

upReach

Improving access to professional employment for undergraduates from less-advantaged backgrounds.

Our Impact 2016-2018





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Welcome to the upReach Impact Report 2016-18

Welcome to the 2016-18 upReach Impact Report! This report demonstrates the impact upReach have had over the last three years, as well as to looking towards the future as we scale our operations and place impact management at the heart of our strategic planning. Our key headlines between 2016 and 2018:

Of upReach Associates who graduated in 2016 and 2017 and completed our graduate outcomes survey,

78%

had started professional graduate employment or gone on to further study within six months of graduation*.



upReach Associates have received offers from

48

of the Times Top 100 Graduate Employers⁺ in the three recruitment years between 2015 and 2018.



upReach Associates[#] made

1051

successful applications in the three recruitment years between 2015 and 2018.



Associates who had been part of the upReach programme during their first year of university in 2017-18 had an **employability skill progression** around

3.2

times higher than the expected progression for an average first year student.



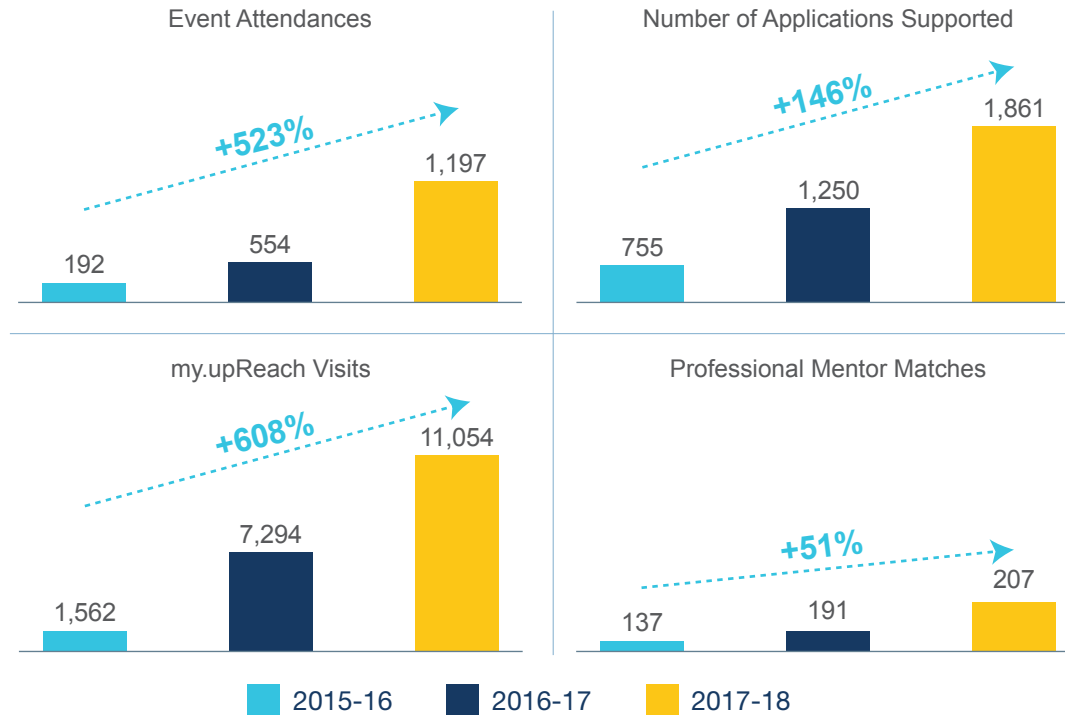
*Graduate outcomes survey conducted in line with Higher Education Statistics Agency's (HESA) DLHE survey 6 months after graduation. Due to HESA's graduate outcome collection moving to 15 months post-graduation, employment and salary outcomes for our 2018 graduates will be reported on in future impact reports.

[#]'Associates' is used here to include all students who have engaged in upReach programmes, and includes graduates and students withdrawn from our programmes.

⁺Times Top 100 Graduate Employers 2018 - 19 used. Link: <https://www.top100graduateemployers.com/employers>

upReach has Grown Consistently Over Three Years

Over the last three years we have continued to grow, supporting 529 Associates in 2015/16, 671 Associates in 2016/17 and 847 Associates in 2017/18, putting us well on our way to achieving our target of working with 2,500 Associates by 2022. Through our intensive programme of support, we aim to raise aspirations, develop the key skills and knowledge needed to succeed in the competitive graduate job market, and help Associates to achieve their career ambitions.



Our Approach to Impact Measurement

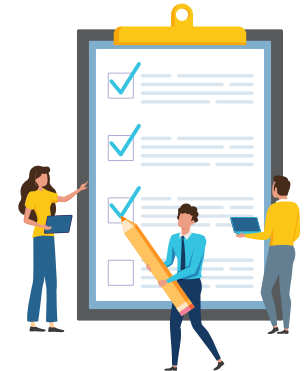
upReach's work aims to have a **double benefit**. We work to have a positive impact on the employability outcomes of the students who participate in our programme, to enrich the progression support available to students at our partner universities and to develop our partner employers' talent pools and diversity initiatives. This evaluation covers the 2015/16, 2016/17 and 2017/18 academic years and demonstrates the impact of upReach's **11 key interventions** on Associate employability outcomes.

This evaluation included:

- Student surveys
- Case study interviews
- Quantitative data pertaining to:
 - a. Employment outcomes for upReach Associates who graduated in 2016 and 2017
 - b. Associates' graduate employability skill progression in the 2017/18 academic year
 - c. Application success rates in the 2015/16, 2016/17 and 2017/18 recruitment cycles
 - d. Engagement with upReach interventions in the 2015/16, 2016/17 and 2017/18 academic years

Alongside our impact report we currently carry out the following impact measurement activities:

- Benchmark our outcomes against robust, comparable data
- Use our Impact and Quality Frameworks to govern decision making
- Use our engagement dashboards to provide guidance on delivery interventions and priorities
- Demonstrate skills development using our Graduate Employability Framework (GEF)
- Conduct university year end reviews to support required impact reporting
- Perform a trustee evaluation of outputs and outcomes vs KPIs



upReach Exists to Improve Access to Competitive Graduate Jobs

Our Mission

upReach was founded in 2012 on the premise of fairness and with a simple mission - to improve access to competitive graduate jobs and to close the employability skills gap that exists between those from more and less advantaged backgrounds.

Why Our Work Matters

While more students than ever from less-advantaged backgrounds are now going to university, this has not translated to an increase in the number successfully securing roles on competitive graduate programmes at leading firms. **Socio-economic disadvantage is the most significant driver of inequality*** - even when less-advantaged students achieve the same academically, they are less successful than their more-privileged peers at accessing top professional careers.

Students that were eligible for Free School Meals are **8x less likely** to have secured useful work experience through personal connections[#]

74% of judges,
71% of barristers,
51% of journalists went to schools that educate **only 7% of the population***

A comprehensive school pupil is **17x less likely** to get into some graduate schemes than their private/selective school peers[§]

*The Sutton Trust, (2010) Responding to the new landscape for university access, <https://www.suttontrust.com/wp-content/uploads/2010/12/access-proposals-report-final-2.pdf>

[#]upReach (2017) New social mobility research exposes deep employability skills gap between state and private schooled students, <https://upreach.org.uk/new-research-skills-gap/>

*The Sutton Trust (2016) LEADING PEOPLE: The educational backgrounds of the UK professional elite, https://www.suttontrust.com/wp-content/uploads/2016/02/Leading-People_Feb16.pdf

[§]Approximately 7% and 5% of the population attended private schools and selective state schools respectively, with the remaining 88% of the population attending non-selective state schools. The 12% that attended private or selective schools manage to secure up to 70%^{§§} of the places on some top graduate schemes, while the other 88% account for only 30%. Comparing relative success rates gives a 17x differential (calculated as (70%/12%)/(30%/88%). Hence those from non-selective state schools students are 17x less likely to secure roles in these firms.

