



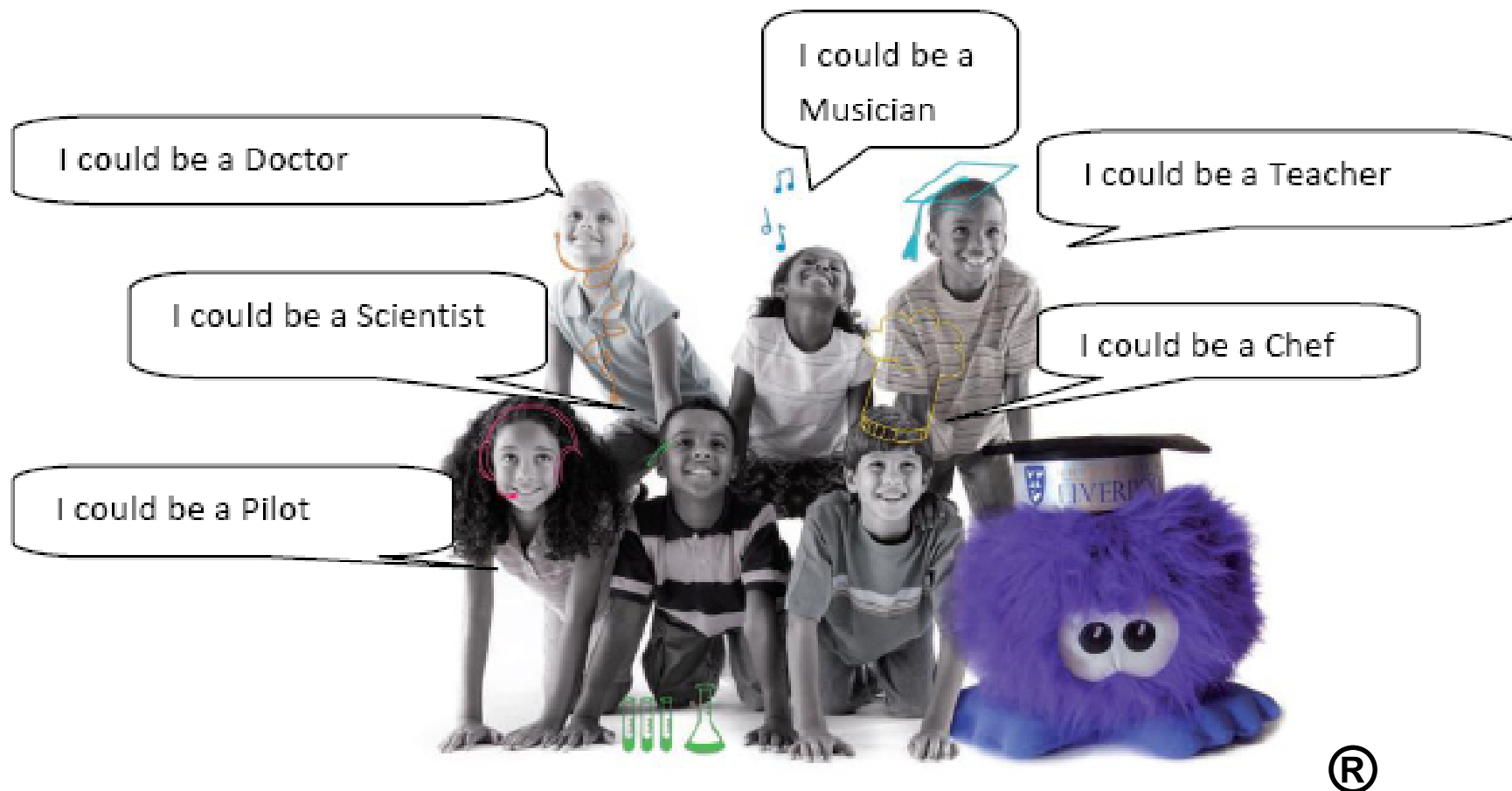
UNIVERSITY OF  
LIVERPOOL

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Educational Opportunities

**Information Advice and Guidance for Young People**  
**Tuesday 23rd March 2010**

Is there a need for primary IAG?

