

## Quality Standard for UAL Outreach and the Insights Programme | 2023/24

Task: In a cell below each Impact Statement, pop your initials and a score out of 10.

10: We fully achieve this Gold Standard impact.

1: This is one of our significant challenges.

This task is NOT committing you to anything.

### AREA 1: RECRUITMENT

#### GOLD STANDARD (intended impact):

1.1 Promotion															
1.1.1 Social media		Social media presence creates a strong connection between the Insights programme and high-quality arts education. Social media content makes users curious and stimulates them to explore the Insights section of the UAL website. All prospective students follow Insights on Instagram.													
RSL 8		FR 9	FZ 8	GW8	NW6		SR 8	MB8	JM 8	AC8	ZK 9	JC 8	TS9	IT-5	RC7
1.1.2 Website		Visitors are stimulated and satisfied by the website content and eligibility is clear. Prospective students are in no doubt about the high quality of the curriculum. All prospective eligible students recognise the benefits of joining the Insights programme. Students become excited at the prospect of studying at UAL and see the Insights programme as the first step to exploring the potential for a creative future and career.													
RSL 5	FR 5	FZ 5	GW6	NW 6	SR5	ZK 5	JK4	MB5	JM 5	AC6	IT-4	JC5		TS9	RC5
1.1.3 Communication with partners		Partner teachers and community leaders understand the breadth of the Insights programme, the cycle Insights follows, and know how to guide their students to get involved. Teachers act as agents supporting recruitment by requesting visits, referring eligible students and supporting the application process. Partners relay information back to UAL about the impact of Insights on their students.													
RSL 6	FZ 6	FR 6		GW6	JK4	SR6	TS7	MB6	NW5	AC8	IT-5	ZK 5	JM 5	JC6	RC8
1.1.4 Partner visits & presentations		Presentations are accessible with engaging information design. Students feel excited at the prospect of engaging in an event outside of their usual education or community setting. They begin to visualise their future self in the creative industries through clear, simple and accessible routes towards a valued and world-class creative career. The range of partners that we reach out to goes beyond only schools and colleges to community organisations.													
RSL 6	GW7	FR 6	FZ 7	NW5	SR7	ZK 7	JK6	MB6	TS 8	AC8	JM 6	JC7		IT-7	RC9
1.1.5 Alumni advocacy		Insights alumni, working as Outreach Ambassadors, enable prospective students to see themselves succeeding on the Insights programme and within the creative industries. Prospective students are comfortable asking questions related to their interests, further study, and future creative careers.													
FR 7	FZ 8	GW8	RSL 9	JK8	NW8	ZK 8	AC8	MB9	SR8		JM 8	IT-7	JC8	TS 9	RC8
1.2 Application															
1.2.1 Process		The application process is intuitive, informative and student-friendly. All applicants feel confident to start and finish the application process, helped by knowing how long it will take, and that they can save and resume their application at any point to seek in-person support from teachers or Outreach staff. The application experience is equitable across a range of digital devices.													
FR 2		FZ 3	GW2	RSL 3	AC2	SR2	NW3	MB2	JM 3	TS3		ZK 3	JK4	IT-3	RC1

1.2.2 Correspondence	Timely and supportive correspondence ensures applicants are aware of the progress of their application and when to expect an outcome. Clear information and guidance are provided to the applicant, including information for parents / guardians, and tone of voice and content is warm and inviting across all UAL colleges. For successful applicants, pre-event correspondence builds excitement and commitment to investing wholeheartedly in the experience. Post-event correspondence allows the programme to grow in response to audience needs and experiences at Insights.														
FR 4	RSL 5	FZ 6	GW6	AC6	JK4	SR6.5	NW7	MB4		JM 4	TS9	ZK 5	IT-5	JC6	RC3

1.3 Health and Safety															
1.3.1 Safeguarding	Our responsive safeguarding culture ensures that all staff act swiftly and appropriately, keeping learners safe at all times. Students know that if they have any concerns they will be treated with the utmost dignity and respect. Clear guidance on how image, text and language are used ensures that Insights applicants feel respected and 'heard' with any concerns or questions they have. All teaching materials are monitored regularly so that Insights applicants always feel safe and are not threatened or abused by any language/imagery delivered as part of any Insights programme.														
FR 6	RSL 7	FZ 6	NW6	GW5	AC7	SR6	JK6	MB5		ZK 6	JM 5.5	TS 8	JC7	IT-6	RC5

1.3.2 Risk assessment	Student mental and physical well-being is secured by the provision of a risk assessment for all Insights activities. All Insights activities are appropriate and safe without limiting the learning and teaching. College technical departments will advise on how best to maximise the student experience with managed risk where necessary, so the sessions feel different, or a 'step up' from school or FE delivery.														
FR 6	RSL 5	FZ 5		GW4	NW7	JK5	AC7	MB5	SR7	JC7	JM 5.5	TS 8	ZK 5	IT-4	RC5

