Raising Aspirations: Our commitment to outreach
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Back cover Calendar of events
Our commitment to outreach

The University of Cambridge has a long history of engaging in outreach; we have offered summer schools to disadvantaged students in conjunction with the Sutton Trust since 1998, and our work with black, Asian and minority ethnicity (BAME) students began some ten years before that.

Significant changes in recent years have fundamentally affected access to higher education (HE); initiatives such as Aimhigher have ended, student funding arrangements have altered, and demographics are changing. However, one constant in this ever changing landscape is our commitment to widening participation and our efforts to deliver high quality information to students. Our work in this area – which we have collectively described in this publication as ‘outreach’ – is enormously diverse.

In 2011 we reasserted our commitment to outreach when renewing our Access Agreement with the Office for Fair Access (OFFA)\(^1\) by committing to spend approximately 32 per cent of additional fee income on such measures by 2016-17.

In 2013-14, in addition to the £6.5 million distributed to students from low income households through the Cambridge Bursary Scheme, the University, Colleges and Cambridge University Students’ Union (CUSU) spent £4.4 million delivering outreach initiatives. Through these initiatives, we were able to deliver approximately 167,000 student and 17,000 teacher interactions through 3,400 events.\(^2\)

Of the 90,000 students we have engaged with and been able to track over the last three years, almost 20,000 went on to apply to the University, with just fewer than 5,600 being admitted.

We are immensely grateful to all those – donors, third party organisations, the Colleges and departments, CUSU, the staff of the Cambridge Admissions Office, and our student helpers – whose involvement and contributions make this work both possible and successful, and greatly value the partnerships that have developed in the process.

What follows here is a taste of some of the initiatives currently on offer.

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\(^1\) [www.offa.org.uk](http://www.offa.org.uk)

\(^2\) Please note that participation in our outreach initiatives does not influence whether the Cambridge Colleges invite applicants for interview or offer them places.
One of the largest residential outreach programmes in the UK – approximately 1,100 places available across 11 events.

Typically, around 41 per cent of Sutton Trust Summer School participants go on to apply to Cambridge, with 32 per cent of those being made offers.

The Medicine Summer School has been identified as a model of best practice in outreach by the Medical Schools Council.¹

Research conducted for the Sutton Trust shows that students attending residential events are considerably more likely to apply to and take up places at one of the participating universities compared to students who applied for but did not attend a summer school.² This is reflected by our own data.

In 2013-14, around 5,000 applications were received for the 1,100 places available. Residential events offered included an Easter school for students from Teach First schools; subject-specific Sutton Trust Summer Schools and Higher Education Getaways (delivered in partnership with other institutions, see p10); and group-specific summer schools for students at further education (FE) colleges, mature students and students from targeted schools in black, Asian and minority ethnicity (BAME) communities.

Priority for such events is given to academically able students who have no parental history of progression to higher education; who attend a school/college with a point score at A Level that is below the national average; who attend a school with a high proportion of students in receipt of free school meals; who live in an area of low progression to higher education; who have spent time in care; and/or who will be applying as a mature student.

Students who are unsuccessful in gaining a place on a summer school may be invited to take part in our other activities, for example 400 unsuccessful applicants for the Sutton Trust Summer Schools were offered places on the Experience Cambridge initiative (see opposite).

In addition to residential events for students, 100 teachers/advisers from targeted schools/colleges attended a Teachers’ Residential, which ran alongside the Sutton Trust Summer Schools.

Further information
www.cam.ac.uk/outreachevents/

Experience Cambridge

Alternative programme offered to selected applicants who are unsuccessful in gaining a place on a Sutton Trust Summer School.

Nearly 300 students engaged in this three-week subject-based project in 2014.

More than a third of 2013 attendees applied to the University, and half of those received offers.

The Sutton Trust Summer Schools at Cambridge are greatly oversubscribed and we are unable to offer places to every competitive applicant. Consequently, in July 2014 we invited some of the most academically strong of those who did not secure a summer school place to take part in the Experience Cambridge initiative.

Over a three week period, Experience Cambridge participants are set a task or series of problems relating to a specific topic not covered within their Year 12 studies. A moderated online forum system provides means for them to share ideas, ask questions and debate the topic with other participants and current Cambridge students. The project culminates in a one-day event, held at one of the Cambridge Colleges, which includes lecture sessions based around the pre-event task, structured group seminars and an admissions question and answer session.

