



Gonville & Caius
UNIVERSITY OF CAMBRIDGE

OUTREACH STRATEGY

2021-2026





AIMS

- 1) To encourage more talented applicants from under-represented backgrounds to apply to Caius, and, consequently, to help to increase the College's intake of talented students from under-represented backgrounds;
- 2) To raise aspirations and widen participation in higher education (amongst groups with less history of representation therein).



VISION

By 2026, Caius will be regarded as a leader in widening participation amongst the Cambridge colleges, with a student body that better reflects the diversity of UK secondary education.

We will further tackle barriers to access and participation in Caius and in HE more broadly.

We will continue to build and foster an environment within which all Caius students can thrive, regardless of background; which includes further identifying and eliminating gaps in access and attainment across our student body.

We will provide more opportunities for students across the UK, particularly in areas and from backgrounds where barriers to HE are at their strongest, to consider and learn about HE, Cambridge, and Caius in particular.



TARGETS

75.9
%

of home
applications
from the
maintained
sector by 2026

17.5
%

of home
applications
from
maintained
schools in the
College's link
areas by 2026

20.0
%

of home
applications
should come
from POLAR4
Q1-2 areas by
2026

25.0
%

of home
applications
should come
from IMD D1-3
areas by 2026

40
%

of the secondary/sixth form state schools
and colleges in the College's link areas
should be highly and regularly engaged by
the College by 2026.



INITIATIVES

A three-pronged approach

Applicant
proactive

Broad College
proactive

Targeted
proactive

Website; open days; prospectus.
Aimed at students who have decided on Cambridge and are looking for a College

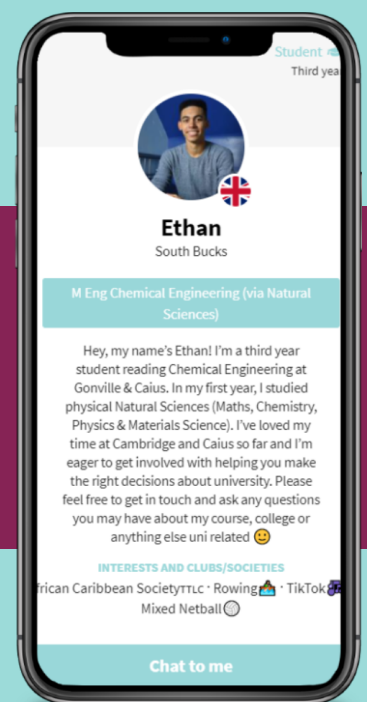
YouTube channel; lively social media presence. For engaged prospective applicants who may not yet have considered Cambridge

Targeted outreach events. For potential Cambridge applicants who may as yet have thought very little about their HE options

APPLICANT PROACTIVE HIGHLIGHTS

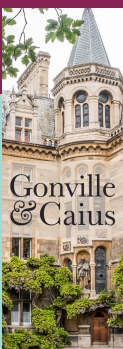
The Ambassador Platform

New partnership to enable prospective applicants to chat with current Caius students on our website



Bookmarks

Caius bookmarks to be distributed at the Porters' Lodge and in schools, with a QR code linking to applicant information and a new online prospectus



BROAD PROACTIVE HIGHLIGHTS

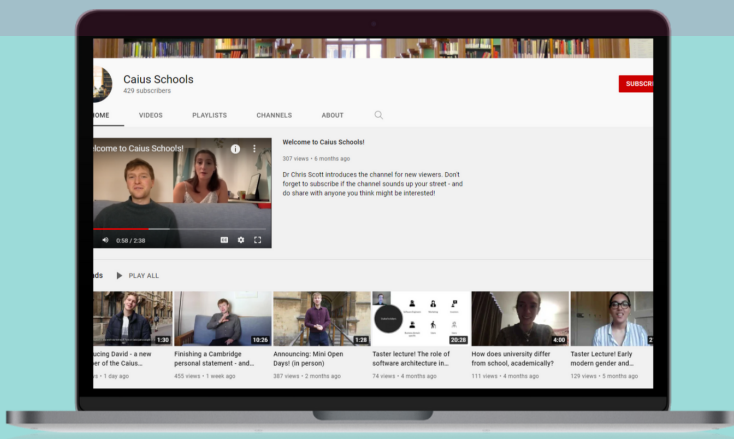
YouTube

Dedicated 'Caius Schools' YouTube channel for outreach, including student experience, taster lectures and application support

