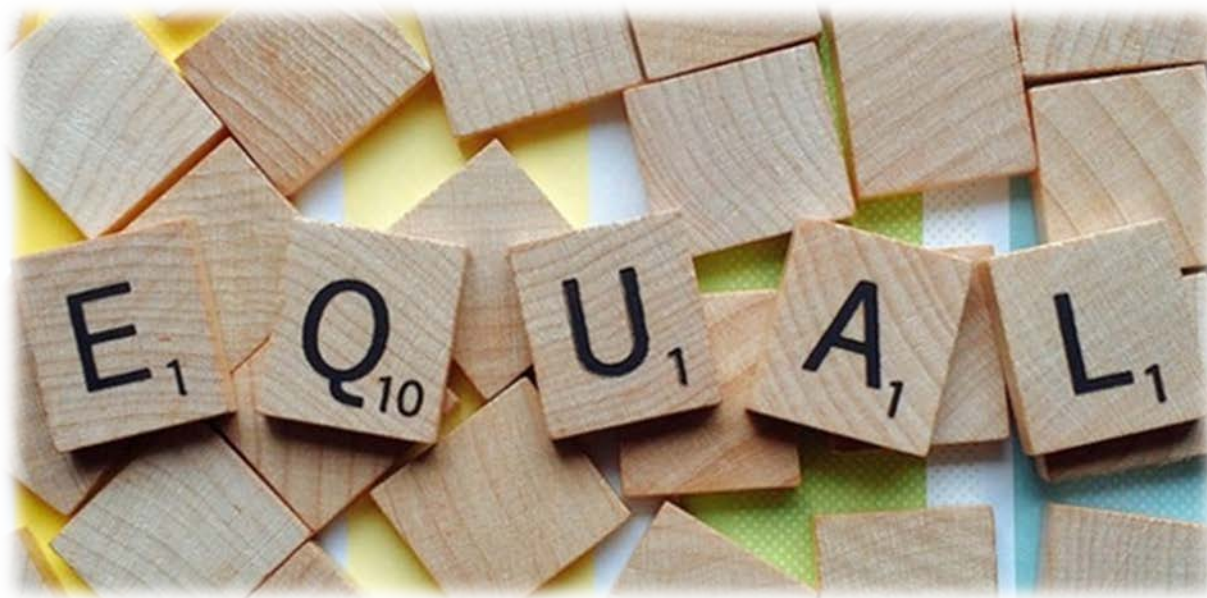


How to Work Effectively with Primary Schools

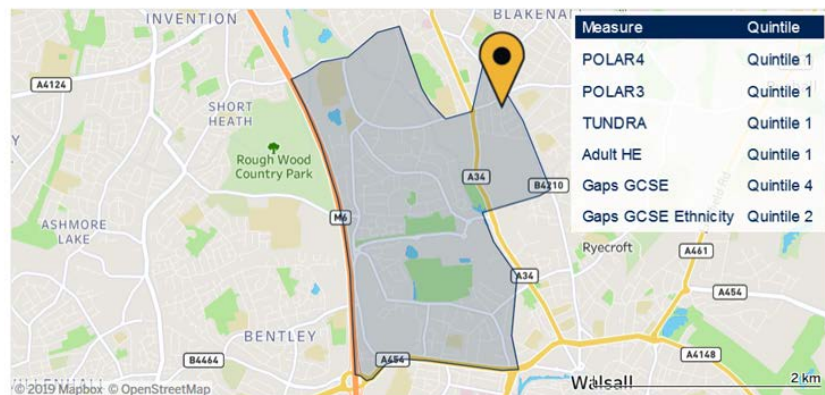
Amy Allen & Kim Evans





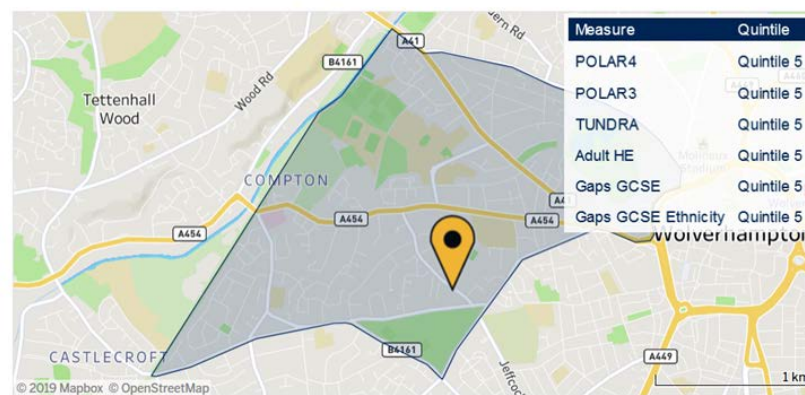
Showing data for: WS32AW

Multiple postcodes returned when searching a single postcode? Enter your postcode in quotation marks, for example "BS348SR"



