



Jesus College
OXFORD



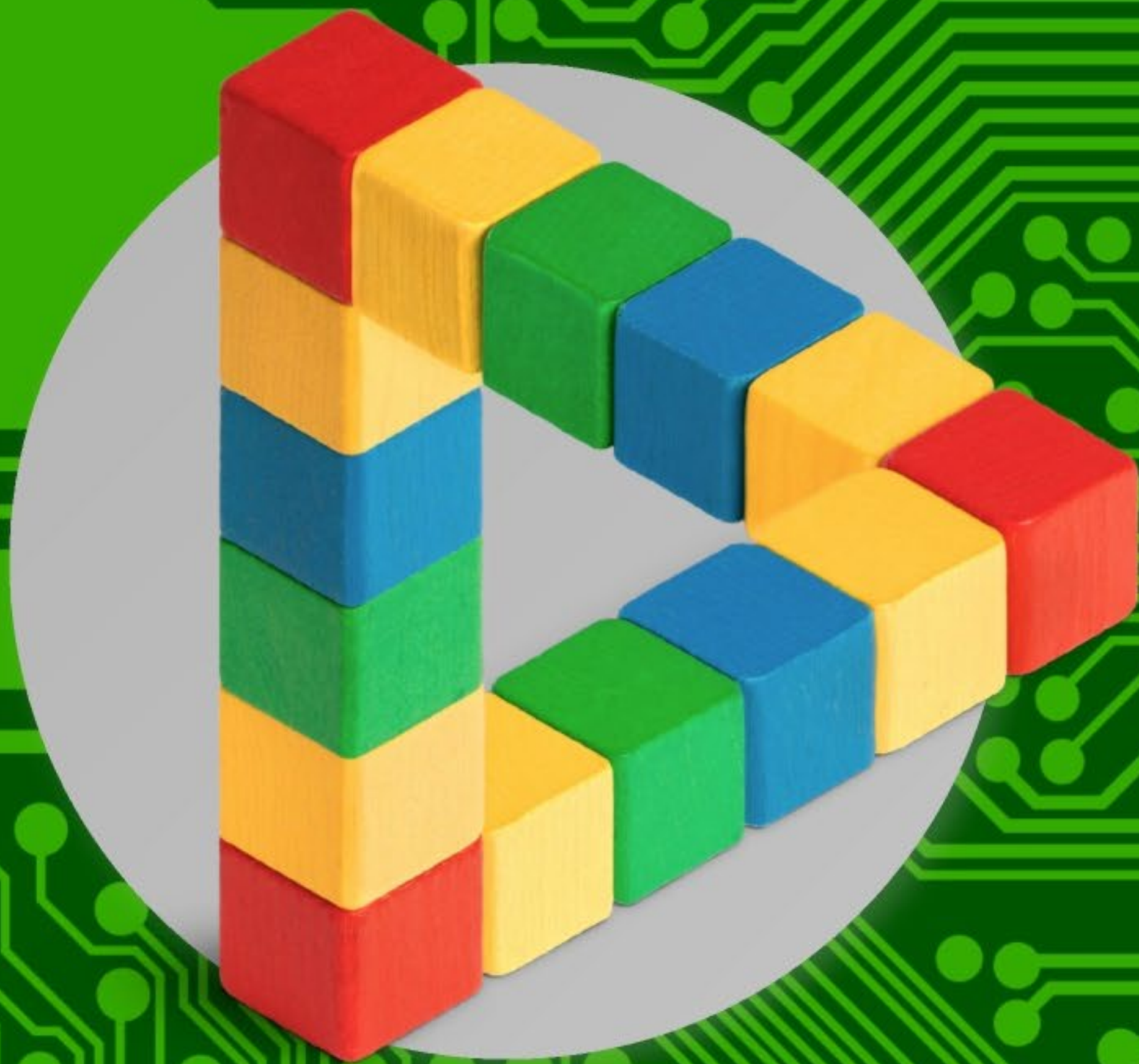
ZERO
GRAVITY

Digital Outreach

**The Oxford-Zero Gravity partnership in digital access
Keeping a human touch in the digital world**

Matt Williams (Jesus College), Alex O'Connor (Zero Gravity)

What's the problem?



