



Widening Participation at QUT

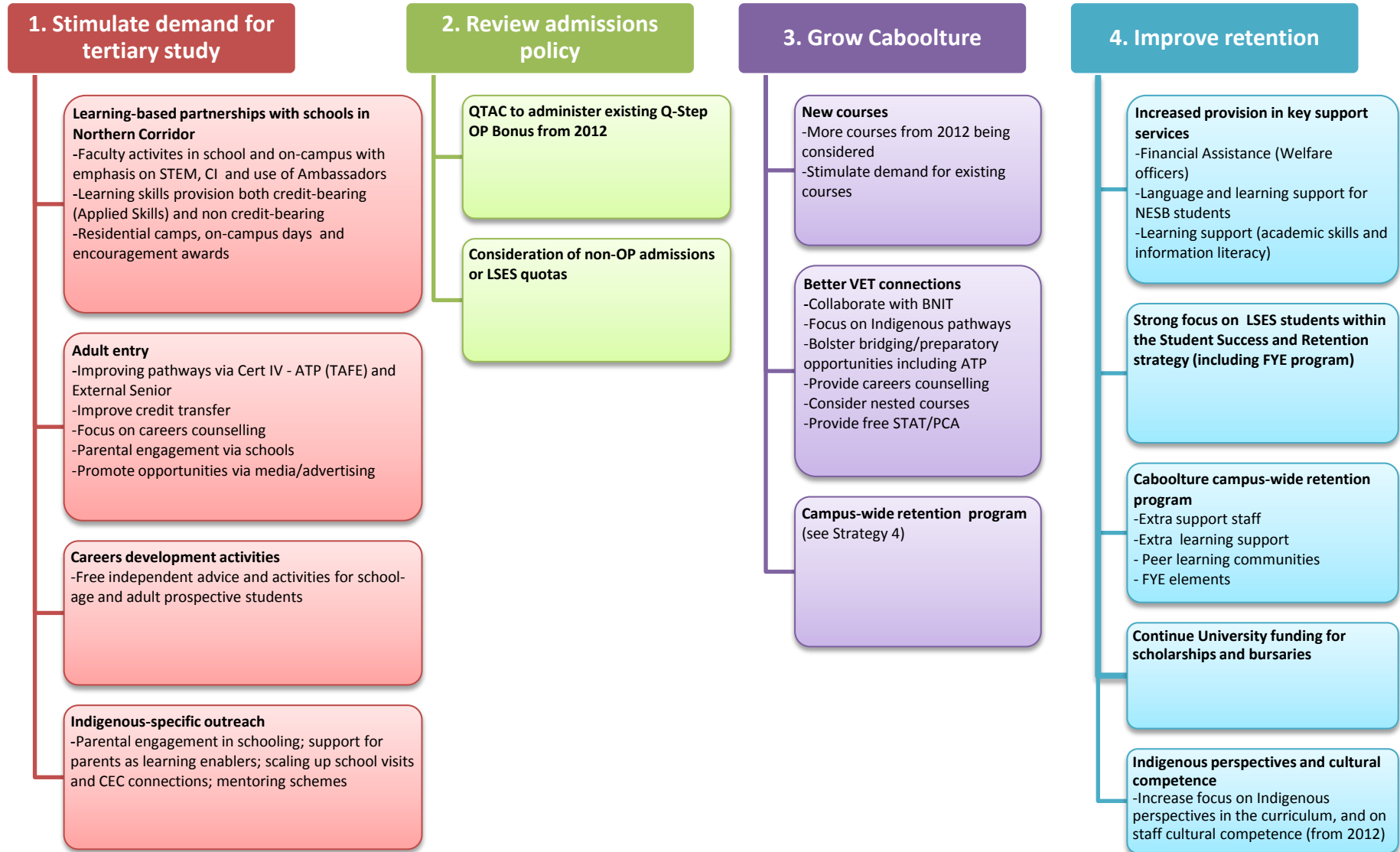
WP Program Overview 2012 – 2014

updated as at March 2013 - FINAL



Widening Participation Program Overview

There are four major strategies, and associated activities, to recruit and retain more low-SES and Indigenous students.



Widening Participation QUT Activities – Comprehensive Description

This document outlines QUT's Widening Participation activities. It builds on the Widening Participation QUT Program Overview which describes four major strategies to recruit and retain more low-SES and Indigenous students:

1. [Stimulate demand for tertiary study](#)
 - a. [Learning-based partnerships with Schools in Northern Corridor \(in-school and on-campus activities\)](#)
 - b. [Adult entry](#)
 - c. [Indigenous-specific outreach](#)
2. [Review admissions policy](#)
3. [Grow Caboolture](#)
4. [Improve retention](#)

Note: operational plans for individual elements or strategies outlined here are available on request

The information below is correct as at March 2013. Information is updated annually from reports provided by faculties and divisions contributed to HEPPP.

