**Imperial’s Outreach Seed Fund for Recruiting Black Students**

**2021/22 Guidance Notes**

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| Imperial's Seed Fund for Recruiting Black Students\* will support students at the College to develop and deliver Outreach initiatives targeted at engaging Black UK students with our research and education to inspire the next generation of Black UK students to consider following a STEM Pathway through Higher Education.  Guidance information on the scheme can be found below.  \*This includes Black or Black British-African, Black or Black British-Caribbean, Other Black Background, Mixed-Black African and White, Mixed-Black Caribbean and White, or Other Mixed background (including Black African, Black Caribbean or Other Black background). |
| **Imperial’s objectives for the Outreach Seed Fund for Recruiting Black Students** |
| The Imperial Seed Fund for Recruiting Black Students has been introduced to:   1. Provide the opportunity for more Imperial role models to engage with pre-university Black African and Black Caribbean students in order to support students from this demographic, who are underrepresented at the college, to be better informed about STEM opportunities and pathways. 2. Encourage and enable a wider range, and greater number of, Imperial students to develop and deliver new outreach initiatives. 3. Enhance the diversity of student-led outreach initiatives across Imperial and increase the number of student-led approaches to Outreach. 4. Engage current Black students and encourage them to create and execute meaningful initiatives to help increase their sense of belonging at the College. |
| **Desired seed fund proposal outcomes** |
| Seed fund proposals could include a discrete project or a pilot activity to be further developed, and ideally will include one or more of the three 'pillars' of messaging which the College is working to include in all of its engagement with prospective students:   1. **Demystify:** messaging that helps to demystify the process of applying to university 2. **Support:** messaging which showcases the support and care students receive to develop the skills needed to apply to the College 3. **Picture themselves:** messaging that helps students picture themselves studying at the university. We use this to focus on aspects of belonging, ensuring that everyone can see themselves reflected in the students we profile and the passions/interests of our students, for example, through student societies, volunteering etc. 4. **Academic attainment:** offering STEM specific subject support   **Funding and eligibility**  A total of £5,000 is available this year from the Access and Participation budget. This will be used to support projects that show innovative, two-way, creative approaches to engaging Black students with Imperial’s research, demystify STEM pathways and career opportunities, and help students picture themselves studying at the university. The application form, guidance, desired outcomes and eligibility criteria outlined in the rest of the document still apply to these projects.  Up to £5,000 will be awarded in in 2021/2022. Proposals can request funding in the range of £100 - £1000. |

# Eligibility

1. The Principal Applicant must be a current Imperial student, but proposals can involve a team made up of students and/or external partners as well as the Principal Applicant.
2. Proposals need to be aimed at a UK audience: this is not limited to secondary school students. Teachers, parents, Local Authorities and Charities can be involved, providing the proposal makes it clear which role these have as influencers of the young person.
3. Existing outreach activities may be eligible for funding, as long as the proposal demonstrates that the intervention has proved effective and is fits with the objectives above.
4. Exhibiting at the Imperial Festival and Fringe should not be the sole objective of the proposal, although proposals can incorporate the Festival or Fringe events as one output among others.
5. Projects need to engage one or more of the following audiences: schools, local community groups, social media networks, media or conferences.
6. Projects can involve the engagement of other stakeholders, such as from industry, government or the media, however projects that only engage these stakeholders and not the audiences listed in Eligibility Point 5, would not be suitable.

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| **Eligible costs** | **Internal** |
| Staffing costs | Eligible.   1. Delivery: this is set at the same hourly rate as ‘Recruitment and Outreach Student Ambassadors’ (£12.26 total per-hour for delivery of sessions). 2. Planning/ developing content: this is set at half the number of hours of the workshop/ session you are delivering. e.g. if you are developing content for a 2 hour session/ workshop, you can account for 1 hours pay for prep. |
| Travel | Eligible |
| Subsistence | Eligible |
| Consumables/equipment | Eligible |
| Training costs | Eligible |
| Indirect and estate costs | Not eligible |

Please follow this link to fill out the online Application Form: <https://imperial.eu.qualtrics.com/jfe/form/SV_38avhygWaP0eitE> This can also be found on the left side bar of this webpage.

**How to apply**

One supporting document is allowed per application (no more than one page in length) that either provides images or diagrams, or provides details of a previous similar project, to help illustrate your proposal.

Please completed the online Application Form and submit any supporting documentation (if any) to [outreach@imperial.ac.uk](mailto:outreach@imperial.ac.uk%20).

For any questions, please contact [h.jama@imperial.ac.uk.](mailto:h.jama@imperial.ac.uk.)

**Deadlines**

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| **Closing date for applications** | Tuesday 19th April 2022 |
| **Project delivery phase** | May 2022 – 31 July 2022 |
| **Project completion and final reports due** | 31 July 2022 |

**Review of applications**

Applications will be considered by the Black Student Recruitment Advisory Panel co-chaired by Hanna Jama and a student member of the panel, with representation from key members of the Outreach team.

# Applications will be judged against the following six criteria:

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| **Targeted** | Targeting of specific audiences with a clear rationale for why those participants, collaborators, and/or partners have been targeted, and evidence that there is sufficient means to reach those audiences.  *Detailed descriptions are encouraged rather than broad terms such as ‘the general public’*  *e.g. specific ethnic minorities, socioeconomic groups, school key stages, geographically isolated communities.* |
| **Experience and knowledge of working with the target audience** | What relevant or previous experience do the applicants have of engaging with this demographic of students and can this be evidenced?  What research/ insights/ understanding do the applicants have of the needs of the students they plan to work with and the barriers they face, which means they are the best placed to deliver this activity?  How do applicants plan to identify their audience(s) needs? What assumptions have been made and how do applicants plan to adapt their approach if needed? |
| **Impact** | What benefits will the project bring to all those participating in the project, for example, the audiences, staff, students, collaborators, and the wider College? Please include if (and how) the project will influence potential applicants' view of the college or impact their aspirations or ability to apply to Imperial in any way.  *Relevance of the project to the target audience(s). Timeliness – Why is this needed now? E.g. linking to external events or agendas e.g. National Science Week, local festivals, or anniversaries of key people/events.* |
| **Evaluation** | Evidence of realistic evaluation commensurate to the project. |
| **Achievability** | Clear and realistic objectives and timelines with a clear plan for delivery of the project and the right expertise involved to make the project a success. |
| **Legacy** | The extent to which the project leaves a legacy beyond the life of the project. Applications which engage students over multiple sessions (mid/ long-term engagement) will be prioritized to ensure maximum impact. Applicants will also have to detail how they plan to keep students engaged with the college community after the event/s. e.g. link in students to Outreach social media accounts, publicise Outreach programmes etc.  *This could be skills developed (internally and/or externally), relationships/collaborations developed and/or maintained, new avenues for funding being sought or lessons learnt to inform future engagement projects.* |

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| **Accessing funds and reporting** |
| * A brief final report will be required to summarise achievements and findings from your evaluation. Final reports should be sent to [outreach@imperial.ac.uk](mailto:outreach@imperial.ac.uk%20) on or before 31 July 2022. All funds must be spent by 31 July 2022 and will be released to applicants through the Student Union. * Project activities will need to be documented in some way e.g. by photography or AV, to capture the process and the outcome, which may be shared with the wider College community through the Outreach webpages and/or internal news stories or social media. |