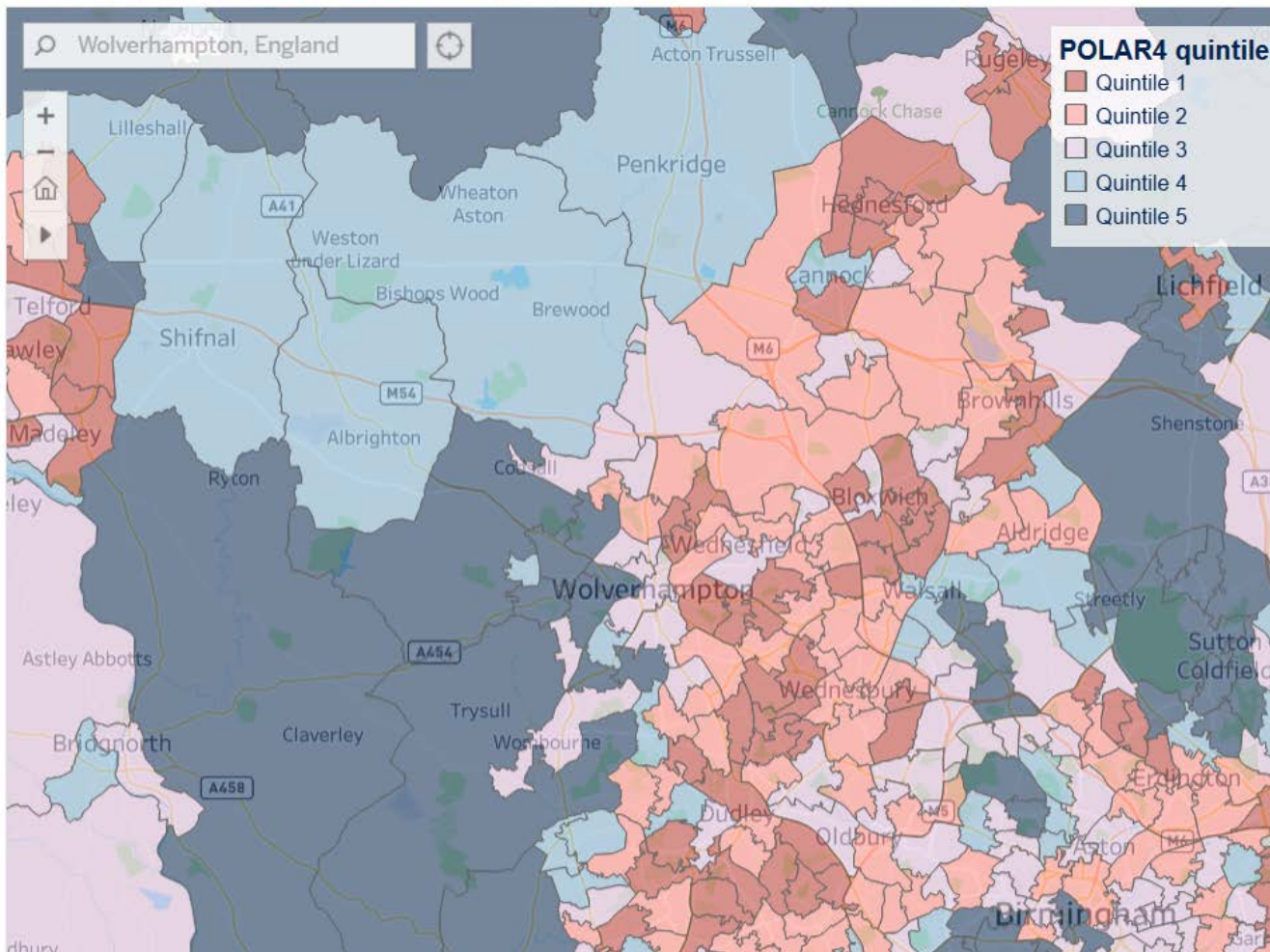
Showing data for: WV39HY

Multiple postcodes returned when searching a single postcode? Enter your postcode in quotation marks, for example "BS348SR"



POLAR4 map

POLAR4 is measured at the level of Middle Layer Super Output Area (MSOA) for UK-domiciled students





“IT’S NOT FAIR!”

