# How to build effective links and relationships with universities

## Slide 4: How to approach the process?

### Response- “Edge Hill initially contacted our school and once we were on their database, we have continued to have conversations about events and offers. We rarely contact universities ourselves”

## Slide 5 and 6: Where to start?

### As educators or careers advisors in schools, it is important to know where your students want to go.

### Once you know what universities are of interest, reach out to them and understand who the relevant contacts are and try to keep conversations going with these people.

### Unitaster and HELOA can be great supporters as universities are often part of these groups and so they hold a variety of contacts. They can request a contact on your behalf if you are unsure about who to contact.

### Universities often have different titles for their student recruitment team so check their websites and be aware the outreach officers may also work in different faculties depending of the university structure.

### Some universities work on a regional basis with their outreach approach. This means that you may have a particular education liaison officer in your area who will support you.

### Asking other colleagues about their experiences with different universities is a great way to hear what is on offer for your students.

### Meeting with universities in person is a great way to build an effective relationship moving forward and you can also have an activity planning meeting to organise events in advance and make the process of booking in sessions or campus visits easier.

## Slide 8: What support do you need?

### Response 1 “T Levels are difficult to navigate as students may pick them without realising that some universities do not recognise them. We may need to push to bring in student earlier to universities so they can fully understand their choices and how this impacts access to Higher Education”

### Response 2 “Personal statement understanding and entry requirements is something teachers need to understand and with changes to what is required it is difficult to follow this. We may need additional support from universities for this understanding”

### Response 3 “We struggle to find funding for campus visits to universities, across the board we have found this has prevented student from accessing this information” (Edge Hill University can offer funding support for campus visits)

## Slide 9: What do we offer?

### Pre 16 days are set throughout the year and schools must book on to these days. There are limited spaces on these days and they are in high demand. Bespoke campus visits can also be arranged and Edge Hill will try to be as flexible as possible to work with dates and capacity.

### Taster days for certain subjects are open to book now on our university website!

### Different universities offer different activities so always check on websites for what is included to ensure you are going to get what you need from the events or sessions. If you are unsure reach out and ask as this can be beneficial in preventing unnecessary bookings.

## Slide 10: Examples

## Slide 11: Utilising Alumni

## Slide 12, 13 and 14: Widening Access and Participation, Priority Groups and WP support offer

### Widening participation plans for priority groups to encourage students with barriers in education to move into higher education.

### The list of priority groups is taken directly from the office of students.

### The access and participation plans at Edge Hill University is focused predominantly around Black, Asian and Minority groups as this area in our university is not diverse and an area we would like to improve.

### We offer support packages before university and work on a 1-1 basis with students on their transition into higher education. This can be surrounding topics on student finance, personal statements and general advice. We can travel to schools directly to offer this service and can offer bespoke campus visits.

### If you visit our open days WP will have their own stand and talks for support for students and parents and can offer 1-1 sessions on these days if requested.

## Slide 15: Feedback: Working with Student Recruitment teams

### (Did not have time to go through slide)

## Slide 16: Incorporating Universities

### Slide 17: Your Careers Programme

### Slide 18: Mad March

### Let us know early in the year if you are interested in setting up events. We are often booked in advance and in certain months have no availability and must turn down schools. Arrange a planning meeting to book in several events in advance.

### Slide 19 and 20: Supporting events

### Slide 21, 22 and 23: Maintaining relationships

### It can be difficult to engage students in talks of the future and UCAS. Having and understanding of events that they are going to can help and Edge Hill are able to offer sessions of this to support you during these periods.

### We can arrange meetings for your students with academic staff in particular faculties but also visits to our library and facilities.

### Slide 24: Final though