

2024-2025

Outreach Evaluation



St Anne's College
University of Oxford



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Outreach Officer

Headline Figures

221

Outreach Events
Delivered This Year

215

Schools Directly
Engaged

9,500

Students Involved
(15.8% increase on
2023-24)

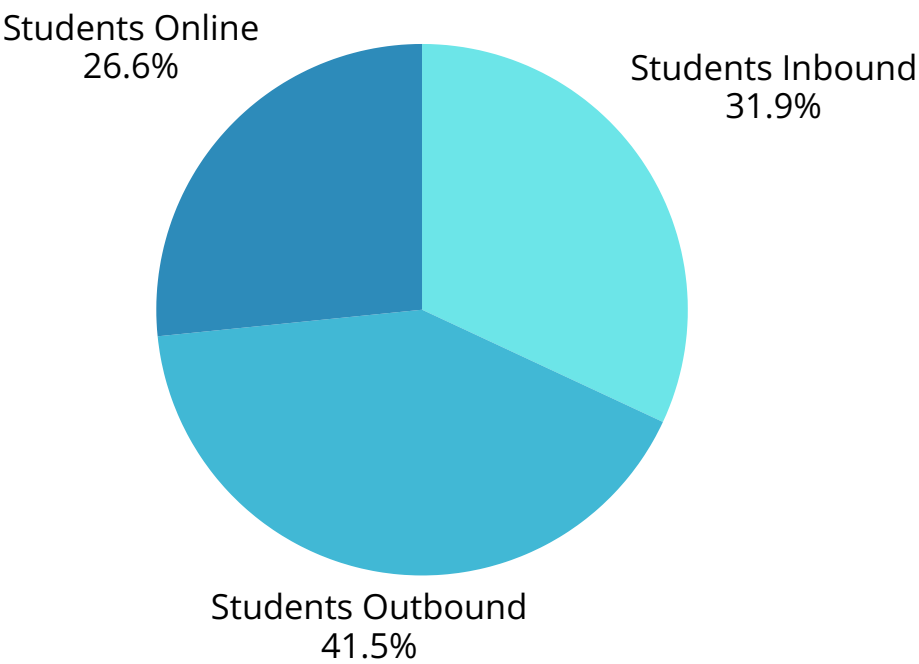
71%

of events held with
our link region
schools

Under the University of Oxford's regionalisation scheme, St Anne's link regions are Hillingdon and Southwark in London, and the North East of England (traditionally the north of the region).

Event Engagement

- 2,784 students visiting St Anne's (+84% on 2023-24)
- 4,080 students visited by the team (-13% on 2023-24)
- 2,318 students engaging online (+16% on 2023-24)



Widening Participation Figures

23% eligible for
Free School
Meals

University Admissions
Baseline: 8.4%

5% Care
Experienced or
Young Carers

33% First
Generation to
University

51% IMD
Quintiles 1
or 2

The residential really helped me in deciding to apply as meeting students and professor cleared the stigmas/image I had of the Oxford environment. It really has been very interactive and enjoyable.

Aim for Oxford Student

These figures concern students attending visits to St Anne's College, where data collection is possible

This year we have:

- Expanded our Debating and Oracy Skills Programme
- Increased our online engagement
- Reworked our core presentations
- Developed stronger relationships with other Oxford Colleges, the University of Cambridge, and external school trusts
- Started a relationship with our twinned primary school, Church Cowley St James, in Oxford

Rebecca was very welcoming and responded to questions with impressive knowledge whilst still tailoring the answers specifically to Sixth Form students. Dom was encouraging and helpful regarding different courses and applications. The session was interesting and I enjoyed it a lot!

Super-Curricular Club

Comment: Headline Figures, Events & Access

The outreach team has enjoyed another successful year, expanding our number of students engaged with and widening participation goals.

In comparison with 2023-24, we ran a similar number of events (225 to **221**), and engaged with a similar number of schools (**215**). Our overall student reach increased from an estimated 8,200 to 9,500, a **growth of 15.8%**. This increase reflects a change in our event profile. We've seen an **85% increase in inbound student numbers**, reflecting:

- Increased capacity to run inbound school visits;
- A renewed focus on developing relationships with our London link regions;
- Strong planning throughout the year;
- New relationships with schools visiting St Anne's College from the North East;
- A strong focus on reaching out to schools, and proactively offering college visits and on-site activity;
- The popularity of St Anne's at the Summer Open Days this year.