STRATEGY ONE: STIMULATE DEMAND FOR TERTIARY STUDY		
Strategy 1 A: Learning-based Partnerships with Schools in Northern Corridor <i>In-school and on-campus activities in 34 low SES schools (11 secondary, 23 primary) – referred to as Cluster Schools (Group A). Some provision is also made for additional schools from Group B (subject to funding)</i>		
Initiative	Objectives & Activities	Scale (2012 outcomes as at Mar 2013)
Strategy 1 A: In-school Activities		
Extreme Science & Engineering Vans (Science and Engineering Faculty)	Activity: Range of age-appropriate Workshops for Prep–Year 12 students aligned to the Queensland Science, Mathematics & Engineering Technology curriculum Aim: To enhance student engagement, interest and achievement, demystify uni, and increase awareness of and interest in Science/Engineering Disciplines	Outreach to 29 Group A and B schools' 235 workshops for 6192 students from these schools. 32 workshops for 826 students from other LSES schools in SE Qld 146 workshops for 34 Explore Uni Days
YuMi Deadly Maths (YuMi Deadly Centre, Faculty of Education)	Activity: <ul style="list-style-type: none"> • Staff capacity building via Workshops for primary & secondary school Principals & staff, & intensive Professional Development for designated school 'coach' • Online support/activities Aim: To enhance mathematics teaching capacity; the mathematics learning outcomes of all students; demystify uni; and increase awareness of and interest in the Maths Discipline	There are about 20 schools involved in this program to date. The team conducted whole day and twilight workshops with schools (for beginner and advanced maths concepts from P to 12), co-developed school work programs and conducted mentor workshops.

Strategy 1 A: In-school Activities (cont)		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
Creative Industries Faculty	<p>Activity: In-school activities related to Creative Disciplines including: digital storytelling, drama, writing, dance, music and fashion.</p> <p>Aim: To enhance student engagement, interest and achievement, demystify uni, and increase awareness of and interest in Creative Industries</p>	In 2012, CI participated in 44 EU workshops, designed and delivered 5 in-school programs (these are 6 to 8 week programs of 70 mins each) in Creative Writing, Media, Digital Storytelling, Dance and Drama attended by 396 students.
Health Clinics Program (Faculty of Health)	<p>Activity: In-school activities for years 6 to 12 which promote healthy living and demonstrate the variety of health-related careers available Optometry, Nursing, Clinical Sciences, Public Health and Social Work, Exercise, Nutrition and Psychology and Counselling have played a fundamental role in designing, developing and introducing relevant activities</p> <p>Aim: To enhance student engagement, interest and achievement, demystify uni, and increase awareness of and interest in Health</p>	The Faculty of Health Clinics program engaged with over 3300 LSES and Indigenous students in 2012. This includes 1965 students engaged through 28 Explore Uni days and 300 students on EU camps. In-school activities where held at Deception Bay SHS (70) and the Murri School for 2 events (450). Over 600 students attended community activities include activities at QUT KG and CB, Zillmere SS, Beenleigh Special School and Murri School
Career Development Activities	<p>Activity:</p> <ul style="list-style-type: none"> • In-school assistance with careers program including staff Professional Development • Additional resources provided to schools e.g. The Real Game (Year 8/9) • Professional development opportunities for teachers e.g. My Future, Real Game, Coaching Young People for Success • One-on-one careers counselling support through Caboolture Regional Library <p>Aim: To assist students' career development planning and encourage interest in post-school study</p>	9 out of 11 high schools engaged in some sort of career-related service such as: Career talks to students on assembly or in-class; Provision of careers teaching resource; Professional development for teachers; Regular contact with Careers Counsellor and referral to other services; and/or Development of local initiatives Our Indigenous Careers Counsellor working closely with the Oodgeroo unit to deliver in-school careers presentations as part of Murri Pathways
Robotics@QUT (Faculty of Education)	<p>Activity:</p> <ul style="list-style-type: none"> • Teacher professional development workshops • Student robotics competitions and exhibitions • Robotics loan kits 	30 schools (22 primary and 8 secondary) are participating in the program this year utilising 76 loan kits. 6 PD workshops for teachers have been held at Caboolture with 116 teachers, 14 pre-service teachers and 6 QUT staff. Pre-service teachers served as Robotics mentors for PD sessions and Robotics Fun days at Bribie Island, Zillmere SS and Morayfield East SS. 120 participations attend the CB fund day and 163 students attend the First Lego League challenge.

Strategy 1 A: In-school Activities (cont)		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
Pre & Post– On-campus Visit Activities	<p>Activity:</p> <ul style="list-style-type: none"> • Pre and post visit discussions with classroom teachers • Other? <p>Aim: To reinforce the impact of the on-campus day/camp</p>	The Explore Uni team provided QTAC and general information talks to 340 yr 12 students from 5 group A schools. They gave out SWP awards during assembly at all 23 group A & B schools in front of over 11 000 students.
Students with Potential Encouragement Awards	<p>Activity:</p> <ul style="list-style-type: none"> • Selected Year 10 - 12 students, identified by their school as capable of tertiary study but requiring encouragement, receive awards consisting of a certificate & \$100 gift voucher. • On-campus celebration event for recipients, their parents & teachers <p>Aim: To create tertiary awareness amongst average-achieving Year 10 students & their families</p>	In 2011 - 276 students from 48 schools received awards; 300+ people attended the awards function In 2012, the program was extended to include Yrs 11 and 12 from A and B clusters (23 schools). 600 awards were distributed (Yr 10-206, Yr11-200, Yr 12 -194; 350+ people attended the awards functions
Academic and Learning Skills (Library)	<p>Activity: Provide a range of online academic literacy & learning skills resources (including videos) for in-school use by Year 11 & 12 students</p> <p>Aim: To improve students' school performance & readiness for tertiary study through academic/ learning skill development</p>	In 2012, provided a 10 workshops in study skills to 145 Bribie Island SHS Yr 11/12 students and community study skills sessions at Council Libraries at Redcliffe, North Lakes and Caboolture.
Special Projects at Specific Schools	<p>Activity: Contingency funding to allow schools to develop their own projects</p> <p>Aim: Supporting low-income and Indigenous students with engagement/achievement/aspiration</p> <p>Aim: To challenge the myth that 'people like me don't go to uni' by engaging low SES, Indigenous & rural uni students as program staff for outreach & on-campus activities</p>	Two schools were provided with funding for local school projects in 2012: Zillmere State School was funded for a Transition to High School program and Deception Bay State High School was funded for Year 8/9 and 11 camps, immersion class activities and other local initiatives.
QUTeach@Redcliffe (part-funded)	<p>Activity: Year 11 & 12 students from 6 schools (Redcliffe SHS, Clontarf SHS, Deception Bay SHS, North Lakes College, Sandgate District SHS, Dakabin SHS) study a Bachelor of Education unit every Semester during Year 11 & 12 as an after-school program based at Redcliffe SHS. All tuition fees are waived and the units are credited to students' tertiary studies</p> <p>Aim: To provide an accessible & supportive early entry teaching pathway</p>	In 2011 and 2012, 14 students completed the program – waiting to see how many enrolled at QUT In 2012, 22 students completed Year 1 of the program and are continuing in 2013. This is the last year of QUTeach.