^{§§}Dr. Louise Ashley et al (2015) A qualitative evaluation of non-educational barriers to the elite professions, Social Mobility and Child Poverty Commission, https://dera.ioe.ac.uk/23163/1/A_qualitative_evaluation_of_non-educational_barriers_to_the_elite_professions.pdf

Our Theory of Change Demonstrates the Change We Strive For



Vision: A society in which everyone has an equal opportunity to realise their full career potential, regardless of social background



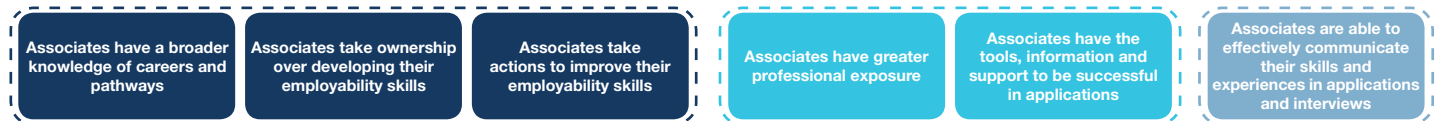
Mission: Create the conditions for undergraduates from less advantaged backgrounds to access and sustain competitive graduate jobs

Students who meet our eligibility criteria are invited to join our programme. Where applicable, we select the students with the highest number of indicators of disadvantage (see [page 9](#)). Associates complete our getEmployable questionnaire and receive a Personal Employability Report, before being matched with a dedicated Programme Coordinator who guides them through the programme and provides 1-to-1 support.

We provide a personalised package of support that consists of employability enhancing activities to address socio-economic barriers to employment.



DESIRED OUTCOMES



Our Support Benefits Students, Universities and Graduate Employers

We help young people achieve their career potential by providing an intensive programme of support that addresses socio-economic barriers to employment. We have three core programmes:

- **Rise is a three year programme of intensive support** that aims to help targeted, eligible students explore their career options and develop their employability skills throughout their time at university.
- **Aim is a targeted professional support programme**, available to any eligible undergraduates looking to make applications to our partner employers.
- **Sector Springboard Programmes are targeted sector programmes**, supporting students to develop their employability skills and applications specific to the sector. In this report, we capture Sector Springboard Programmes under our Rise Programmes statistics.

Our interventions give Associates the best possible chance to achieve their career ambitions - CV reviews, practice online tests and mock interviews prepare Associates for job applications; Video Forums and Skills Workshops develop essential soft skills; and professional mentoring and exclusive Insight Days provide a taste of the professional world.

We collaborate with universities' Widening Participation and Career Service teams to provide Associates with opportunities to broaden horizons, develop employability skills and succeed in application processes, on campus and through participation in upReach activities.

We work to influence the hiring behaviours of top organisations so that a commitment to equal opportunity permeates organisational culture and there is increased recognition of the social and economic value of greater diversity within the workforce.

847

Associates supported in 2017/18

100%

partners renewed in 2017/18

1861

applications supported in 2017/18



We Prioritise Students Who Face the Greatest Barriers to Graduate Employment

upReach Associates are current **UK undergraduate students from less-advantaged backgrounds**. To ensure we are working with students who can benefit most from our support programmes, we implement a rigorous selection process.

To be eligible to become an upReach Associate, students must meet criteria including having a household income below the threshold that qualifies them for additional financial support (such as a university bursary or a student maintenance grant from the government), have attended UK state schools and achieved minimum academic qualifications such as BBB at A Level.

For students with academic attainment lower than BBB or equivalent, we use their contextualised REALrating (<https://realrating.co.uk>). **REAL (Relative Education Attainment Level)** is an upReach-designed research and evidence-based contextual recruitment tool that looks at 14 indicators of disadvantage to provide a **fairer indication of academic potential** than A-level grades alone.

We aim to prioritise our support for students who have a high number of proven indicators of socioeconomic disadvantage.

Indicators we use include: being the first in their family to go to university, coming from a household with an income of £25,000 or below, being a care provider, care leaver, having asylum seeker status, having accessed free school meals during their time at school, or having attended schools where attainment is below the national average.

100% of our Associates meet the following eligibility criteria



Household income below £42,620



Attended UK state schools (only) since age 11



Achieved at least BBB in top 3 A Levels (or equivalent)

Our Associates in 2017-18 were



53%
Female



63%
BAME



81%
Household income below £25,000



71%
First in family to attend university



52%
Previously eligible for Free School Meals



8%
Previously in care, or a carer

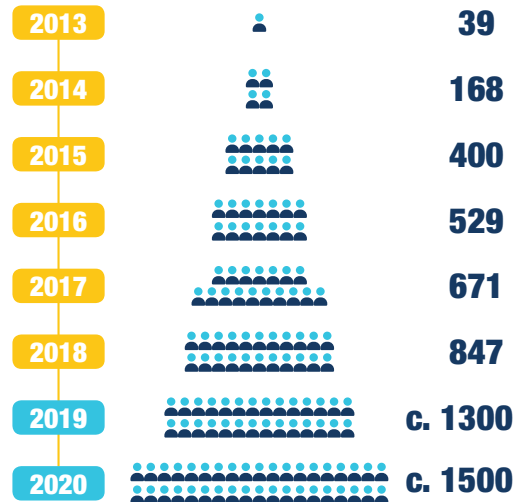
Steady Associate and Partner Growth Since 2012

Founded in 2012, upReach began by supporting an initial cohort of 39 Associates and has been growing steadily since. The number of Associates we support has increased consistently over the last three years, moving towards the **goal of working with 2,500 students per year by 2022**.

Not only has our Associate body grown, our partnerships have gone from strength to strength. By collaborating with top employers, universities and a host of experienced mentors, trainers and advisors, **we provide the tools and networks that help Associates navigate the graduate job market**. As a testament to our impact and success, **all of our university and employer partners have renewed their support in the last two years**.

In 2017/18 we expanded our Associate numbers by **26%**, our partner employer numbers by **100%** and our university partners by **40%**.

Associates



Partner Universities



Partner Employers



High Impact for our Partners

We deliver a personalised support programme to help our **Associates succeed on merit**. Through mentoring, professional work experience programmes and insight day activities we make sectors more accessible to those from lower socioeconomic backgrounds. In doing so, we help to **boost the socioeconomic diversity of graduate and internship programmes at competitive graduate employers**.



Attraction

1861 applications to employers in 2017-18



Mentoring

90% of Associates with a mentor at one of our partners applied for the firm



Application Support

upReach Associates are **5x more likely** to submit a successful application than an average applicant



upReach Careers Academies

21 sessions presented by prestigious graduate employers to Associates interested in the sector in 2017-18



Professional Work Experience

Of the **35 professional experience attendees** who then applied for an internship or graduate role at the firm, **10 were successful**



Insight Day

On average, **90%** of eligible attendees apply after attending Insight Days - **up to 25%** successfully secure roles

Associates Continue to Succeed After Graduation

The graduate destination of our Associates is a key indicator of the impact of our support. We measure this in a graduate outcomes survey conducted 6 months after graduation, and use statistics collected by the Higher Education Statistics Agency (HESA) as a benchmark to evaluate the impact of our programmes. In this report, we have focused on 2016 and 2017 graduate outcomes. 2018 graduate outcome data will be reported on in future impact reports, in line with changes to the Destinations of Leavers from Higher Education (DLHE) collection conducted by HESA from 6 months after graduation to 15 months after graduation.

2016 and 2017 graduates

78%

2016 graduates

79%

2017 graduates

77%

78% of upReach Associates that graduated in 2016 and 2017 and completed the graduate outcome survey were in professional graduate employment or further study 6 months after graduation.

3%

Despite often having a greater number of barriers to graduate success, upReach Associates not only match, but outperform, their peers.

upReach Associates who graduated in 2017 were 3% more successful in securing a professional role or further study, compared with the average first-degree graduate*.