# I could be a .....



# Thoughts and feelings....

*...University is a scary place and I would miss my parents*

*...I think it is boring*

*...very very scary and just horrid*

*... rubbish*

*...like another school and expensive*

*...I don't know a lot about it*

*.. .only rich people are allowed*

*...I think University is like a prison*

## Rationale for our work

*Acquiring a higher education qualification is the key for social mobility and directly linked to the economic well-being of an individual, their community and the needs of the wider society.*



# Where do we need to start?

*“The early years are critical as this is where social class and income inequalities emerge.”*

**National Council for Educational Excellence Report, Sutton Trust, October 2008**



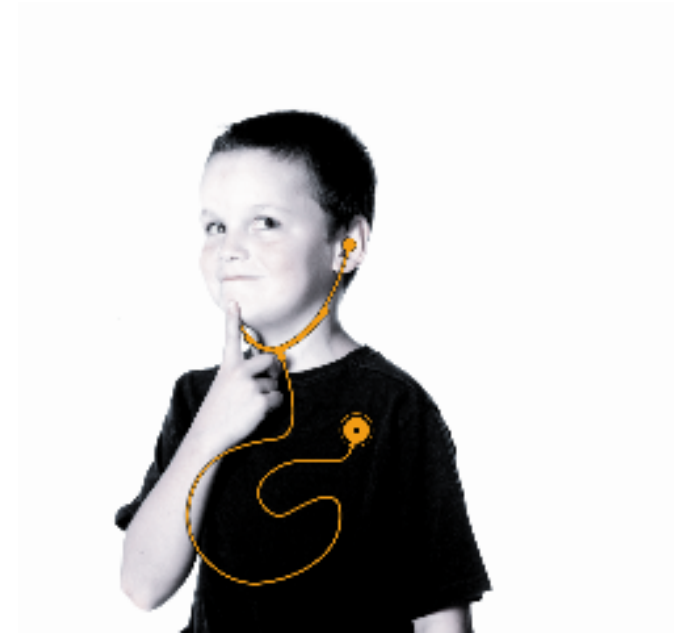
# How do we do this?

Young people are in schools

Young people are in families

Families are in communities

**So what is the role of a university  
in providing IAG?**





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## Three Step Framework

**The UoL works with over 12,000 young people a year**

**Step 1:** 'Sowing the Seeds'

ages 9/12 years

**Step 2:** 'Long term/ intense relationship' with target cohort

ages 13-17 years

**Step 3:** Direct links into admissions, bursaries, quality student support, careers and employability

ages 17+ years



# Step 1 'Sowing the Seeds'

Building cultural capacity in young people, parents & supporters by:

- Raising awareness of the importance of learning and how this can enhance future employability
- Creating understanding of a learning journey
- introducing vocabulary of further and higher education
- raising awareness of concept of progression within education  
nursery → primary → secondary → post 16 → higher education → career choices
- creating understanding of concept of choice

Professor Fluffy is fun and engaging!



# Growing impact

160 primary schools in Greater Merseyside over 7,500 young people a year

26 National Partners working with over 15,000 young people in 2009/10

Over 1,000,000 WebPages visited  
(password protected)

24 curriculum modules

Developing work with international partners

## What should primary IAG look like?

- Higher Education and businesses have a key role to play
- Linked to an IAG progression curriculum built upon at secondary level
- Supports the national curriculum and other primary agendas
- Parental engagement is essential

## IAG Resources – need to:

- Capture primary age enthusiasm
- Accessible and age related
- Engaging curriculum
- Hands on activities
- Active learning
- Memorable experience



# *'Raising Aspirations'* Teachers Pack

- Response to NCEE Report
- Teacher delivered 5 Professor Fluffy sessions
- Twelve hour programme of activities
- Can be delivered as a standalone or in parallel with National Primary Partner delivery



# ....after meeting the Prof!

*It's made me think how education can change my life.*

*Now I know that I will meet new friends and can join fun clubs. I don't feel scared now.*

*Now I want to go and I am just not worried any more.*

*I feel happy at university because it helps you for your future. I didn't realise that there were so many things to do.*

*I feel much better now about university; I feel confident and have had a big boost of self esteem.*

*Now I think I will enjoy University because I can study anything I want.*

*I enjoyed the Roadshow so so much and feel now there are going to be a lot of changes in my life now.*



*Today has changed how I feel because I feel more confident about my work.*

*It made me think about how good university is and how much I would like an education, I will work better now.*

*...I thought University was like a prison – now I know it is the road to success!*

# Questions?



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