Outreach — A ‘How to’ Guide

Widening Participation: Outreach
Making a real difference to the lives of others in our community

A KCLSU ‘How to’ Guide

kclsu.org/outreach
Expanding young people’s opportunities to make a real difference to the lives of others can be easily completed through our WP Outreach projects in local communities.

To get started, follow this straightforward KCLSU guide to setting up a WP Outreach project; as an individual, or with a student activity group, society or group of fellow students.
What is WP Outreach?

WP Outreach aims to inspire bright and talented young people from traditionally underrepresented groups to attend higher education.

These groups include:

- People from lower socio-economic groups
- People from neighbourhoods where higher education participation is low
- Disabled people
- Mature and part-time learners
- Care leavers
- Carers
- People estranged from their families
- People from gypsy and Traveller communities
- Refugees
- Students with mental health problems, specific Learning Difficulties and/or who are on the autism spectrum
- Children from military families

WP Outreach inspires these groups to believe that university is a possibility. The impact could change the life of individuals, their families and their communities.

At the moment, access to university is not a level playing field:

- **21.9%** of students from a black African background made applications to Russell Group institutions compared to **54.7%** white students (Source: Times Higher Education)
- **10.8%** of first degree undergraduates declare that they are disabled (Source: OFFA)
- **1 in 50** of the most disadvantaged 18 year olds progress to a highly selective university in comparison to **1 in 4** of the most advantaged. (Source: The Brilliant Club)

With a third of King’s students coming from low-income households, WP Outreach is making a real difference. We can all be part of it.

**Talk to KCLSU for help in running a project today!**

Contact: outreach@kclsu.org

Our WP Coordinator can provide useful information, contacts and advice on Outreach activities and projects.
What kind of projects should we deliver?

Think about:

**Who** — to which age group — primary school aged children? Or young people 16+?

**What** — do we want to do bakery sessions? Or, do we want to teach physics to young people?

**Where** — where will it take place — a local community centre? Or at a college?

**Why** — what is the core purpose of the project?

All WP Outreach projects should meet at least one of the following criteria:

- Be at a school based in a low-participation neighbourhood
- Be with one of King’s College London Widening Participation Department’s target schools
- Be with a virtual school for care-experienced people
- Be with students from black and ethnic minority backgrounds
- Be with young people whose parents didn’t go to university
- Be held at community centres in low participation neighbourhoods
Our projects need to be relevant to the age group they are targeted at, relate to the individual, group or society applying and must encourage fair access to university.

Contact the WP Coordinator for any help designing the project and ensuring it covers the SMART criteria. To be SMART, the project will need to meet the following criteria.

**Specific:** Decide what objectives the project looks to achieve.

**Measureable:** Use the Evaluation Toolkit (see next section), so that the success of the project can be measured.

**Achievable:** Make sure the targets are realistic given resources, funding and time commitments.

**Relevant:** Make sure that the objectives fit into overall aim of WP Outreach.

**Time-bound:** Decide exactly when the project will be delivered.
Getting started

Step 1
Make sure that a similar WP Outreach project isn’t already happening. Please visit kclsu.org/wideningparticipation to see a full list of opportunities already available and their descriptions.

Step 2
Arrange a meeting with the Widening Participation Coordinator to help this project take place. The people responsible for delivering the Outreach project will need:
• A Disclosure and Barring Service (DBS) check
• KCLSU Child Protection training
• The online Evaluation Form (post event.)
Completing the WP Outreach project

Once the WP Outreach project has finished, it’s vital that an Evaluation Form is completed.

To make this easier, the Evaluation Toolkit can be updated throughout the delivery of the project.

The Evaluation Form is a chance to reflect on our projects and consider what was successful and what could have worked better.

Getting feedback from people who have participated is also key to evaluating the success. It’ll help us understand the impact of our projects better and make recommendations for future WP Outreach projects.

The Evaluation Toolkit and Form can be found at: kclsu.org/getinvolved/wideningparticipation/resources/
Access funding for our projects

We can apply for the Widening Participation Fund to help with our WP Outreach projects. It’s open to all King’s students wanting to create and develop student-led outreach projects in the community.

We don’t have to be a part of a society to apply for up to £500 of funding. Applications are open in the Autumn Term. Please email the WP Coordinator for more information.

Additional funding may be available throughout the year via the development fund and event specific funds. Check the kclsu.org website for further details.

Case Study: InsideMed

Part funded by the Widening Participation Fund, InsideMed is a mentoring for year 12 students who aspire to study medicine.

“The best thing about being part of the project is that it targets students from non-selective state schools and provides them with opportunities they wouldn’t have been able to get for themselves”

(Tobi, Gabi and Marwah from the Extended Medical Degree Programme)