

Evaluation plan for Imperial Outreach Office

Reasons and purposes

Imperial College London has a long established reputation for delivering excellent outreach activities to school and college students. We believe in raising the aspirations of all students, regardless of background, to fulfil their potential and apply to the right university for them. Our commitment is to inspire students in the study of science, technology, engineering and medicine.

The Outreach Office was established in 1990 as Student Liaison office with one member of staff working in Registry. In 2006 it was re-branded as Imperial Outreach having increased it's staff members to 10 and schemes and audience to reach well over 10 000 individuals annually. (See 'Initial Briefing.doc' for full details). The main streams of activities can be divided into Mentoring and Tutoring schemes, The Volunteer Centre, Open days, HE fairs, School visits and Summer Schools & Science activities.

The Outreach office's audience varies from pre-university students from any type of school and family background to Community groups, teachers and academics at the University. Over the last two years we have developed a new office management system where all activities are brought together in a database allowing us to report on overall audience involved, geographical areas, WP students reached and subjects and age groups engaged. The evaluation plan is aimed to underpin data collected through the management system by adding case studies and look at the individuals taking part in our activities. We are also looking at the involvement of Departments and how we interact internally with academics and long term are working towards increasing our collaborative partners in the Exhibition Road Area through working with the Exhibition Road Cultural group and thereby widen our aims and objectives. However the Outreach Office is a small team; this evaluation plan therefore needs to be focused to catch the core activities and audiences we work with.

Although individual schemes are evaluated and monitored externally we have till now not evaluated our activities overall and though the new database gives us facts and figures we would like to look further into the how, who and why's to establish which areas we need to develop and where we are doing well. The evaluation will also be used to back up numerical data from our database for academics to have a point of reference of their Department's involvement with Outreach.

The overall effectiveness and value of our activities can also be reflected in the awards and prizes we receive on an annual basis. These will be listed in the final report.

Uses

Implementation of the evaluation plan will start at the beginning of the academic year 2008/2009 and we aim to have a ready report by the summer of 2010. The evaluation will be disseminated internally to Heads of Departments and UG Admissions Tutors as well as colleagues in Registry dealing with admission issues and WP to heighten our profile within the College and also give some academic credence to figures produced. Since most of the outreach activities are externally funded the report will also be made available to potential funding bodies externally and internally in College.

Thirdly the evaluation will be used internally in the office as a way to identify and share good practice between colleagues.

Focus

The following programmes are selected from our portfolio to cover the widest possible type of audience and type of scheme:

	Type of impact:	Audience group:	Schemes chosen:	Age groups:	Outreach umbrella:	Form:
<u>One Day events</u>	<ul style="list-style-type: none"> • Short taster sessions 	<ul style="list-style-type: none"> • Teachers • Pupils 	<ul style="list-style-type: none"> • Chemistry Taster Day • GETSET • Into University 	<ul style="list-style-type: none"> • Y12 • Y9 • Y8 • Teachers 	<ul style="list-style-type: none"> • Summer schools • Volunteer Centre 	<ul style="list-style-type: none"> • Questionnaires
<u>Medium term events</u>	<ul style="list-style-type: none"> • Residential courses at the university over several days 	<ul style="list-style-type: none"> • Pupils 	<ul style="list-style-type: none"> • WISE • NE Y10 • Robotics 	<ul style="list-style-type: none"> • Y10 • Y6 –Y7 	<ul style="list-style-type: none"> • Summer schools 	<ul style="list-style-type: none"> • Questionnaires
<u>Long Term projects</u>	<ul style="list-style-type: none"> • One year + contact with pupils 	<ul style="list-style-type: none"> • Teachers • Pupils • Mentors 	<ul style="list-style-type: none"> • Pimlico Connection • INSPIRE 	<ul style="list-style-type: none"> • Y5 – Y13 • Teachers • Imperial UG students • PostDocs 	<ul style="list-style-type: none"> • Mentoring and Tutoring Schemes 	<ul style="list-style-type: none"> • Questionnaires • Mentors diary entry over one year
<u>School visits</u>	<ul style="list-style-type: none"> • One day lecture or ongoing one-to-one support 	<ul style="list-style-type: none"> • Teachers • Pupils 	<ul style="list-style-type: none"> • State and independent school visits 	<ul style="list-style-type: none"> • Y12 - Y13 • Teachers 	<ul style="list-style-type: none"> • School visits • Mock interviews • Personal statement support 	<ul style="list-style-type: none"> • Soft statements from pupils • Questionnaires to teachers

Additionally we will contact academics at Imperial and any pupils who have taken part in our activities and later returned as students. We have chosen not to include HE Fairs and Open Days in the plan as this is too unyielding. We will however catch motion from level 1 (immediate response) to level 3 (change of behaviour) by handing out on the day feedback which gives participants an opportunity to sign up to be part of a longer term evaluation and questionnaire.

Data and evidence

Uniform questionnaires will be handed out depending on the type of event. Questionnaires will have an option to sign up to our mailing list for future events and to take part in ongoing evaluation work. Volunteers for the ongoing evaluation will be sent on-line questionnaires annually to establish any further impact participation has had on development and choices.

We wish in this way to assess the impact on our key mission which is to raise the aspirations of all students, regardless of background, to fulfil their potential and apply to the right university for them and also to inspire students in the study of science, technology, engineering and medicine.

Academics at Imperial will receive an annual email with information about outreach awards and schemes they can take part in, staff volunteering and facts and figures. The email will contain a link to an online questionnaire about their involvement with outreach activities.

Through our database we can flag up any named participants on our summer schools and science activities who have later returned as Imperial students. Identified individuals will be emailed link to an online questionnaire to establish any link between their application end motivation and previous participation in Outreach activities.

Results from the above will be used to back up numerical facts and figures from our database reports. Student information is collected in accordance with the College Data Protection and College Policy which allows us to keep on record name, DOB and school attended but does not allow for any contact details to be stored. We are allowed to hold this information up to five years.

Audience

The report will be used internally in Outreach for identification and further development of good practice within the office and to identify areas of development. It will then be disseminated to Heads and academic staff at Imperial in order to heighten the internal profile of the office and identify potential collaborators and funding bodies. Last it will be used for external funding bodies and potential partners.

Timing

Implementation will start academic year 2008/2009. Report will be ready end of academic year 2009/2010.

Agency

The questionnaires will be handed out to participants by members of the Outreach team or our members of our partner organisations.
On-line questionnaires to teachers, learners and academics will be sent out by Outreach on an annual basis.
Soft statements will be collected by the WP manager.

Analysis of data, questionnaires and development into a report will be *conducted by a third party, preferably another University group; this is to be discussed over the summer 2008.*