

Bradley, Anna (2023) Further education segmentation tool. In: 11th annual NEON Summer Symposium, 6-7 July 2023, University of Exeter, UK. (Unpublished)

Downloaded from: <http://insight.cumbria.ac.uk/id/eprint/7238/>

*Usage of any items from the University of Cumbria's institutional repository 'Insight' must conform to the following fair usage guidelines.*

Any item and its associated metadata held in the University of Cumbria's institutional repository Insight (unless stated otherwise on the metadata record) may be copied, displayed or performed, and stored in line with the JISC fair dealing guidelines (available [here](#)) for educational and not-for-profit activities

**provided that**

- the authors, title and full bibliographic details of the item are cited clearly when any part of the work is referred to verbally or in the written form
  - a hyperlink/URL to the original Insight record of that item is included in any citations of the work
- the content is not changed in any way
- all files required for usage of the item are kept together with the main item file.

**You may not**

- sell any part of an item
- refer to any part of an item without citation
- amend any item or contextualise it in a way that will impugn the creator's reputation
- remove or alter the copyright statement on an item.

The full policy can be found [here](#).

Alternatively contact the University of Cumbria Repository Editor by emailing [insight@cumbria.ac.uk](mailto:insight@cumbria.ac.uk).

## Paper Sessions Friday 7<sup>th</sup> July 11.00 – 12.30

### Session 1 Widening Access Evaluation and Data Room – Seminar rooms 2 and 3

#### **Further Education Segmentation Tool**

FE to HE Segmentation Tool is an evaluative tool created via a joint funded project across a number of Uni Connect partnerships through Cosmos Ltd to support work with 16+ learners. The FE Segmentation Diagnostic Tool allows us to assign learners whilst in school or colleges, in to one of four identified segments that span a range of likelihood to apply to Higher Education. This allows a more accurate targeting of interventions delivered by the Hello Future Team.

***Anna Bradley, Outreach and Evaluation Manager, Hello Futures – University of Cumbria***

#### **Evaluating a case-by-case approach to admissions**

An evaluation of a case-by-case approach to admissions that considers students' backgrounds instead of solely grades shows that this approach is likely to have a positive impact on students from underrepresented groups, and it also highlights the importance of evaluation to identify inclusive processes for HE access.

***Romina Alfonso de Strubinger Evaluation Analyst, University of Plymouth, Cara Baer and Dr Cath Gristy.***

#### **Findings from a comparative study which examined the outcomes of an outreach activity run on a university campus to the same activity run in schools.**

Three intensive five-day WP activities were run in schools. Three were run on a university campus. The outcomes were analysed and compared. The purpose of this study was to test the hypothesis that WP activities run on a university campus add value to the participant experience.

***Richard Seymour Project Officer, Higher Horizons, Emma Baines, Strategic Outreach Coordinator.***

### Session 2 – Raising Attainment Room – Seminar rooms 8 and 9

#### **Attainment raising, targeted and strategic outreach: A joined-up approach.**

DANCOP will share key learnings from the process of developing and implementing the flagship programme of outreach activity to support attainment raising, Steps to Success. This multi-intervention programme aims to develop learners' self-awareness skills and provide them with the tools to refine these as they move through their educational journey.

***Emma Walker Dancop Area Manager Dancop – UniConnect***