



Working towards social inclusion in higher education: an integrated approach to outreach and retention

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Outline



- QUT strategy for outreach and retention activities
- Mythbusting - examples of good practice
- Competition vs Collaboration
- Bradley and the budget
- Collaborating activity

QUT's approach



Four-point plan

1. Creating aspiration (outreach)
2. Opening the door (admissions)
3. Helping with costs (scholarships)
4. Supporting enrolled students (services)

Rationale



- Low-SES students are chronically under-represented, although their pass creates and completion rates are reasonably close to those of other students. Making university **affordable** and **accessible** is the core challenge
- Barriers to the participation of low-income students in higher education are a **complex mix of issues** – affordability, cultural/family issues, awareness and achievement
- **Integrated, long-term effort across** all four categories
- New activities should **build on the fundamentals** which already exist, build up in layers to work towards a **sustainable, embedded, University-wide program**.
- An **all-University partnership approach** involving faculties and divisions is required. For some elements, co-operative activities with other universities and with other sectors will be needed.

QUT's long-term plan



	2005	2006	2007	2008	2009
Creating Aspiration	<ul style="list-style-type: none"> put the basics in place: expand existing activities such as school visits, on-site visits (Q Step). MoU with TSF material to all year 12s in target schools. promote free careers counselling, admissions adjustments, and scholarships to spark interest. 	<ul style="list-style-type: none"> continue '05 initiatives plus - make contact with prospective students directly using "project u" DVD. focus on rural and Indigenous low-income students. begin discussions with other universities on collaborative activities. specialist Ambassadors from Q-Step/ scholarship background. 	<ul style="list-style-type: none"> continue '05/06 initiatives but go deeper, and expand activities; build on DVD – target yr 10s in collaboration with all Qld unis; deeper engagement with target schools through curriculum connections eg SARUA; explore pathways for aspiring cohorts in TAFE and mature-age; target 'greenfield' site of Wide Bay for a weekend camp increase awareness of scholarship program (via radio/print advertisements – "People like me"). 	<ul style="list-style-type: none"> continue previous initiatives but go deeper, and expand activities; build on DVD – target yr 12s and rural. deeper engagement with target schools through encouragement awards for year 10 students with potential; ATP/External Senior to connect with aspiring mature-age cohorts re pathways, achievement, and awareness. expand Wide Bay camp to 100 students; continue awareness-raising of scholarship program (via radio/print advertisements). 	<ul style="list-style-type: none"> continue previous initiatives but go deeper, and expand activities; Continue DVD publications distribution. Further publication - Where are they now? Student with Potential Awards for Year 10 Q-Step schools DASA Application Bridging the Gap project students in ATP/External Senior to connect with aspiring mature-age cohorts re pathways, achievement and awareness. expand Wide Bay camp to 240 students; continue awareness-raising of scholarship program
Opening the Door	<ul style="list-style-type: none"> put the basics in place: re-vamp Q-Step admission process; combine Q-Step and Access scholarships into one process for target schools. 	<ul style="list-style-type: none"> continue '05 initiatives , with broader and deeper effort; begin discussion with other universities on collaborative activities. 	<ul style="list-style-type: none"> continue '05 initiatives explore collaborative activity (eg. QTAC processing all admissions via special consideration.) examine pathways from TAFE 	<ul style="list-style-type: none"> continue previous initiatives consideration of changing some pathways for students in pre-tertiary prep programs. 	<ul style="list-style-type: none"> continue previous initiatives Finalise changes to admissions pathways for students in pre-tertiary prep programs
Helping with Costs	<ul style="list-style-type: none"> basics already established '04 expand, refine and consolidate scholarship program - \$.78m. LPF program in place. 	<ul style="list-style-type: none"> expand, refine and consolidate scholarships program - \$1.2m. LPF program consolidated. 	<ul style="list-style-type: none"> expand, refine and consolidate scholarships program - \$2.0m. LPF program and outcomes increasing. scholarship 'guarantee' for Q-Step/ Indigenous. discontinue Access (school-of-origin) scholarships 	<ul style="list-style-type: none"> as per 07. continue gradual shift towards topping-up small scholarships. design "time-of-offer" systems with QTAC. 	<ul style="list-style-type: none"> as per 08.
Support Enrolled Students	<ul style="list-style-type: none"> expand existing support services with grants, O-week activities, networks. scholarships/bursaries 	<ul style="list-style-type: none"> continue '05 initiatives. increase in Welfare service (Counselling). 	<ul style="list-style-type: none"> continue '05/06 initiatives. establish accommodation advisory service, esp for rural students. 	<ul style="list-style-type: none"> continue '05/06/07 initiatives. 	<ul style="list-style-type: none"> Outreach to Low SES Students Working Party Support for Low-income Students Network

