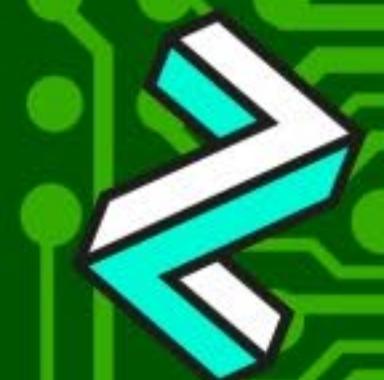




Jesus College  
OXFORD



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

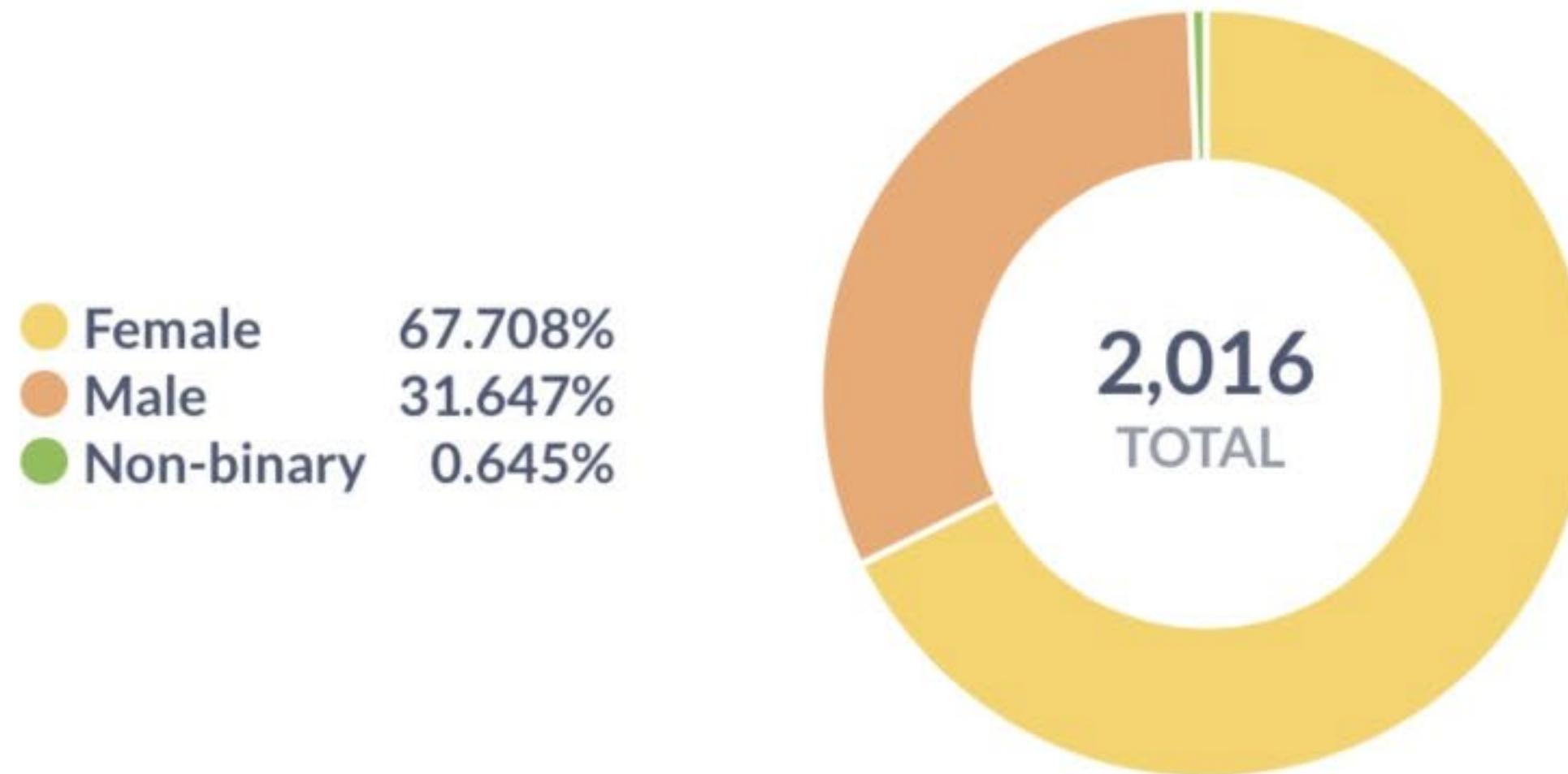
Do these challenges resonate?  
What have you done to address  
any analogous challenges?