The 2014 programme encompassed a range of arts and science subjects – Biology, Chemistry, Engineering, Law, Mathematics, Medicine, Physics and Veterinary Medicine – and 274 students took part.

Feedback received about the project has been very positive, and is reflected in the outcomes. Of the 2013 participants, 38.0 per cent went on to apply to the University and, of those, 51.4 per cent were made offers. In light of its ongoing success, the initiative is to be extended across more subjects in 2015.
The Subject Matters events provide guidance for Year 11 students on A Level subject choice.

2,235 students, teachers and parents attended one of these events in 2013-14.

Making the right subject choices for AS and A Levels (or equivalent) is a fundamental step towards making a competitive application to highly selective universities.

The Subject Matters events offer advice to Year 11 students to help inform such decisions. The sessions, delivered by Admissions Tutors, explore opportunities that higher education can offer; provide guidance on A Level (or equivalent) subject choice; and outline what universities typically look for in applicants. Participants also have the chance to ask the Admissions Tutors and current Cambridge students questions.

In 2013-14, we expanded the initiative and offered 10 Subject Matters events (seven were offered in 2012-13). A total of 2,235 participants attended (an increase of 6.9 per cent on 2012-13) – 1,676 students and 559 parents or teachers. Of the student participants, 46.2 per cent were in receipt of free school meals (FSM), or came from schools with an above average proportion of students receiving FSM and/or below average proportion achieving five A*-C at GCSE.

In response to the continued success of and demand for these events, the initiative will be expanded again in 2014-15. Not only will we be increasing the capacity of the events, but we will be encouraging greater uptake of free places by those eligible to ensure the events are accessible to as many students as possible.

Further information
www.cam.ac.uk/outreachevents/
Subject Masterclasses

Subject Masterclasses offer Year 12 students subject enrichment and a taste of undergraduate teaching.

- 3,430 students attended one of these events in 2013-14.
- More than a quarter of 2013 Masterclass attendees applied to the University.

Many students do not know what to expect from teaching at highly selective universities, and have had little exposure to ideas beyond their A Level (or equivalent) syllabus. The Subject Masterclasses provide Year 12 students with the opportunity to explore a subject of interest in greater depth and experience typical undergraduate teaching at Cambridge.

In 2014, 16 Masterclasses were offered covering 21 subjects including Mathematics, Genetics, Engineering, Languages, Medicine, History, Music, Politics, Geography and Psychology. Each Masterclass includes taster lectures in the relevant subject area led by academic tutors, an overview of the University admissions process from an Admissions Tutor, and an insight into life as a Cambridge student.

Participants also have opportunities to ask the academic tutors, Admissions Tutor and current undergraduates questions.

More than 3,400 students attended (an increase on the previous year), with almost all Masterclasses oversubscribed. Of the students who attended in 2013, 27.1 per cent went on to apply to the University and 47.3 per cent of those applicants were made an offer of a place.

Further information www.cam.ac.uk/outreachevents/
Challenge Days

- A series of one-day HE taster events offering academic challenge to bright students in Year 10 from disadvantaged schools.
- In 2014, more than 900 students and around 170 teachers attended from schools across the UK.

Challenge Days are one-day taster events designed to introduce the idea of higher education to large numbers of academically able students from targeted schools, and build and strengthen relationships between the University and schools in areas of high deprivation and below national average attainment.

These events provide a high level of academic challenge, allowing students to develop super-curricular interests (wider academic engagement) and be encouraged to aim high in their studies. Each Challenge Day consists of sample lectures, an inter-school debating challenge and activities introducing higher education. The sessions are delivered by academics, postgraduate mentors and admissions staff, and participants also have the opportunity to speak to current undergraduates about their experiences of university.

In 2014, applications were received from 218 schools and 933 Year 10 students from 100 schools attended one of 13 Challenge Days. Of those schools accepted, all met at least one of the priority criteria – below national average GCSE scores and above national average eligibility for free school meals – and 69.3 per cent met both. School groups were from a notably broad geographic range and included several from Wales.

