

Aimhigher Roadshow - schools information pack

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1 Roadshow checklist

Before the roadshow visit:

- Agree date** for your roadshow visit with the Aimhigher coordinator for your area
- Select pupils** for the roadshow sessions (see page 5)
- Agree timings for roadshow sessions** and logistics internally
- Complete and return*** enclosed schedule and contact details forms
- Our unit manager will conduct a site check of your school prior to the roadshow visit to ensure it can accommodate the trailer - can you **please advise your site manager/caretaker** about the trailer requirements (see page 5)
- You will be informed if your site cannot accommodate the trailer. If this is the case, please see page 3 for details about organising a **portable roadshow**
- Brief students about what Aimhigher is all about, you could use the teacher's pack (see page 6)

On the day:

- Ensure the trailer can gain **access to your school at 7am**
- Meet the Aimhigher facilitator** on site between 8.30-9am (or as agreed)
- Appoint a member of staff** to be the contact for our team throughout the day - nb. it is not necessary for a teacher to attend each session (except in cases of student misbehaviour), however they are welcome
- Collect your copy** of the Aimhigher video and evaluation form from the facilitator
- Complete and return*** the evaluation form

Follow up:

- Where appropriate, you can incorporate the **Aimhigher teacher's pack** into PSHE lessons
- See page 8 for further **follow up activities**

* Aimhigher Roadshow, Athene House, The Broadway, London, NW7 3TD

2 The Aimhigher schools roadshow

What's Aimhigher all about?

The Government has set a target to increase participation in Higher Education (HE) towards 50% of young people aged 18-30 by the end of the decade. The Government has also made clear that it wants to widen participation by encouraging more young people from the socio-economic groups C2, D and E into HE. For this to happen, it is important that the aspirations of young people, in families where there is little or no history of HE, are raised so that going on to HE becomes a real opportunity.

The Aimhigher communications campaign aims to provide clear information and better marketing of the routes to HE for young people, with a particular emphasis on reaching those from families and communities with no tradition of entering HE. The campaign also provides information about the financial support available. The Aimhigher campaign website can be found at www.aimhigher.ac.uk/dontstop and is targeted at young people aged 13-16.

The roadshow

At the core of the campaign is the Aimhigher roadshow, a partnership between the Department for Education and Skills, The Royal Bank of Scotland and NatWest, which takes the Aimhigher message directly to young people in schools and colleges.

Five trailers visit schools and FE/sixth-form colleges in Aimhigher areas. The roadshow experience has been designed to promote the benefits and dispel the myths about HE.

A recent graduate facilitates the presentation and inspires pupils using an interactive film (produced and co-funded by the BBC), the latest computer technology and their own personal experience.

The maximum attendance possible is 120 pupils per day. This is based on the assumption that there are 8 sessions filled to the capacity of 15 pupils. **However, please note the programme is also flexible so as to fit into your school timetable.**

Portable roadshow option

Our Unit Manager will conduct a site check in advance of the roadshow's scheduled visit. If we find that your site cannot accommodate the trailer for any reason, we will advise you and work with you to coordinate a portable classroom-based event. This means that the Aimhigher presentation can still be delivered in a classroom, computer room or library space in the school.

Roadshow evaluation

Since its launch in January 2002, the Aimhigher roadshow has visited over 200,000 young people in England.

Research amongst young people visiting the roadshow has shown a marked improvement in their enthusiasm for going to university. Before the roadshow visit around 63% of young people said they were interested in, or definitely going to university. After the experience this rose to 90%.

Comments made by pupils include:

- *'I expected that the roadshow would be hosted by a lecturer or older person. The fact that it was hosted by someone who had actually experienced university was good because you know they are telling the truth.'*
- *'I found the roadshow extremely helpful, we were talked to as adults instead of being dictated to. The presenter was very informative, I felt confident enough to ask any questions.'*

Feedback received from teachers has also been very positive. Some of their comments include:

- *'It was very interactive and interesting. The pupils were totally focused and responded very well to the questions.'*
- *'All feedback from students has been positive. Thank you for a useful day.'*
- *'An excellent motivational and fun day.'*

All feedback is welcomed. The Aimhigher campaign is developing and improving all the time. We have altered a number of elements on the roadshow following feedback from students, teachers, tutors and Aimhigher coordinators and appreciate all those who have contributed to this process. If you have any comments or suggestions, please email sharon.bange@geronimopr.com



3 Pre-visit organisation

The sessions

There will be eight sessions, each lasting 30-minutes and catering for 15 students at a time. We are flexible about the timing of these sessions and are keen to fit into your timetable. However, sessions must be organised in advance of the roadshow's arrival. We have enclosed a sample schedule for your assistance. Please complete the enclosed blank schedule and return it to Sharon Bange, fax: 020 8959 0839

Selecting the students

The Aimhigher roadshow is designed for Year 9 pupils. You will need to select the pupils to visit the roadshow well in advance of the visit.