*This benchmark uses data collected by the Higher Education Statistics Agency (HESA) as part of their report *'Higher Education Leavers Statistics: UK, 2016/17'*. Data is collected through calls to graduates from UK Higher Education providers for outcomes as of 12th January 2018, 6 months after graduation. HESA's definition of 'professional' falls within the Standard Occupation Classification (SOC) groups 1-3 (1. Managers, directors and senior officials; 2. Professional occupations; 3. Associate professionals and technical occupations), and is combined with further study outcomes as a 'positive' outcome indicator.

Graduate Salary Outcomes

2016 and 2017 Graduates

£27,425

2016 Graduates

£27,800

2017 Graduates

£26,000

upReach Associates who graduated in 2016 and 2017, entered full time professional employment, and provided salary information in the graduate outcomes survey had a median average salary of £27,425.

£4,000
higher

Associates who were part of the 2017 upReach graduate cohort and were employed in full time professional employment 6 months after graduation and provided salary information in the graduate outcomes survey, had a *median* average salary £4,000 higher than the average first-degree graduate in professional employment*. Benchmark salary data includes medicine and dentistry and veterinary science salary data (median salaries £31,000 and £30,000 respectively), subject areas upReach do not support.

*Benchmark salary data from Higher Education Statistics Agency (HESA) *Higher Education Leavers Statistics 2016-17*. HESA salary data is determined as the salary of UK domiciled full-time leavers who obtained first degree qualifications and entered full-time paid professional employment in the UK (Figures 13, 14). HESA's definition of 'professional' falls within the Standard Occupation Classification (SOC) groups 1-3 (1. Managers, directors and senior officials; 2. Professional occupations; 3. Associate professionals and technical occupations).

Consistent Application Success for Three Years

2015-2018

302

2015-16

70

2016-17

95

2017-18

137

302 successful applications were made by upReach Associates and alumni to upReach's partner employers in the three recruitment cycles: 2015-2016, 2016-2017, 2017-2018.

1,051

268

299

484

There was a total of 1,051 successful applications made by upReach Associates and alumni to any employer in the three recruitment cycles: 2015-2016, 2016-2017, 2017-2018.

48

28

27

42

upReach Associates secured roles at 48 of the Times Top 100 Graduate Employers* in the three recruitment cycles: 2015-2016, 2016-2017, 2017-2018.

To note: Application data is recorded from interactions with upReach Associates, and therefore may not capture all applications. Application data is tracked separately to graduate outcome data, and is not used during graduate outcome reporting. Data is inclusive of all students to have taken part in the upReach programme, including students withdrawn from the programme at any point.

*Times Top 100 Graduate Employers 2018 -19 used. Link: <https://www.top100graduateemployers.com/employers>

Our 2017 Graduates in Focus

Our graduating cohort of 2017, made up of 186 Associates, achieved remarkable successes both during and since their time on the upReach programme.



32

of the **Times 100 Graduate Employers*** made offers to Associates who graduated in 2017 during their time with upReach



£4,000

upReach Associates in full time professional employment had a median average salary **£4,000 higher** than the average graduate 6 months after graduation[#]



77%

of 2017 graduates were in **professional graduate employment or further study 6 months after graduation****



72%

of 2017 graduates **made a successful application** to spring week, internship, placement and/or graduate roles with upReach support[†]

*Times Top 100 Graduate Employers 2018 -19 used. Link: <https://www.top100graduateemployers.com/employers>

**of upReach Associates that graduated in 2017 and completed the graduate outcome survey

[#]upReach Associates that graduated in 2017, who were full time professional employment 6 months after graduation and provided salary information in the graduate outcomes survey

[†]Data taken as a result of logged interactions with Programme Coordinators during time on upReach programme and since graduation. Accurate.

Spotlight on the Graduate Employability Framework

The Graduate Employability Framework (GEF) was developed in 2015 in consultation with partners including McKinsey, Deloitte and the Civil Service Fast Stream to measure Associates' employability skill development during their time on the upReach programme. In 2017 we re-designed the GEF to focus on the ten core skills and competencies most valued by graduate employers following a consultation process.

[getEmployable.org](https://getemployable.org) is our GEF assessment tool, and comprises an online questionnaire which measures students' performance and experience against these ten categories. As well as informing the structure of our programmes, the Graduate Employability Framework has allowed us to become a sector leader in understanding employability skill development.

The outputs of this online questionnaire informed the research that upReach [published in 2017](#), which confirmed the employability skills gap between state-educated and privately-educated pupils:

- Those from **private schools were ranked higher than those from state schools in Leadership, Teamwork, Career Knowledge and Work Experience.**
- Those from **state schools ranked higher on Grit, Resilience & Determination and Self Awareness** than those from private schools.

- Those from **private schools were more than 50% more likely to say their careers advice was helpful** than those from state schools.
- Those from **private schools were twice as likely to say that "Friends of my family have helped me secure useful work experience"**.
- **Those from state schools and eligible for Free School Meals were 5 times less likely than others at state schools to have secured work experience this way, and 8 times less likely than those at private school.**



upReach Support Helps Students Develop Key Employability Skills

3.2x Students who have been part of the upReach programme during their first year of university have an employability skill progression around 3.2 times higher than the expected progression for an average first year student. Over their first year, upReach Associates show the highest progression relative to their peers in five key employability skill areas: **Leadership, Problem Solving & Creativity, Career Knowledge & Commercial Awareness, Work Experience and Application & Interview Skills**. All students complete the getEmployable questionnaire before becoming an Associate, which provides a baseline assessment of their competencies and experience. This is followed by validation by a Programme Coordinator, and yearly re-evaluation throughout each Associate's involvement with upReach. The Personal Employability Report allows Associates to gain awareness of their own strengths and weaknesses, as well as helping us to tailor support to individual needs. upReach Programme Coordinators use Associates' GEF results to help them better understand their own strengths, while broadening their horizons using interventions designed to highlight potential career avenues.

Data for 141 second year Rise Associates who have completed a Baseline GEF Assessment and a Reassessment, comparing their progress to the difference between first year and second year students who are not Associates on the upReach programme.

GEF Category	Baseline	Retest	Progress	2nd Year vs 1st Year (Non-Associates)	upReach impact
Leadership	3.19	3.96	0.77	0.21	0.56
Teamwork	3.11	3.17	0.06	0.15	-0.09
Communication	3.96	4.27	0.31	0.18	0.13
Problem Solving & Creativity	3.40	3.82	0.42	0.11	0.31
Resilience, Grit, & Determination	3.22	3.07	-0.15	0.12	-0.27
Career Knowledge & Commercial Awareness	2.26	2.99	0.73	0.10	0.63
Self Awareness	3.10	3.29	0.19	0.08	0.11
Work Experience	2.38	2.76	0.38	-0.05	0.43
Professionalism	4.01	4.37	0.36	0.14	0.22
Application & Interview Skills	2.09	3.20	1.11	0.26	0.85
Overall Employability Score	61.4%	69.8%	8.4%	3.2x →	2.6%

We Monitor and Evaluate Engagement with Each of Our Interventions

upReach monitor all Associate interactions with each of our interventions in real-time, and use this to inform our programme design and delivery.

In this impact report, we report on engagements with our programmes in 'engagement years', running from **1st August to 31st July**, with the exception of applications supported, which are reported in 'recruitment years'. Where appropriate, all data has been reported in both total numbers and number of Associates. In cases where data is reported in recruitment years, there is the possibility to backdate applications based on new information, resulting in changes in total number of applications and successes over time.

Intervention data in this impact report is inclusive of the following, unless otherwise stated:

- 1. upReach Associates supported on the programme**
- 2. Associates withdrawn from the programme during that year**
- 3. Alumni engagements with the programme**

Withdrawn Associates and alumni engagement are also reported on separately within this report.

