



Regional collaboration as an integral part of University strategy

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partner in Aimhigher West Midlands

Partnership Drivers: a history of success.....a consensus of concern.....



- Strong relationships existed through national Aimhigher funding
- Proven, high quality interventions e.g. mentoring, summer schools, health sector placements & careers advice
- Shared concerns e.g. higher fees, youth unemployment, lack of alternative pathways

- Increased need for, but reduced access to, Careers Guidance
- Stubborn areas of low local HE participation despite progress over period of national Aimhigher
- Evidence of action needed for OFFA Access Agreements
- Enthusiastic & passionate Aimhigher team



Aimhigher West Midlands Model



- Collaborative funding by four HEIs
- Subscriptions and fees from schools/colleges
- Small core team of three staff
- Partners provide office space and additional staffing support
- Strategy Group and Management Group
- Termly Schools Forum
- Annual Advisers Conference

Benefits to members



- Cost-effective way for HEIs to target, deliver and evaluate WP at sector level
- Allows schools/colleges to address new Careers/IAG duties and student performance agendas (often drawing on Pupil Premium funding)
- Sustains good practice, efficiencies and dialogues achieved under nationally funded period of Aimhigher
- Activities tailored to local needs

Activity	Service Outline
Undergraduate Mentoring	25 schools, 4 mentors per school/college supporting 500 learners
UniFest Summer Schools	Up to 300 places. Events for years 10, 11 and 12.
Healthcare Work Placements	Work experience weeks
Health Careers and Enrichment	'Meet the professionals' events, visits, workshops
Learning Choices	On-line assessment of learners' career aspirations, options and progression plans
Coordinated Outreach	Aimhigher brokerage and support to access partner schools to other WP opportunities
CPD / Good Practice	Information Bulletins, Aimhigher Forums and Annual Conference for staff involved in aspiration/ attainment raising and IAG on HE progression

What have we achieved in first year?

