

Session Title:	Session 1.6 – Working with academic colleagues to deliver effective outreach
Speaker(s):	Jack Cooper – Schools and Colleges Engagement Officer, Leeds Trinity University Dr Jess Guth – Head of School of Business and Law, Leeds Trinity University
Chair:	Becci Williams – HELOA Midlands Group Chair Nottingham Trent University
Reporter:	Ross Pickering – HELOA London Group Chair City St George's, University of London

Speaker(s) Institutions and Bio Information:	<p>Jack Cooper – Schools and Colleges Engagement Officer</p> <ul style="list-style-type: none"> o Joined Leeds Trinity University in May 2023 as a Schools and Colleges Engagement Officer, which is part of the Student Recruitment and Outreach team. Previously was a Primary School teacher teaching children in Lower Key Stage 2 o Project Manage Subject Focus Days, Law Debating and Outreach Lead for School of Creative Industries and School of Business and Law <p>Dr Jess Guth – Head of Business and Law</p> <ul style="list-style-type: none"> o Joined Leeds Trinity University in November 2023 as Deputy Head of Law with previous senior leadership role at universities across the sector o Raising aspirations is a key part of Jess' role as an academic because 'if you can dream it, you can be it'
Overview and aims of this session:	<p>Engaging with subject-level outreach is crucial to being able to build meaningful relationships with schools and colleges, helping to break down barriers for students to access higher education.</p> <p>In this session, Jack Cooper and Jess Guth explored the opportunities and challenges of designing and implementing effective outreach and gave the audience opportunities to develop tangible actions to improve subject-specific outreach activities at your respective institutions.</p>

Workshop Content including roundtable discussions	<p>When might you work and collaborate with academic colleagues at your institution?</p> <ul style="list-style-type: none"> o Open Days o Offer Holder Days o Summer Schools o Visits to Campus o Bespoke sessions delivered to schools and colleges o Online webinars o Mentoring <p>What works well and what do you find challenging when working with academics on the above activities?</p> <p>Works well (Positives):</p> <ul style="list-style-type: none"> o Strong relationships between Outreach staff and schools and colleges o Having a key of contact with the Outreach team for specific activity e.g. Jack is named contact for School of Business and Law, which builds rapport o Co-planning bespoke sessions and not being afraid to engage academics directly in touch with teachers or a key contact within a school or college o Using data to back-up or justify decisions such as why you as the outreach team might be targeting particular schools and colleges, student demographic or conducting projects in a certain way based upon evidence-led feedback and admissions data e.g. the Admissions PERS report. <p>Challenges (Negatives/Even better if..)</p> <ul style="list-style-type: none"> o Engaging academics with your activities o “Not my job” mentality from academics o Fitting outreach in due to tight schedules o Specific, niche request from schools and colleges o Keeping up to date with marketing and brand changes o Academics actually using the correct presentation slides o Getting the most engaging interactive colleagues to deliver sessions that actually ‘inspire’ the young people – not boring!
Advice and tips	<p>Things Outreach teams need from academics:</p> <ul style="list-style-type: none"> o Having a key contact with the Outreach team for specific activity e.g. who looks after which department or subject <ul style="list-style-type: none"> o o This works the other way – Having a key academic content who can delegate where necessary

	<ul style="list-style-type: none"> o Having strong relationships with schools and colleges that allows them to provide honest feedback o Session content with the correct materials and calls to action e.g. Open Day dates, Summer School dates. o Entrusting the academic to deliver a good session, be punctual to make a good impression when working with the college and on the different activities
Summary of Key points	<ul style="list-style-type: none"> o Make time to identify and build a relationship between the outreach team and academics e.g. go for a coffee or catch-up in the canteen at an Open Day o Try and get invited to staff meetings to outline what you do and you may then get the opportunity to provide academics and overview of what you do and what it is you can collaborate on together e.g. projects o Using data when speaking to senior academics, especially Deans, Vice-Chancellors, as this provides tangible measures to showcase what the impact of your work is and how this is going to contribute to the wider university/department strategy o Be confident in knowing your schools and colleges and why you do certain things - you are the experts on liaising with schools and colleges, not the academics so demonstrate your worth in a meaningful way o If something isn't working well, do be brave to action it, and say or do something about to try and find an effective solution for your situation or project
Key takeaways	<p>What are you going to implement at your institutions?</p> <ul style="list-style-type: none"> o Something you are going to stop.... o Something you are going to change.... o Something you are going to start.... <p>5 minute discussion in roundtables and write on poster notes</p>