Feedback received from teachers was very positive, with the majority rating the day as very appropriate and well-pitched for their students.

Further information
www.cam.ac.uk/outreachevents/
Black, Asian and minority ethnicity outreach

Cambridge’s BAME outreach programme – originally instigated by GEEMA (the Group to Encourage Ethnic Minority Applications) – has existed for more than 20 years.

In that time, undergraduate admissions from UK BAME students have risen from five per cent to 16.0 per cent of the total.

180 students nominated by schools and colleges engaged in the progressive programme in 2014.

Issues remain which have significant bearing on BAME work. Lower academic attainment amongst some ethnic groups hinders entry to selective universities; UCAS evidence suggests an inclination among minority ethnicity students to focus on institutions in areas with large BAME populations; and BAME students tend to apply to a narrow range of highly competitive subjects, such as Medicine and Law.

In order to address some of these issues, we offer a core strand of activity to progressively engage with a group of 180 of the most academically able students in Years 9-11. Targeted schools in areas with particularly diverse ethnic and socio-economic populations are invited to nominate students (of any ethnicity or background) to participate. The programme consists of one-day skills workshops, subject-specific projects and residential summer schools designed to encourage students to consider a wide range of degree courses and provide advice in advance of their post-16 subject choices.

The most recent figures show that 24.0 per cent of the students who participated in the BAME Communities programme went on to apply to the University and, of those, 33.3 per cent were made an offer.

Further information
www.cam.ac.uk/bame/

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Further education and mature student outreach

- Outreach activity specifically focused on these under-represented groups – students attending FE colleges and mature students.
- 82 FE students and 38 mature students attended tailored summer schools in 2014.
- Of the 2013 summer school participants, one in three FE students and a quarter of mature students went on to apply to the University.

Data show that further education (FE) sector students of standard age are the least likely group to apply successfully to the University, and have been least influenced by national efforts to widen access to selective universities. In order to combat these issues, in 2013-14 we offered a residential summer school for students, made more than 25 visits to target FE colleges around the UK, and also ran a residential event for FE tutors that gave advice on how to better support applicants.

The summer school offers places for 80 students across three subject strands and all 2014 participants reported a positive perception of the University as a result of attending. Of the 2013 participants, 35.1 per cent made an application to the University and, of those, more than a quarter (26.5 per cent) were made offers.

Mature students (those who will be 21 or older when they commence their HE course) typically have more complicated circumstances to consider than standard age applicants. They can be more concerned about achieving after periods out of education (both achieving a place on a higher education course, and their potential to achieve on that course), time pressures, family commitments and cost implications.

In order to encourage applications to Cambridge from suitably qualified mature students, the University’s four Colleges for mature students employ a Mature Outreach Ambassador to visit FE colleges and liaise with other relevant organisations. We also run a summer school and an Applicant Support Day to provide advice about the application process (in the previous round, 30.0 per cent of Support Day attendees submitted an application and, of those, 60.0 per cent received offers). For mature offer-holders, the University’s mature Colleges run a PREP Course to help them with their transition to Cambridge.

Further information
- FE students
  www.cam.ac.uk/fe/
- Mature students
  www.cam.ac.uk/mature/

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Children in care and care leavers

The proportion of young people who have spent time in care who go on to higher education is very small, largely due to a gap in prior attainment – just 15.3 per cent of care leavers achieve five A*-C grades (including English and Mathematics) at GCSE,\(^1\) compared with 59.2 per cent of students nationally.\(^2\) In spite of the numbers being relatively small, engagement with this group is a high priority for the University.

The University holds the Buttle UK Quality Mark,\(^3\) awarded in recognition of our commitment to the support of students who are (or have previously spent time) in care. Care status is a priority selection criterion for our outreach events, and time spent in care is also flagged in our admissions process in order to ensure that these students’ educational and social context is carefully considered by our selectors. Those admitted are offered additional financial support and year-round accommodation, should they want it.

During 2013-14, 215 students in care of all ages and from 61 local authority areas participated in a series of day events in Cambridge as part of our Realise initiative. In recent years, this initiative has been recognised as good practice by the All-Party Parliamentary Group for Looked After Children and Care Leavers,\(^4\) and as best practice in access schemes and care-specific web pages by Buttle UK. We also offered a one-day Insight event for professionals and carers to provide information and advice about supporting care leavers when considering and transitioning to higher education.