Strategy 1 A: Learning-based Partnerships with Schools in Northern Corridor		
On-campus Activities		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
Explore Uni On-campus Visits	<p>Activities:</p> <ul style="list-style-type: none"> • Dispelling myths about uni • Providing information to students about a variety of post-school options (including TAFE/other universities) • Contact with low SES Student Ambassadors from a range of Disciplines • Campus tours • Career planning • Hands-on age-appropriate discipline-related activities <p>Key focus for each year level is as follows: Yr 6/7 Aim: To demystify tertiary study & build interest in higher education by focusing on: (1) the differences between school & university; & (2) the range of tertiary study areas & related careers Yr 8/9 Aim: To demystify tertiary study & build interest in higher education by focusing on the connections between personal skills & interests; learning; and future options Yr 10 Aim: To demystify tertiary study & build interest in higher education by focusing on: career goals/ plans that extend students' options; students developing positive attitudes towards their abilities; & making positive choices Yr 11 Aim: To demystify tertiary study & build interest in higher education by focusing on academic learning skills & the range of pathways to tertiary study Yr 12 Aim: To demystify tertiary study & build interest in higher education by focusing on how to make informed choices & successful transitions</p>	<p>Delivered 43 on-campus days (13 at CB, 16 at KG and 14 at GP) for students in Years 6 to 12 from LSES schools in Northern Corridor and Caboolture Region; 6313 students attended – over 4000 from Group A and over 2000 from other schools.</p> <p>The program provides around 100 different discipline-specific programs provided by all faculties available for delivery on Explore Uni days on all 3 QUT campuses.</p> <p>An extensive evaluation program has been set up for continuous improvement and to report outcomes.</p>
<p>Explore Uni Residential campus</p> <p><i>a) Year 10</i></p> <p><i>b) Year 11/12</i></p> <p><i>c) The Smith Family</i></p>	<p>Activities:</p> <ul style="list-style-type: none"> • Dispelling myths about uni • Providing information to students about a variety of post-school options (including TAFE/other universities) • Contact with low SES Student Ambassadors from a range of Disciplines • Campus tours • Career planning • Attendance at Careers & Employment Expo/QUT Open Day • Hands-on age-appropriate Discipline-related activities <p>Aim: To demystify tertiary study & build higher education aspirations</p>	<p>4 x 3-day residential camps attended by 512 students</p>

Strategy 1 A: Learning-based Partnerships with Schools in Northern Corridor		
On-campus Activities contd		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
Student Ambassador Program	<p>Activity: Low SES students from the relevant Disciplines:</p> <ul style="list-style-type: none"> • Run in-school & on-campus activities • Act as role models by telling their personal stories of their journey to uni 	<p>In 2012, 30 new ambassadors recruited with approximately 55 Ambassadors undertaking on-campus activities. Ambassadors also involved in school-based activities Student Recruitment and Equity Services work in partnership to cross-train all Student Ambassadors</p>
Applied Skills	<p>Activity: Learning skills credit bearing Social Work course: <i>SWB106 Applied Skills & Scholarship</i> run at the Caboolture campus for average-achieving Year 11 & 12 students. The unit covers academic skills such as critical thinking, research skills, essay writing & oral presentations</p> <p>Aim:</p> <ul style="list-style-type: none"> • To demystify university • To support generic academic skills development to assist students with their Year 12 & post-school study • To provide a positive tertiary experience that generates interest in tertiary study 	<p>17 students passed in 2010 12 students passed in 2011 21 students passed in 2012</p>
Science and Engineering Challenge	<p>Activity: One day event for Year 10 students comprising competitive activities designed to demonstrate the varied and practical elements of a career in the science and engineering industries</p>	<p>In 2011 students from 8 schools participated In 2012 from 11 Group A schools and 4 Group B schools participated</p>
National ICT Week, National Engineering Week, National Science Week and National Literacy and Numeracy Week	<p>Activity: various activities aimed at promoting STEM to schools (P to 12) through a series of fun, educational workshops and performances</p>	<p>Outreach to a total of 7 Group A target WP primary and secondary schools</p>
STEM Futures – including GO for IT gURL (GP) and Power of Engineering (PoE) (held at Caboolture and Kingaroy)	<p>Activity: various activities specifically aimed at encouraging girls (primarily in years 9 and 10) into STEM and to build awareness of pathways for successful careers in STEM – related fields</p>	<p>STEM futures trialled at Tullawong SHS in 2012. Power of Engineering had 85 Year 9 and 10 students from 5 schools in Caboolture as well as an event in Kingaroy with 4 regional schools (80 students). G Guest lectures to Deception Bay SHS and Tullawong in a range of STEM topics 39 students from LSES schools across SE Qld involved in Go for IT gURL.</p>