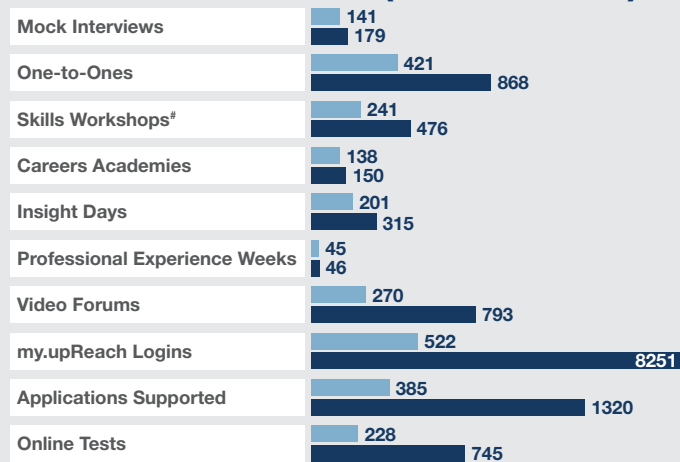
In some cases, the data presented in this impact report is inconsistent with previous reports. In most cases, this is a result of changes in criteria.

Our Programmes in Numbers

Of the 847 students supported by upReach in 2017-18, 780 completed a year of support on one of these programmes (with 67 students withdrawn during the year). 200 Associates were supported on our targeted Aim programme, while 580 Associates were supported on our various Rise programmes*.

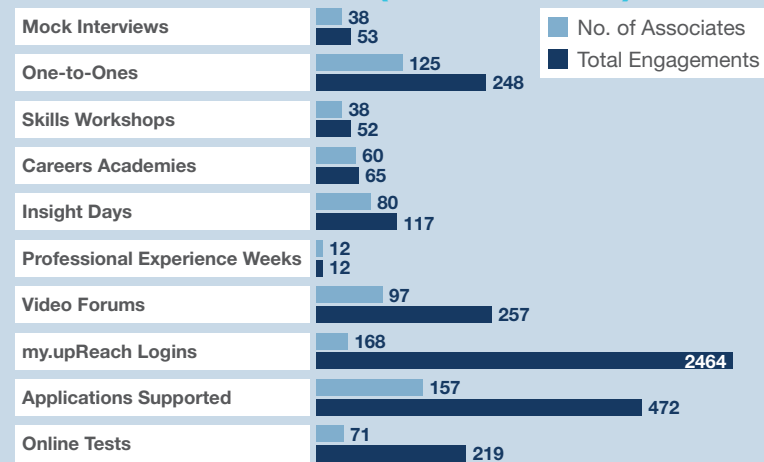
Data displayed here refers only to Associates actively enrolled on these programmes in 2017-18 and excludes alumni engagement and engagement from withdrawn students.

OUTPUT RISE (580 ASSOCIATES)



3 student societies on campus

OUTPUT AIM (200 ASSOCIATES)

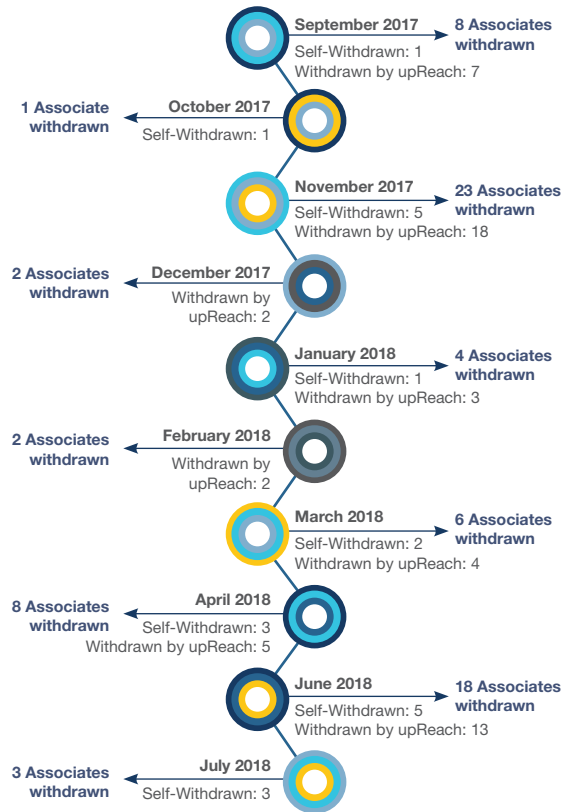


*Our Rise Programmes include: Rise programmes run in collaboration with Partner Universities, our Rise Programmes run in collaboration with Trusts, Foundations and Employer CSR initiatives and Rise Programme which are run in collaboration with Employer Partners in relevant career sectors.

Aim: Aim is our application-focused programme of support. We support eligible students from any university who are applying to our Partner Employers to achieve success in the application process.

*Only those Aim Associates at a Rise Universities can participate in Skills Workshops on campus. Some RISE programmes (Rise John Lyon's Charity, Rise-Tech, Rise-Law, Rise-Allen & Overy, RiseB&F) where Associates are not studying at partner universities, do not have the opportunity to participate in Skills Workshops on campus.

Profiling Students Withdrawn from upReach Programmes in 2017-18



8% (67/847) of Associates supported were withdrawn from upReach programmes in 2017-18. While students withdraw from our programmes for various reasons, **many engage in our interventions prior to leaving the programme.** The timeline shows why students were withdrawn from the programme, and when this took place across the year.

Associates are '*withdrawn by upReach*' due to lack of engagement with our programmes. We give all Associates numerous opportunities to engage prior to withdrawing, accounting for changes in personal circumstances and the stresses of university life. '*Self-withdrawn*' denotes students that have requested to be withdrawn from our programmes because they are not in a place to actively engage in our programmes.

Engagement of Associates Withdrawn in 2017/18:

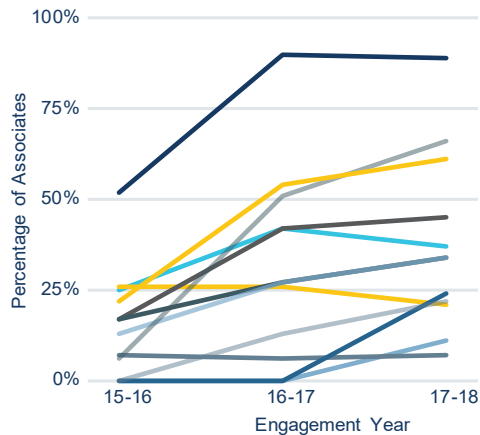
Intervention	Attendances	No. of Associates	Graduation Years:
Mock Interviews	2	2	2018: 32
1-to-1s	12	9	2019: 24
Skills Workshops	4	4	2020: 10
Careers Academy	2	2	2021: 1
Insight Days	3	3	
Video Forums	2	2	
my.upReach Logins	65	15	
Applications Supported	9	8	
Online Tests	11	6	

Cohort:
 2014: 3
 2015: 16
 2016: 41
 2021: 7

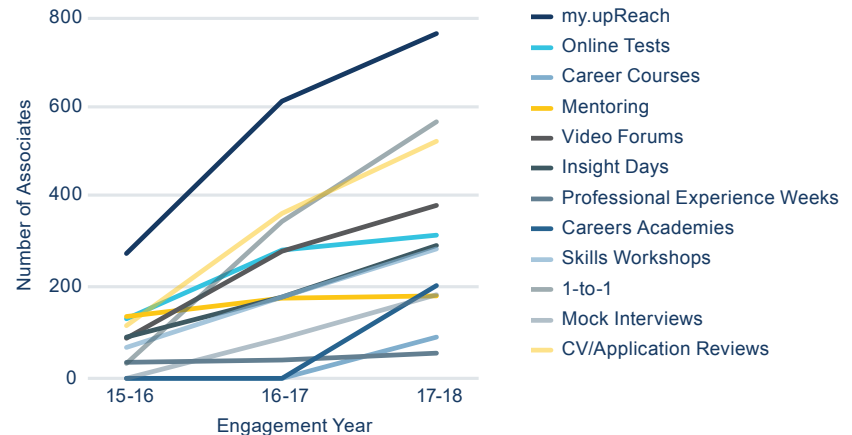
Increased Engagement Across Our Interventions

While upReach has grown the size of its Associate cohorts year on year, we have retained our focus on making sure **all of our Associates are engaging with, and benefitting from, each of our interventions during their time on the programme.** We monitor engagement with each of our interventions by looking at the number of Associates engaging, the percentage of Associates engaging and the average engagement with our activities.

