



Leeds Trinity  
University

# Working with academic colleagues to deliver effective outreach

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*Schools and Colleges Engagement Officer*

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*Head of School of Business and Law*



# During this session we will...

- Introduce who we are and what we have done.
- Explore opportunities and challenges of designing and implementing effective outreach.
- Give you opportunities to develop call to actions to improve your subject-specific outreach activities.



# Jack Cooper

## Schools and Colleges Engagement Officer

- Joined Leeds Trinity University in May 2023 as a Schools and Colleges Engagement Officer, part of the Student Recruitment and Outreach Team.
- Previous career as a Primary School Teacher for three years teaching Lower Key Stage 2.
- Alumni of Leeds Trinity University and Student Ambassador.
- Project manage Subject Focus Days, Law Debating and oversee Outreach for School of Creative Industries and School of Business and Law.



# Dr Jess Guth

## Head of Business and Law

Joined LTU in November 2023 as Deputy Head of Law

Previous senior leadership roles at Universities across the sector in West Yorkshire and the Midlands

A teacher at heart – legal education is my thing and I have published extensively on aspects of pedagogy and academic identity

Raising aspirations is a key part of my role because 'if you can dream it, you can be it'



# Why we do what we do...

- Not a selective university – recruiting university
- Local pool of applicants therefore partnerships with schools and colleges is essential to what we do.
- Strong Social Justice mission of LTU – raising aspirations and working with students in deprived areas.
- We have a key role in the community





# What are you doing?

1 thing per post-it note and stick them in the middle of the table.



# What do we do...

- Open Days
- Offer Holder Days
- Subject Focus Days
- Post-16 Summer School
- Sessions delivered in college
- Bespoke sessions delivered on campus
- 'Trinity Takeovers'
- Debating Competition



Look back at your list – what really works and pull to one side.

What doesn't work or what elements of what you do are challenging?





# What has worked well...

- Data-driven approach to schools and colleges we work with.
- Tracking students from first interaction to see if they apply.
- Standard menu of activities which can be delivered by all members of the team.
- Buy in from Head of School and senior management.
- Strong relationships between Outreach staff and schools and colleges.
- Structure of Outreach team – each officer has an area which they look after and specific schools and colleges.
- Co-planning bespoke sessions and not being afraid to put academics in touch with teachers.
- Running things through the Outreach team allows us to properly track and inform.



# Challenges...

- “Not my job” mentality from academics – teaching is the priority.
- Academic time – fitting in due to tight timetables.
- Specific, niche requests from schools and colleges.
- Keeping up with changing branding – the outward facing view of the university.
- Marketing activity, not teaching activity.
- Getting the best people for the job – tight timetables.



# Things Outreach teams need from academics...

- Recruitment Champion and buy in from senior leaders within the area.
- Strong relationships with the schools to allow them to provide honest feedback and relationships/platform to pass that back on.
- Session content, materials and staffing and turn up on time and deliver what has been agreed.
- Trusting expertise on the college and the activities.





# Things academics needs from outreach teams

- One contact in the Outreach team and being consistent with that.
- Supporting with logistics – booking train tickets, who we are meeting.
- Outreach team being in control – PowerPoint can be sent to the school in advanced, worksheets printed etc.
- Trusting relationships with the schools so academics are being sent somewhere relevant and that the content is what they've asked for.
- **Time**



# Key points...

- Make time to identify and build a relationship between the outreach team and academic.
- Try and get invited to staff meetings to outline what you do and give that broader understanding to academics of what you do and what it is.
- Data when speaking to senior academics. What's the impact and how is this going to contribute to the university?
- Be confident in knowing your schools and colleges and why you do certain things.
- If something isn't working, be brave to say or do something about it.



# What are you going to implement?

Take a post – it note:

Something you're going to stop

Something you're going to change

Something you're going to start

When working with academics for effective outreach.