Strategy 1 A: Learning-based Partnerships with Schools in Northern Corridor		
On-campus Activities (contd)		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
Art Beyond the Classroom (ABC)	<p>Activity: ABC provides a full day program for upper secondary students. Students have the opportunity to get out of the classroom and into the real world, visiting our premier visual arts venues at Kelvin Grove and Gardens Point to explore exhibitions and participate in workshops. HEPPP funding subsidises the \$120 fee for the workshop (for group A and B cluster schools) and provides free transport to cluster schools (A).</p> <p>Aim: To encourage cultural literacy and critical thinking through contemporary art and provide on-campus demystification experiences</p>	In 2012, 5 schools (154 students) participated in this new program. The program has been expanded in 2013.
Strategy 1 A: Niche Activity		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
Exceptional Teachers for Disadvantaged Schools Project (part-funded)	<p>Activity: High achieving 3rd year Bachelor of Education students receive extra tuition & mentoring; have their placements in disadvantaged schools; are encouraged to accept graduate positions in disadvantaged schools; & provided with ongoing support</p> <p>Aim: For the best teaching candidates to work in the schools with the most need</p>	Approximately 30 students per year. Program was on-hold in 2012.
TEDD (Teaching Education Done Differently)	<p>Activity: To support community engagement elements of the BEd Primary program at Caboolture through activities which engage pre-service teachers in local Caboolture schools</p> <p>Aim: To develop quality pre-service teachers who are engaged in local schools in the Caboolture region over the course of their degree; to expose students to university students from their region and their local university; enhance classroom activity</p>	1294 school students and 233 pre-service students were engaged in activities including 'Science with kids', 'Be Great' (gifted and talented program), 'Art Works', 'reading Squadron', 'Move it, Use it' (Human Movements), Over the Hill (rural/remote teaching experience).
CYRC Ian Potter Foundation/QUT Faculty of Education Grant Project "Digital media and literacy education in low socioeconomic status community kindergartens"	<p>Activity: Support for research into digital media and literacy education in low socioeconomic status community kindergartens</p> <p>Aim: To address the needs of children and parents at risk of digital exclusion.</p>	In progress

Strategy 1 B: Adult Entry		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
TAFE Cert IV–ATP and External Senior Pathways to Uni (Adult Learner Project Continuation)	<p>Activity:</p> <ul style="list-style-type: none"> • Improved VET –University credit transfer arrangements • Promote pathways to tertiary study options • Develop Bridging & Preparatory programs <p>Aim: To stimulate adults’ interest in tertiary study options and assist access and transition</p>	Pathways promoted to over 300 adults completing Yr 12 programs (ATP & ESS) through marketing campaigns, attendance at outreach and recruitment activities and through partnerships with other organisations including TAFEs and the wider community through the Adult Learner Network which meets regularly. Within QUT the Project Officer liaises with The Oodgeroo Unit on the development of Indigenous adult bridging and prep pathways and providing advice to the DVC T&L on credit transfer Credit Transfer and Articulation.
Career Development Activities	<p>Activity:</p> <ul style="list-style-type: none"> • Free one-on-one careers guidance for prospective adult students (at Caboolture campus) • Careers talks • Community Workers Professional Development e.g. Skilling Solutions staff <p>Aim: To assist prospective adult students’ career planning and pathways to tertiary study</p>	Over 200 clients attended one-on-one counselling. Careers advisers held career kiosks and participated in outreach and recruitment activities in Caboolture community and liaised with community organisations to educate people about careers and encourage community into tertiary study. Professional development workshops were held for community members and school teachers from target schools. Schools received career talks and personalised programs.
Subsidise STAT Test Preparation & QTAC Application Costs for Low SES Adults	<p>Activity:</p> <ul style="list-style-type: none"> • Subsidies for QTAC application fees, Special Tertiary Admission Test (STAT) and Personal Competency Assessment (PCA) workshop fees, STAT fees • Costs associated with holding STAT sittings at the Caboolture campus (May & November); STAT Preparation Workshops; and Personal Competencies Assessment Workshop 	Funding for 28 QTAC application fees; 7 Personal Competency Assessment fees; 45 STAT fees; 128 STAT fees, 30 STAT workshop fees; 18 PCA workshop fees

