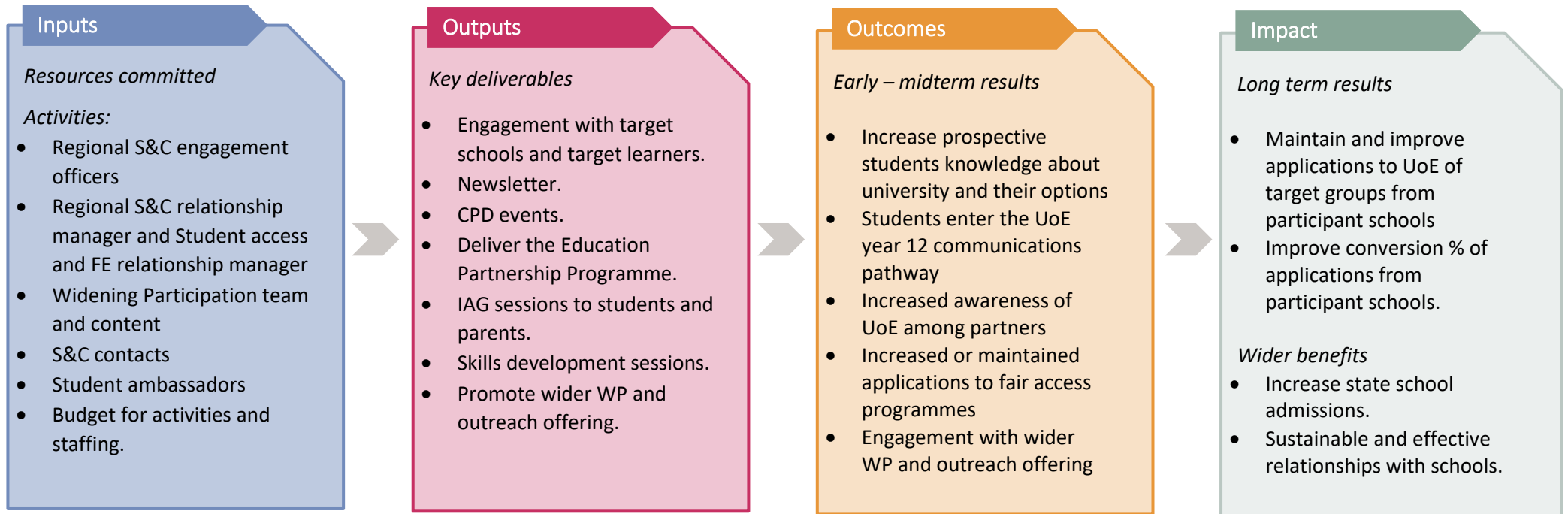


Theory of Change: Schools and Colleges Engagement



Assumptions (related to individuals who take up the activity)

- Work is targeted effectively, reaching those who stand to benefit the most
- Teachers and advisors are willing and able to engage in the offering
- Teachers and advisors agree that the offering is beneficial to students.

Assumptions (related to early changes in attitude or behaviour by activity)

- Engagement work has a positive effect on brand awareness
- Session content will effectively increase key knowledge
- Engagement is an effective way to promote fair access programmes.

Assumptions (related to benefits and possible unintended consequences)

- Attributing changes in applications to engagement activities when there are multiple contributing factors.
- Target students can meet tariff requirements
- Engagement increases applications
- Applicants would not have applied in the absence of engagement.