Our outbound student reach decreased this year, by around 700 students (a 13% drop) - due to smaller group sizes (i.e. fewer assemblies/careers fairs). However the number of sessions delivered at schools remained roughly the same. We have had particular success with our online programme this year, seeing a 16% increase in engagement with our online activities - primarily through our Women and Non-Binary People in STEM series, and the introduction of our St Anne's Super-Curricular Club of online webinars.

We've seen big gains in participants meeting our widening participation measures for inbound visits this year. Some of this is a reflection of our link regions, the outreach team encouraging teachers to select attendees more carefully, as well as our own programme selection criteria. In 2023-24, 18% of students attending were eligible for Free School Meals, increasing to 23% this year, and 51% of students we have engaged with come from IMD Quintiles 1 and 2 (the least advantaged) - which is an increase on similar metrics last year.

Comment: Programme Development

The outreach team has developed some new activities this year, alongside our existing inbound and outbound school sessions.

We have expanded our **Debating and Oracy Skills Programme**, dovetailing with school needs (oracy) and the activities offered in the previous year.

These sessions build on content provided by the **Oxplore platform**. The Oracy Programme includes a school visit by an Outreach Officer to begin the programme, an online skills session and a visit day to St Anne's for participants to present a topic and show evidence of debating/oracy skills to peers, teachers, and Outreach staff.

This year, we have expanded our online activities. This offers flexibility for what we can run, and student reach, as well as recording for future use. This has included our **Women and Non-Binary People in STEM** series, and the reintroduction of our **Super-Curricular Club**. For the former we had 1,800 students sign up, and 600 attend the launch session. We then ran online subject taster sessions, which consisted of a short introduction to the course at Oxford and a 'mini' academic taster session. Student attendance ranged between 30 and 150 attendees, and feedback was uniformly positive. This was followed by an in-person visit to St Anne's for selected students.

For our **Super-Curricular Club**, we ran 8 online academic taster sessions, which were positively received (92% positive feedback). These were open to all, as well as publicised to our link regions. These sessions were recorded, with videos posted to YouTube and on our website. Each session posted to the website now includes a work booklet for further reading and key questions to encourage follow-up reflection.

We have also developed stronger relationships with other **Oxford Colleges and Departments, Cambridge and external trusts** this year. For our Women and Non-Binary People in STEM series we partnered with Mansfield and St Catherine's Colleges which provided a greater number of student ambassadors and academics for the online sessions, with Departmental support. More participants could also visit Oxford, with all three Colleges running a visit day, covering all sciences courses offered by Oxford across the three events. In addition to our work in Oxford for North East in working with Cambridge to deliver online Interview Skills Workshops, this year we delivered our first in region Oxford-Cambridge North East Conference. This brought together 150 students for a 'one stop shop' of Oxbridge admissions content. We intend to run this event again in 2026.

My psychology masterclass and my visit to the NH museum, very insightful!
Wicked day, thank you so much

Women and Non-Binary People in STEM Taster Day

They thoroughly enjoyed the mix of presentations, interactive sessions and tours. A lovely, immersive day where they felt inspired along with all their questions addressed

Teacher Feedback

Comment: Student Feedback

Feedback on our 2024-25 activities has remained strong, with over 85% of students consistently providing positive feedback ('Agree', 'Strongly Agree') to the questions asked. This has maintained the exceptionally positive reaction to St Anne's outreach work since 2020 with 80%-95% of students providing positive feedback each year.

Our key strengths remain in demystifying Oxford, and its admissions process, providing strong academic taster sessions, and improving confidence for applicants applying for higher education places.

Qualitative feedback has been excellent, particularly when students have either visited Oxford, or engaged with our academic sessions. From the qualitative feedback, key areas for improvement include: food offered in college, introductory sessions being 'quite long' for some participants, participants wishing for more/varied content during their day.

Thank you so much! the whole experience has been quite transformative.

