APP Theory of Change webpages
- Terminology embedded in University planning e.g. Marketing, Admissions, Student Services
- Next step – how can we measure Capitals rather than outcomes across the student lifecycle?