QUT Scholarship Guarantee – a ‘package deal’



1. Outreach

- On-campus activities, camps, school visits, funding

2. Opening the door

- Q-Step Program, Oodgeroo Unit, Alternative entry

3. Helping with costs

- QUT Scholarships Scheme

4. Supporting enrolled students

- Orientation and FYE, support services, learning support



Myth-busting

- Too expensive
- Not hands on – too theoretical
- Too hard– you have to be a ‘genius’
- Too much info & too stressful to decide
- It’s not worth it - there are easier ways to get my goals
- What if – I don’t get in/don’t succeed
- Maybe later – deferring uni and/or deferring decision-making
- People like me don’t go to uni



Competition vs Collaboration



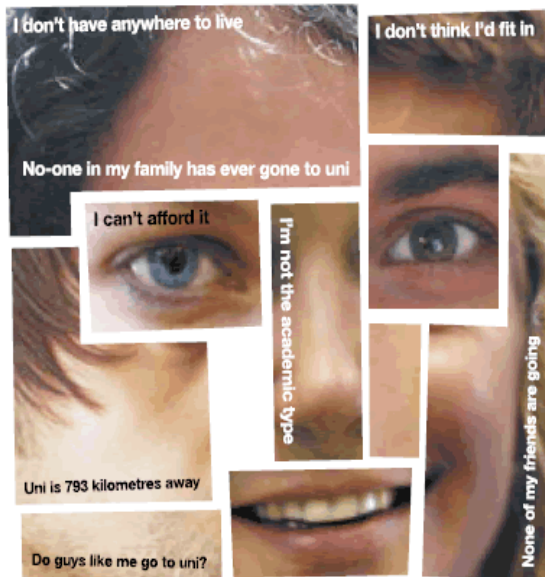
Traditional marketing/recruitment	Aspiration-building outreach
a. primarily competitive	primarily collaborative
b. material or activities primarily designed to promote an individual institution and maximise enrolments at that institution.	material or activities primarily designed to promote post-school study or university study in general.
c. focused on an audience who is presumed to already aspire to university study, and who are deciding which institution/course to choose.	focused on an audience that is <u>not</u> presumed to already aspire to university study or any form of post-school study; and who may experience real (and imagined) barriers to access.
d. tries to influence the choice of university by emphasising the unique or superior characteristics of the institution.	tries to influence the life choices of the audience through myth-busting, encouragement, inspiration (e.g. role models), and practical assistance (scholarships/bridging programs etc)
e. focuses on a single choice.	focuses on an aspiration-building journey which has steps and stages over time, and is different for each cohort.
f. core messaging – choose this university, now	core messaging – ‘any university, any time’ or post-school study is a good thing

Examples



First Year in Higher Education Conference 2009
29 June - 1 July 2009

Don't let anything stop you



People like you do go to uni. QUT has thousands of students just like you. Help is available. Each year QUT provides millions of dollars in financial assistance, free computers and lots of advice and support. It may not be easy, but it will be worth it. Find out more at askus.qut.com



EQUITY SCHOLARSHIPS

“ Support for low income students. Information on scholarships, free computers, financial counselling and more. ”



GET SERIOUS ABOUT YOU

Ever wonder what it would be like to go to uni, but worry about getting in, getting lost and getting through? Stop worrying. To make your life easier we asked some students - who had the same concerns as you - to tell us about their experiences at university, and how to make it go well...

I think uni opens your world up to opportunities you never thought possible.

TARA CAISBY
Student at QUT

QUT logo in the top right corner.

