

Working with academic colleagues to deliver effective outreach

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Schools and Colleges Engagement Officer

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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.