Percentage of Associates using upReach support by intervention 2016-2018



Number of Associates using upReach support by intervention 2016-2018



Our 'Aspire' Interventions Broaden Students' Horizons

Our 'Aspire' interventions are focused on broadening Associates' horizons. Through a range of in-person events, online resources and peer-to-peer support, Associates are encouraged to explore their career options and develop an understanding of different career paths.



Online Resources on my.upReach provide a comprehensive set of guides on skills, career paths and employers.



Careers Academies are half day career exploration events taking place termly in London and Manchester. Sessions are led by upReach's partner employers and the upReach team.



Insight Days expose Associates to the working culture at specific firms and facilitate interaction with current employees. They often include mock assessment practice, presentations, discussions and previews of application processes.



Professional Experience Weeks are short-term work placements that provide those who may have had limited professional exposure with the opportunity to participate in shadowing, talks, networking and experience the graduate workplace.

Our Programme of Support: Aspire

Online Resources

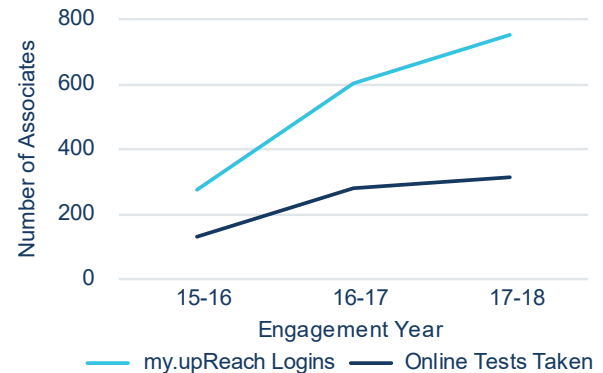
upReach offers an extensive range of online resources to upReach Associates, which can be accessed through our **online Associate platform my.upReach**. These include:

- **Employer Guides** containing key information on our partner employers, including their culture, values, and application processes.
- **Skills Guides** containing information on each of the ten employability skills in the Graduate Employability Framework.
- **Sector Guides** providing insight into a range of career sectors.
- **Online Test Platform** helping students to prepare for verbal, numerical, situational judgement tests often featured in internship and graduate job applications.
- **Career Courses** containing expert-created content, designed to develop commercial awareness and sector knowledge.

“ upReach has provided me with the resources and support to aid my development on both a professional and personal level. From the tremendous online platform, which has all the resources you need to be competent in your desired industry, to the regular 1-to-1 support has given me a sense of clarity about my future career options which I did not possess before joining upReach. ”

Mohamed, 2nd Year Student, UCL

Online Resource Use 2016-2018



Intervention	15-16	16-17	17-18	% change in 17-18	
my.upReach use	Total logins	1562	7294	11054	52%
	Number of Associates that logged in at least once	274	605	752	24%
Online Tests	Online Tests completed	658	1510	1012	-33%
	Number of Associates that completed at least one test	130	280	314	12%
Career Courses*	Career Courses completed	-	-	113	
	Number of Associates that completed at least one Career Course	-	-	91	

*Data only available for career course use in the 2017-18 year.

Our Programme of Support: Aspire

Careers Academies

Careers Academies are half day events featuring information and skills development sessions delivered by the upReach team and partner employers.

General Careers Academies are structured to allow students to **gain exposure to a broad range of employers and career sectors**, increasing career knowledge and broadening horizons.

Sector Careers Academies support students to deepen their knowledge and understanding of the sector through technical workshops, networking and information sessions.

Careers Academies were a new feature of the upReach programme of support in 2017/18. **204** upReach Associates attended Careers Academies and in total there were **221** attendances.

99%
of Careers Academy attendees that completed the post-event form would recommend to a friend

“

It's a great opportunity to network and feel more informed of career choices

”

Associate survey respondent

“

Helped me to gain more knowledge and insight into different roles

”

Associate survey respondent

Our Programme of Support: Aspire

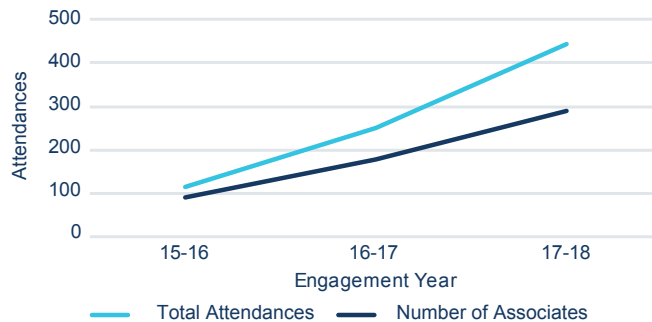
Insight Days

Insight Days are hosted by our partner employers and offer an insight into their culture, work, opportunities and application processes through presentations and networking.

Through Insight Days, Associates can learn more about employers across the graduate recruitment market, helping them to make **informed choices on the careers that best suit their interests and ambitions.**

	15-16	16-17	17-18	% change in 17-18
Total attendances	116	250	443	77%
Number of Associates that attended at least one Insight Day	92	179	291	63%

Insight Day Attendances 2016-2018



“

Having attended Insight Days at some of upReach's partner employers such as the Civil Service Fast Stream, Deloitte and North Highland, I have been able to explore a wide range of career sectors. This has helped me in identifying which careers are most suitable for my interests and abilities. Furthermore, upReach's tailored support throughout the application process for internships, such as CV reviews and mock interviews, has been greatly beneficial, and as a result I have been able to secure two Spring Weeks for 2019.

**Hiren, 2nd Year Student,
Imperial College London**

”



Our Programme of Support: Aspire

Professional Experience Weeks

Professional Experience Weeks are exclusive work experience opportunities with our partner employers. Successful Professional Experience Week applicants attend 3-5 day programmes run by the employer, which tend to include **workshops, shadowing opportunities and networking events**.

Professional work experience is crucial in helping students gain an understanding of career sectors, and equipping them with the fundamental sector knowledge required to be successful in internship and graduate role applications. These opportunities are high-impact and a key determinant of future application success - **of the 35 professional experience attendees who then applied for an internship or graduate role at the firm, 10 were successful**.

In 2017/18, upReach Associates attended Professional Experience Weeks at KPMG, Deloitte, Coutts and Bright Blue.

	15-16	16-17	17-18	% change in 17-18
Total Professional Experience Week attendances	36	40	58	45%
Number of Associates that attended Professional Experience Weeks	36	40	57	43%

“

The highlight of my upReach experience has been the opportunity to attend a Professional Experience Week at Deloitte which I was able to convert into a summer placement, with the support of my Programme Coordinator throughout the interview process. upReach has also allowed me to connect with a mentor from Deloitte who is aiding me in my summer internship preparation so I can get the best out of the experience and be able to convert into a graduate role.

”

Arzoo, 2nd Year Student, UCL

'Develop' Interventions Equip Students With the Skills Necessary for Success

Our 'Develop' interventions are designed to help Associates build the core employability skills which will help them secure competitive graduate roles and progress in their future careers.



Skills Workshops typically take place on university campuses. Run by the upReach team, each session focuses on employability skill development in line with our Graduate Employability Framework.



Video Forums are daily, interactive webinars focused on sector specific commercial awareness, employer applications and employability skill progression.



1-to-1s are personalised career coaching sessions with trained Programme Coordinators.



