

2024-2025

Outreach Evaluation



St Anne's College
University of Oxford



Headline Numbers

221

Outreach Events
Delivered This Year

215

Schools Engaged

9500

Students engaged
(15.8% on 2023-24)

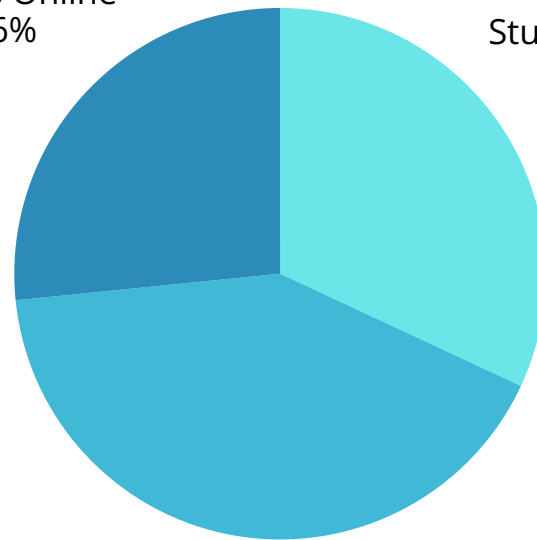
71%

of events held with
our link region
schools

Event Profile

- 2784 students inbound (+84% on 2023-24)
- 4080 students outbound (-13% on 2023-24)
- 2,318 students online (+16% on 2023-24)

Students Online
26.6%



Students Inbound
31.9%

Students Outbound
41.5%

Widening Participation Impact

**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

Programme Development

- Expanded Debating and Oracy Skills Programme
- Increase in Online Engagement
- Growth in engagement with primary groups
- Renewed presentations
- Stronger relationships with other Oxford Colleges, University of Cambridge, and external trusts
- New twinned relationship with Church Cowley St James Primary School

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

Discussion: Headlines, Event Profile & Access

The outreach team has had success this year, expanding our number of students engaged with and widening participation goals.

Compared to 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 8200 to 9500, an increase of 15.8% in total students engaged. 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;
- Hannah's focus on developing relationships with our London link regions;
- Strong planning throughout the year;
- New relationships with schools visiting St Anne's from the NE (e.g. Benfield School, Great Park Academy);
- A strong focus on reaching out to schools, and proactively offering college visits and on-site activity;
- Popularity of St Anne's at 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 remained roughly the same. We have had particular success with our online programme this year, seeing a 16% 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 a big improvement in our widening participation measures this year, reflecting a significant amount of effort in engaging these students on behalf of the outreach team. We've moved from 18% of students being eligible for Free School Meals in 2023-24 to 23% this year, and our IMD data shows that 51% of students we have engaged with come from IMD Quintiles 1 and 2 - which is an increase on similar metrics last year and is a stronger measure for deprivation than ACORN or POLAR data used previously.

Discussion: Programme Development

The outreach team has implemented a variety of improvements in our programme this year, in both content and delivery. We have expanded our debating and oracy skills programme, dovetailing with school needs (oracy) and the activities offered in the previous year. We now have a consistent and easily bookable Oracy Skills Programme, and Debating Sessions programme, based heavily around Oxplore content. 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 outreach activities. We have found that an online Outreach work continues to offer flexibility for both types of session offered and student reach. 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 1800 students sign up, and 600 students attend a 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.

We have also developed stronger relationships with other Oxford colleges, Cambridge and external trusts this year. For our WSTEM series we partnered with Mansfield and St Catherine's Colleges - allowing us to provide a greater number of student ambassadors and academics for the online sessions, and with each College running a taster day as the culmination of the programme. The cross-college coordination meant that taster days could be split by subject, with coverage for all science courses offered at Oxford. Our collaboration with Cambridge was bolstered through delivery of our first in region Oxford-Cambridge North East conference which brought together 150 students for a 'one stop shop' of Oxbridge admissions content. This has been in addition to our existing partnership for online interview workshops that run in November.

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

Discussion: Student Feedback

Feedback on our 2024-25 activities has remained strong, with over 85% of students consistently providing positive feedback ('Agree', 'Strongly Agree') to 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, early sessions being 'quite long' for some participants, participants wishing for more/varied content.

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

Aim for Oxford Student

Discussion: 2025-2026

- Continued core delivery of inbound, outbound, and online sessions across the whole year.
- Expanding the WSTEM programme with more input from other colleges (6 more have already expressed interest). 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 WSTEM series and the Super-Curricular Club with distinctive relevancy for the North East.
- This year we worked with 23 schools we had no interaction with last year, and five schools we have never engaged with (particular successes: Haydon Bridge, and Berwick Academy). We aim to continue to broaden our reach, particularly on schools with rare engagement in the North East of England.
- Aim to streamline administrative processes in Aim for Oxford, build in a consistent reflective strand to the programme, and expand capacity (following Christ Church and St Anne's offering separate residential weeks for Summer 2026).
- Teacher CPD remains an area in which we could add capacity and growth. There has been little demand for this this year, but will review throughout 2025-26 and prepare resources ahead of demand.

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.