

Plan

- Opening – Both
 - What is the weirdest request you have had slide
 - Chat about Standard/Bespoke/Creating – Both
 - David – Differentiation, come up with examples of how to differentiate including different Audiences
 - Lauren – Dealing with Bespoke Requests, sometimes given a little, sometimes a lot, how do you develop an idea
 - Activity – Session outline for bespoke requests on slips of paper
 - Both – Wrap up and end
-

Activity – Session outline for bespoke requests on slips of paper

- A session for Medical careers for primary school students.
 - A session on degree apprenticeships for year 12 students.
 - A student finance session for year 7 students.
 - We have a group of students who are refugees from Ukraine – could you do a workshop on the UK education system for them ?
 - Hi, I'm a careers advisor at *insert major college near you* many of our students do not feel confident doing interviews. Can you help?
 - Our students don't want to study in Wales because they don't speak Welsh and don't have passports. Most of them have not left Birmingham.
 - Can you offer a session on exam stress and Wellbeing for year 11?
-

Delivering Unique and Bespoke Outreach Sessions

David Metcalfe

Student Recruitment Coordinator – Newcastle University

Lauren Perry

Regional Student Recruitment Officer – University of South Wales

Today's Session:

Intro

Slido Thought's

Bespoke Outreach

Differentiation

Dealing with Bespoke Requests

Activity

Wrap up

slido

Please download and install the Slido app on all computers you use

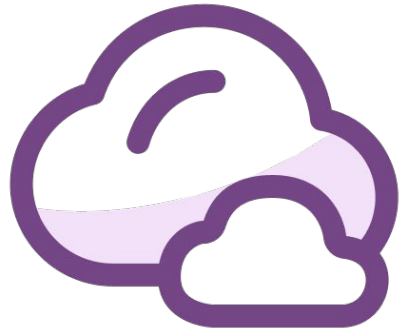


**Join at slido.com
#outreach**

① Start presenting to display the joining instructions on this slide.

slido

Please download and install the Slido app on all computers you use

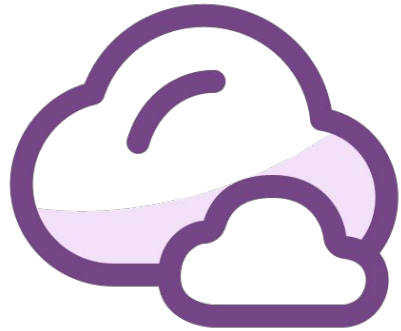


What do you want to get out of this session?

① Start presenting to display the poll results on this slide.

slido

Please download and install the Slido app on all computers you use



What is the weirdest request you have had?

① Start presenting to display the poll results on this slide.

University of
South Wales
Prifysgol
De Cymru



Bespoke Outreach



Bespoke Outreach Sessions

- Depends on the nature of the request.
 - It could be merging multiple sessions into one, differentiating content or creating something completely new.
 - Things to consider:
 - Audience (Age, numbers etc)
 - Time and workload.
 - School Targeting
-

Differentiation



Differentiation

- Creating bespoke or unique sessions can be as simple as differentiating existing content.
 - Tailoring the content you already have to a particular audience or group.
 - Creating groups of ready-made slides which you can swap out or slip into existing presentations that will add the tailored content into your presentation and make the session unique for that school.
-

Why Newcastle University?



110 Top Global World University



Founding member of the Russell Group



15th in UK for global research power



Top 10
British University & College
Sport



of graduates in a full-time job or further study within 6 months



185+ undergraduate degrees



11 in the world top 100

**What groups might the
following have been
differentiated for?**

Why Newcastle University?



110 Top Global World University



185+ undergraduate degrees



11 in the world top 100



Top 10
British University & College Sport



of graduates in a full-time job or further study within 6 months



Founding member of the Russell Group



15th in UK for global research power

1

First in the North East for student and graduate start ups

1 in 6 people in our city is a student



Why Newcastle University?



110 Top

Global World University



185+ undergraduate degrees



11 in the world top 100



QS global top 30 for Sustainability and Social Impact



Train travel across the UK



20 minutes from Newcastle Airport



Ferry to Amsterdam



Local Metro connecting the North East



of graduates in a full-time job or further study within 6 months



15th in UK for global research power



Founding member of the Russell Group

Top 10

British University & College

Sport



Why Newcastle University?



