

Targeting and Data Collection

Targeting Students

Our work in schools is delivered predominantly across two projects (KMPF and KaMCOP):

❖ **KMPF (General Outreach Programme)**

KMPF is our university partners' commitment to increasing both attainment and progression amongst those who are under-represented in higher education. It is aimed at those young people in partner schools who are most likely to benefit from taking part in higher education outreach opportunities, including:

- **students from neighbourhoods with low participation in higher education** (see identifying students below)
- **students who are the first in their immediate family to go to university**
- **students with a disability**
- **students who are care experienced**
- **students with caring responsibilities**

❖ **KaMCOP (Kent & Medway Collaborative Outreach Programme)**

KaMCOP is part of the national Uni Connect Programme. This is an Office for Students funded project aimed at promoting social mobility by improving access to higher education for young people from under-represented backgrounds.

KaMCOP students are identified by specific postcode wards (see identifying students). These postcodes indicate:

- Low levels of participation in higher education
- A 'participation gap' – i.e. GCSE attainment information tells us that participation in higher education could be higher
- Being situated within areas of relative deprivation

Your school will have been selected as a partner school because many of your students meet these indicators of disadvantage. Some activities are available to all the students in your school, however some may be more targeted to those who fall into the groups listed above. Where this is the case there is an expectation that schools select appropriate students for activities. The Hub schools team can provide support in identifying target students and where possible we suggest that you aim for at least two thirds of the students taking part in an activity to be from the target cohort.

Identifying Students

If you are unsure which students should be selected for outreach activities, we are happy to support you. We can run a postcode profile analysis which identifies students who live in areas of deprivation and low participation in line with the KMPF and KaMCOP target groups above. In addition to postcode indicators, FSM, disabled or Pupil Premium learners should be targeted, as identified from your own records.

Activity Registers

Registers are collected by our outreach delivery teams at the universities for each event/session/workshop that takes place.

The register can be collected in a number of ways:

- The school is sent a link to an online registration which the school can share with the students to be completed on a PC/laptop or mobile device
- The school completes a class register on the students' behalf, on paper or via an excel spreadsheet
- Students complete individual paper registers

(Copies of our registers can be found in our Schools Pack)

In all cases students must have sight of the privacy notice. This is supplied with the register templates and can be displayed/circulated by school or outreach staff as agreed for each activity. Please see our FAQ document in the Schools Pack for further information about supplying student data.

It is often helpful to send registers in advance of the activity as this can save time at the point of delivery. The delivery teams will discuss this with you when the events are planned. All registers sent by email must be password protected.

Collecting baselines and registers helps us to monitor the level of engagement with the activities, evaluate the efficacy of interventions and to track whether a student progresses to study in Higher Education.

Baseline Questionnaires

We collect baseline questionnaires from selected partner schools with the highest numbers of students in our target groups. However all our Partner schools can request that students complete these. The baseline survey asks learners about their attitudes towards education, self-efficacy, motivation, confidence, self-awareness, and knowledge about higher education. The survey enables us to measure the impact of the programme across the KMPF partnership.

We collect baselines digitally through an online survey and your school will receive a link by email at the beginning of each academic year. This is co-ordinated centrally through the KMPF Hub team. Please speak to our schools team or email kmpf@canterbury.ac.uk if you have any questions.

We ask that you arrange for learners to complete a baseline survey at the beginning of year 7 (before any activity has taken place) and again at the beginning of years 9, 11, and 12 so we can track changes in their responses as they progress through their educational journey and ensure that the programmes we are delivering are effective.

To support your school with internal and external reporting, if baselines are collected you will receive a baseline report comprising a graphical summary of your learners' responses.

Collecting registers and baselines is part of our Partnership Agreement with schools and we are very grateful for the support of our colleagues in schools in facilitating these.

Please see our FAQ document in the Schools Pack for further information about baselines and supplying student data.