Mentoring. Associates are matched with professional mentors for personal and professional development.

Our Programme of Support: Develop

Skills Workshops

Skills Workshops are skills sessions based around the ten graduate employability skills evaluated in the Graduate Employability Framework.

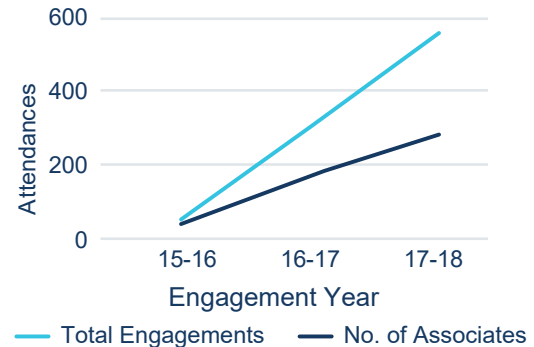
Skills workshops are designed to **engage students in different aspects of their employability, developing a practical toolkit to help Associates attain and succeed in graduate employment.** Focusing skills workshops on the skills captured in the Graduate Employability Framework allows students to attend workshops that will be most beneficial to their own development.

Workshops are normally conducted on campus at our partner universities, giving every Associate the opportunity to engage in localised events that will aid their development.

	15-16	16-17	17-18	% change in 17-18
Total Skills Workshop attendances	76	304	533	75%
Number of Associates that attended at least one Skills Workshop	69	179	284	59%



Skills Workshop Attendances 2016-2018



“ The Skills Workshops were really valuable... interacting with people who were all focusing on propelling their careers forward was very motivating ”

Associate survey respondent

“ Workshops at university add a personal touch - it's a great gesture and feels like tailored, personalised support ”

Associate survey respondent

“ I definitely enjoyed the activity and I really liked the fact I was able to improve teamwork which is a weak area for myself ”

Associate survey respondent

Our Programme of Support: Develop

Video Forums

Video Forums (our daily webinars) offer a great **opportunity to learn about skills, sectors and employers in an interactive group setting** and enable peer support and discussion.

	15-16	16-17	17-18	% change in 17-18
Total Video Forum attendances	132	715	1066	49%
Number of Associates that attended at least one Video Forum	88	279	377	35%

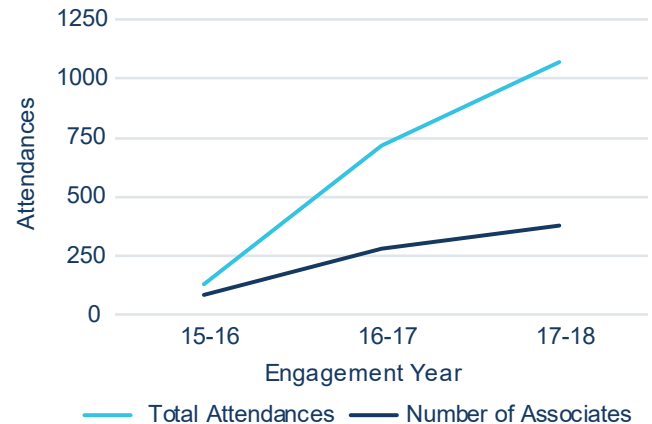
“ I appreciated the open communication between the Associates and the Programme Coordinator... encouraging Associates to ask questions and learn more about consultancy ”

Associate survey respondent

“ The level of interaction was amazing. All of my questions were answered in a coherent and eloquent manner ”

Associate survey respondent

Video Forum Attendances 2016-2018



“ I refined my commercial awareness over the Banking and Finance Career Course, which I enjoyed completing, and then applying what I learned in Video Forums with upReach Programme Coordinators ”

Solomon, 2nd Year Student, UCL

Our Programme of Support: Develop

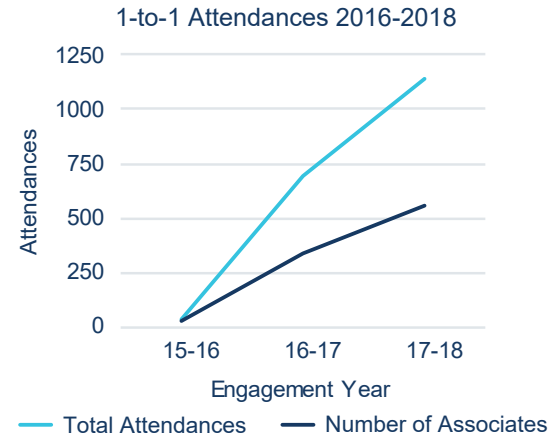
1-to-1s

1-to-1 career coaching sessions provide ongoing personalised support and guidance.

Personalised support is central to the successful delivery of our programmes of support. Associates receive **bespoke advice based on their career interests and aspirations**. Programme Coordinators highlight opportunities and interventions that will have the highest impact on individual Associates' professional development.

	15-16*	16-17	17-18	% growth in 17-18
Total number of 1-to-1s conducted	38	694	1135	64%
Number of Associates who attended at least one 1-to-1	34	343	561	64%

*1-to-1s with upReach Programme Coordinators not formally logged until mid-2016.



“

I received both great guidance and moral support from my Programme Coordinator. This included receiving ongoing help with applications, attending an upReach exclusive insight day at KPMG, along with many other events. My Programme Coordinator has been an instrumental figure in facilitating constructive discussions on ways to improve by creating short-term and long-term goals

Mohamed, 2nd Year Student, UCL

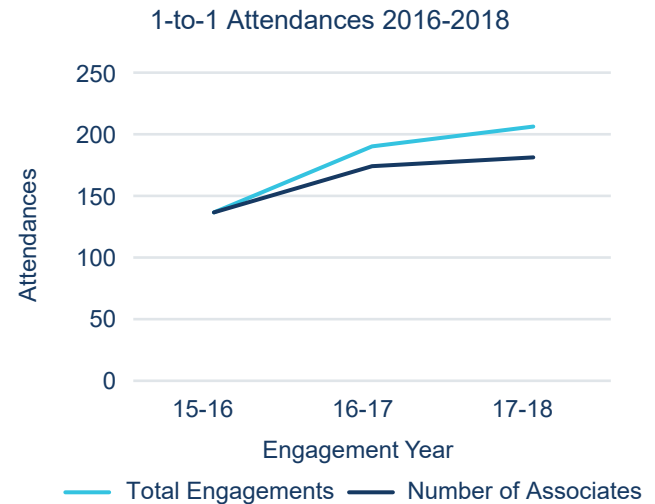
”

Our Programme of Support: Develop

Mentoring

The upReach Mentoring Programme allows Associates to **expand their professional network, develop their understanding of careers they're interested in and receive tailored application support** from industry experts. Our mentoring programme has grown steadily in the last 3 years, and we now offer Associates the opportunity to work with mentors from a greater range of employers and career sectors than ever before.

	15-16	16-17	17-18	% growth in 17-18
New mentor matches	137	191	207	8%
Number of Associates matched with a mentor	137	175	182	4%



“

I don't believe you could have matched me with a better person to be honest. From our first phone call he understood me and could recognise what my character and development areas were. He is a very positive and direct person and it has been a pleasure to have spoken to him and been given advice on how to improve and develop myself further. He has opened his network to me though which I have met a colleague of his who has supported me in my technical execution of my career from excel and books to read and has offered his own contacts from the firm I will complete my internship with. He has been open about his journey and has enhanced my own, by being direct, honest and providing advice on solutions to areas in which I needed to work on

”

Anna Marie, 2nd Year Student, LSE

Our 'Succeed' Interventions Prepare Students For Application Success



Our 'Succeed' activities focus on ensuring Associates are fully supported throughout all stages of their applications. Dedicated 1-to-1 support from Programme Coordinators provides Associates with tailored advice, supplemented by online resources and events.



Application and CV Support includes tailored, expert application guidance and CV reviews, adapted to specific employer preferences.