Negative feedback

1

Oxford struggles to attract and support talent from rural and coastal Wales

2

Welsh applicants fail to see people like them succeed in applications

3

Limited exposure to Oxford students and staff leaves space for myth-making

4

Prospective applicants fear leaving Wales, and question the utility of HE

5

Oxford struggles to attract and support talent from rural and coastal Wales

Reflections

Do these challenges resonate?
What have you done to address
any analogous challenges?

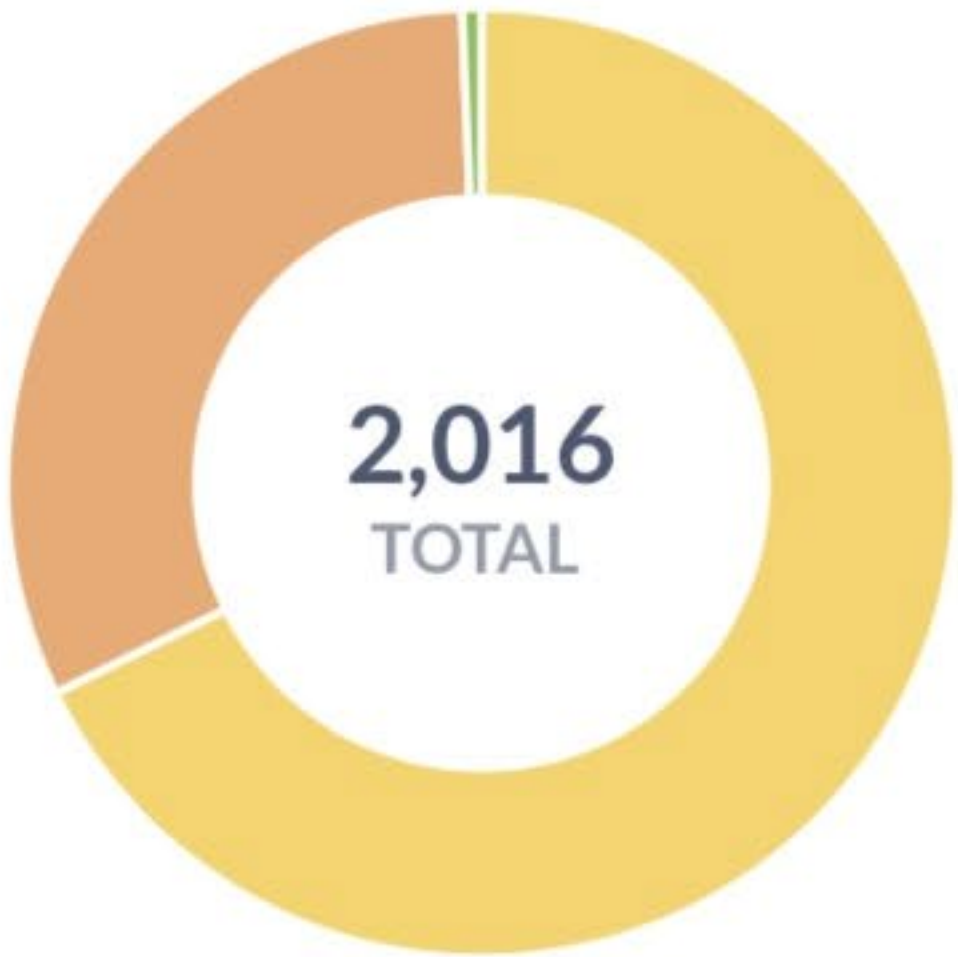
Solutions

- 1 Access to >25,000 WP students via ZG
- 2 Focussed mentoring for Welsh learners by Welsh undergrads
- 3 Directly challenge myth-making and make contact in physically remote locations
- 4 Tie-ins with employers and businesses make the case for talent mobility and opportunities
- 5 Change hearts and support minds from rural and coastal Wales