Strategy 1 C: Indigenous-Specific Outreach		
On-campus visits and residential camps	<p>Activity: On behalf of the Oodgeroo Unit, QUT Equity Services runs Explore Uni activities (on-campus days and camps) at LSES target schools and endeavours to ensure they are Indigenous-friendly by including input from The Unit, Staff and Student Ambassadors who are Aboriginal and/or Torres Strait Islander at all activities.</p> <p>Aim: To demystify university for students & provide information about pathway & study options with emphasis on pathways and supports for Indigenous students</p>	<p><i>Go Further</i> Indigenous student camp was developed in 2012 by QUT's Oodgeroo Unit with schools all over Qld and sponsorship from Arrow Energy. The 4 day camp will run from Feb 7 to 10, 2013.</p>
Faculty of Law Workshop and Dinner for Indigenous Students Studying Justice and Law at TAFE and SEQ universities.	<p>Activity: Workshop and Dinner held to provide networking opportunities and highlight careers in Law and Justice. These events are attended by Indigenous high school students, Law professionals and QUT graduates, Indigenous Elders and potential employers.</p> <p>Aim: Raise awareness and aspirations for university study and graduate opportunities among Indigenous high school and TAFE students. Foster the development of networks among students and professionals. Improve the retention of current university students.</p>	<p>Workshop and dinner held on 29 October 2012. Over 115 attendees. Positive feedback from students, graduates and professionals who attended. Several attendees now enrolled in 2013 Pre Law and Justice Program for Commencing Indigenous students.</p>
School Visits, regional visits, and expos	<p>Activity: Includes career markets, school visits, Murri Pathways program and Caboolture Aboriginal and Torres Strait Islander Careers Day</p> <p>Aim: To demystify university for students/CEC's & provide information about pathway & study options</p>	<p>During school visit and regional careers markets more than 90 Indigenous people engaged with Oodgeroo Unit staff about study options; more than 300 students attended QUT's stand at FOGs (Indigenous careers expo); Partnerships with Murri Pathways to visit schools across SE Qld; ad hoc requests from schools.</p>
Community engagement	<p>Activity: Various community engagement activities to raise the Oodgeroo Unit's profile and its role in recruiting and supporting indigenous students to higher education.</p> <p>Aim: To demystify university for students & provide information about pathway & study options</p>	<p>Through activities such as NAIDOC week and community networking events Oodgeroo Unit staff engaged with more than 200 Aboriginal and Torres Strait Islander people</p>
YALARI Foundation student workshops	<p>Activity: YALARI Foundation, Creative Industries Faculty and Oodgeroo Unit co-facilitated 5 personal development workshops for Aboriginal and Torres Strait Islander students. The workshops included guest speakers, catering, resources and student prizes.</p> <p>Aim: The program was designed to create a positive on campus experience for secondary school students and showcase the range of study choices available within the Creative Industries Faculty.</p>	<p>15 students from Grades 9 to 11 attended the workshops</p>
Indigenous Australian Winter School	<p>Activity: Scoping for the Australian Indigenous Winter School between QUT and Parsons Brinckerhoff (Engineering firm). It will be a 4 day residential program aimed at year 9 and 10 students.</p> <p>Aim: This Winter School aims to increase access and participation in higher education for Aboriginal and Torres Strait Islander students.</p>	<p>Under development in 2012 - Planned for 2013</p>

Strategy 1 C: Indigenous-Specific Outreach contd		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
ASPIRE Program	<p>Activity: The ASPIRE Aboriginal and Torres Strait Islander Youth Program immerses participants in a number of activities designed to empower them to consider post secondary study as an attainable post schooling pathway. ASPIRE is an acronym that represents the program principles of Attendance, Self Belief, Participation, Identify, Respect and Enthusiasm. The program will be facilitated through partnership between QUT Caboolture Campus, Murriajabree Aboriginal and Torres Strait Islander Association and primary and secondary schools within the Moreton Bay region.</p> <p>Aim: Explore a diverse range of post-school careers and higher education opportunities available to Aboriginal and Torres Strait Islander secondary school students; and encourage participants to recognise the value of and take responsibility for their own education, therefore maximising their performance at secondary school</p>	Under development in 2012 - planned for 2013
PRIDE Project	<p>Activity: Camp for disengaged ATSI youth – QUT to provide Student Ambassadors, career counselling & financial assistance</p> <p>Aim: To assist ATSI children in the Caboolture area who are not currently engaged in education & at risk of further disengagement</p>	In a collaboration with Qld Police and various Caboolture community organisations 8-10 at risk Indigenous students were involved in a camp with support from WP Indigenous Careers Officer, Oodgeroo Unit and Caboolture Campus
Implement Statewide Consortium HEPPP project for Indigenous activity	<p>Activity: QUT Oodgeroo Unit, in partnership with BNIT, will lead a program to promote and deliver a range of preparatory and bridging programs, careers advice and pathways options for Indigenous adults in the Caboolture region</p> <p>Aim: To enhance Indigenous re-entry into TAFE and university through improved information and access to</p>	From May to October 2012, reference group meetings were facilitated by the Project Co-ordinator between the Oodgeroo Unit, Equity Services, Caboolture Campus and BNIT . In addition to the reference group meetings, a smaller representative group comprising the Project Co-ordinator (QUT), Indigenous Careers Counsellor (QUT), Aboriginal and Torres Strait Islander Project Officer (BNIT) met regularly to implement the actions arising from the reference group meetings. Additional community engagement activities included work with Moreton Bay Murri Interagency Meeting; Murriajabree; and Buranga Widjung Justice Group. Attendance at NAIDOC week and Indigenous Living Everyday EXPO.