Mock Interviews simulate real interview conditions and are followed up with specific feedback on content, delivery and technique.



Exclusive Internship Opportunities are 2-10 week internships organised exclusively for upReach Associates that provide the opportunity to develop skills and career knowledge in a professional workplace.

Our Programme of Support: Succeed

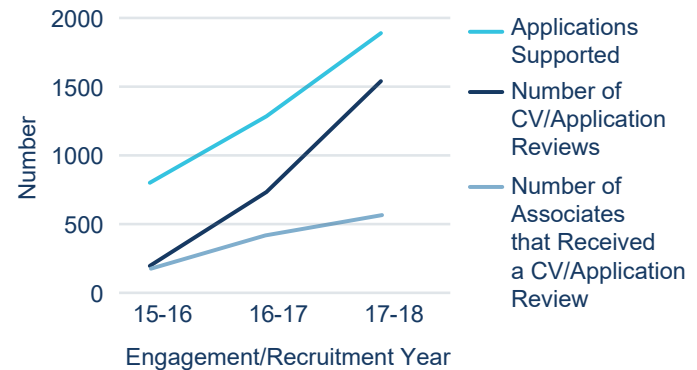
Application and CV Support

Application and CV guidance leverages upReach Programme Coordinators' expertise to support Associates to adapt their applications to specific employer preferences. Application reviews are **tailored to both the individual and the employer**, to help Associates best **showcase their skills and experience** while improving their **understanding of the role and the sector**.

'Applications Supported' indicates any logged application as a result of proactive contact with a Programme Coordinator, and is logged by recruitment cycle. 'CV and Application Reviews' denotes all CV and applications that have been reviewed by a Programme Coordinator with specific advice and guidance provided, and are recorded in engagement years.

	15-16	16-17	17-18	% change in 17-18
Number of applications supported	755	1250	1861	49%
Number of CV/application reviews	142	679	1505	122%
Associates that received a CV/application review	115	360	517	44%

Application Support and Reviews 2016-2018



“ My Programme Coordinator Kiran has been especially helpful during the application process. Kiran read through several of my applications and helped me re-draft them to a high standard. He also worked with me to form a good quality CV, one that showcases all of my skills and am confident employers will find impressive. After my success in the initial stages of the application process, he arranged a mock interview to help prepare for the assessment centre. We drafted responses based on my skills and I was made to feel confident in the qualities I could bring to the placement ”

Dulcie, 2nd Year Student, University of Liverpool

Our Programme of Support: Succeed

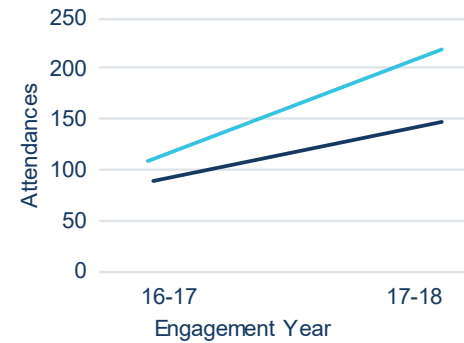
Mock Interviews

Mock interviews **prepare students for employers' recruitment processes** to maximise their chances of success. Through tailoring each mock interview, **Associates receive personalised advice on their strengths and development areas as part of their interview preparations.**

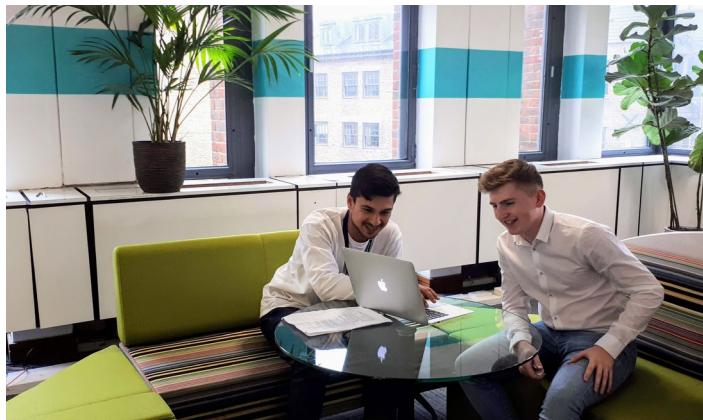
	16-17*	17-18	% change in 17-18
Total Attendances	104	236	127%
Associates Attended	88	183	108%

*Mock interviews were not formally logged until late 2016, meaning there is no data for the 15-16 engagement year, and 16-17 data may not capture all mock interviews in the engagement year.

Mock Interviews Attendances 2017-2018



— Total Attendances — Number of Associates



1.0
average increase in
Application & Interview Skills
GEF levels after one year on
the programme

78%
of Associates who completed
a Mock Interview received an
offer for a job or internship

“ Guidance during mock interviews and 1-to-1s has helped me be more successful and confident during formal assessments

Associate survey respondent

“ Having a practice mock phone interview... aided me to prepare for the type of questions that I was later asked by HR during my actual interview

Associate survey respondent

Our Programme of Support: Succeed

Exclusive Internship Opportunities

Exclusive internship opportunities are 2-10 week internships organised exclusively for upReach Associates. Internships provide Associates with the opportunity to gain **in-depth work experience**, and to develop their skills and career knowledge in the workplace.

Exclusive internship opportunities were a new feature of the upReach programme of support in 2017/18. In total, **14** upReach Associates secured exclusive internships in 2017/18; **5** of whom converted these to graduate offers for 2019.



“ During my four weeks as an Aviva Origins intern, I worked on projects of contemporary relevance whilst exploring Aviva’s various business functions. For example, in my department (Group Legal), I researched the distribution of digital insurance across key international markets. In addition, we were also encouraged to develop product ideas that address rising social concerns. Focusing on the topic of pensions, I worked with four fellow interns and delivered our idea to the Group Executives. Such exposure to the company’s senior executives and the variety of work made the internship a truly rewarding one. With huge thanks to upReach, and especially Laura, I will be joining Aviva on their graduate scheme in September

Yinan, Finalist, Durham University

Jemima's upReach Journey



Jemima Pople | BA History | University of Exeter | 2019 Graduate

2017-18 Engagement: 3 Skills Workshops | 1 Insight Day | 2 Mock Interviews
12 Application Reviews | 9 Online Tests | 22 visits to my.upReach

Jemima has been an upReach Associate since January 2018. During the 2017-18 delivery year, Jemima achieved a Gold Award on the Consultancy Springboard and worked closely with her Programme Coordinator to build her application skills and develop her understanding of future careers. In summer 2018 she secured a Marketing Internship at Boots. Jemima has an offer to join KPMG's Consulting division in 2019.

“ upReach has helped me throughout all of the stages of my internship and graduate scheme applications over the last 12 months. Liam has read through and made comments on all of my written questions in the initial stages of the applications, and the tests on my.upReach have proved extremely helpful, as this was the stage I was often rejected at before upReach.

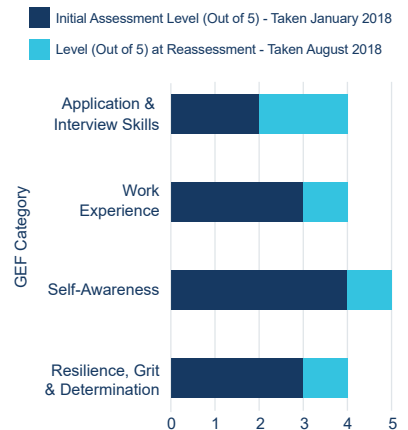
The support I have received over the last year has been extremely valuable. In particular, having mock interviews and the detailed feedback from these has allowed me to go into the real interviews feeling much more confident with my abilities and answers. Beyond application help, upReach and Liam in particular have been a great motivational factor during this stressful final year of university.