1.3.3 Wellbeing	All Insights participants feel welcomed, wanted and included at UAL. They know that they are being taught by current UAL staff and supported by Outreach ambassadors who all have their best interests at the core of their interactions. Participants see that the materials and equipment they use are of the same standard as the undergraduate students. Participants who are apprehensive before their first session feel an increasing sense of belonging as they progress through the Insights programme, building self-confidence and reducing the sense of being an outsider to UAL.														
FR 6	RSL 8	FZ 8	GW7		AC8	JC8	NW5	MB8	JK5	TS5%	SR6.5	JM 7	ZK 8	IT-8	RC8

**AREA 2: CURRICULUM**

**GOLD STANDARD (intended impact):**

2.1 Pedagogy															
2.1.1 Teaching strategy	Students are inspired by professional practitioners and tutors. The conducive working atmosphere created enables students to collaborate effectively with peers, developing their practical skills and cognitive abilities.														
FR 7	RSL 8	FZ 6	NW8	GW6	JC8	AC8	JK6	MB7	TS 6	SR8	IT-7	JM 8	ZK 7	JK5	RC8

2.1.2 Differentiated support	Students are motivated, informed and committed to achieving goals and milestones as a result of their interaction with Insights. They are challenged by the aims and are confident to take risks due to the supportive atmosphere and structured scaffolding of the content delivery. It is the support that is differentiated, not teachers' expectations of what students can achieve.														
FR 6	RSL 8	FZ 5	JK4	GW5	AC6	NW7	TS 6	MB6	JC7	SR6		JM 6	IT-7	ZK 5	RC7

2.1.3 Diversity of stimuli	Students experience an active, practical and varied curriculum that draws from a broad decolonised reference base that goes beyond a Westernised creative education.														
FR 6	RSL 5		AC7	GW7	JK5	FZ 6	NW6	MB7	TS 6	JM 6	ZK 6	SR6	JC8	IT-6	RC7

2.2 Educational gain

2.2.1 Open minded	As a result of Insights, students are curious, open-minded and keen to take risks without fear of failure. Students become hungry for new experiences and believe the creative journey to be as important as the final outputs.														
RSL 7		FR 7	JK5	GW7	AC7	FZ 5	NW6	MB6	TS5	JM 6	ZK 7	SR7	JC7	IT-5	RC8

2.2.2 Exploration of resources	Students' creative ideas are stimulated by using UAL's world-class studio and workshop equipment and resources they haven't encountered before.														
RSL 8	II	FR 5	IT-7	GW7	AC8	FZ7	SR6	MB7	NW7	JM 7	TS 7	ZK 8	JC8	JK6	RC8

2.2.3 Valuable relationships	The effectiveness of the collaborative work with peers creates bonds and lasting relationships (both during the curriculum periods and at break times whilst on Insights). This learning network gives students a strong sense of belonging and provides support in times of need, but also lays the foundations for a future creative community. Students use their understanding of connectivism to proactively build their professional networks.														
IT-7	RSL 7	FR 7	GW7	FZ 7	NW7	AC7	JK7	MB9	SR7	TS 7	JM 7	JC7.5	ZK 8		RC9

2.2.4 Critical reflection	Students clearly articulate their journey to date, including how their practice, skills and attitudes have developed. Students' effective critical reflection skills ensure they know their strengths and where they need to improve; making them effective creative and critical problem-solvers.														
IT-5	RSL 6	FR 5	GW6	AC5	JK6	FZ 5	NW7	MB5	SR5	TS 5	JM 5	ZK 5		JC5	RC4

2.2.5 Project management	Students are motivated, informed and committed to achieving the goals and milestones they have set themselves. They project manage their journey forward well and through Insights are supported and encouraged to self-direct their study.														
IT-5	RSL 5	FR 6	GW7	JC6	AC6	NW4	FZ 6	MB6	SR6	TS 6	JM 7	JK5	ZK 6		RC5

2.3 Support

2.3.1 Accessing assistance	Students are confident to ask for support with the resources, equipment and materials they need for independent study. Where needed, students access timely and appropriate care and support that resolves and/or mitigates their individual challenges.														
IT-5	RSL 6	FR 7	GW7	JK6	AC7	NW5	FZ 6	MB7	TS 7	SR5	ZK 6	JM 7	JC5		RC8

2.3.2 Utilising support	Where needed, students maximise the combination of support on the Insights programme with that in their own educational settings.														
IT-5	RSL 4	GW4	FR 5	NW5	AC5	FZ 5	JK4	MB6	SR5.5	TS 4	JM 5	ZK 5	JC6		RC6