In the last admissions round, we received the highest number of applications from care leavers since data has been collected, with 10 students admitted for 2014 entry.

Further information
www.cam.ac.uk/careleavers/

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\(^1\) Outcomes for Children Looked After by Local Authorities in England 2012-13 (2013) Department for Education.
\(^2\) GCSE and Equivalent Results in England 2012-13, Revised (2014) Department for Education.
\(^3\) www.buttleuk.org
HE Partnership

- A collaborative project continuing aspiration raising activity in local schools initiated under Aimhigher.
- Incorporates HE Getaways – an innovative strand which provides opportunities for students to experience higher education at a partner university.
- Engaged with more than 4,000 students in Years 9-11 in 2013-14.

In 2011, after seven years, the government-funded national Aimhigher programme was discontinued. To ensure continuity of higher education information and guidance provision for younger students in Cambridgeshire and Peterborough, we took the decision to continue to offer the aspiration-raising programme to local schools under a new title – HE Partnership.

The schools engaged in the HE Partnership are those which have significant cohorts of students from families with little or no experience of HE. There is a particular focus within the programme on younger learners in order to challenge low aspirations at an early stage.

During 2013-14, our HE Partnership programme delivered a significant number and range of activities for students in Years 9-11. These included 75 sessions at 12 schools to introduce HE to approximately 2,300 students, as well as industry events and visits to Cambridge Colleges and departments for 400 students.

The HE Getaways strand, offered in collaboration with the Universities of East Anglia and Bedfordshire, continues to be one of the most popular elements of the project. Across the three events, 60 students have the opportunity to experience HE in an unfamiliar environment outside their home region.

Building on the success of previous years, the series of A Day in the Life of a Student events, run in partnership with Anglia Ruskin University, was expanded in 2013-14 to eight events reaching more than 1,300 students.

Further information www.cam.ac.uk/hepartnership/
HE+

- A unique collaborative project working with 12 consortia of schools across the UK.
- 2,116 of the brightest Year 12 students from schools in the current areas engaged with HE+ activities in 2013-14, an increase of 24.7 per cent on 2012-13.
- Historic data (of the 2011-12 cohort) shows that 70.6 per cent of participants who applied to Russell Group institutions received offers.\(^1\)
- Of the 2012-13 participants, 11.1 per cent applied to Cambridge, with 36.9 per cent made offers.

Every year a number of students who secure grades that would make them competitive applicants to Cambridge, Oxford or other selective universities choose not to apply. In some instances, these are students who have been attending schools or colleges with little or no experience of preparing students for entry to highly selective universities, and lack peers within their year group of the same potential and who share their aspirations. Our HE+ project provides such students with a community for whom aiming high is the norm, rather than the exception.

The HE+ initiative is unique in that it encourages schools and colleges to collaborate to form regional consortia and to engage their very best students in a sustained year-long programme of super-curricular enrichment and application advice. Students have the opportunity to take part in academic extension classes, subject masterclasses, information and guidance sessions, and visits to the University, all delivered by the Cambridge College linked with their area (see p14).

Since the project began four years ago, more than 5,000 Year 12 students from across the UK have participated in activities offered by their local consortia. During 2013-14, four new consortia were established – in Belfast, Liverpool, Preston and Wigan – bringing the total number of schools and colleges collaborating through the initiative to 76 (up 54.2 per cent on 2012-13).

In 2014-15, a new project delivery model will be tested. Based around online academic extension material, it is anticipated that up to 3,000 students will be involved in this pilot during the year.

Further information
www.study.cam.ac.uk/undergraduate/access/heplus.html
www.myheplus.com

\(^1\) Figure relates to participants we were able to track, and includes offers from the University of Cambridge.
Departmental outreach

The University’s academic faculties and departments offer an extensive year-round programme of engagement with the arts and sciences. There are initiatives for all ages from primary upwards, which aim to encourage enthusiasm and educational confidence, and consolidate learning. The following pages outline two such examples.