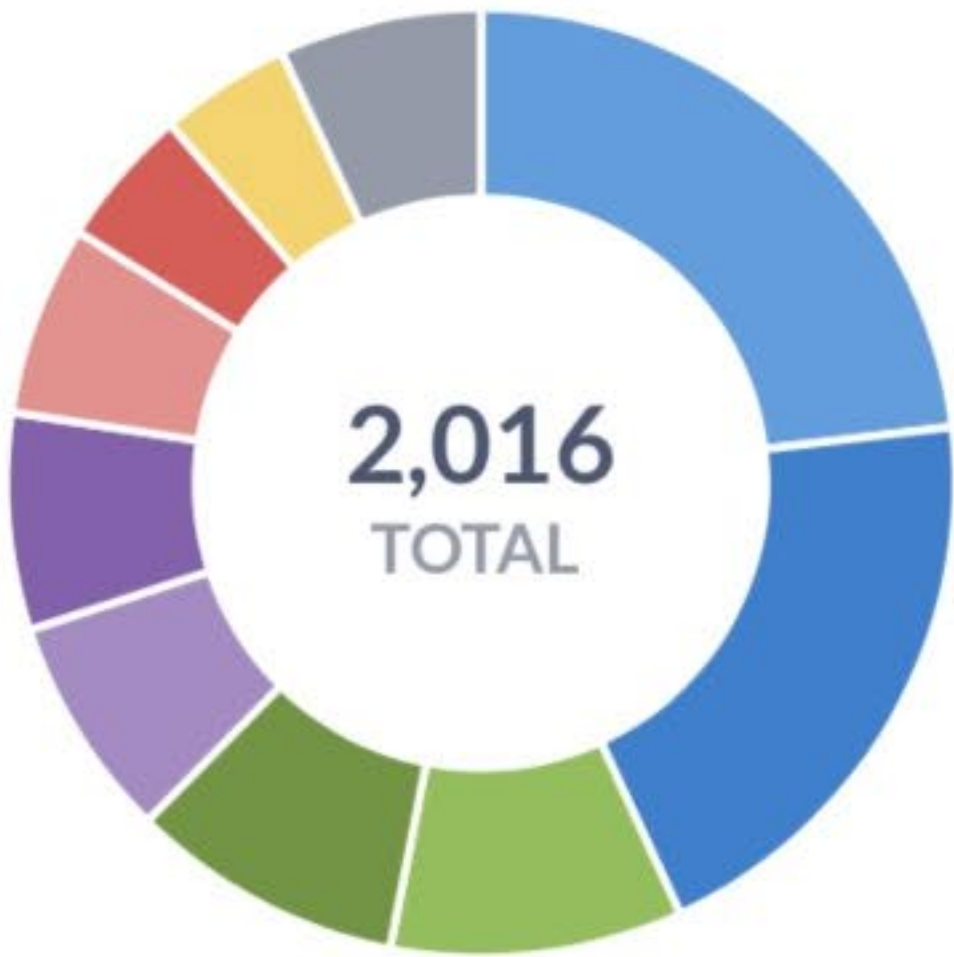
Pilot AY24-25 results

Female 67.708%
Male 31.647%
Non-binary 0.645%



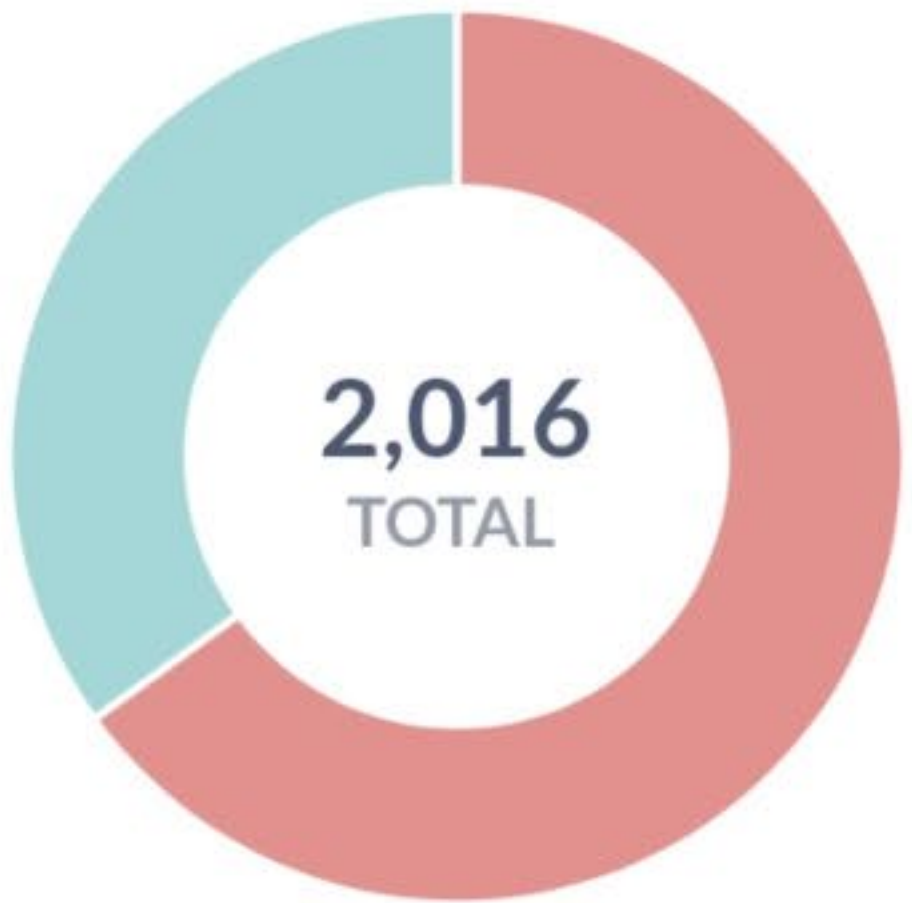
Ethnicity breakdown

Black/Black British - African 23.12%
White - British 19.99%
Asian/Asian British - Indian 9.97%
White - Other 9.33%
Asian/Asian British - Other 7.59%
Asian/Asian British - Pakistani 7.39%
Asian/Asian British - Bangladeshi 6.50%
Mixed/Multiple 4.76%
Other 4.46%
Other 6.89%



