

Black, Asian and Minority Ethnic Recruitment Initial Teacher Education Partnership, University of South Wales

June 2022

Our Purpose

The purpose of this plan is to outline an approach to **black, Asian and minority ethnic recruitment** to ITE programmes at the University of South Wales. It aims to deliver a range of high-quality and targeted activity that will drive enquiries and interest from underrepresented groups for September 2023 entry.

Ultimately, our aim is to extend our attractiveness as a university of choice for students from diverse backgrounds, cultures, and identities, and encourage an increase in applications from underrepresented groups by undertaking the following activities:

- Identify and address challenges and opportunities to support recruitment
- Develop and deliver rich, engaging, and diverse content to applicants
- Targeted outreach activity aimed at underrepresented groups
- Build representative student testimony to raise aspirations
- Enhance information, advice, and guidance to students
- Ensure diverse representation throughout the admission process

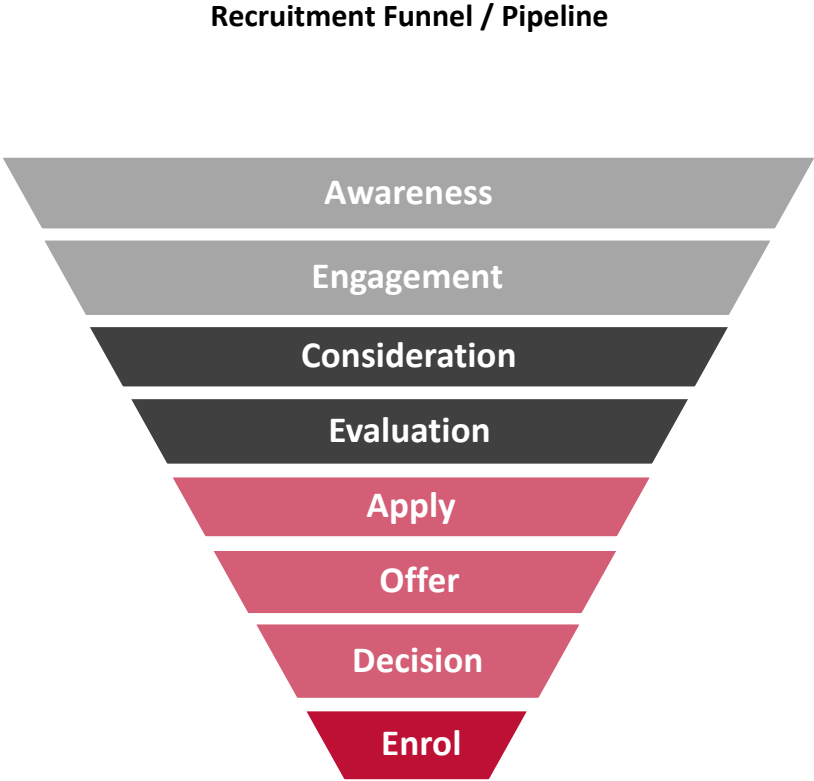
Our Approach

Our approach to attracting high quality applications from underrepresented groups is delivered by our Future Students Department in collaboration with academic colleagues.

Targeted activity is tailored to suit the needs of specific audience groups and is primarily delivered through schools and college liaison but is also further supplemented by specific messages and testimony across multiple media and channels that are designed to inspire a wider demographic, transform perceptions, and enhance the attraction of university study.

Using the framework referenced in our institutional approach (Fig 1.0), discrete stages of an applicant's journey are identified, and interactions are mapped to enable us to understand their experience, expectations and influences on decision making. This allows us to identify challenges across the journey and redesign experiences and activity, including utilising student ambassadors, community and professional advocates in tailored print, online activity, live chat, outreach, and recruitment and selection events.

Fig 1.0: Approach to Student Recruitment



Recruitment Stages and Related Activity

Awareness and Engagement
<p>This audience is anyone who is exposed to our advertising and where the audience has interacted with us:</p> <p>Key drivers: Digital advertising, direct mail campaigns and schools and college outreach.</p>
Consideration and Evaluation
<p>This audience is considering university study and evaluating USW as a viable option.</p> <p>Key drivers: Open Days, website and social, publications, enquirer correspondence, email, telephone, SMS, and live chat.</p>
Apply, Offer, Decision
<p>This audience has applied to study at USW and received an offer and are deciding whether to accept.</p> <p>Key drivers: Application, interview, and selection event, offer, applicant touchpoints, email, telephone, SMS, and live chat.</p>

Black, Asian and Minority Ethnic Recruitment: Action Plan (Part 1)