STRATEGY TWO: REVIEW ADMISSIONS POLICY		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
QTAC Administration of Q-Step OP Bonus Scheme	<p>Activity: Bonus of up to three OP scores, or six ranks, for low income students plus guaranteed scholarship. The Q-Step Scheme is embedded in QTAC's EAS program</p> <p>Aim: To improve low SES students' chances of being offered a place at QUT</p>	<p>Improved application processes through QTAC and QUT have improved application and processing of Q-Step/EAS applications.</p> <p>2011 – 352 2012 – 330 2013 – 687</p>
Consideration of Non-OP Admissions or LSES Quotas?	Discussions in progress	<p>In 2012 an Admissions think-tank was held and research undertaken into other admissions methods that could contribute to widening participation. These discussions will continue in 2013.</p>

STRATEGY THREE: GROW CABOOLTURE CAMPUS		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
More Courses – Bachelor of Early Childhood	<p>Activity: Bachelor of Education (Early Childhood) offered at Caboolture from 2012</p> <p>Aim: To increase enrolments by offering a greater range of QUT courses/programs at the Caboolture campus</p>	<p>First intake for Sem 1 2012 was about 19 students and in Sem 1, 2013 approx 27 (tbc) – both the Caboolture Campus staff and the Faculty of Education are engaged in a range of strategies to increase participation in this new program.</p>
Better VET Connections with BNIT	<p>Activity:</p> <ul style="list-style-type: none"> • Bolster bridging/preparatory opportunities including ATP • Improved BNIT–QUT credit transfer arrangements • Promote BNIT–university pathway options & opportunities e.g. Early Childhood program • Foster Indigenous pathways <p>Aim: To increase the number of BNIT students transitioning to the Caboolture campus</p>	<p>MOU between QUT and BNIT in place since Nov 2012 to:</p> <ul style="list-style-type: none"> • Increase delivery of ATP at Caboolture • Provide BNIT with staffing to support these students • Value-add to teaching of ATP where appropriate, in particular STEM activities • Increase Indigenous representation in pathways • Track enrolments, completions at BNIT and transitions to QUT
Careers Counselling	<p>Activity: One-on-one careers counselling for potential school leaver and adult students</p> <p>Aim: To assist potential students to develop career plans and make informed study decisions</p>	See 1B
Academic and Learning Skills for Nurses (Library)	<p>Activity: Workshops for nurses at Caboolture and Redcliffe hospitals to develop ‘return to study’ workshops for nurses wishing to improve their qualifications.</p> <p>Aim: Demystifying university and build confidence amongst students around learning and academic skills in a university environment.</p>	<p>Production of videos on Effective Reading; Evaluating Information; Time Management; and Task Analysis. Currently all videos are embedded in Studywell.</p>
Academic and Learning Skills for Caboolture Community (Library)	<p>Activity: Workshops for community in regional libraries called ‘Preparing for Study Success at University’ to assist adults who may wish to return to study.</p> <p>Aim: Demystifying university and build confidence amongst students around learning and academic skills in a university environment.</p>	<p>QUT Library, in partnership with Moreton Bay Region Libraries, ran a series of workshops in September, at both the Redcliffe Library and the Hub at Caboolture. The workshops were:</p> <p><i>Computer skills : tips to save you time and energy</i></p> <p><i>Research skills : find quality information</i></p> <p><i>Academic writing: what is it and where do I start?</i></p> <p>48 people attended and were highly satisfied with the program.</p>

Strategy Three: Grow Caboolture Campus contd		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
<p>Campus-wide Retention Program</p>	<p>Activity: Implement campus-wide retention strategies at Caboolture campus e.g. peer mentoring programs in Nursing & Education; financial support; community engagement and transition. These initiatives involve participation from Caboolture Campus staff, faculty academic staff at Caboolture, Learning and Teaching Unit, Library, Counselling Services and Equity Services</p> <p>Aim: To improve student retention at Caboolture</p>	<ul style="list-style-type: none"> • Maths Access Centre and SL net activities supported - in 2013 these activities will be funded by SSAF • Academic Skills Advisor drop-in sessions, Business learning advisors and peer learning communities provided to key units at CB • Digital stories recorded as resources for prospective and current students – released date is 2013 for some visual projects. • Smart Start Orientation programs, Library initiatives, Financial support initiatives provided by Welfare Officers and Counsellors (see <i>Strategy 4</i>) as well as Caboolture-based support such as First Aid programs, study prep sessions, breakfast clubs, food banks, book vouchers and other student engagement initiatives • Community engagement initiatives such as Community Podiatry Clinic and Murri Kids Challenge Day • Student Success Program supported to monitor LSES students (see <i>Strategy 4</i>)