TikTok



CaiusSchools TikTok to increase reach on social media amongst prospective students



TARGETED PROACTIVE OVERVIEW

A move to more multi-school, sustained-contact programmes to maximise impact

New London Outreach Officer to increase work on the ground with London schools

Subject exploration, offer-holder and bridging support: sustained outreach from considering application to first day at Caius

Increased collaborations with external organisations, charities and other partners

More work with teachers, parents and communities to generate lasting impact



TARGETED PROACTIVE RANGE

Primary

General introductions to university delivered in Caius and in schools by our outreach team and external partners. Curriculum intervention to link the work of College alumni with school study and help to normalise Caius and Cambridge

KS3

General university and Cambridge information, moving through into GCSE choice advice and beginning to think about making competitive applications to selective universities

KS4

Aspiration-raising activities for high-achievers to encourage participation in HE, alongside guidance on subject exploration and A level choices. Encouraging students to aim high in their HE choices, and work towards the necessary grades

KS5

Activities will seek to raise aspirations and attainment, support competitive applications, and highlight the advantages of studying at Cambridge and Caius



TARGETED PROACTIVE TARGETING

Individual

Essential: All participants in targeted proactive outreach events and programmes must attend a UK state school, with priority given to non-selective state schools where necessary. In later years, grade profile must indicate that application to a highly selective university is a realistic ambition.

Weighted: We will consider a range of WP criteria if selection decisions are necessary, including FSM-eligibility, IMD and POLAR4 quintile, care experience (both as cared-for and carer), disability, parental HE experience, school/college HE progression rates, refugee status, and ethnicity.



School

We will prioritise establishing and cementing relationships with schools which:

- are non-selective;
- have little recent history of progression to Cambridge or Oxford;
- have a below-average progress score on the schools database.

But all relationships with state schools in our link areas will be maintained and fostered.



TARGETED PROACTIVE HIGHLIGHTS

Cambridge Higher Aspirations Scheme

A year-long programme of academic and application support for 150 year 12 students at Norfolk state schools

Caius Explore

Innovative twist on the Cambridge 'essay competition', involving detailed tasks set by Cambridge academics with plenty of accompanying support, for students at UK state schools



SUMMARY

Over the next five years we will continue to build and extend our links with state schools within our Link Areas of Norfolk, Hertfordshire, and Barnet, Bexley, Bromley, Greenwich, Lewisham, Newham, and Waltham Forest in London, and in the rest of the UK.

We will increase the targeting of our provision to ensure that we are devoting the majority of our time to working with students with multiple indicators of disadvantage, and schools with limited experience of sending students to Oxford and Cambridge.

We will continue to change the emphasis of our outreach work from one-off interventions to sustained contact schemes. We will expand our work with teachers, support staff, parents and guardians to broaden our reach and increase the longevity of our impact.

We will further explore and implement attainment-raising interventions alongside aspiration-raising and guidance provision.





THE TEAM

Outreach Professionals

Core team to oversee, administer and deliver the College's outreach programme: Tutor for Admissions and Outreach, London Outreach Officer and Schools Liaison Officer

Fellows

Increased engagement from the College Fellowship in events, programmes and other subject exploration schemes

Students

We will continue to build a team of undergraduate students to share their experiences of Caius, and postgraduates to provide Cambridge-style teaching



GET INVOLVED

Teachers

- Sign up for [our mailing list](#) to find out more about our events
- [Arrange a session with us](#) in Caius, in school or online

School students

- Sign up for [our mailing list](#) to find out more about our programmes

Caius students

- [Email us](#) to find out how to get involved in outreach at Caius

Caius alumni

- [Email us](#) to find out how you can support outreach at Caius



