



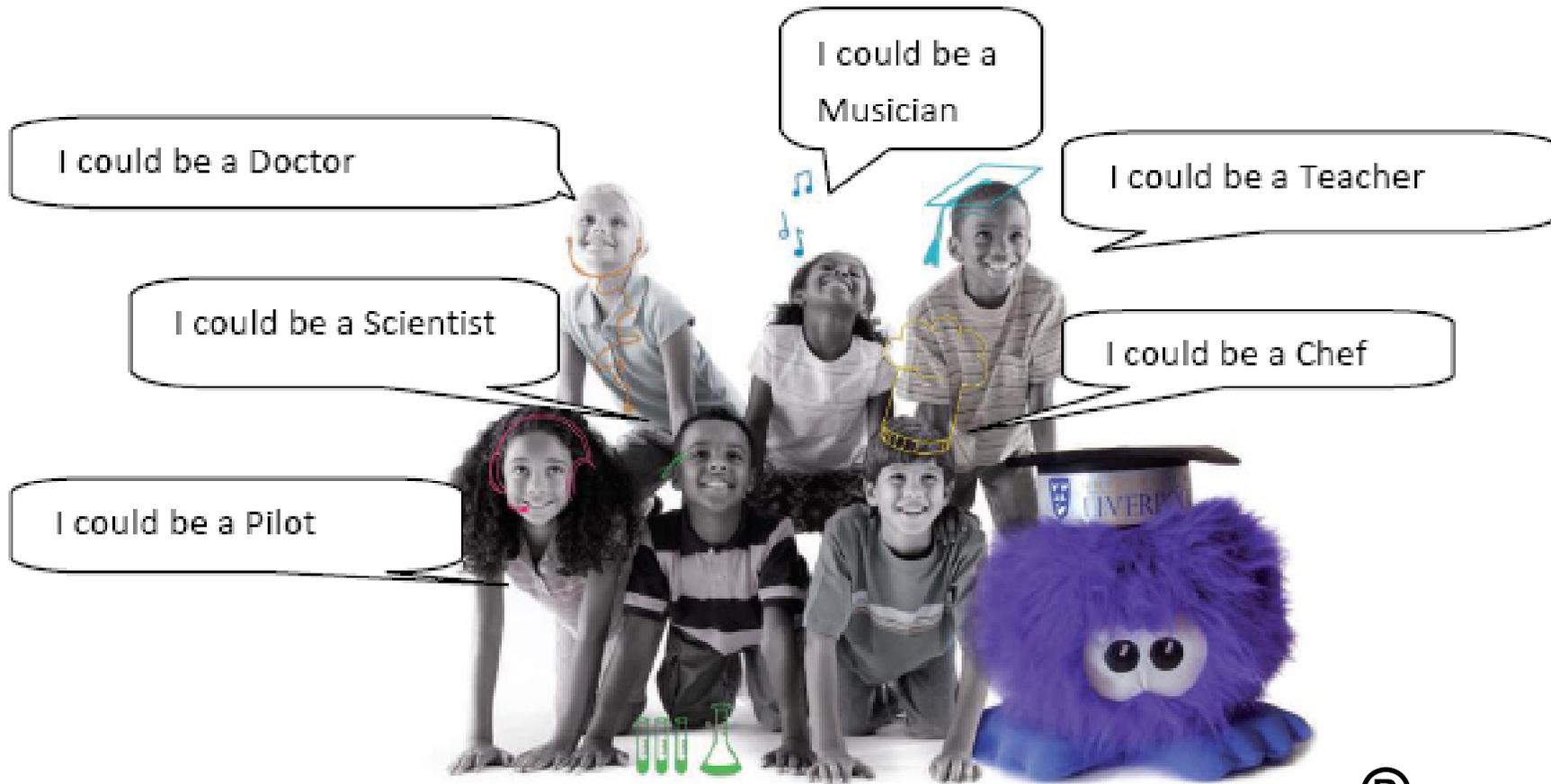
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LIVERPOOL

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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



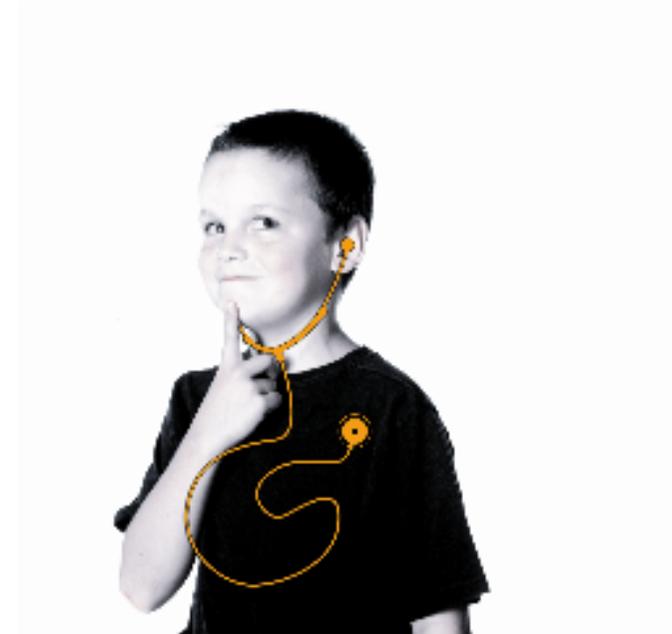
How do we do this?

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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