STRATEGY FOUR: IMPROVE RETENTION		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
Increased Provision in key Support Services	<p>Support for nEsb students Activity: Support to nEsb/CALD students through provision of Language and Learning support and improved student engagement including:</p> <ul style="list-style-type: none"> • Student engagement activities to promote services and support on-campus participation • Supplementary academic support and peer assisted learning • Workshops and strategies for particular faculties e.g. supporting students in Faculty of Health and QUT Business School <p>Aim: To provide additional support to improve student retention</p>	<p>Embedded ESL support across Student Support Services including orientation workshops, ESL advice line, cross-referrals, electronic newsletter (sent to about 1000 students). Other initiatives include 16 peer mentors engaged for additional language and learning support for students with improved results for 'at risk' students.</p> <p>Focus on support for students in the Faculty of Health such as workshops on academic writing and communication in work placements and programs for 'at risk' students (about 45% of attendees are Domestic nEsb/CALD). Collaborative program with SBIT students in EUP (English for Uni Purposes) to better transition to university.</p>
	<p>Welfare and Counselling Support Activity: Provision of additional support to LSES students through Welfare Officers and Retention Counsellors Aim: To provide additional support to improve student retention by assisting students with financial issues</p>	<p>1440 welfare-related inquiries in 2012 with significant support required for Centrelink info, Student Financial Assistance Scheme (SFAS) and budgeting advice. Welfare Officers provided increased activity/visibility to promote services and improve access e.g. Centrelink advocacy; run workshops; coordinate the Low-income Student Contact Officer Network; manage SFAS and emergency bursaries and disseminate resources. Retention Counsellors provide continuous training, support, to referrals from the Student Success Program. Develop other support activities such as prac survival guide and drop-in sessions and workshops to meet the needs of CB students</p>
Scholarships & Bursaries	<p>Activity: Continue to fund scholarships & bursaries Aim: To improve low SES student retention</p>	<p>Approximately 5,238 students in receipt of needs-based scholarship or bursary provided by QUT's Equity Scholarships Scheme. Total value in 2012 was \$3,385,550. Scholarships: 11 @ \$5000; 947 @ \$2500; 205 @ \$1250; 533 @ \$1000; 198 @ \$500. Emergency Bursaries: 32 @ \$750; 38 @ \$500; 106 @ \$300.</p>

Strategy Four: Improve Retention contd		
Initiative	Objectives & Activities	Scale (2012 outcomes as at March 2013)
Strong Focus on Low SES Students within Student Success & Retention Strategy	<p>Activity: Whole LSES & Caboolture student cohort included in the <i>Student Success & Retention Project</i> (includes FYE Program). Strategies include:</p> <ul style="list-style-type: none"> ○ MAC (Maths Access Centre) ○ Peer learning communities; ○ Inclusive pedagogical approaches that maximise student engagement; ○ Additional tutor hours to provide extensive feedback on 1st assignment ○ Personal contact with 'at-risk' students via trained Student Advisors <p>Aim: To improve low SES student retention</p>	<p>Over 10,000 personal contacts with students in 2012 as follows including Q-Step and LSES students, new students at 'at risk' students.</p> <p>Over 2400 student attendances (includes repeat patronage by students) at QUTMAC activities: 1759 at GP; 430 at KG; 13 at CB and 217 at other workshops.</p> <p>Peer leader training for over 350 peer leaders to facilitate various peer program models (e.g. online or face-to-face) for around 1200 students.</p>
Academic and Learning Skills (Library)	<p>Activity: Provide a range of online academic literacy & learning skills resources (including videos) to improve retention for current students, in particular, LSES students</p>	<p>Production of videos on Effective Reading; Evaluating Information; Time Management; and Task Analysis. Currently videos feature in Studywell.</p>
Smarthinking Pilot (Library)	<p>Activity: Trial the use of Smarthinking, which is a 24/7 service where students in two units (SWB100 and EDB007) can submit their assignments online and are provided with constructive feedback around areas where they can improve their academic writing.</p> <p>Aim: To help 'students in need' attain higher academic grades and increase retention of at risk students.</p>	<p>Showed some improvement in grades, although other factors may be at play. At this stage the Library feels that further investigation and analysis is needed, but will not be seeking additional funding for Smarthinking at this stage.</p>
Caboolture Campus-wide Retention Program	<p>Activity: Appoint an additional support staff; provide additional learning support, and develop peer learning communities and focus on the First Year Experience</p> <p>Aim: To provide comprehensive academic & personal support Low SES students at CB</p>	<p>See <i>Strategy 3</i></p>
Indigenous-specific retention activities	<p>Activity: Various activities aimed and supporting and retaining Indigenous students.</p> <p>Aim: To provide additional resources to assist the Oodgeroo Unit to support Indigenous students at QUT</p>	<p>Support for 39 new students in POP Week; support for 8 students participating in Indigenous University Games; research on Indigenous students at QUT; support for MATSITI research resulting in a report available at http://matsiti.edu.au/acde-2012-report/</p>
Indigenous Pre law and Justice Program (Faculty of Law)	<p>Activity: The Faculty of Law employs an Indigenous Project Officer to develop and deliver Indigenous Pre law and Justice Program which is provided in the two weeks prior to semester and enhances POP Week activities. The program includes sessions on exam preparation, assignment writing and promotes academic and pastoral provisions at QUT.</p> <p>Aim: Improve retention of Indigenous students in Law and Justice programs</p>	<p>16 students participated in these workshops completed evaluations.</p>
Indigenous Perspectives & Cultural Competence	<p>Aim: To minimise financial barriers to successful completion for as many low income students as possible</p> <p>Aim: To ensure culturally competent staff are delivering a curriculum is appropriate for a diverse student population</p>	<p>Under development in 2012 as part of the Reconciliation Action Plan.</p>