School staff should use their discretion in deciding which pupils go on the roadshow but they will ideally be students from the Widening Participation cohort, i.e. those receiving extra support through the Aimhigher programme. Pupils may be those requiring extra motivation, or those who would not normally consider higher education, but have the ability to go.



Trailer size and requirements

whenever possible. However, if it is not, please bear in mind the following points when deciding whether the school can accommodate the trailer.

- When closed the trailer unit itself is 8.2m long, 2.5m wide and 3.3m high. The total length of the towing vehicle and the trailer during transit is 14m
- If the school gates are less than 4 metres wide, an advance site check will need to be carried out
- These dimensions also mean that the trailer has

difficulty travelling down narrow roads and lanes and making tight turning manoeuvres

- When it is being set-up, the unit opens to a width of 5.3m
- This means that in order to be able to manoeuvre and set-up the trailer you will need a minimum site size of 13 m². For stability this must be a hard, flat surface (not grass)
- In order to be able to start the presentations at 9am, the trailer will need to be able to access the site from 7am
- The trailer can accommodate a maximum of 15 students at any one time

Aimhigher teacher's pack

Schools can encourage pupils to start exploring the benefits of HE in advance of the roadshow visit. An Aimhigher teacher's pack (produced in partnership with PricewaterhouseCoopers) will be sent to the Aimhigher coordinator in the school at least four weeks before the roadshow visit. This pack contains suggested lesson activities that fit into the existing PSHE curriculum for teachers to use with their pupils. Past experience has shown that where the teacher's pack has been used with pupils in advance of a visit, they have gained more from the roadshow experience.

If you have not received your copy of the Aimhigher teacher's pack, please call **0800 587 8500** to order a free copy, or log on to **www.teachernet.gov.uk** to view the resources online.

The presentation takes approximately 30-minutes and we



4 On the day of the roadshow

How the day runs

have allowed 10 minutes to load **each group of 15 students** on and off the trailers and re-set the presentation for the next group. This means that up to **120** of your **Year 9 students** will experience the Aimhigher roadshow during the day.

What to expect from the Aimhigher team

There are two members of the Aimhigher team:

- **Roadshow facilitator:** a recent graduate who has been comprehensively trained to facilitate the roadshow presentation
- **Unit Manager:** a qualified event manager who is trained to erect and dismantle the trailer and will help direct students on and off the trailers

The **Unit Manager** will be arriving at your school with the roadshow trailer **at approximately 7am**. It will take approximately an hour to erect the trailer (as the trailer contains valuable equipment and will be vulnerable to security breaches, we ask that your school caretaker be on call and in the general area during this period of time for any emergency supervision).

The **Facilitator** will be arriving at your school **by 8.30 am** (or as agreed). They will set up the presentation and then report to the pre-agreed location (please advise if this is not at the trailer itself) to meet with the selected representative from your school who has been allocated to help with the roadshow.

The Aimhigher roadshow is a stand-alone resource and doesn't require equipment or power from your school.

What we need from your school

As mentioned previously, **the school security staff or caretaker** need to ensure that the school gates are open to allow access for the roadshow trailer at 7.00am. We also ask that the caretaker is available for emergency supervision while the trailer is being erected. The trailer will leave the school grounds approximately an hour and a half after the end of the last session.

Your school needs to provide **a member of staff** to assist in marshalling students to and from the roadshow. Our staff are trained to manage the students when they are on-board the trailers. However, if a difficult situation arises, we ask that a representative from your school step in to assist in diffusing or resolving the situation.

In addition, we ask that when the roadshow trailer is situated in a recreation area, that a member of staff is available at lunch and break times to assist the roadshow facilitator.

Please ask students **not to bring their bags** onto the trailer (where possible).

5 After the roadshow

Follow up activities

Research has shown that pupils' interest in and enthusiasm for HE, generated by a roadshow visit, is lost unless the roadshow is just one of an ongoing series of widening participation activities. Schools, working with Aimhigher coordinators, can organise HE-related activities and events to follow-up a roadshow visit.