If you live in a deprived area: Parts of the Black Country have participation in HE rates as low as 11.5% and, unsurprisingly, a large proportion of the low participation areas coincide with areas listed in the 10% most deprived in the Indices of Multiple Deprivation (*Department of Communities and Local Government*).

If your household has a low income: An estimated 25.6% of pupils who were in receipt of Free School Meals (FSM) aged 15 in 2012/13 entered Higher Education by age 19 in 2016/17. This compares to 43.3% of non-FSM pupils (*DfE, 2018*).

The Office for Students has suggested that universities can combat this trend by targeting participation in “hard to reach” communities, with schemes to encourage primary-aged children to aim for HE.

While not essential to lifetime success, HE qualifications are likely to lead to higher salaries and greater social engagement, breaking the cycle of educational exclusion and joblessness that are prevalent in these locations.



University of Wolverhampton

Strategic Plan 2016 to 2021:

In recognition of our history and transformative ethos we have predicated the quality and characteristics of the University's work across three broad pillars of endeavour as follows:

- *Students First*
- ***Skills and Knowledge for Economic and Social Transformation***
- *Significant Influence and Impact*

In relation to the second point, the plan features the following goal:

Seek to eliminate inequality by narrowing the skills gaps within the communities we serve.

To achieve this, as a University ***“we will also continue working closely with schools, supporting them to raise the attainment and aspirations of young people in the areas we serve”.***



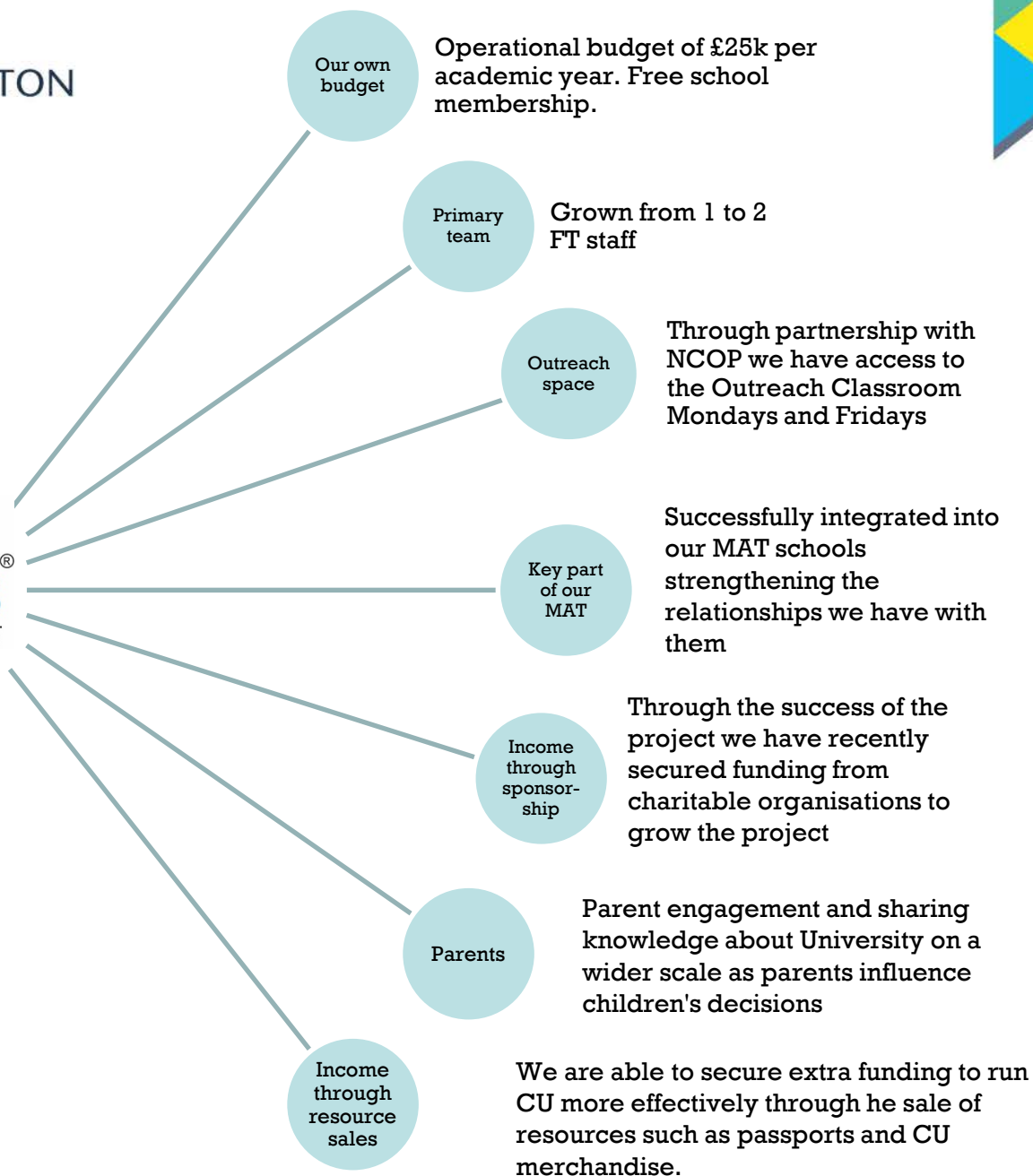
So what do we do for our youngest learners?