The Higher Education Field Academy

- An unusual three-day outdoor programme that develops personal and learning skills while introducing students to life at the University of Cambridge.
- The HEFA provides an inspiring opportunity to work with University staff and young people from other schools to make, analyse and report on new discoveries.
- Since the programme began in 2005, more than 4,000 students have taken part, and during 2013-14, 529 students and 98 staff from 52 schools participated in 13 Field Academies.

The Higher Education Field Academy (HEFA) is for academically able state-educated UK students in Years 9, 10 and 12 interested in studying any subject at university. It aims both to inspire students to apply to top universities and to help them develop the skills, confidence and knowledge needed to achieve their aspirations.

During the HEFA, students work under University of Cambridge supervision to make new discoveries which contribute to University research. The first two days are spent in small mixed-school teams on an archaeological excavation. For the third day, students are based in the Division of Archaeology in Cambridge where they analyse their finds, and attend taster lectures and a workshop on applying to university.

Following the Field Academy, participants write a report which they submit for assessment by the HEFA tutors. In return, students receive detailed feedback about their work and progress during the programme, as well as advice about how to further develop the wide range of skills they have acquired in order to help them build on their experience in the future.

With regards to impact, feedback from the last year shows that following participation the number of students intending to apply to university increased by 12.6 per cent, those considering a Russell Group university increased by 44.6 per cent, and those considering Cambridge increased by 46.9 per cent.

Further information
www.access.arch.cam.ac.uk/schools/hefa

1 Further information about outreach activities offered by the University, museums, departments and student groups can be found in the online Outreach Directory (www.cam.ac.uk/public-engagement/voluntary-sector).
WhyNotLangs@Cam

- Programme of activities to promote language learning in state schools.
- Aimed at students in Years 8-13 from across the East of England.
- More than 700 students have engaged with the programme since it began in 2012.

In 2012, the University’s Language Centre – in collaboration with the Faculties of Asian and Middle Eastern Studies, and Modern and Medieval Languages; and supported by several Cambridge Colleges – introduced the WhyNotLangs@Cam programme to promote language learning and raise aspirations in schools with low rates of progression to higher education. The initiative also supports the national Routes into Languages programme to address falling uptake of languages at GCSE, A Level and in higher education.

The Cambridge programme consists of a range of transitions days for Years 8-10 to encourage students to continue with a language, enrichment days for Year 12 students, and intensive seminars for Year 13 students.

Through the events, participants have the opportunity to experience university level teaching in languages already being studied, attend taster classes in ‘new’ languages and motivational talks, as well as meet and talk to current language undergraduates to get an insight into higher education.

Since WhyNotLangs@Cam was launched, more than 700 students from 100 schools have participated in activities, and impact on attitudes about continuing with languages as a result is very positive. Feedback from 2014 events shows that the proportion of students interested in taking languages at GCSE rose to 82.4 per cent after the event from 63.9 per cent before, those GCSE students wanting to pursue language A Levels rose to 34.8 per cent from 11.8 per cent, and Year 12s intending to study languages at university rose to 57.9 per cent from 42.6 per cent.

Further information
www.langcen.cam.ac.uk/lc/outreach/outreach.html
College Area Links Scheme

The Area Links Scheme\(^1\) was established in 2000 to enable the Cambridge Colleges to build effective, coherent relationships with schools and colleges across the country. The following pages provide examples of some of the extensive work being conducted by Colleges.

Homerton College outreach

- Working closely with schools and colleges in link areas of South Yorkshire, Richmond upon Thames, Kingston upon Thames and Hounslow, as well as more generally across the UK.
- The College hosted visits from more than 30 link area schools and colleges, and made visits to a similar number during 2013-14.

The aim of the Homerton College Outreach Programme is to raise aspirations amongst academically able students from maintained schools and colleges in its link areas (and beyond) – to inform them about the courses and opportunities offered by top universities, and to help them to develop the confidence to apply (whether that is to Cambridge or elsewhere).

Throughout the year, Homerton’s Admissions Tutors and Schools Liaison Officer visited approximately 40 schools as part of the College’s commitment to reach every school in its link areas. For a large number of these, the Outreach Team took with them current undergraduates from the region to help them explain what higher education is like, and to encourage students to apply by demonstrating that others from the area and/or similar backgrounds are successful in being admitted to and studying at Cambridge. The Outreach Team also attended UCAS Conventions (see p19), worked directly with teachers through regional Teachers’ Conferences, and contributed to the delivery of the HE+ project (see p11).