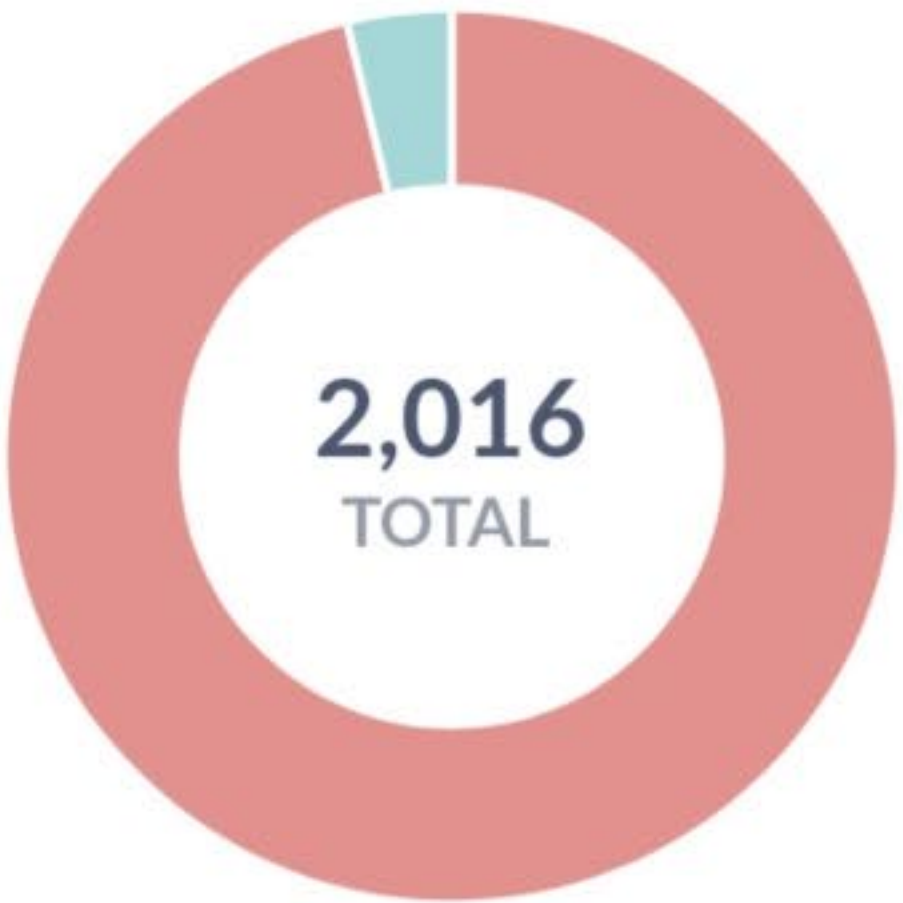
Eligible for Free School Meal

false 65%
true 35%



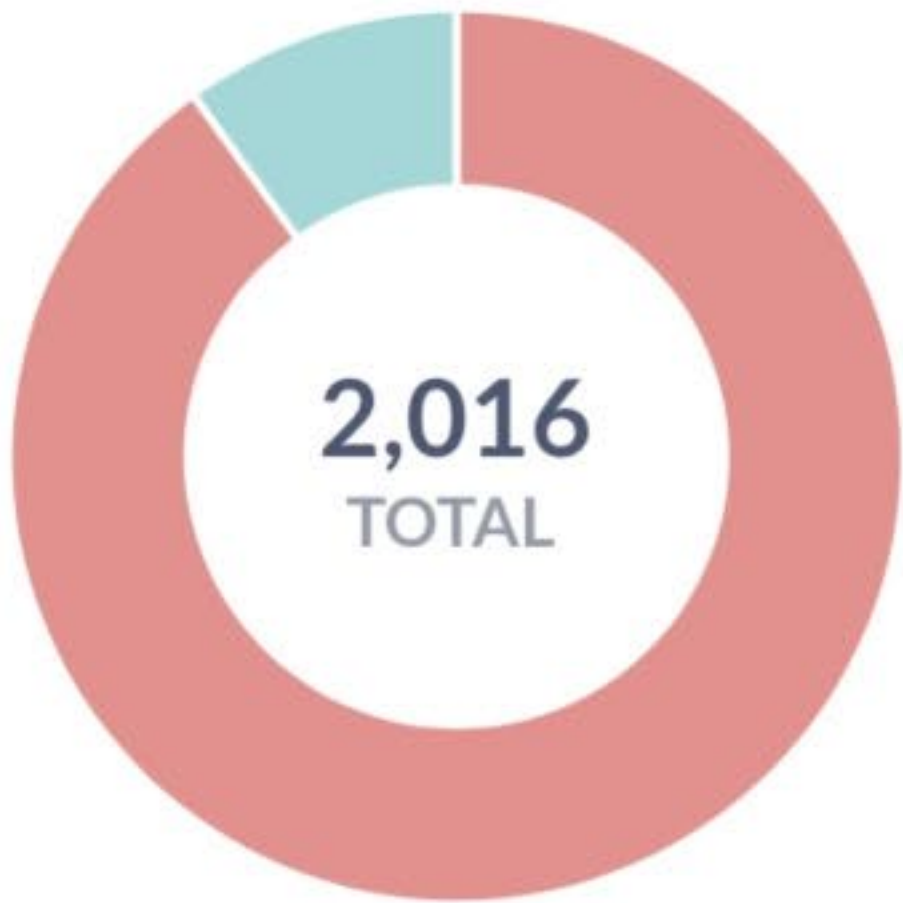
Been in care or a carer

false 96.23%
true 3.77%



Have disability or neurodiversity

false 90%
true 10%



Reflections

What are/ought to be digital outreach
KPIs?

On-going challenges we face

Conceptual

Theoretical

Methodological

What's the problem?!

Dr Matt Williams, Jesus College, Oxford



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Reflections

Pedagogy/andragogy

Teaching children vs learning as adults

How can a predominantly remote and digital offering retain a 'human touch'?

Is that even necessary?

What does it take to feel heard, respected and safe online?

What's the theory of change?

How can learners practice skills in a passive environment?

How do we avoid just speaking to self-selected audiences, and not shifting any dials?

What are costs/benefits of digital access?

Financial costs, human resources, scalability, quality control, accessibility etc.



What's the optimal method?