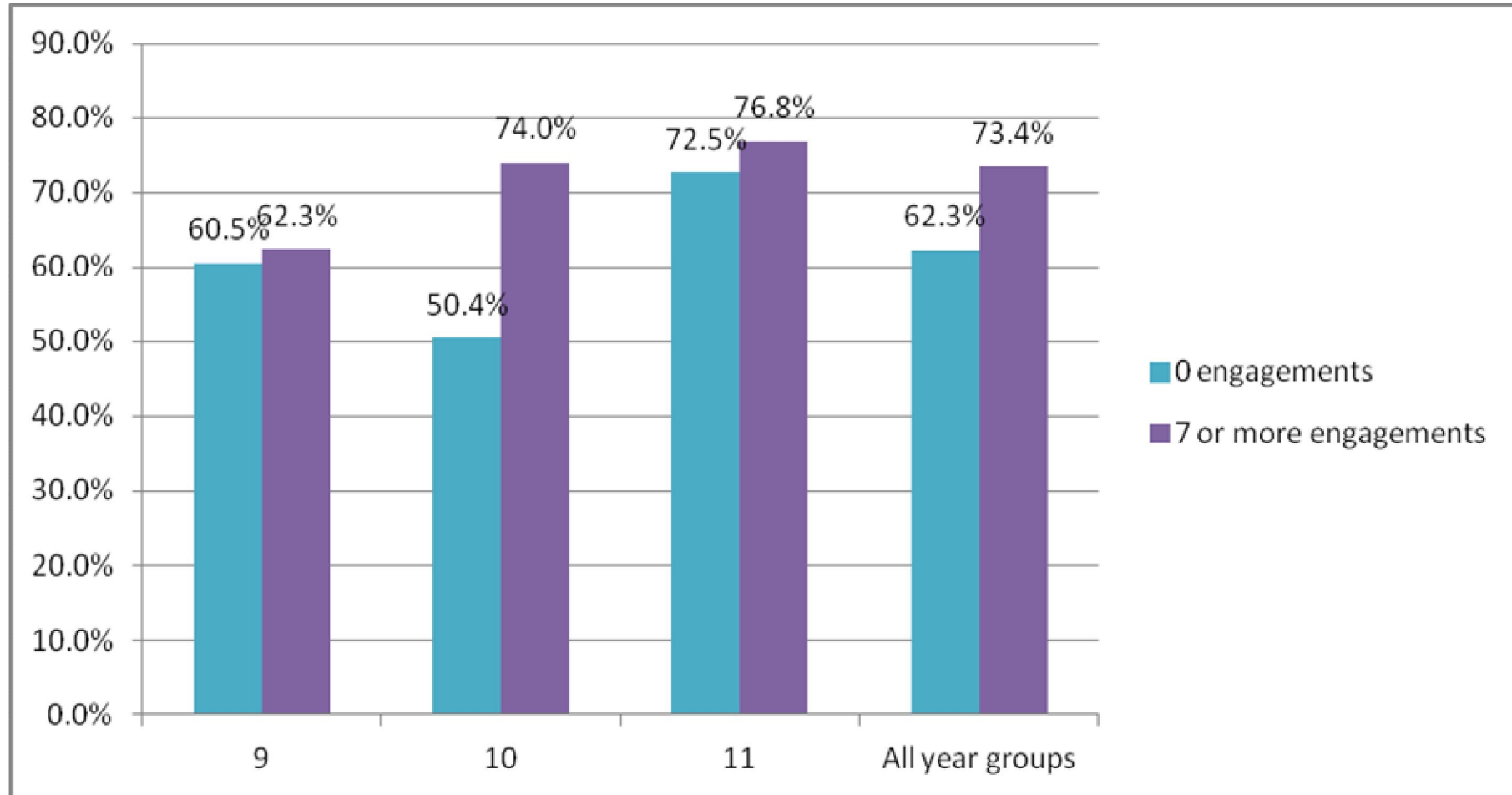


- Survived the loss of £4.5 million national funding
- Engaged 50 schools and colleges
- Enabled 515 young people in 26 schools/colleges to be mentored by undergraduates
- Enabled more than 200 young people from 31 schools/colleges to access university summer schools in June/July 2012



- Delivered healthcare work placements and career advice to over 900 young people
- Supported 4 schools in assessing the KS4 Learning Choices and career guidance needs of over 1,200 young people
- Provided staff development on HE progression to over 300 school, college, HE and other practitioners

