HELOA

Session Title:	**Delivering Unique and Bespoke Outreach Sessions**
Speaker(s):	**David Metcalfe, Newcastle University and Lauren Perry University of South Wales**
Chair:	**Adam Blackmore**
Reporter:	**Jen Barton**

Speaker/Institution Bio/Information:	David Metcalfe, Student Recruitment Coordinator, Newcastle University and Lauren Perry, Regional Student Recruitment Officer, University of South Wales
Overview/Aim of session:	- Slido thoughts - Differentiation - Practical aspects - Activity - Wrap up
Workshop Content	What people want from session: inspiration, ideas, new perspectives on outreach sessions, knowledge. Weirdest request you have had: asked my salary, how much debt I am in, subject session in a subject we don't offer, an academic to deliver a session, can parents stay on campus. What is bespoke outreach: Firstly, you should ask yourself it is something you can do? Putting together multiple presentations to meet the needs. Tailoring content that already exists. Creating something new as you don't have. What to consider: Who is the audience? Is it a key recruitment group or are you planting a seed and is the time spent on creating something bespoke worth it. Time and workload v's results. Differentiation: Can just be as simple as differentiating something you

| | have to tailor to a particular group.
Create groups of ready made slide that can then be slotted in to make something bespoke.

Dealing with bespoke requests:
Direct requests. Merging sessions that already exist, eg, applying and personal statements.

Might see a gap that sparks an idea.

Be logical with the approach, will it be something that schools and colleges want. Are you the best person to deliver? Are you comfortable or confident, does it fit your remit or role. Does it fit with team/institution target. Is it an area you are keen to develop? Doing something to develop a relationship. Can you offer something a little bit different than other institutions in the region are.

Can you use your connections to get the right person to deliver the bespoke request? Student support, student ambassadors. Or even consulting with others, for example security. It can sometimes be a challenge to find the right person.

Can you use other external reps, like student finance, or other reps in other institutions to offer something different, eg why study in Wales. Charities if maybe something around mental health. Industry partners who are already working with your institution.

Does someone already offer this but in another way.
Gap in the market – is there something missing. Can you use data to spot a trend and capatilise on it.

Influence the influencer – but it can be ok to say no to a request. Especially if it doesn't fit with your portfolio or you don't have the capacity to put something bespoke to together. Critically evaluate – is it appropriate. |
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| **Case Studies/Examples:** | Request from Head of Sixth asking for a money management session. Took this to the team and asked should I do this? Decided yes as its raising their aspirations. Built a session around money management.

Receiving lots of requests on study skills. Talked to the library who already had something for current students. Re-worked it slightly to be appropriate for pre-app. audience.

At South Wales in the region had an influx of late applicants. Small team created a session on clearing and late choices and how they can feel impowered to make |

	those choices late. Mainly delivered in FE colleges and went down well. After covid – year 13's lacking resilience. Built session on transition, with tactics on how to be resilient. Something you make and deliver once could then become embedded in your portfolio.
Scenarios/Roundtable discussions:	What do you think the differentiation is on each slide and what group of students might it be for? Slide 1 – for north-east students – in region Slide 2 – out of region Slide 3 – WP Slide 4 – selective and independent Given outlines of bespoke request. Outline a session for your brief.
Questions and Answers:	
Summary Key takeaways:	Who is the audience? Is it worth the investment in time? Can you lean on others to help you create something bespoke? Are you able to use existing content to build something bespoke?