Some ideas are:

- using the Aimhigher teacher's pack
- approaching local employers about coming in to speak to students about career opportunities and the qualifications they look for
- directing pupils to their local Connexions Personal Adviser
- approaching local higher education institutions about ongoing support and other activities such as summer schools and open days.



6 Aimhigher campaign resources

Websites

www.aimhigher.ac.uk/dontstop

The Aimhigher website has been designed by the DfES to provide easy, fun access to information on higher education for 13-16 year olds.

www.aimhigher.ac.uk

The Aimhigher portal is a 'gateway' where your students can find all the information they need when it comes to higher education. Linking to various sources of information, the Aimhigher portal will help guide students through the pathway to higher education and clarify the role of each of the various organisations that students may encounter, including UCAS, Local Education Authorities and the Student Loans Company.

www.bbc.co.uk/schools/aimhigher

This website has been developed by the BBC to support the Aimhigher campaign, and has information and games about higher education.

Printed materials

We are keen for Aimhigher resources to be used as widely as possible.

**To order free copies of any of
the Aimhigher materials,
please call the Aimhigher hotline
on **0800 587 8500**
and quote the appropriate reference code,
provided below.**

**Students can register for further information
on HE by visiting**

www.aimhigher.ac.uk/dontstop

- 1 Get into Higher Education: resource materials for teachers of 13-16 year olds. (**TEACHERS PACK 04**). This is also available online at www.teachernet.gov.uk/aimhigher

- 2 Pre-GCSE student's booklet (**PRE 16.04**). This is a general booklet on HE for pre-GCSE pupils, particularly those aged 13-16. It explains what higher education is and the benefits of going to HE.
- 3 Post-GCSE student's booklet (**16 PLUS 04**). This is a general booklet on HE for post-GCSE students (i.e. those in years 12 and 13). It has information on what HE courses are available, what student life is like, and how to apply for HE.
- 4 Parent's booklet (**PARENT 04**). This is a general booklet about HE for parents. It has information on the benefits of HE, what student life is like, and the application process.
- 5 'How to get Financial Help' booklet for all potential students (**FINANCE 04**). This booklet explains what financial support is available for higher education and how to apply for it.

All booklets are available in Braille, audio and large print. Additionally, the Parent's booklet and the Student Finance booklet can be ordered in the following languages: Bengali, Chinese, Greek, Gujarati, Hindi, Punjabi, Turkish, Urdu, Vietnamese and Welsh.

7 Further information

Below is a list of websites providing a range of HE-related information. There is also a comprehensive list of higher education links for pupils on the Aimhigher website

Websites for pupils

Careers Service - www.careers-uk.com

The Careers Services National Association is an association of all the careers service organisations in England, which provides statutory careers guidance services

Connexions - www.connexions.gov.uk

Offers a range of guidance and support for 13 to 19 year olds to make the transition to adult life a smooth one

Connexions Card - www.connexionscard.gov.uk

This is a free smart card for 16-19 year olds that records the points earned by attending school, college or work-based training which can then be exchanged for discounts and rewards

Foundation Degrees - www.foundationdegree.org.uk

A foundation degree combines work skills and a higher education qualification. It's a new qualification that gives students the skills that employers want. Courses are flexible, in a wide range of subjects and can be studied over a 2-year period full time or 3-5 years on a part time basis

Open Days - www.opendays.com

Contains information about open days at the university or college of your choice

Prospects - www.prospects.ac.uk

Recruitment and careers website for graduates. Includes information on work experience and work-related learning as well as part-time and temporary work for students

Student advice - www.studentuk.com

A website by and for students. Covers welfare, lifestyle and many more issues

Student Loans Company - www.slc.co.uk

Provides access to key information about student loans and the Student Loans Company

Student Support - www.dfes.gov.uk/studentsupport

Contain information about the financial support that is available to students in England and Wales who want to go on to HE. Also of relevance to parents, advisers and administrators

UCAS - www.ucas.com

Contains a course search facility as well as information on the HE application procedure

uni4me - www.uni4me.com

Provides useful advice about HE and answers many of the questions about what it is like to be a university student

Worktrain - www.worktrain.org.uk

Provides information, advice and guidance on a range of topics relating to learning and work. Includes jobs at home and abroad as well as information on the different types of career

Websites for Widening Participation practitioners

DfES - www.dfes.gov.uk

The Department for Education and Skills' home page

Aimhigher programme - www.aimhigher.ac.uk/programme

The Aimhigher programme website is a resource for all practitioners involved in widening participation. It offers the chance to share good practice and the latest news. It also contains contact details of local Aimhigher coordinators