Informing aspirations

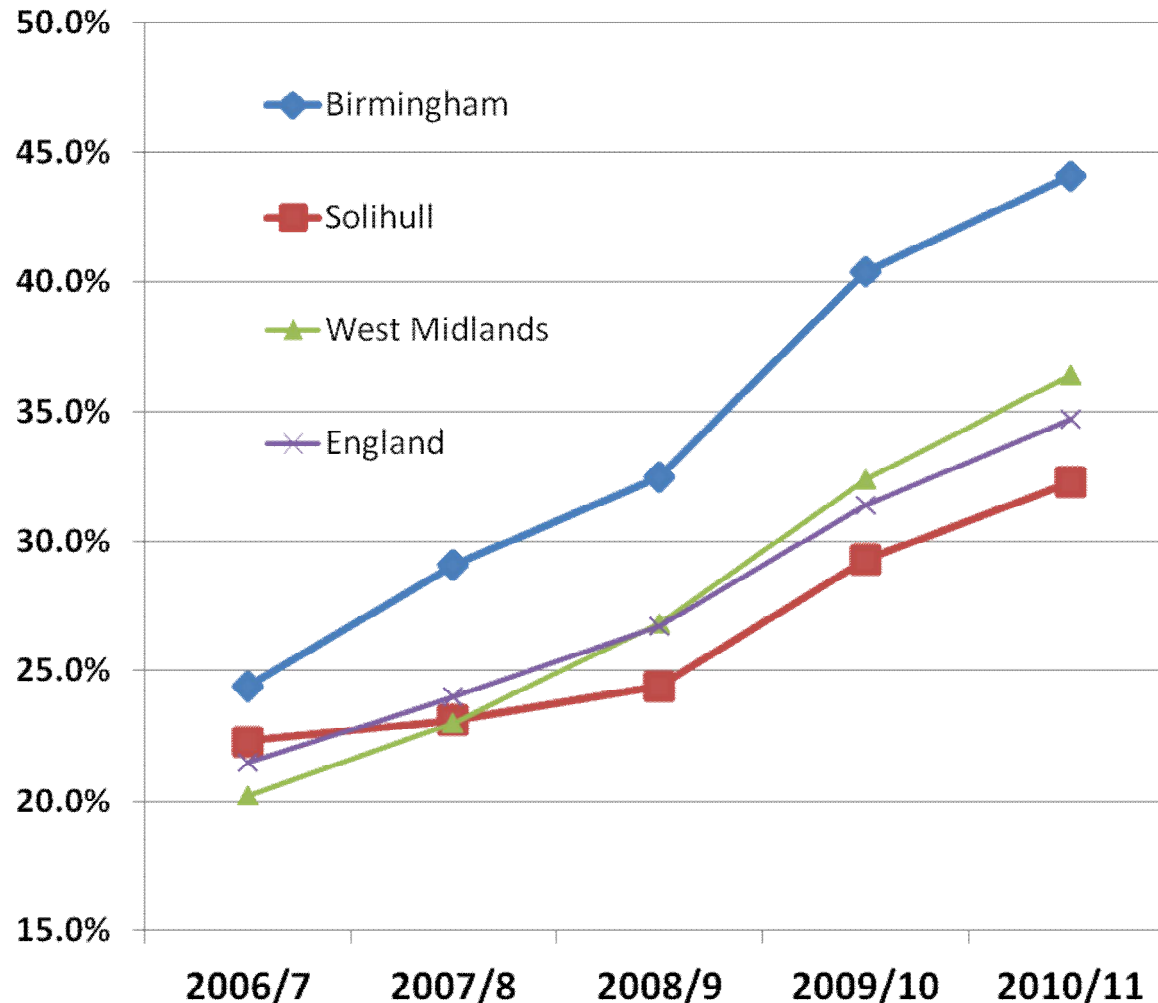


Learners that definitely/probably know enough to choose their future career and progression options, by age group and engagement in Aimhigher

Alison's participation in Aimhigher masterclasses and the UniFest residential programme have had the greatest impact on her aspirations. She refers to the three-day residential experience as "the best trip I've ever been on". The experience allayed many of the anxieties that she had about fitting in to university life, and significantly increased her resolve to achieve a place in higher education.'

