

WE ARE
THE DEPARTMENT
OF BIOENGINEERING

Recruitment: Outreach Perspectives

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Outreach and Public Engagement Manager

OUTREACH OBJECTIVES

1. To raise the profile of the discipline of bioengineering
2. To recruit the best students who will become future leaders of bioengineering.

Objective 1

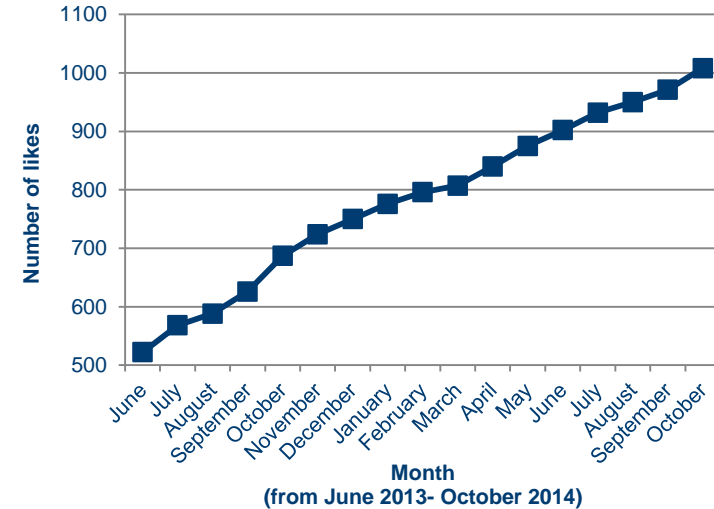
To raise the profile of the discipline of bioengineering we must:

- a) Have a clear, defined well promoted image of the Department
- b) Ensure that bioengineering appears as its own unique discipline
- c) Increase public awareness of bioengineering

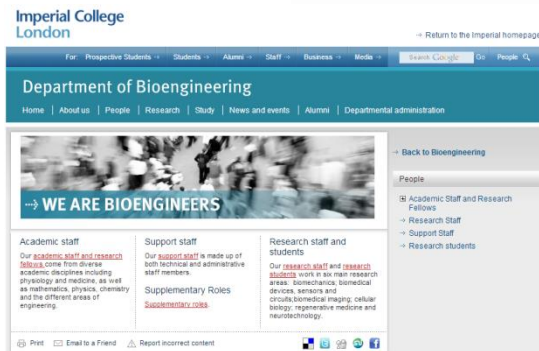
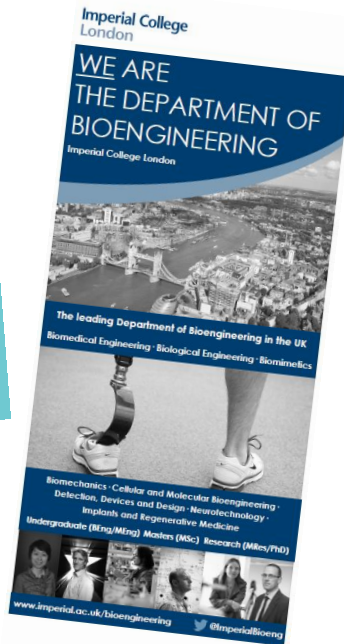
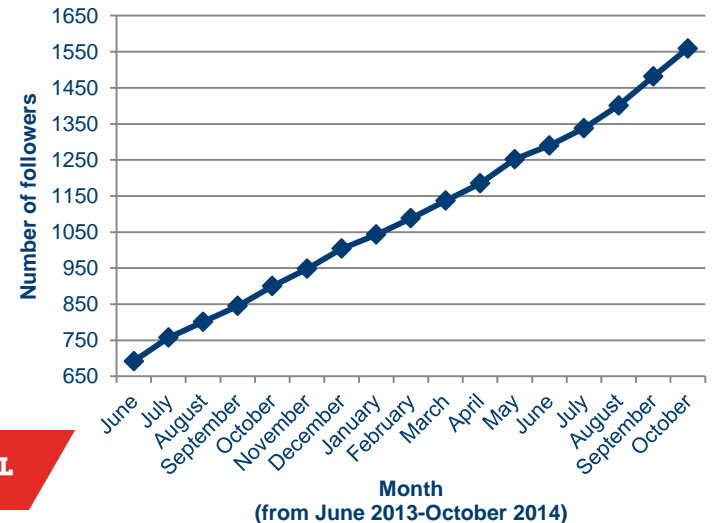
Raising the profile



