## Appendix 1: Newcastle University Widening Participation Strategy Map

### Vision, Mission & Values

**Vision**: Fair and flexible access for talent and ability leading to student success and outstanding employability

**Mission**: To make a positive and pro-active contribution to the North East's efforts to raise aspirations and increase and widen participation in HE; to provide fair and flexible access to Newcastle University for able students from under-represented groups; and to attract and retain national talent and ability.

**Values**: Diversity and equality of opportunity; Fair Access for all, regardless of circumstances; integrity in marketing and admissions; expert staff, high-quality activities, professional information and advice and responsiveness to feedback.

### Strategic Aims

- S1. Make a positive and pro-active contribution to the North East's efforts to raise aspirations and increase and widen participation in Higher Education.
- S2. Provide fair and flexible access to Newcastle University for under-represented groups.
- S3. Attract and retain talented and able students from all parts of the UK, regardless of circumstance.
- S4. Provide appropriate financial support for students from lower-income backgrounds.
- S5. Consistently exceed national WP benchmarks in respect of students entering Newcastle University from the North East whilst maintaining continued overall progress, albeit slowly, towards the HESA benchmarks.
- S6. Achieve approval of the University's Widening Participation Strategy (by HEFCE and OFFA).
- S7. Achieve regional and national recognition for the University's contribution to WP activity and policy.

### Five-Point Plan

- **P1.** Maintain our extensive WP efforts in target geographical areas
- **P2.** Provide fair and flexible access based on ability, potential and context, supported by a more centralised approach to admissions
- **P3.** Extend our widening participation ‘reach’ and enhance our ability to attract and admit the most talented students from all parts of the UK, by implementing an effective CRM strategy
- **P4.** Review and further revise our bursary scheme in order to meet our Access Agreement commitments and attract students from target groups
- **P5.** Package and promote widening participation activities, expertise and impact more widely in order to raise our profile among key stakeholders, by engaging in national debate, taking a lead in national programmes and seeking to influence government policy in consultation with HEFCE, OFFA and HESA

### Key Actions

- Participate fully in regional and national WP programmes such as Aimhigher, Students into Schools and networks, partnerships and projects.
- Maintain (and gradually extend) our PARTNERS Programme activities & supported entry route with 108 schools and colleges.
- MAXIMISE FLEXIBLE ADMISSION OF ABLE STUDENTS FROM THE NORTH EAST AND OTHER TARGET AREAS
- CONTINUE TO IDENTIFY, AT THE POINT OF APPLICATION, CONTEXTUAL FACTORS FOR ALL APPLICANTS
- MOVE TOWARDS FULLY CENTRALISED ELECTRONIC UNDERGRADUATE DECISION-MAKING TO OPTIMISE FAIR ACCESS AND CONSISTENT CONSIDERATION OF CONTEXTUAL FACTORS
- PRODUCE AND DISSEminate print and online publicity and promotional materials to showcase the University's WP activities
- FURTHER DEVELOp the 'Teachers' Toolkit' concept
- CONTRIBUTE actively to conferences, networks, debates and policy development
- LEAD THE DEVELOPMENT AND IMPLEMENTATION OF THE DIUS WP SCHEME INVOLVING 11 research-intensive universities
- SEEK RECOGNITION through awards, external accreditation and media profile
Newcastle University Widening Participation Strategy Map

**Funding**
- Maximise funding from sources such as Aimhigher
- Maintain funding for WP outreach through HEFCE block grant at the 2009-10 level or better
- Maintain an appropriate level of investment of student fee income to support WP outreach

**Staff**
- Invest in recruitment and retention of expert, high-quality staff who are passionate about the widening participation agenda
- Provide high-quality induction, support and ongoing development for staff to optimise contribution
- Encourage participation in national networks and organisations, and contribution to conferences and debates

**Technology**
- Invest in appropriate CRM campaigns technology
- Develop electronic admissions systems to support better processing and turn-around times
- Continue to develop systems and software for identifying contextual data and monitoring progress

**Systems and Processes**
- Move systematically towards fully-centralised undergraduate decision-making
- Review and revise processes for operational delivery of widening participation activities to maximise impact whilst minimising staff stress and intensity of activity

**Student Experience**
- Offer the highest possible quality of student experience, in order to promote high NSS scores and attract able and talented students
- Optimise provision of student services and academic support, especially through the new Interaction Team and Student and Administrative Services Building, in order to contribute to successful outputs.

**Enabling Factors**
- Maintain productive partnership with 108 PARTNERS schools and colleges, increasing by no more than 2 per annum until 2014
- Participate fully in Aimhigher TWN, Summer School and Associates activities and meet relevant targets
- Intake from North East to be at least 23% of annual UK undergraduate intake
- At least 90% of young North East entrants to be from state schools and colleges
- At least 30% of young North East entrants to be from NS-SEC 4-7 groups
- At least 22% of young North East entrants to be from low participation neighbourhoods.

**Key Performance Indicators**
- HESA performance indicators for young entrants from target geographical areas consistently to exceed overall performance indicators
- At least 72% of young UK entrants to be from state schools and colleges by 2014
- At least 21% of young UK entrants to be from NS-SEC 4-7 by 2014
- Young UK entrants from low participation neighbourhoods to meet or exceed benchmarks each year
- Progress in centralisation of admissions decision-making

- Approval of revised Access Agreement for 2010 entry by OFFA
- At least 90% of revised bursary commitments to be fulfilled
- At least 95% of revised outreach commitments to be fulfilled

- Informative WP website developed for internal and external audiences and annual Widening Participation Review document produced for circulation
- Teachers’ Toolkit concept further developed by December 2009
- Successful leadership, development and implementation of the DBIS WP scheme for 13 research-intensive universities, with full delivery for 2012 entry
- Join at least one national policy group or debate on WP topics per annum and contribute sessions to at least two national conferences per annum
- WP influence is included in the Strategic Positioning project and associated developments
- Number of widening participation-related research topics undertaken by academic staff

- Graduate Ambassadors to visit at least 140 schools and colleges in target areas each year
- CRM campaigns system in place for September 2009 and full undergraduate campaigns activity by September 2010
- At least 72% of young UK entrants to be from state schools and colleges by 2014
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