Aimhigher School Coordinator

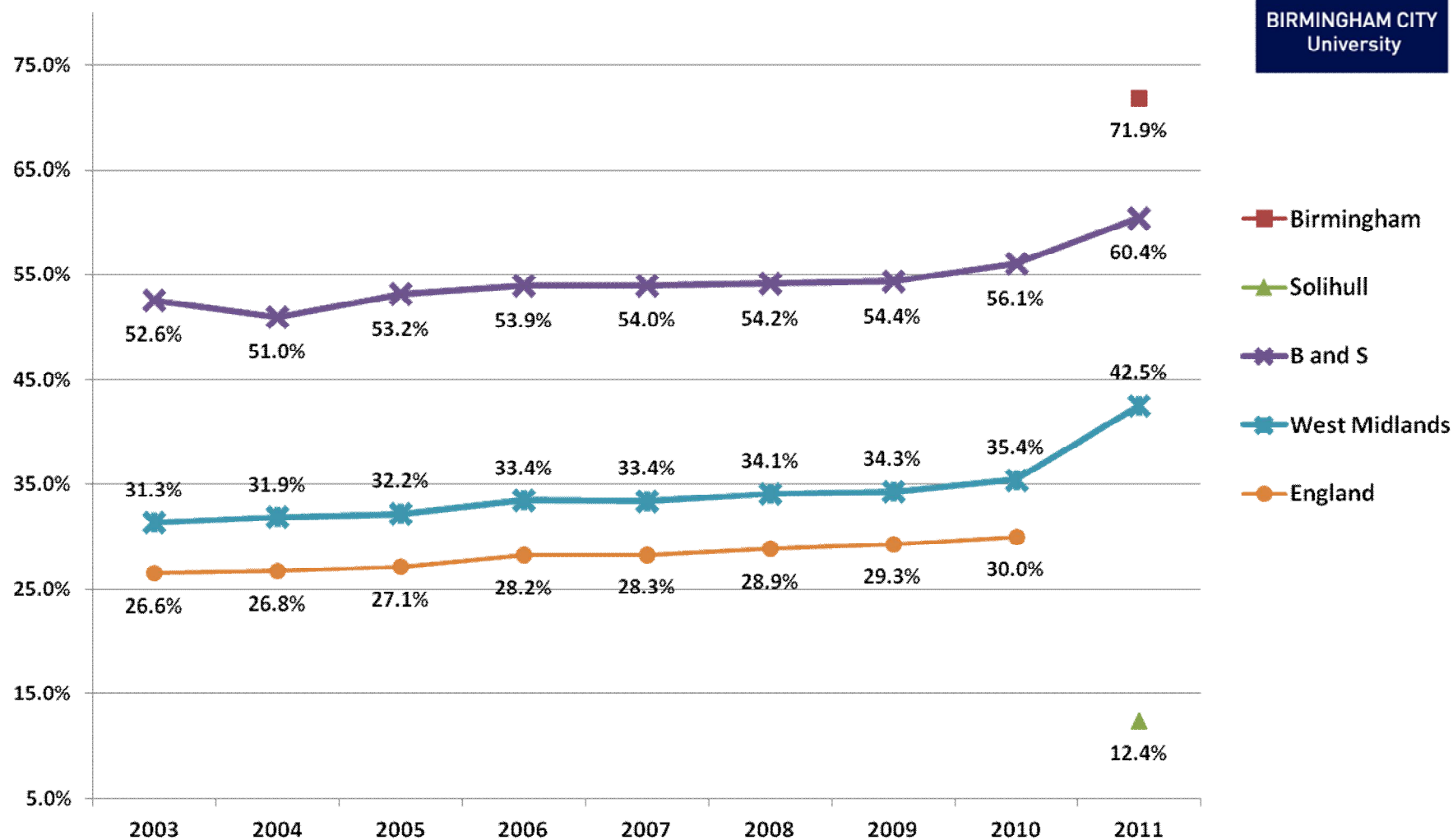
Improving attainment



81% of
FSM learners engaged
in Aimhigher achieved
this outcome
*(sample 204 young people tracked
between 2008 and 2011)*

Proportion of young people from FSM (eligible) backgrounds