

Outreach and recruitment for LSES Students

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ATN access and participation (UG Only) 2008

	Access % UG Only 2008	Participation % UG Only 2008	Access % UG Only 2008	Participation % UG Only 2008
	LSES Students		Indigenous students	
UTS	10.76	10.44	1.34	1.27
QUT	14.07	13.78	1.45	1.32
UniSA	25.61	24.67	1.54	1.55
RMIT	14.95	13.69	0.34	0.30
Curtin	12.44	11.22	4.23	2.21
Australia	17.26	16.18	1.49	1.29

Source: DEEWR Low SES data are based on 2006 Census SEIFA.



Context

- Five questions
 - how many?
 - where from?
 - How will they be motivated?
 - Where will they enrol?
 - how will they be retained?
- Little unmet demand
- Need to work with uninterested cohorts and/or those who have barriers to entry

The nature of the issues

- Awareness
- Aspiration
- Affordability
- Achievement
- Access

The nature of the change process

- Universities alone cannot deliver the whole journey
- Families, community, schools, play the key role
- Partnerships
- Long-term

The nature of the outreach task

- Cohort: not ready to choose vs ready to choose
- Message: post-school study vs choose this uni now
- Metaphor:
 - The journey not the choice
 - Building not selling
 - The learner not the brand

The uni contribution to widening participation

- De-mystification experiences for first-in-the-family
- Encouragement/inspiration through role models, and awards/prizes
- Value-adding to learning/achievement, especially with discipline connections
- Alternative pathways for admissions, and scholarships.

Plus better retention of enrolled students



Scale and partnerships

- Grow existing WP effort in both outreach and support
- Partner up for scale and impact in outreach
- Partner with education providers, communities and cohorts
- Link with National Partnerships eg YAT, Schooling, Indigenous; Social Inclusion Board.