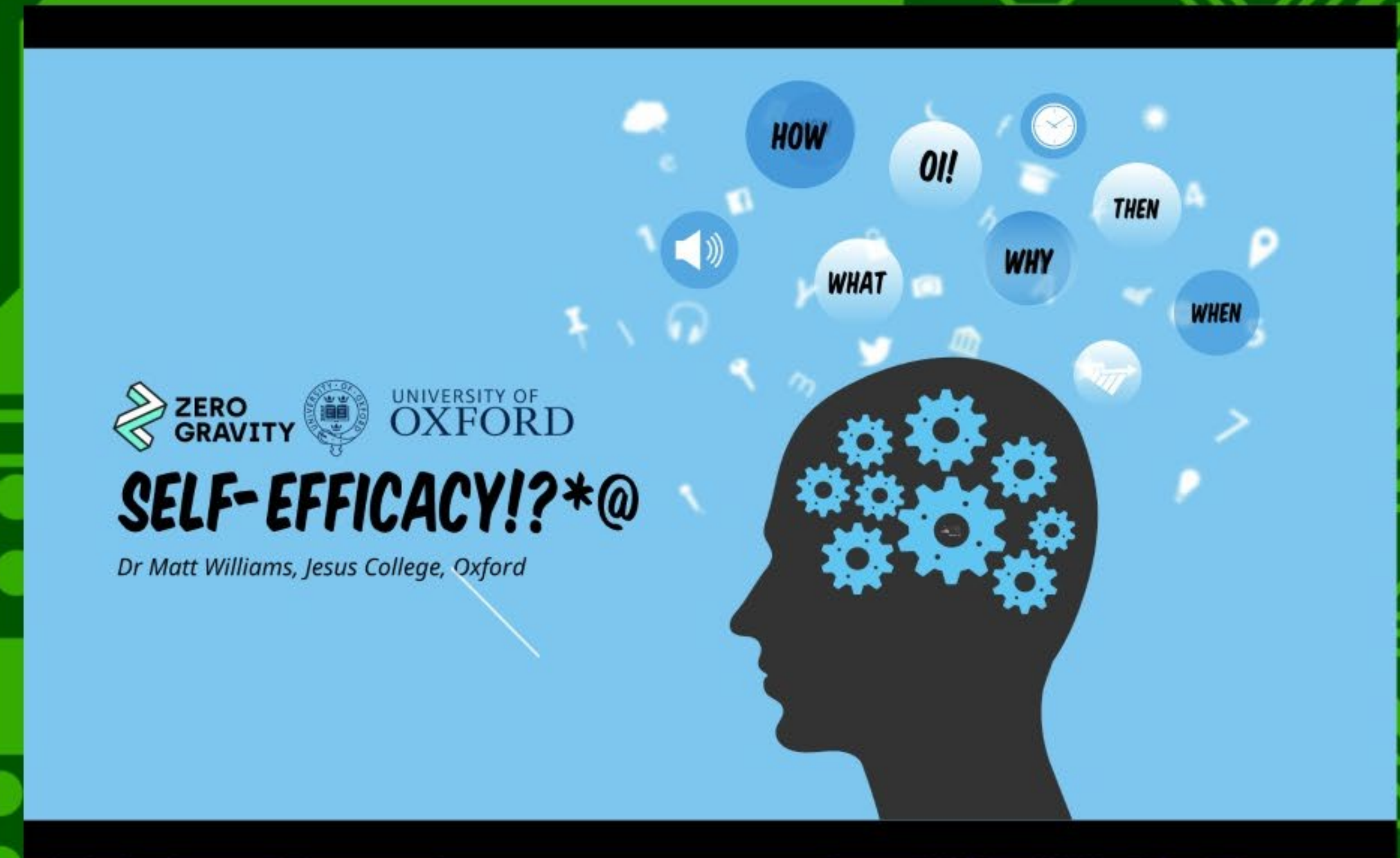
What forms of digital outreach?

What about co-creation with students and other HEIs?

AI tools? Futureproofing etc?

Content focusses:
Metacognition, self efficacy, self awareness

Thematic tie-in of institutional vulnerability



Any Questions?

Take this with you. Revisit anytime.

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