achieving 5 A*-C GCSEs or equivalent including English and Maths

Contributing to progress



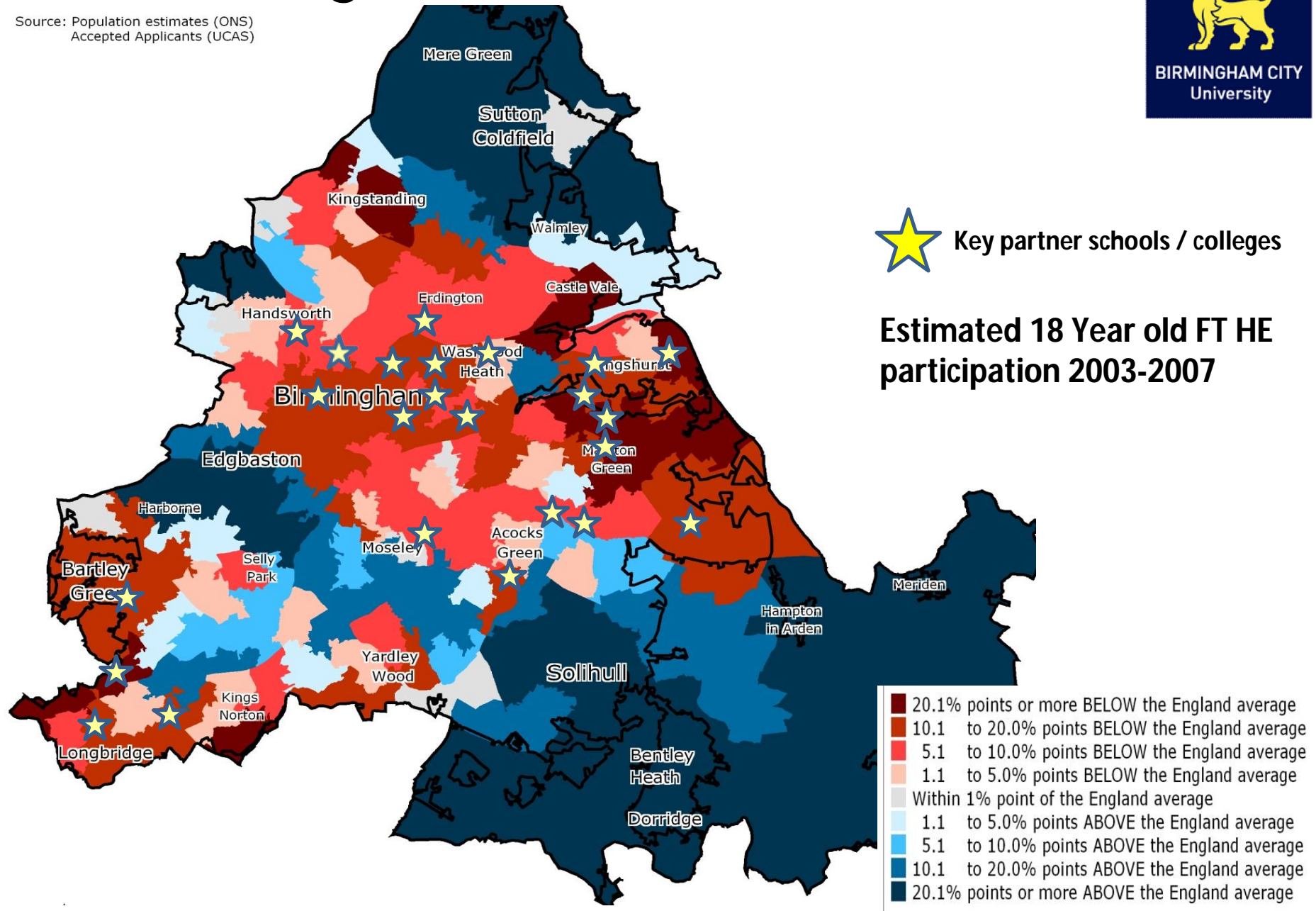
Regional Trends in the Proportion of UCAS Applicants aged 20 and under from 40% most disadvantaged (IMD) postcodes 2003 to 2011