Aim for Oxford Student

Goals for 2025-2026

- Continued **core delivery of inbound, outbound, and online sessions** across the whole year.
- Expanding the **Women and Non-Binary People in STEM programme** with input from further Colleges across Oxford. This increases cross-university collaboration and recognition, more flexible delivery of STEM sessions, and shared administrative responsibilities.
- Return to our **Super-Curricular Club** with the aim to build an online 'super-curricular course' that students in link regions can access, providing teachers with easy to access resources for their students and suitable follow up material (reading, questions to explore, places to look for more information), but without duplicating existing content from across the University.
- Improving the **North East Oxford-Cambridge Student Conference** with a greater focus on more interactive activity, active engagement, and student networking.
- Proposal for a **North East Arts and Humanities Programme**, combining elements of the STEM series and the Super-Curricular Club with distinctive relevancy for the North East.
- This year we worked with 23 schools in our link regions with whom we had had no interaction in 2023-24, and five schools that were new to our outreach work. We aim to **maintain existing relationships, and continue to develop new ones** in our link regions.
- We aim to streamline administrative processes in our Oxford for North East **Aim for Oxford** programme, building in consistent self-reflection, and expand residential capacity.
- **Teacher CPD** (Continuing Professional Development) remains an area for growth. There has been little demand for this this year, but we intend to build easily accessible resources that teachers can access alongside existing provision across the University.

Thank you to all of our supporters and donors. Our outreach activities are entirely donor-funded and we are very grateful for any input that allows our activities to continue.

Case Study: Aim for Oxford

Ali Mousavi, The Queen's College, Medicine Nunthorpe Academy (Redcar and Cleveland)

Ali was selected for Aim for Oxford and the UNIQ summer school.

"UNIQ was my first taster into how Oxford University would be like and made me passionate enough to send an application. During Aim for Oxford I was able to do an independent project into an area of medicine that intrigues me (Functional Neurological Disorder) which I included in my personal statement. I made it my mission when I came to Oxford to participate in as much outreach as I could, to try and give back to the programmes that motivated me as a student. So far I have been involved in a North West Science residential, based at Queen's, Aim for Oxford and Opportunity Oxford.

My first year at Oxford has been amazing - studying my dream degree at such a prestigious institution and every moment, whether academic or social, has been utter bliss. I have particularly loved participating in a plethora of societies and taking up rowing, which was a sport I had never done before.

My biggest advice is to just GO FOR IT. I know it may seem daunting coming from a region under-represented at Oxford but that doesn't mean the stars will not align for you."



Our Impact

North East

c.238 students from the North East applied to Oxford in 2024-25, with about half (46.6%) of all NE Oxford applicants taking part in one Oxford for North East (OxNE) activity. This suggests that our work has substantially contributed to the region's applicant pool.

.OxNE-engaged students had a 52.8% shortlisting rate, and a 24.8% success rate, broadly matching the regional average. Aim for Oxford participants had a higher shortlisting rate and offer rate. Given OxNE's targeted approach to outreach (working with students from disadvantaged backgrounds *within* the NE) and Aim for Oxford's more intensive and selective intervention, this indicates that our work has significant impact on applicant performance for the students with whom we work.

We can track historic destinations of students who have engaged with our Outreach work, where specific data can be gathered (typically when students have visited St Anne's or been involved in a sustained programme). For students entering higher education between 2018-22, those who engaged with our outreach work were 20% more likely to attend a high tariff university. These students also saw a 10% increase in continuation and attainment and 22.4% applying to Oxford, Cambridge, Durham, Newcastle, and University College London.

Hillingdon and Southwark

c.105 students from Hillingdon and Southwark applied to Oxford in the 2024-25 application cycle. 41 were shortlisted (39.05%), with 10 offers made (9.52% success rate). From Southwark, 49.12% of students were shortlisted, and 14.03% made successful applications. From Hillingdon, the figures were 27.08% and 4.17% respectively.

Three students from these boroughs will begin at St Anne's in 2025, highlighting the college's strong regional presence and the positive outcomes of our relationship-based work. However, the figures show that more direct involvement is required in these regions.

We will be tracking individual applicants more closely in 2025-26.