In Cambridge, as well as hosting visits from more than 30 schools, the College held a residential summer school in July/August for 75 high achieving students from state schools and colleges. The summer school offered two strands – one in sciences and technology, the other in arts and social sciences – and students participated in a busy programme of taster lectures, seminars and other activities in order to experience first-hand what a Cambridge education and living in a College is like.

Further information

[www.homerton.cam.ac.uk/admissions/schoolsliason](http://www.homerton.cam.ac.uk/admissions/schoolsliason)

\(^1\) www.cam.ac.uk/arealinks/
Pembroke College outreach

- Working with schools and colleges throughout the UK, with particular focus on link areas of Bedfordshire and Luton, Leicestershire, Northamptonshire and Southwark.
- During 2013-14, the College worked with more than 3,300 students, parents and teachers.

The Pembroke Access, Outreach and Schools Liaison Programme provides information and support for prospective students considering Cambridge, and aims to widen participation in higher education through raising aspirations. As well as undertaking visits to schools and attending events in the College link areas, Pembroke delivers an extensive range of activities in Cambridge.

In addition to year-round Visit Days for students in Years 10-12 – which include talks and interactive activities, tours and a chance to speak to current undergraduates – Pembroke runs Subject Masterclasses for Year 12 students in six subject areas each year. Events offered in 2014 covered biological and medical sciences, History, languages, Law, mathematics for scientists, and Philosophy and Theology. These day events involve taster lectures and a talk on applying to Cambridge. Overnight accommodation is offered free-of-charge to those travelling a long distance to attend.

Pembroke’s residential events take place during the Easter and summer vacations. The three-day Science Masterclass during the Easter holiday, which has been running for 25 years, brings together the highest-achieving students in Years 10 and 11 from more than 50 schools. Participants attend lectures, trails and workshops. In the summer, Year 12 students can apply for one of the College’s subject-specific summer schools. These give participants an opportunity to sample university level study of their chosen subject, help them to prepare for study in Year 13 and beyond, and make their university application.

Further information www.pem.cam.ac.uk/prospective-students/undergraduates/teachers-and-advisers/
The Shadowing Scheme provides the opportunity to experience daily life as a Cambridge student.

- 346 places offered in 2014.
- The Scheme was expanded in 2014 to include prospective mature students (those who will be 21 or older when they start their university course).

The Cambridge University Students’ Union (CUSU) Shadowing Scheme provides UK students with the chance to experience life as a Cambridge student first-hand. The Scheme, which has been running since 2000, targets those who are academically able but who have little school or family experience of university.

Each January and February, CUSU offers the three-day residential Shadowing Scheme, during which around 350 Year 12 (or equivalent) and mature students have the opportunity to ‘shadow’ current undergraduates, attending lectures and social events with them. In the weeks prior to their Cambridge visit, participants are able to have contact with the student they will be shadowing through an e-mentoring platform in order to help them prepare.

The Scheme is enormously popular and greatly oversubscribed – 2,217 applications were received for the 2014 Scheme. Feedback shows that 88.0 per cent of the 2014 participants left the Scheme feeling that they would be confident about applying to Cambridge, 85.0 per cent felt that their mentor was able to give or find out for them as much information about Cambridge and/or their course as they wanted, and 88.6 per cent felt their mentor went out of their way to make their visit enjoyable. Data from the 2013 Shadowing Scheme show that 12.8 per cent of the 374 participants made an application to Cambridge, and of those 20.8 per cent received offers.

Further information:
www.applytocambridge.com/shadowing/

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1 Shadowing Scheme 2014 Report (2014) CUSU.
16,800 bookings were received for the University-wide Cambridge Open Days on 3 and 4 July 2014.

119 College and department open days were held during 2014.

Each year, we offer a programme of more than 100 open days to enable prospective applicants and their advisers to see for themselves what studying at the University might be like – to find out more about our courses and Colleges, to see our world class facilities, and to speak to current students and academic and admissions staff.