# 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

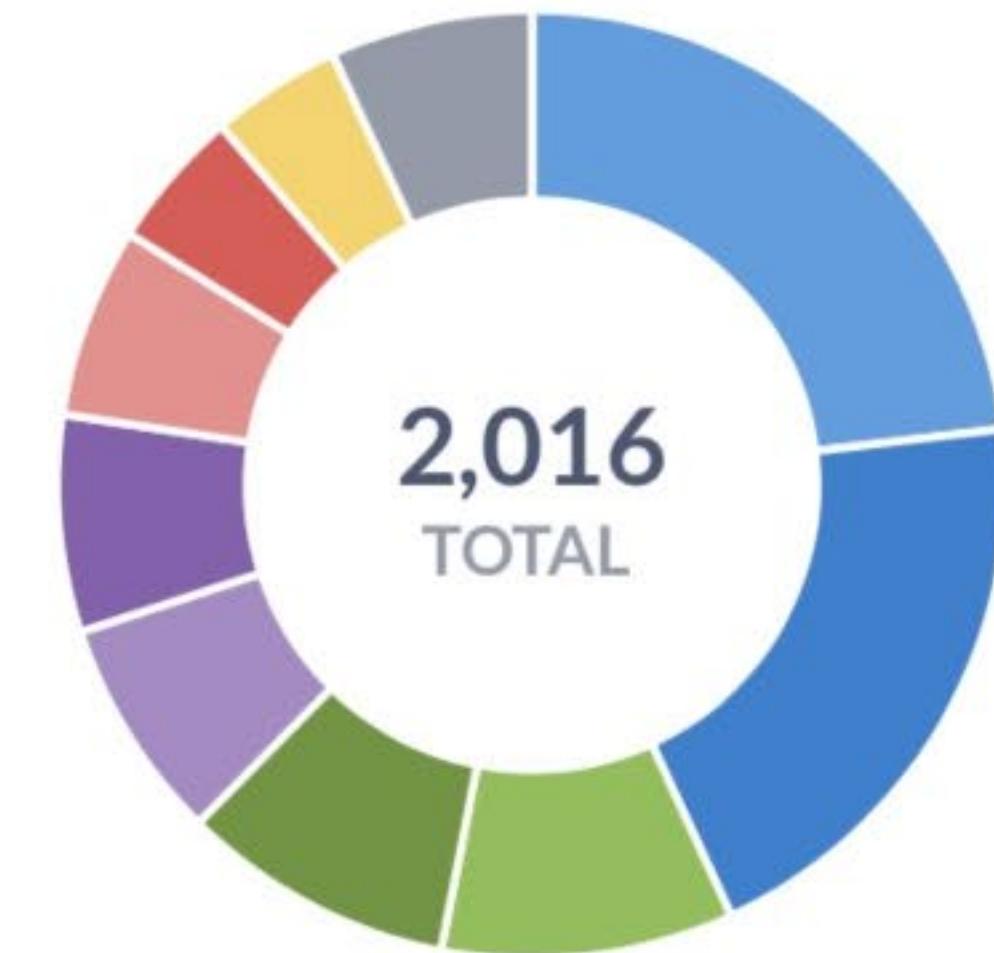


# Pilot AY24-25 results

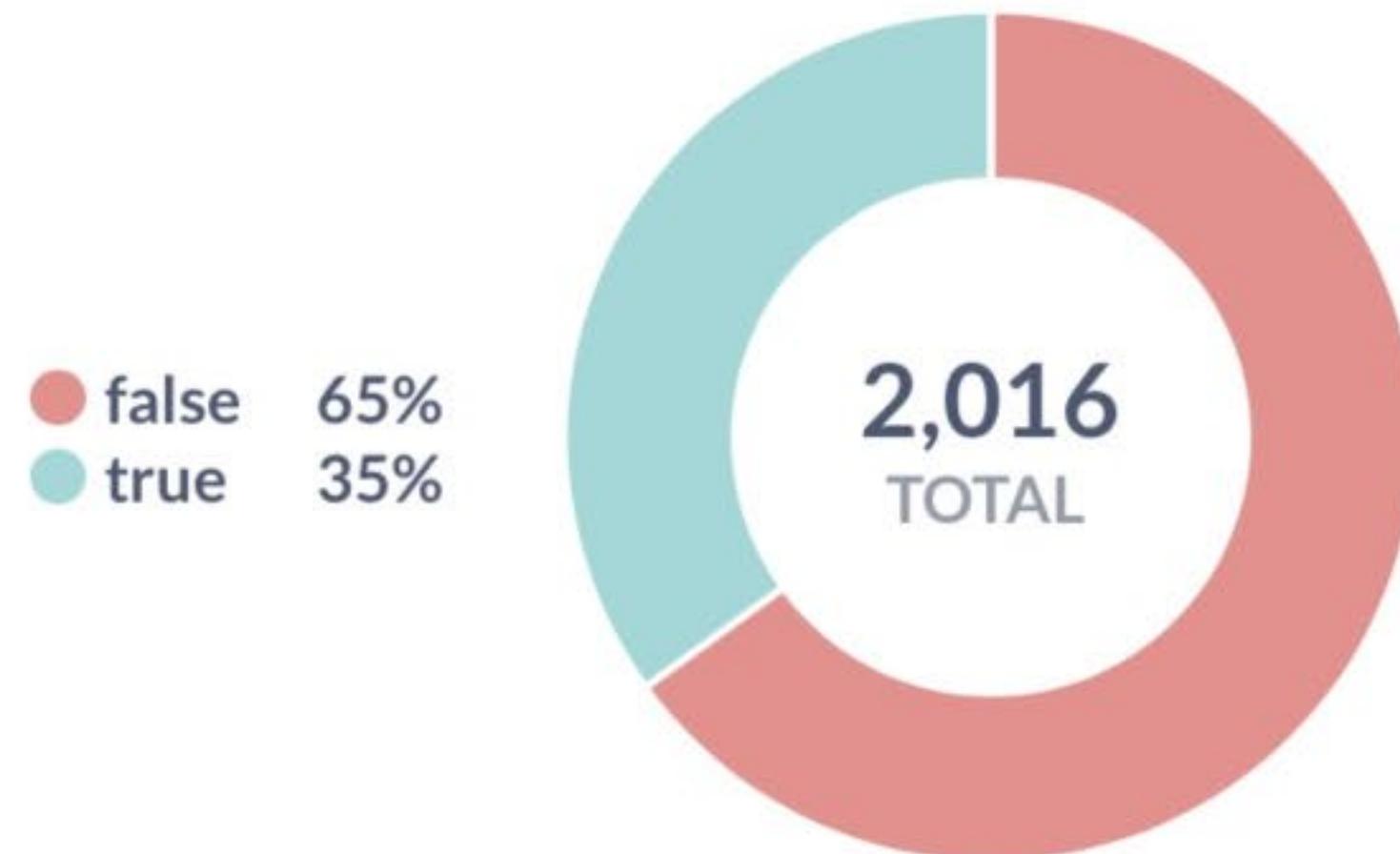