Activity	Description	Recruitment Stage
Identify challenges and opportunities to support recruitment.	Conduct literature review to identify research/evidence of impact in increasing black, Asian and minority ethnic recruitment. Survey and consult with current students, teachers, community mentors regarding their perceptions and barriers to black, Asian and minority ethnic participation in HE.	Overarching
Identify key messages for target audience.	Adapt and update key promotional messages to ensure the findings from above activity and any poor perceptions regarding black, Asian and minority ethnic participation in HE.	Overarching
Develop and deliver rich engaging and diverse content.	Build content assets that can be used to demonstrate diversity and inclusivity of our student community and are representative of a wider demographic.	Overarching
Build representative student testimony to raise aspirations.	Identify and collect case studies from black, Asian and minority ethnic students and school partners and profile across all marketing communications.	Overarching
Professional advocacy and student ambassador recruitment.	Actively recruit black, Asian and minority ethnic student ambassadors as aspirational role models and increase their participation in related recruitment activities. Increase participation of school and Urban Circle partners from diverse backgrounds in recruitment activity. Work with EWC partners on approaches to promote recruitment.	Overarching

Targeted outreach activity aimed at underrepresented.	Deliver a targeted programme of profile-raising activity aimed at prospective black, Asian and minority ethnic students in schools and colleges (see Appendix 1.0 for further details). Work with EWC partners on targeted outreach activity aimed at underrepresented groups.	Awareness and Engagement
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Black, Asian and Minority Ethnic Recruitment: Action Plan (Part 2)

Activity	Description	Recruitment Stage
Deliver Educator Wales stakeholder engagement events.	Work with partner schools and EWC in a sustained, planned programme of events to promote teaching as a career option with primary school age children.	Awareness and Engagement
Refresh digital advertising creative and website imagery.	Refresh digital advertising creative and website imagery on website course pages to ensure creative is representative of a wider demographic.	Consideration and Evaluation
Advertise and promote incentives to enquirers to encourage application.	Pro-actively promote incentives such as Welsh Government black, Asian and minority ethnic bursary (TBC) and related university initiatives across multiple marketing communications and touchpoints	Consideration and Evaluation
Enhance information, advice, and guidance to students.	Review and enhance the support arrangements for ethnic minority students at all stages of admissions process from point of application and beyond.	Apply, Offer, Decision
Ensure diverse representation throughout the admission process.	Build a network of black, Asian and minority ethnic partners with the aim of ensuring all ITE interview panels have diverse representation.	Apply, Offer, Decision

Appendix 1.0: Target Audience and Primary Focus

Target Audience

To maximise impact of tailored messaging and support for **black, Asian and minority ethnic groups**, the University has identified ten priority schools and colleges as a primary target audience to deliver focused recruitment activities.

Target school and colleges have been identified and prioritised based on historical engagement with University activities, identified feeder institution to Primary ITE provision, and proximity to the Newport Campus. Student population data available within the latest Estyn inspection reports was also used to identify settings with a high proportion of students identified as black, Asian and minority ethnic. The top 10 schools and colleges identified include:

Target Institutions	Black, Asian and minority ethnic student population %*
Fitzalan High School, Cardiff	70%
Lliswerry High School, Newport	40%
The John Frost School, Newport	40%
Cardiff High School, Cardiff	36%
St David's Catholic College, Cardiff	36%
Cathays High School	34%
Cardiff and Vale College, Cardiff	30%
Olchfa School, Swansea	25%
Bishop Gore School, Swansea	25%
St Teilo's Church in Wales High School, Cardiff	17%

Schools and Colleges Liaison

Activities to support the recruitment of underrepresented groups will be primarily delivered through schools and college liaison, aimed at Year 10-13 students, and will align with the UCAS admission process.

The activities offered to schools and colleges are varied and range from on-campus masterclasses and taster days to talks and workshops in schools and colleges and online.

We propose a range of approaches to delivering activity, and will be based on the following principles and aims:

- Identify new and innovative ways to engage schools
- Increase participation of current black, Asian and minority ethnic students as role models.
- Utilise available support from Education Workforce Council (EWC)
- Align activity to key messages for underrepresented groups
- Ensure curriculum is aligned to activity to incentivise attendance
- Equip university representatives with black, Asian and minority ethnic focused resources
- Offer access to specialist facilities not available in schools

Schools and colleges liaison activity will be promoted via our existing network of Headteachers, Heads of Sixth Forms, Careers Advisers and Careers Wales.

There will also be the opportunity to deliver further bespoke communication in the University's monthly e-newsletters that are distributed to all primary contacts (e.g., Heads of Sixth Form, Post-16 Co-ordinators, Careers Co-ordinators).

Appendix 1.0: Target Audience and Primary Focus

*Source: Based on latest Estyn inspection report.