- We have our own Multi-Academy Trust (MAT) which is predominately made up of primary schools (10 of the 12). School improvement is an important focus.
- We run Children's University for all four areas of the Black Country and parts of South Birmingham and work with 42 schools (35 of which are primary).
- We have a dedicated STEM Response Team (Faculty funded).
- Senior / Student Ambassadors (Recruitment funded).
- We are the lead partners in the Explore University Project with 3 additional HEIs.
- We host community-focussed events such as SciFest and Sport Fest every year.
- We proudly run the Aspire2Uni programme for Looked After Children.
- We attend parents evenings (where appropriate).



So what do we do for our youngest learners?

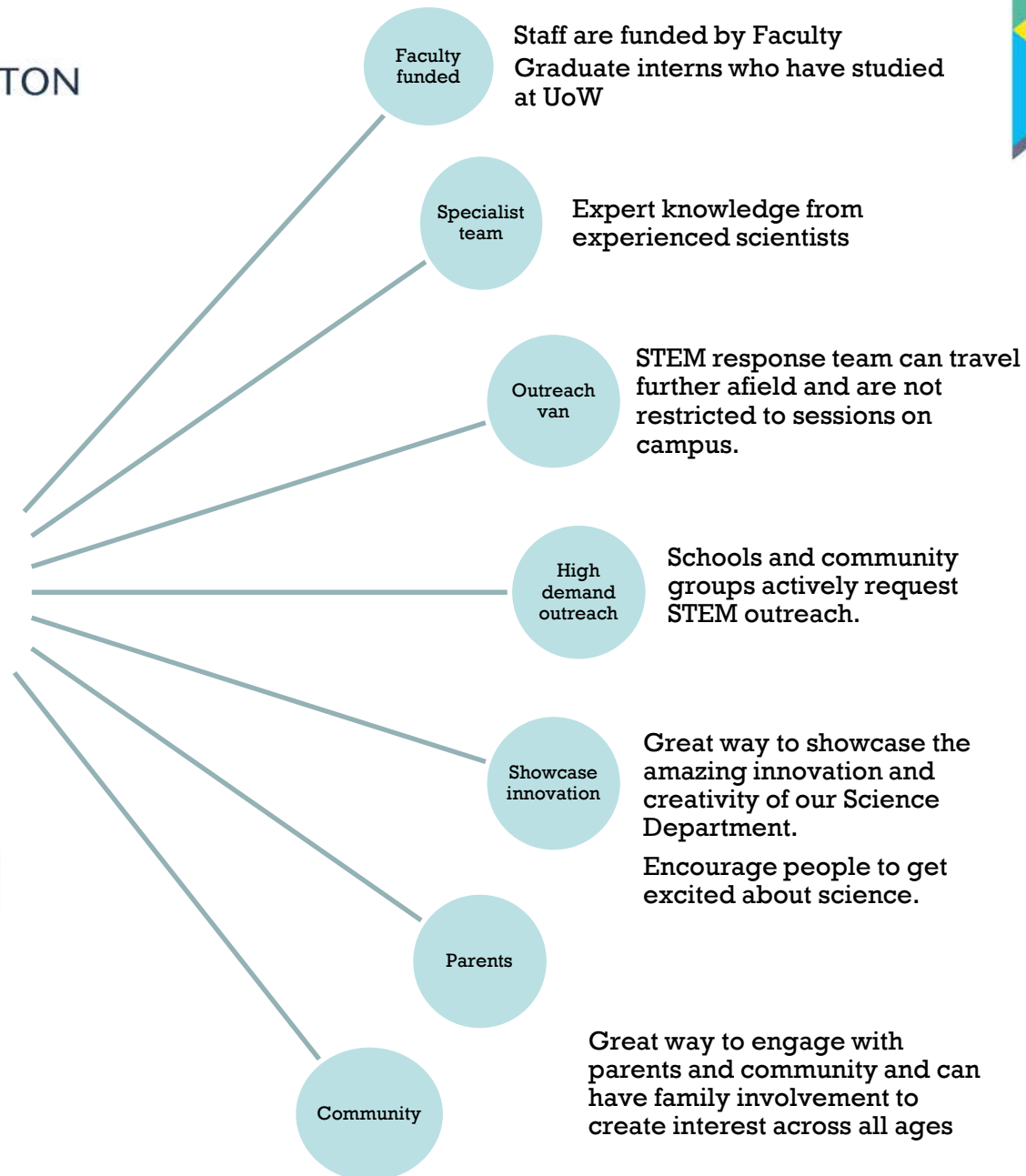
- **We run Children's University for all four areas of the Black Country and parts of South Birmingham and work with 42 schools (35 of which are primary).**
- **We have a dedicated STEM Response Team (Faculty funded).**
- **Senior / Student Ambassadors (Recruitment funded).**
- **We host community-focussed events such as SciFest and Sport Fest every year.**