110 **Top**
Global World University

- Contextual offers for:
- Care Leavers
 - Free School Meals
 - High Performing Athletes

Awarded 5 QS Stars for Inclusiveness



Top 10
British University & College
Sport



Founding member of
the Russell Group



of graduates in a full-time job or further study within 6 months

Top 10 
city for affordability in the UK

Why Newcastle University?



110 Top

Global World University



185+ undergraduate degrees



11 in the world top 100



Top 10
British University & College
Sport



Four yellow icons representing sports: a tennis racket, a soccer ball, a pencil, and a football.



of graduates in a full-time job or further study within 6 months



Founding member of the Russell Group



15th in UK for global research power

Awarded 5 QS Stars for facilities, research and innovation



Differentiation

- Can you think of any other groups where you could differentiate content?
 - Have you any of your own examples of differentiation?
-

Dealing with Bespoke Requests



Dealing with Bespoke Requests

- A direct request from a school/college.
 - Merger of multiple existing sessions.
 - Sometimes you might see a 'gap' or some data or something that sparks an idea.
-

Direct from school/college

Sometimes be vague – or event come about by a conversation

Are you the best person to ‘create’ this bespoke request

Does this fit into your remit? Aims? goals?

Is this an area you’d like to develop?

Depends on your role and your relationship with that school/college

Case Study

I was working on an embedded program for Uniconnect regarding aspiration raising. I received a request from a head of sixth form asking for 'money management' sessions.

Roll in the experts

Student Support

Student Money

Security

Ambassadors

SU

Accommodation

Careers/Placements



This can require using your connections/relationships within your institution

External Experts

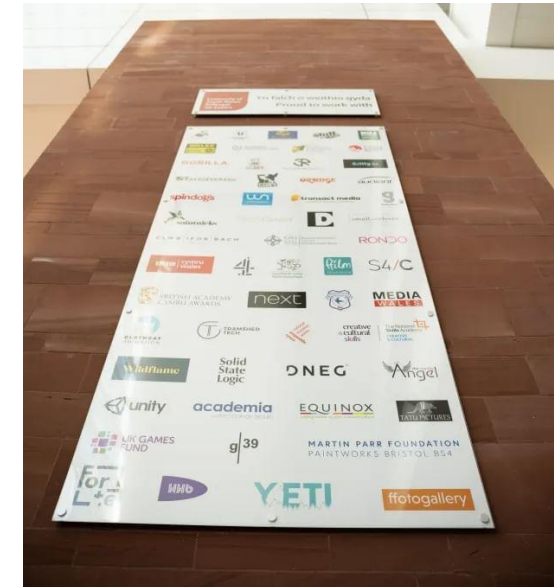
Student Finance

Charities

Other Universities

Professional Bodies

Industry Partners



You may want to consider/not consider budget involved

Does someone offer this already just in a different form?

Outreach teams

Student advice team

International

Student Support

Library

Security

Careers



This can require using your connections/relationships within your institution

Case Study

In a previous role I got multiple requests about study skills. Their library team had a study skills module for current students at undergrad level and I was able to adapt this for my audience

Spotting a 'gap' in the market

Is something
missing from
your list of
presentations ?

Are you noticing
something about
your applicants?

Using data to
spot a trend?



Case Study

At South Wales we receive a lot of applications through clearing. Therefore, a small team of us created a session about 'clearing' 'late choices' and what to do on results day

Influence the influencers

Offering something different from your 'normal' can require effort – it can also make us step out of our comfort zone as practitioners

Could be the key to building a relationship

Connecting with a new audience

Give students, staff , parents etc. information

Ultimately raise aspirations

It can also be okay to say 'NO'
to requests if they don't fit your
capacity/remit



University of
South Wales
Prifysgol
De Cymru



Newcastle
University



Your Turn

Activity

- Give out session outlines for bespoke requests on slips of paper per groups.
 - Using the pens and paper, outline a session for your brief.
 - What makes it unique?
-

Activity – Session outline for bespoke requests on slips of paper

- A session for Medical careers for primary school students.
 - A session on degree apprenticeships for year 12 students.
 - A student finance session for year 7 students.
 - We have a group of students who are refugees from Ukraine – could you do a workshop on the UK education system for them ?
 - Hi, I'm a careers advisor at *insert major college near you* many of our students do not feel confident doing interviews. Can you help?
 - Our students don't want to study in Wales because they don't speak Welsh and don't have passports. Most of them have not left Birmingham.
 - Can you offer a session on exam stress and Wellbeing for year 11?
-

Questions?

Thank you