While the vast majority of our visitors come from the UK, our open days attract prospective applicants from around the globe – for example, in 2014 we welcomed students from as far afield as Australia, Mexico, South Africa and Taiwan.

As part of the University’s continual drive for improvement, a number of developments were implemented for the 2014 Cambridge Open Days in July.

These included limiting the number of guests each student could bring to ensure places could be available for more prospective applicants, making greater use of the West Cambridge Site to showcase more of the facilities on offer, and expanding the programme with additional sessions (eg sample lectures, tours of the new Sports Centre).

We also built on the success of the Open Days mobile website – www.camexplore.com – by improving functionality and enabling access to it through the University’s wi-fi network. As a result, over the week of the Open Days the site accrued 29,000 page views, just under 3,600 visits and more than 2,100 unique visits (increases of 12.4 per cent and 20.3 per cent, respectively, on 2013).

Feedback provided by Cambridge Open Days attendees is consistently excellent and this was maintained for the 2014 event, with 92.9 per cent scoring the Open Days four or five out of five. Data show that 40.0 per cent of students who attended the Cambridge Open Days in 2013 made an application to the University and, of those, 33.7 per cent were made an offer of a place (13.5 per cent of all student attendees).

Further information www.cam.ac.uk/opendays/
Oxford and Cambridge Student Conferences

- Eight large-scale conferences held at seven venues across England, Wales, Scotland and Northern Ireland.
- In 2014, 8,500 students and 979 teachers/advisers attended, more than 76 per cent of whom were from the state sector.
- Approximately 20 per cent of student attendees typically go on to apply to Cambridge.

The Student Conferences are a joint venture with the University of Oxford which allow both Universities to reach out to the best and brightest Year 12 students wherever they may be found in the UK, and effectively take open days to those who might otherwise not engage with either institution.

Each one-day Student Conference offers a programme of sessions to provide the latest information on the courses we offer, student life, finance, the application process and graduate career opportunities. Attendees are able to speak to academic and admissions staff as well as current undergraduates from both institutions, and separate sessions are available to cater for the specific information needs of teachers and advisers.

During March 2014, eight Student Conferences were held in seven venues in Birmingham, Edinburgh, Lisburn, Greater London, Merseyside, Newcastle and Swansea. The events attracted 9,479 students and teachers from 681 schools and colleges, 76.2 per cent of whom (where known) were from the state sector.

For 2014, the Midlands Conference was relocated to Birmingham (from Leicester) in order to increase capacity and improve access to the event for a greater number of students in the region. As a result, the Midlands Conference saw bookings increase by 37.3 per cent on the previous year. In response to the year-on-year growth in attendance, this Student Conference will be moved again to another new venue for 2015 that will allow for additional subject sessions to be accommodated.

Overall, 18.6 per cent of those who attended a Conference in 2013 (1,357 students) went on to apply to Cambridge for 2014 entry. Of those, 33.9 per cent (460 students) were successful in being made an offer to study at the University.

Further information www.studentconferences.org.uk
The University exhibited at 39 large-scale regional higher education conventions across the UK in 2014.

These conventions provided exposure to approximately 288,500 attendees and enabled direct engagement with more than 27,500 students and advisers.

Each year the Universities and Colleges Admissions Service (UCAS) organises a series of around 50 higher education conventions across the UK. These regional events provide HE institutions with the opportunity to advise large numbers of prospective applicants face-to-face about their courses and the application process, and to signpost to sources of further information.

These events are attended by approximately 288,500 students (primarily in Year 12) from more than 2,450 schools and colleges. Several other similar events also exist outside the UCAS network.

In addition to the multitude of smaller school/college talks and careers and HE fairs attended during 2014, we exhibited at 39 of these large-scale regional conventions, during which 26,800 copies of the *Undergraduate Prospectus* were distributed to prospective applicants. Along with one-to-one tailored advice and guidance provided by our representatives, we also delivered presentations regarding admissions at around half of these events.

A core advantage of these conventions is that they provide a means by which we can come into contact with students and advisers who may not have previously considered Cambridge for various reasons and who, as such, would be unlikely to attend a Cambridge-specific event.

Further information

[www.cam.ac.uk/outreachevents/](http://www.cam.ac.uk/outreachevents/)
Guides available that cater for specific audiences and information needs, for example teachers/HE advisers and parents.