Collaborations - examples

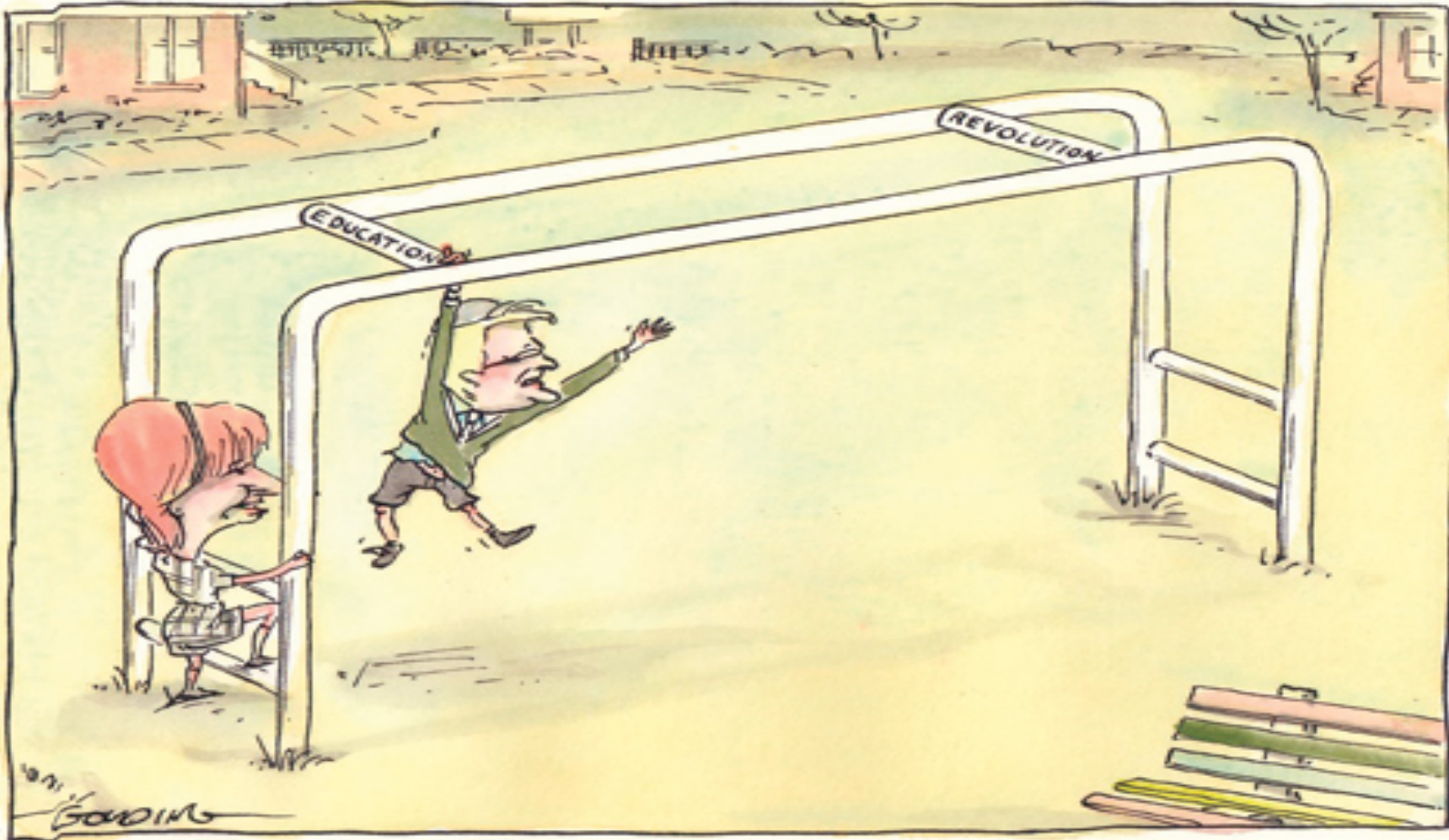


Uni	Activity	Details	Target cohort	Partners
QUT	Wide Bay Experience Uni Camp	Students from Wide Bay and Sunshine Coast attend weekend camp during Open Day weekend	Year 10 – 12	High Schools The Smith Family
Griffith	Unireach & Connections Program	Taster program for years 10 – 12 in Sth Brisbane/ Gold Coast catchment.	Years 10 – 12	
ACU	Social Justice Youth Forum	General awareness forum about social justice issues – links issues to careers as a way of alleviating these social problems.	High school students	Alumni and community
JCU		Sponsor students from TSI to come to Cairns, Brisbane and Sydney.	Year 11 – 12 TSI students	Regional Community
JCU	Uniprep and Tertiary Access Course	Taster experience. Students who do this program are shown to do better at uni.	Non-school leavers	Community groups
UQ	Polyvision	Project at UQ Ipswich – July/August	Sth Pacific Islanders	Schools, Community
UQ	UQ Link	Alt entry program	Low-income students	QUT Q-Step
CQU	Experience CQ	Week-long awareness campus	High schools students	Anglicare The Smith Family
CQU	CQ Connections	Targets non school-leavers which account for 70% of CQU students. Promotes lifelong learning	First in family and non school-leavers	
USQ	Toowoomba Industry and Schools WP	WP of schools, unis, VET and local business	High schools	Schools, VET, industry partnets
USQ	PCAP Camp	Week-long camp for PCAP schools	High schools	Qld Ed