Why does CU work?







Why is STEM Response so popular?





WSAS – Wolverhampton Student Ambassador Scheme

Opportunities for students for experience

Development for students to become senior ambassadors (DBS check, higher rate of pay)

Peer to Peer engagement

Student to student / Student to pupil, more relatable.

Employment opportunities

Creating work experience opportunities for current students - enhancing skills

Positive Role models

Real accounts from students about what University life is like.

Contemporary, knowledge

Being able to have a vast knowledge of different subjects - tap into specialist sessions.

Additional staffing

More outreach covered due to having more personnel available.

Career opportunities and upskilling

Creating opportunities for students to upskill making them more employable.



Why use Student Ambassadors?





Community

Reaching a wider audience

Community events enable you to reach a greater number of people and a more varied audience.

Upskilling the community

By promoting education to the local community the University will hopefully upskill those people who can then apply for jobs in the locality and inject knowledge back into local businesses.

Educating people about University

Reaching people you may not have been in contact with previously.

Promoting the work the University does

Showcase to the local community what the University offers.

Raising aspirations across the community

Educating/engaging with hard to reach groups. Create an awareness of opportunities and try to raise the aspirations of all age groups.

Creating different experiences

By engaging with people in fun or different ways you can promote education in a different/more appealing way



Why reach out to the community?





Overview: How to Work Effectively with Primary Schools

- ✓ Target your schools – make your plan and stick to it.
- ✓ Be clear about your focus - don't try to be all things to everyone.
- ✓ Where possible, make it FREE.
- ✓ Offer in-school as well as on-campus sessions.
- ✓ Work *with* subject specialists where possible. Avoid silos.
- ✓ Make sure it is in your APP.
- ✓ Evaluation, evaluation, evaluation.
- ✓ Look for external funding once you have established your project.
- ✓ Get your students involved and reward them for it.
- ✓ Get parents involved - holiday activities, parents evenings, graduations...
- ✓ Include CPD for teachers where possible.
- ✓ Maintain relationships – don't forget your loyal customers.
- ✓ Maintain communication – social media can really help.
- ✓ Know your audience – primary children are very different to sixth form students!



Questions and discussion



THE UNIVERSITY OF OPPORTUNITY