Jemima, upReach Associate

“ Throughout my time working with Jemima, she has shown tremendous enthusiasm and a willingness to learn. By attending a number of insight days in her first six months on the programme, Jemima identified the sectors that best suited her interests, and through attending workshops on campus and at the upReach offices learnt more about her own skills and areas for development. I worked closely with Jemima as she prepared for internship and graduate role applications, conducting mock telephone and video interviews. Her graduate offer is a testament to the dedication she has shown to her own personal and professional development, and her engagement with the upReach programme since January 2018.

Liam, Programme Coordinator

Growth in Key Employability Skill Areas
During Time with upReach



Luke's upReach Journey



Luke Bradburn | MEng Mech Engineering | University of Southampton | 2020 Graduate

2017-18 Engagement: 2 Insight Days | 1 Careers Academy | 2 Video Forums | 4 Application Reviews | 14 visits to my.upReach

Luke has been an upReach Associate since February 2018. During the delivery year 2017-2018, Luke achieved a Silver Award on the Banking and Finance Springboard, attended numerous Insight Days with a range of employers, and took on a leadership role with the upReach student society on campus. In 2018, Luke completed an Internship at Atomic Weapons Establishment (AWE) which he converted to a graduate role offer.

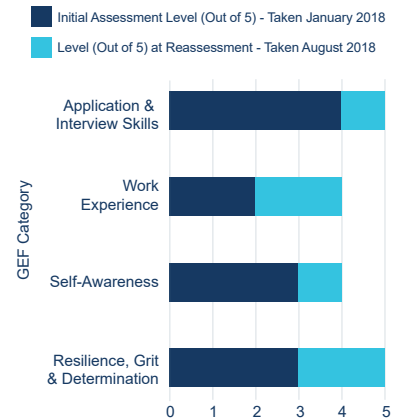
“ upReach has opened my eyes to careers I never would have considered. You can read about a career as much as you like on the internet, but you can't get the true feeling until you visit a place of business and feel its culture. upReach through its many Insight Days and career related events has supported me on this journey. A highlight of the upReach approach is the flexibility in allowing Associates to explore different career paths. I was assigned a direct mentor in the financial industry, a contact who gave me a genuine insight into a career path I was exploring. The upReach Springboard includes a concise compilation of invaluable knowledge which helped me immeasurably during assessment centres. Through Skills Workshops upReach offered on campus I was able to develop soft skills I had not previously considered. In addition to this I've been helping with the recently established upReach Southampton Society which has expanded my network at university and offered me experience in organising events. A highlight is an event we organised on campus debating the effect of Brexit on the working class.

Luke, upReach Associate

“ Working with Luke has been a treat. Since joining the programme he has fully engaged with all upReach events and opportunities and has been a driving force in growing the presence of the Southampton upReach Society on campus. Luke explored different career paths before focusing in on the Banking and Finance Sector. He has developed his commercial awareness through attending multiple Insight Days with our banking partners and participated in our mentoring programme as well as mock interviews and mock assessments. Luke has also been dedicated in his approach to building his employability skills - attending Skills Workshops on campus and taking on leadership roles within the upReach Southampton society and in other aspects of his university life.

Laura, Programme Coordinator

Growth in Key Employability Skill Areas During Time with upReach



Continuing the Journey: Our Alumni Support



17 Associates who graduated in 2018 have since secured graduate roles for 2019 with upReach support

5 alumni mentored upReach Associates in 2017-18

1 new partnership through alumni connections

upReach continues to play an important part in supporting graduates once they enter employment. Along with our programme of events to help Associates transition well into the world of work, we facilitate a programme of talks and workshops and continued employability support. Alumni also continue to support upReach by becoming mentors and helping establish employer partnerships.

Jamal Ud-din | North Highland Analyst | upReach Associate 2015-17

“

I would recommend all alumni to speak to their employers about upReach and the important work they do – you never know, a potential partnership or other vital support may result from it.

”

Experience: Xperience North Highland

Mentor: Deloitte and Bank of America Merrill Lynch

Alumni Activity: Attended three alumni speaker events, mentor on the upReach Mentoring Programme, supported upReach as North Highland's Charity of the Year 2018

Alumni Continue To Engage With Our Programmes

upReach alumni have access to enhanced support for 12 months following graduation, including engagements with partner employers and accessing online resources. Many upReach alumni maintain close contact with their Programme Coordinators, receiving support both within and while seeking professional graduate employment. This continued support contributes to our data collection on graduate outcomes.



Intervention	Total	Number of Alumni
Careers Academies	4	4
Insight Days	8	7
Video Forums	14	8
my.upReach Logins	249	35
Applications	60	31
Online Tests	37	9

Our Strategic Priorities 2019-22

Our 2019-2022 strategic plan outlines the key areas of focus over the next three years. We will prioritise delivery: seeking to offer more students personalised support through geographical expansion, working with a greater number of university and employer partners, developing our income streams and further enhancing our approach to impact management.



Looking to the Future

Our 2019-2022 strategy will place impact at the heart of our decisions and strategic approach. We have ambitious plans for ensuring our data is robust, that our collection methods allow us to extract high quality data, that we are testing the quality of our impact and are acting effectively upon the results.

We currently:



Carry out university year end reviews to support our impact reporting



Complete a trustee evaluation of outputs and outcomes vs KPIs



Use our engagement dashboards to provide guidance on support required



Use our Impact & Quality Frameworks to govern decision making



Demonstrate skills development using our Graduate Employability Framework

In 2019-21 we commit to:



External validation of our impact with Pro-Bono Economics, analysing specific programmes with comparative data provided by partners. Commenced in April 2019 due for completion in Easter 2020



Publish an annual impact report in April 2020, covering 2018 graduates and the 2018/19 delivery year



Embed live impact dashboards on our website



Use the Graduate Employability Framework to evaluate the Associate journey and inform programme design

We will evaluate the feasibility of:



Conducting a Randomised Control Trial (RCT) in 2020/21



Working with external consultancy to calculate our social return on investment



Conducting a cost benefit analysis of upReach interventions

Support Us to Create More Impact!

Would you like to work with us? Partnership opportunities include:

Become a volunteer

We are always on the lookout for passionate people who can give their time and skills to support our work in a variety of ways.

For more information email:
volunteer@upreach.org.uk



Become an employer partner

We have significant experience creating long term partnerships with businesses. Find out how your business can get involved with our work.

For more information email:
partnerships@upreach.org.uk

Become a member

In Autumn 2018 over 1,000 more students applied for support than we could offer places, given our resources.

Join upReach Members who together are helping us to support 2,500 students by 2022; partner with upReach to fund specific events or cohorts; or join our Development Advisory Board to drive lasting change.

<https://upreach.org.uk/get-involved/>



Become a university partner

We create long term, collaborative partnerships with universities. Find out how your university can get involved with our work.

For more information email:
partnerships@upreach.org.uk

Thanks to Our 2017-18 Partners



Thanks to Our 2015-18 Supporters

upReach are grateful to all our supporters, without whom our Associates would not have achieved such career success. We are delighted to be working with people and organisations that share our vision of a society in which everybody has an equal opportunity to realise their full potential, regardless of social background. Specific thanks must be made to the following organisations and individuals:

From July 2016 - March 2019 we participated in the **CAN Invest** Incubator Programme. Thank you to CAN³ for their support to design our Theory of Change and for the guidance in the creation of this impact report.

Thank you to **JMAN Group**, our pro-bono consulting partner for their ongoing support and contribution to the data analysis used in the report.

Thank you to the **upReach Trustee and Advisory boards** whose contribution to the development and input into the strategic direction of the charity is greatly appreciated.

Thank you to the **upReach Development Advisory Board** which was established in 2018 to enable individuals to support our mission to boost social mobility in the UK. We are very grateful for the investment that these individuals have made, which has enabled upReach to accelerate our growth.

Thank you to the **upReach staff team**, who go above and beyond to maximise the impact the charity has on the individuals who participates in our programmes.

Thank you to **Imitor Graphica**, our pro-bono design partner for their work on this impact report.

upReach



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