Key WP Materials produced by Equity Services		
Development & dissemination of low SES-friendly materials to support all outreach & retention activities	<p>Activity: Development and dissemination of appropriate materials for the various LSES cohorts and program initiatives</p> <p>Aim: To promote tertiary study as an option for people from LSES and Indigenous backgrounds taking into account the potential barriers they face to accessing tertiary study.</p>	
<p>PRINT-BASED PUBLICATIONS</p> <p>For prospective students in schools</p>	<p>For prospective students in schools</p> <p>a) <i>Get Serious</i> for secondary students & their families to dispel myths about university, the people who go there and the support available</p> <p>b) <i>Studying & Living in Brisbane</i> for rural/regional students & their families to provide information about support & assistance available to assist students making the transition to studying and living in Brisbane</p> <p>c) <i>Get into Uni</i> for Year 12 students & their families on entry pathways & how to apply for Q-Step and QUT's Equity Scholarships Scheme</p> <p>d) <i>Explore Uni Notebook (aka Scribble Fest notebook)</i> containing key myths, 'geek speak' glossary and goal-setting activities provided to all students attending on-campus days and camps. (See Scribble Fest Competition below)</p> <p>e) <i>Explore Uni (for Group A schools) and Think Big (for Group B schools)</i> outlining the Explore Uni schools 'menu' of days and camps, and WP context/background for participating schools</p> <p>d) <i>Stay in the Loop</i> giving students the opportunity to sign up for further information about courses, events, scholarships and important dates. Our WP version is stamped with 'Explore Uni' to allow tracking and targeted messaging.</p> <p>e) <i>WP parent newsletter and teachers newsletter</i> At the end of each year schools are provided with newsletters which report annual engagement in widening participation activities.</p>	<p>20,000 distributed at <i>Explore Uni</i>, via Student Recruitment events (especially rural showcases + school visits, via Adult Learner project, Oodgeroo Unit, Science Vans and QUT Student Centres</p> <p>Sent 811 rural/remote students information offered at place at QUT about transitioning to life in Brisbane and highlighting O Week activities – Open rate = 60%, Click rate 15%</p> <p>20,000 brochures distributed in 2012 at EU days, school visits and recruitment events,</p> <p>7500 distributed at on-campus days & camps in 2012</p> <p>Explore Uni – print version sent to all Group A schools and Think Big – pdf sent to all Group B schools to publicise the program</p> <p>Given to students in Years 8-10 at EU days + camps. 459 students submitted a Stay in the Loop form in 2012.</p> <p>Individualised newsletters were sent to each Group A school and all Group A schools received emails to teachers summarising their engagement</p>
<p>PRINT-BASED PUBLICATIONS</p> <p>For Adult learners</p>	<p>For Adult learners in the community</p> <p>Various campaigns – media, print, digital campaigns to support adults moving back into tertiary study including enrolling in Cert IV in Adult Tertiary Preparation and External Senior Study.</p>	<p>Postcards/ posters produced to promote Certificate IV in Adult Tertiary Preparation and External Senior as options. Newspaper campaigns and website promotion is included in these campaigns.</p>
	<p>Careers Services in the Caboolture Community</p> <p>Promotional postcards, posters, and other resources to promote the community careers services. Includes yourfuture@qut.edu.au email and referral to www.bridgetostudy.com.au</p>	<p>A range of items were produced including posters for community organisations and businesses. In 2012 4000 postcards were sent to Group A schools to promote career services and workshops to Year 12s.</p>

WP Material contd		
WEB/SOCIAL MEDIA	<p>a) Explore Uni Facebook</p> <ul style="list-style-type: none"> • Self-subscription available to participants at EU days and camps (Years 8-12 only) • QUT uploads photos from EU days/camps and send messages relating to Open Days, scholarship application dates etc. <p>b) Uni-Prep website www.bridgestostudy.com.au A joint QUT and GU initiative aimed at adult learners</p> <p>c) project u website www.projectu.com.au Unbranded website that supports the project u DVD (outlined below). 'Careers Hub' to be added to site in 2012.</p> <p>d) EDMs and Digital or Search Engine marketing targeted email to prospective students targeted information about courses, events, scholarships and important dates.</p>	<p>In 2011 there were 474 'friends' and in 2012 there were 706. Regular messages are set to this group throughout the year.</p> <p>Over 9737 unique visitors since it commenced in April 2010. 2130 in 2012. Currently being redeveloped.</p> <p>Over 25,000 visitors since August 2006. 1734 unique visitors in 2012 Currently being redeveloped. Regular EDMs sent to cohorts based on their preferences. Google Ads and other digital marketing strategies undertaken as appropriate. Campaigns with ads like 'Want to do to university?' led to 1343 clicks in Nov/Dec. Clicks on Equity Scholarships in Nov/Dec = 672</p>
PUBLIC MEDIA	<p>Stories via QUT Media; QUT News (for Parents) and QUT News (for Guidance Officers) Articles (via QUT Media) are run in local and regional papers about our students to help dispel myths about university, the people who go there and outline the support available. Similar articles and explicit details on the Equity Scholarships Scheme and Q-Step Scheme are also included in QUT Student Recruitment publications, QUT News.</p>	<p>QUT News for Guidance Officers is sent quarterly. QUT News for Parents is sent twice a year. A wide range of media stories were produced in 2012 to promote school-based engagement, widening participation, scholarships and Q-Step.</p>
DIGITAL RESOURCES	<p>a) Project Unknown Currently in development. A film/digital project that will follow six uni students in their first year.</p>	<p>In development – due for release in 2013</p>
PAID ADVERTISING	<p>Radio advertising 3 x radio 'people like me' ads – 80 spots on B105 + Nova late Nov – mid Dec 2011. 'Landing page' on QUT corporate homepage to direct enquiries.</p>	<p>A small number of 'hits' attributed to radio ads</p>
OTHER	<p>Scribble Fest Student Competition: To gather student art/scribble submissions to incorporate into the <i>Explore Uni Notebook</i> provided to all students attending on-campus days & camps</p>	<p>350 entries – 5 finalists received \$100 voucher. The top 50 finalists have been invited to a CI design workshop on (March 2013).</p>