## Ethnicity breakdown

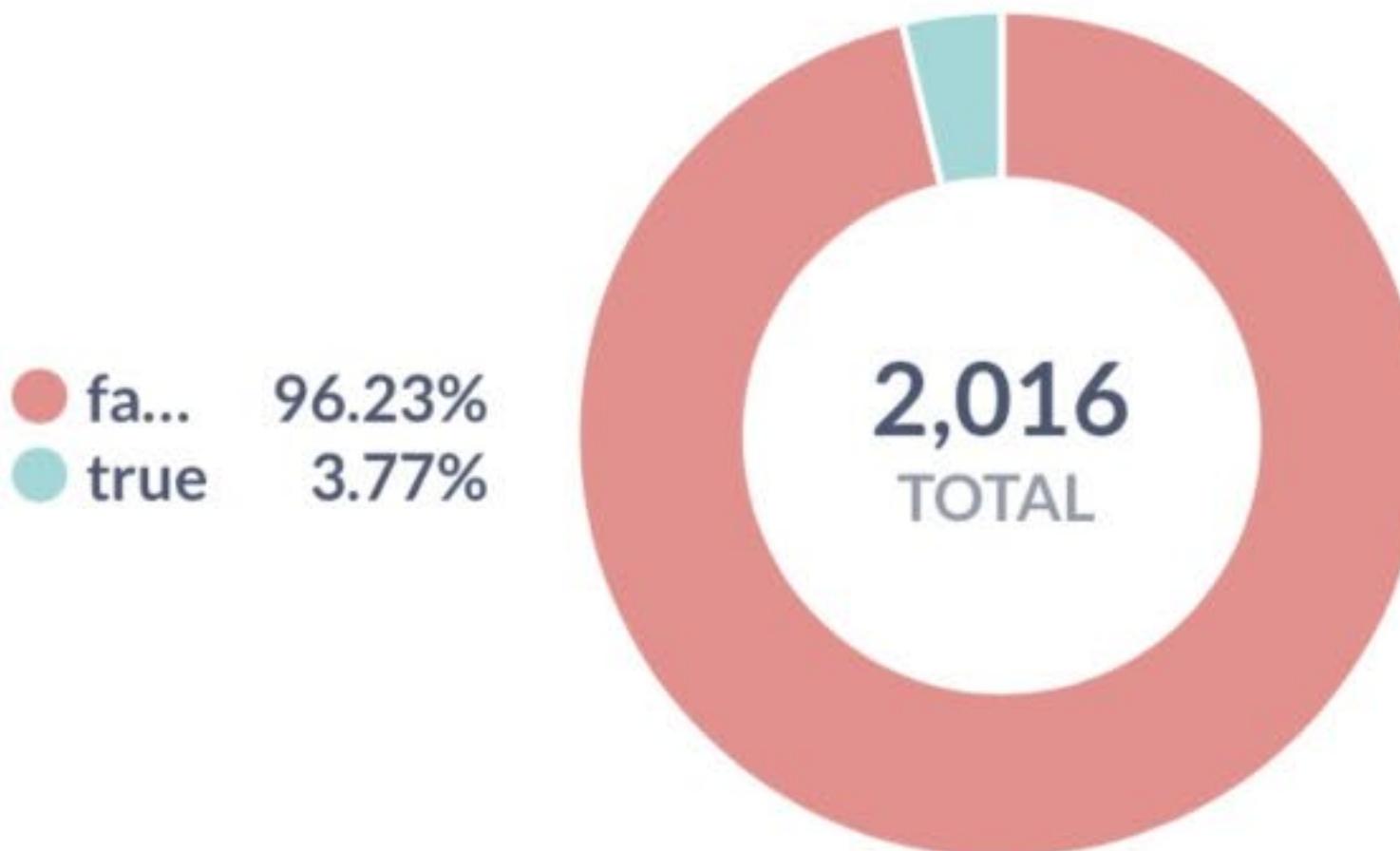
Black/Black British - African	23.12%
White - British	19.99%
Asian/Asian British - Indian	9.97%
White - Other	9.33%
Asian/Asian British - Other	7.59%
Asian/Asian British - Pakistani	7.39%
Asian/Asian British - Bangladeshi	6.50%
Mixed/Multiple	4.76%
Other	4.46%
Other	6.89%