AREA 3: PROGRESSION

GOLD STANDARD (intended impact):

3.1 Information, advice and guidance

3.1.1 Next steps	Students, supported by parents/guardians, make informed progression choices as a result of their Insights experience and immersion in UAL surroundings. They feel they are going on to be part of something bigger, exciting, yet achievable. A tangible plan, albeit draft, for their future life and career becomes realistically attainable.														
IT- 6	RSL 7	FR 7	GW7	JK5	FZ 7	AC7	MB6	TS 8	SR6	JM 7	NW7	ZK 7	JC6.5		RC7

3.1.2 Student finance		Students understand the financial implications of enrolling on further study and easily access and receive timely guidance on how to apply for Student Finance England / Student Loan and bursaries and/or scholarships.													
IT-7	RSL 6	FR 7	AC6	GW6	NW6	FZ 6	MB5	TS 4	SR7	JC6	JM 7	ZK 7	JK8		RC4

3.2 Application preparation and interview

3.2.1 Portfolio development		Through Insights, students understand the relationship between preliminary work and final outcomes. As a result, they focus more on the former. Preliminary work showcases the development of an artistic freedom that involves taking risks and exploring exciting ideas. Pressure is taken off final outcomes. Students’ final portfolios evidence this understanding well, to themselves and to recruiters.													
IT-8	RSL 3	FR 4	AC5	GW4	NW4	FZ 5	MB6	SR5	JK5	JM 6	TS 5	JC6	ZK 5		RC6

3.2.2 Portfolio for interview / review		The Insights experience ensures students make informed decisions about portfolio content, layout, captions, titles, annotation and delivery method (in-person/digital). Students demonstrate this understanding through the documenting of their work and taking responsibility for the process.													
IT-7	RSL 7	FR 7	GW7	AC8	FZ 6	NW7	MB5	TS 7	JK5	SR5.5	JM 6.5	ZK 5	JC7		RC7

3.2.3 Directed independent study		UAL tutors use stimulating briefs that lead students to conduct valuable self-led projects beyond their school curriculum that are positively received by admissions and recruitment teams. These could include collaborations with members of their network.													
IT-7	RSL 8	FR 5	GW7	AC8	FZ 7	TS 7	NW6	MB7	JK6	SR7	JC7.5	JM 8	ZK 7		RC8

3.2.4 Peer review		Small-group and individual tutorials build students’ self-confidence and ensures they become effective, challenging and supportive peer reviewers.													
IT-9	RSL 8	FR 5	JK8	GW8	AC8	FZ 8	TS 6	MB7	NW6	SR4	JM 6	JC7	ZK 7		RC6

3.3 Additional outcomes

3.3.1 Achieving entry requirements		The Insights experience informs students’ creative practice and improves Level-3 school attainment. Students have the option to use Insights activity outputs towards exam submissions and/or Final Major Projects (FMPs) if relevant.													
IT-6	RSL 6	FR 7	AC7	GW7		FZ 6	MB6	NW7	SR5	TS 7	JC6.5	JM 7.5	ZK 7		RC7

3.3.2 Advocacy		Students become advocates for the Insights experience and go on to influence others from similar backgrounds (including relations/peers etc) to consider previously unexplored options for FE/HE. They want to be a part of UAL’s community and are aware and enthusiastic about the opportunities to take on paid work as an Outreach Ambassador (OA) or on the Creative Undergraduate in Schools (CUIS) programme.													
IT-5	RSL 8	FR 8	JK7	GW8	NW8	FZ 7	MB8	AC8	SR8	TS 8	JC8	JM 8	ZK 8		RC8

3.3.3 Repeat enrollers		Students’ understanding of the value of the Insights programme and how it adds to their creative practice results in them attending as many programmes as possible.													
IT-5	RSL 5	FR 7	GW6	JK6	FZ 6	AC8	MB6	NW7	SR8	TS 6	JM 8	ZK 7	JC7		RC9

AREA 4: POST-APPLICATION

GOLD STANDARD (intended impact):

4.1 Prospective student

4.1.1 Offer holder		The prompt and congratulatory communication sent to the students after participation excites them about further opportunities as an Insights alumnus. The information about bursaries and scholarships they are eligible to apply for mitigates any financial concerns about future participation.													
IT-3	RSL 4	FR 4	AC5	GW5	FZ 5	NW4	MB4	TS 4	SR3	JC5	JM 4	ZK 4			RC4

4.1.2 Sign-posting			Following the offer communication, students immediately make connections with on-course initiatives and opportunities. They are excited and engaged about the next steps of their journey.												
IT 3	RSL 3	FR 4	GW4		FZ 5	TS 6	AC6	MB5	SR6	NW5	JC6	JM 6	ZK 5		RC5