Focusing Reduced Resources

Source: Population estimates (ONS)
Accepted Applicants (UCAS)



**Estimated 18 Year old FT HE
participation 2003-2007**



The Future



- HEIs jointly pledged total of £140k per annum for next 3 years
- Targeting of pre-16s and areas of deprivation
- Shared targets in the Access Agreements:
 - 500 disadvantaged students supported in 2012/13
 - 750 in 2013/14
 - 1,000 in 2014/15
 - Aimhigher students to achieve better GCSE outcomes than non-Aimhigher students from similar backgrounds (e.g. Free School Meals recipients, looked after children, disadvantaged postcode)
 - Aimhigher students to be tracked through UCAS data

Complementary to our own partnership activity

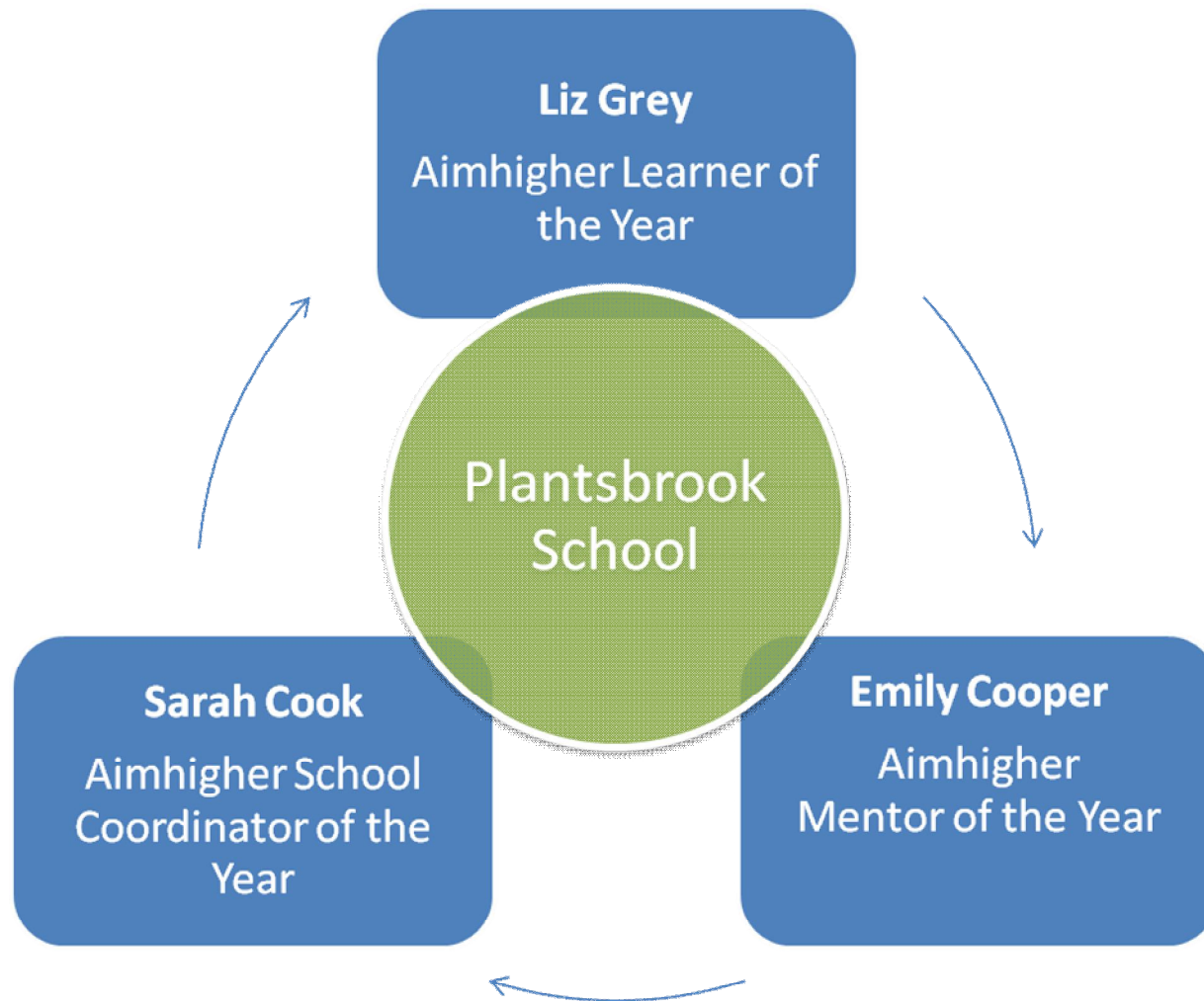


- Subject masterclasses
- Campus visits
- Information Advice and Guidance (IAG) sessions at careers events
- Virtual Students Union to support progression from FE Colleges - jointly with Birmingham City Students' Union (Best Practice winner in the NUS Student Engagement Awards 2011)



- Co-sponsorship with the Ormiston Trust of BOA (Birmingham Ormiston Academy) – a 14-19 school specialising in performing & creative arts and digital media, located next to our expanding City Centre campus
- Tripartite arrangements with University, school and employer
- Links through our Ofsted 'Outstanding' rated School of Education to over 1000 schools in the West Midlands
- Encouraging staff involvement on school Governing Bodies
- Active engagement with local authorities and academies trusts to raise aspiration and achievement

Making a Difference





“Discovering that I was going to have to retake my first year of 6th form was a major setback and my confidence plummeted. I felt my education might be over. My sessions with Emily have increased the confidence I thought I had lost and my passion for learning and achieving. **Emily helped me see a brighter future.** In my life consistency has never been a strong factor, but meeting my mentor helped me to focus on the issues holding me back. I have learnt about the new possibilities and choices after sixth form and discovered a motivation and passion for a subject which I never would have taken if it wasn't for my previous fail – a subject that I have now achieved 97% in!”

Liz Grey: Aimhigher Post-16 Learner of the Year 2012

“Liz began the year with a very negative attitude and was on the point of leaving. Through the efforts of her Mentor, Liz quickly began to see her weekly sessions as “a second chance to achieve the grades that I deserved, and to prove to myself and other people that I am not a failure!” Liz is currently exceeding her target grades in Media and Applied Science, **and is a different student from the one who began the year.**

Liz has identified an HE course which suits her interests and abilities and which has given her a goal to aim towards.”

Sarah Cook, Aimhigher School Coordinator of the Year, Plantsbrook School

“At the start Liz was in a difficult place, re-taking her first year of 6th form due to disappointing grades at AS-level. She made an amazingly brave decision to leave her friends behind and focus on her education.

Since then Liz has accepted that through her own personal motivation she will achieve and

her attitude, attendance and motivation towards school have increased

phenomenally. This in turn has led to her grades soaring above the targets previously predicted for her. Being an Aimhigher mentor has also helped my personal development and future employability.”

Emily Cooper, Aimhigher Undergraduate Mentor of the Year 2012