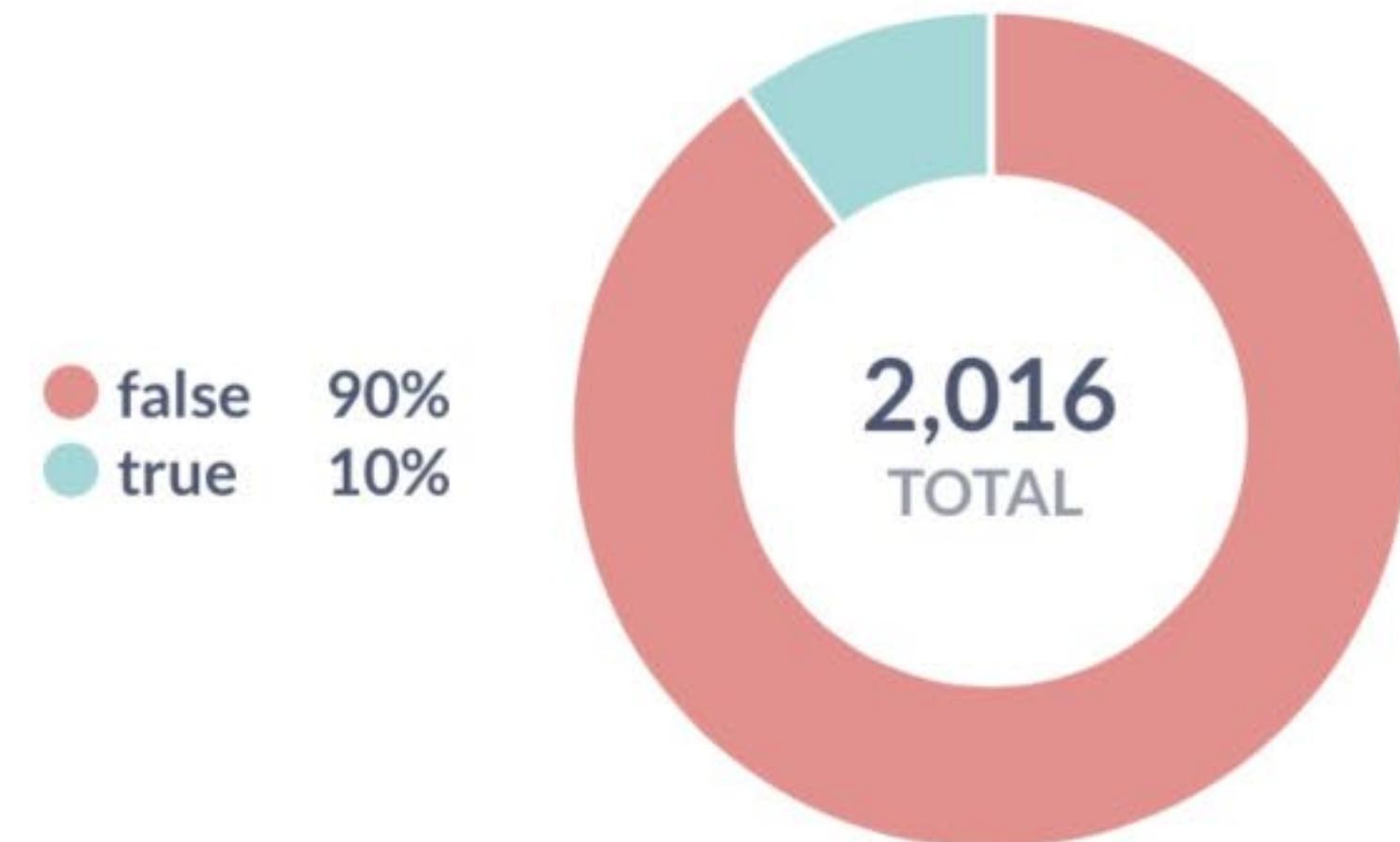
## Eligible for Free School Meal



## Been in care or a carer



## Have disability or neurodiversity



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



# 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.

## Oxbridge Interviews

Dr Matt Williams, Jesus College, Oxford



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# 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



*Dr Matt Williams, Jesus College, Oxford*



# Any Questions?

# Take this with you. Revisit anytime.

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