Theory of Change: Offer Holder Visit Day Bursary

Inputs

Activities and resources required

Activity

Visit bursary of up to a maximum of £150 (depending on distance) available for students declaring FSM eligibility.

Resources

Staff time to organise, manage, administrate and evaluate the bursary.

Reimbursement systems.

Budget to pay for the bursary.

Outputs

Key deliverables

Timely communications with prospective students to enable them to take up the bursary.

Easy to use bursary application process.

Timely reimbursement of costs.

Outcomes

Early – midterm results

Eligible students feel welcome and supported in attending UoE.

Bursary affects perceptions of affordability and positively influences decision to register for an OHVD.

Higher rate of registration on OHVDs amongst eligible students.

Increase in proportion of eligible students attending an offer holder open day.

Impact

Long term results

Supported students feel better equipped to make decisions about whether Exeter is right for them or not.

Supported students more likely to accept their offer of a place.

Increased propensity to continue as decision to accept well informed.

Assumptions (related to individuals who take up the activity)

Individuals and families are aware of the bursary and how to engage with the application process.

Bursary is sufficient to incentivise / enable attendance at the OHVD.

Individuals and families are able to afford the initial costs which will be later reimbursed.

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

Proactive offer of financial support is viewed as helpful and supportive.

Bursary enables some students to visit Exeter who would otherwise not afford to do so.

Attendance at an offer-holder visit day will be beneficial in supporting decision making.

Assumptions (related to benefits and possible unintended consequences)

OHVD / campus is a positive experience that encourages applications for students from low income backgrounds.

Equal experiences across campuses.

The bursary application and awarding process provides a good customer experience