The future



First Year in Higher Education
Conference 2009
29 June - 1 July 2009



The future



Government KPIs

- 20% of higher education enrolments at UG level should be LSES by 2020
- 40% of all 25-34 yr olds attain a higher education qualification by 2025

The future



Budget changes re equity

- Funding for participation/support of LSES students
- Reward funding for enrolling/retaining LSES students
- Funding for partnerships (competitive bidding)
- Replacement funding model for HEESP
- Income support (study assistance) reviewed – scholarships to Centrelink for administration

The future



Federal Funding	2009-10 \$m	2010-11 \$m	2011-12 \$m	2012-13 \$m	4 yr total \$m
Partnership activities	7	21	36	44	108
Enrolment loading	21	64	108	132	325
Total fund to support low SES participation*					433

*Includes \$394m new funds, plus existing Equity Support Program funding. An additional \$4m is being provided for departmental expenses.

Reference:

http://www.deewr.gov.au/HigherEducation/Documents/PDF/Additional%20Report%20-%20Transforming%20Aus%20Higher%20ED_webaw.pdf

Group activity - Collaboration



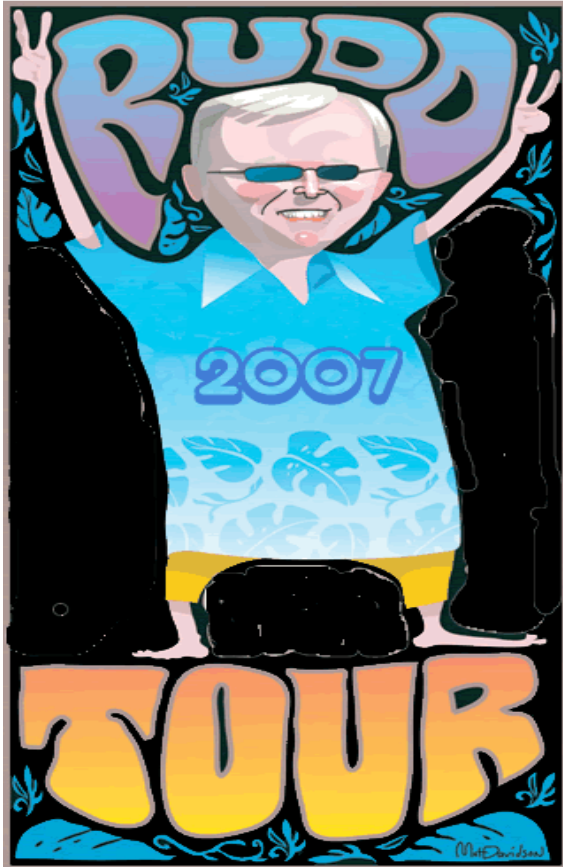
- Complete the form outlining some of the activities you currently do especially transferable models, or which you could collaborate on.
- Discuss them as a group
- Facilitator to summarise and email group with list of activities
- Share on EdEquity

Group activity - Collaboration



Activity	Description	Target cohort	Partners (if any)
1. On-campus activities			
2. School connections			
3. Adult learners (non-school) connections			
4. Community activities			
5. Admissions adjustments or specific pathways			
6. Resources (print/web/other)			
7. Media			
8. Other?			

If you were PM?



THINK BIG! How would you tackle low SES participation in higher education if resources were not an issue? (SWOT activity)

If you were PM?



Examples of activities may include:

- De-mystification experiences for first-in-the-family
- Encouragement/inspiration through role models and incentives
- Value-adding to learning/achievement
- Alternative pathways for admission
- Other

SWOT analysis:

- Strengths
- Weaknesses
- Opportunities
- Threats



Contact



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