In addition to hard copies, several publications are available online to download as PDFs, or view via a digital publishing platform.

Provision of high quality information that is easily accessible is vital if we are to attract the brightest and best applicants from all backgrounds, and who are suitably prepared and equipped for study at Cambridge.

There continues to be great demand for the Prospectus and related literature, which remain crucial reference tools for prospective students and their advisers, and play an important role in aiding decision-making and shaping impressions of the University. This demand is evident both through consistent usage of printed publications, market research, and through analytics of these publications being accessed online – during the year, there were more than 63,000 active engagements with the online page turning versions of our publications.

The Undergraduate Prospectus is reviewed annually by conducting market research with the core target audience, the feedback from which is used to inform ongoing development of all literature and ensure that the right information is being disseminated in appropriate and accessible ways to meet needs and encourage further engagement.

In addition to the Prospectus and other guides primarily aimed at prospective applicants, we offer dedicated publications for parents and supporters, and for teachers and HE advisers (including a regular free subscription-service e-newsletter). Each March/April, the University sends a pack of resources directly to all schools/colleges in the UK. In light of findings of market research conducted with teachers/advisers during 2014, this distribution will be improved in 2015 to ensure these packs are sent to/received by the most appropriate individual(s) in each school/college.

Further information
www.cam.ac.uk/ugpublications/
Digital and new media

- Three new films were produced and launched during the year.
- Followers of the Undergraduate Admissions Facebook page increased by 47.0 per cent in 2013-14 (from 15,208 at the end of 2012-13), and Twitter followers tripled (to 2,048).
- Currently, there are 136 films on the Undergraduate Study playlist on the University’s YouTube channel, accumulating a total of more than 2.1 million views to date.

In 2013-14, a considerable amount of the Undergraduate Study website was revised to make the information clearer and easier to access. Almost 2.3 million unique visitors accessed the website last year (an increase of 14.8 per cent on the previous year), with 16.8 per cent of visits made via mobile devices and 11.1 per cent via tablet computers.

Since its launch in January 2014 (to July 2014), My Cambridge was viewed more than 23,000 times (receiving high approval rates) and won two industry awards (IVCA Bronze Awards for Best Film and Best Photography). The two interviews films have also been exceptionally popular, being viewed more than 35,000 times in the month following their launch in May 2014.

Throughout 2014-15, concepts for further films will be developed and existing event films updated. In addition, work is underway to redevelop the websites to improve mobile and tablet device access.

Further information
Undergraduate Study website
www.study.cam.ac.uk/undergraduate/

Be Cambridge
www.becambridge.com
Calendar of events

The calendar below provides an overview of some of the core outreach events to be offered by the University, Colleges and CUSU in 2015.

<table>
<thead>
<tr>
<th>Calendar Period</th>
<th>Event Description</th>
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<tr>
<td>January to February</td>
<td>CUSU Shadowing Scheme</td>
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<tr>
<td>January to February</td>
<td>Challenge Days</td>
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<tr>
<td>February to April</td>
<td>Subject Masterclasses</td>
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<tr>
<td>February to October</td>
<td>College open days</td>
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<tr>
<td>16-27 March</td>
<td>Oxford and Cambridge Student Conferences</td>
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<tr>
<td>March to July</td>
<td>Department open days</td>
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<tr>
<td>March to September</td>
<td>Higher education fairs and conventions</td>
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<tr>
<td>May</td>
<td>FE Teachers’ Conference</td>
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<tr>
<td>July</td>
<td>FE Summer School</td>
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<tr>
<td>2-3 July</td>
<td>Cambridge Open Days</td>
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<tr>
<td>July to August</td>
<td>Experience Cambridge</td>
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<tr>
<td>July to August</td>
<td>Sutton Trust Summer Schools</td>
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<td>August</td>
<td>Mature Students’ Summer School</td>
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<td>September</td>
<td>Mature Students’ Application Support Day</td>
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<td>October to November</td>
<td>The Subject Matters</td>
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<td>Throughout the year</td>
<td>BAME events</td>
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<tr>
<td>Throughout the year</td>
<td>Children in care events</td>
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Further information
www.cam.ac.uk/outreachevents/