Facebook



Twitter



ROYAL ACADEMY OF ENGINEERING

bioeng the bioengineering society



IPEM Institute of Physics and Engineering in Medicine



IET The Institution of Engineering and Technology

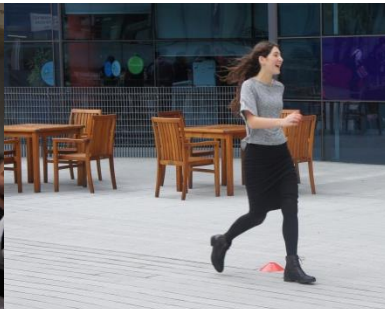
Institution of MECHANICAL ENGINEERS

Objective 2

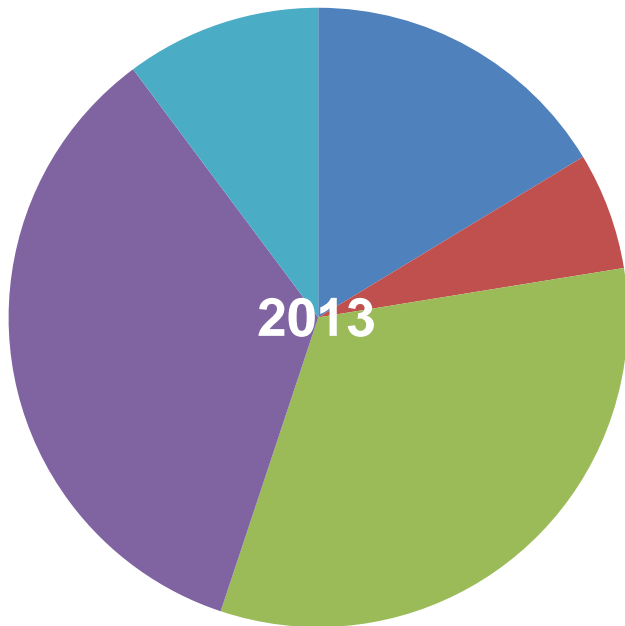
To recruit the best students who will become future leaders of bioengineering we must:

- a) Identify targets for student recruitment
- b) Formalise summer school programmes
- c) Review effectiveness of recruitment mechanisms

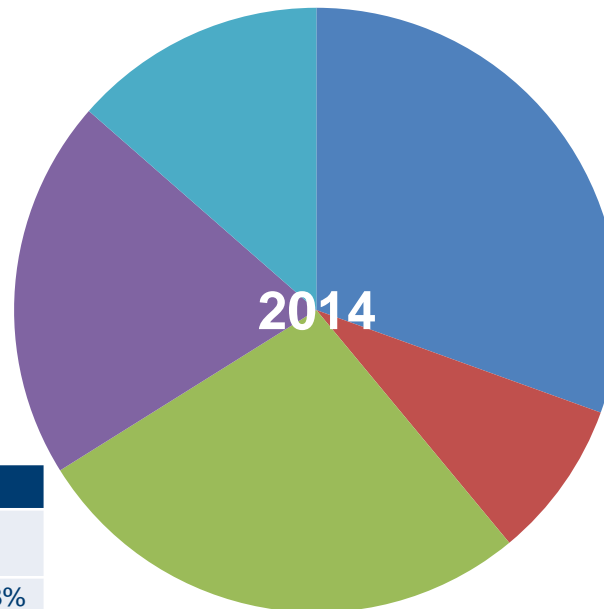
Recruit the best students



Headstart feedback



- Activity, behaviour, progression
- Attitudes and values
- Enjoyment, inspiration, creativity
- Knowledge and understanding
- Skills



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Interest in studying bioengineering				
	Before	After	Total number of students	
Group 1	8	16	30	53.33%
Group 2	4	7	30	23.33%

Open Day feedback

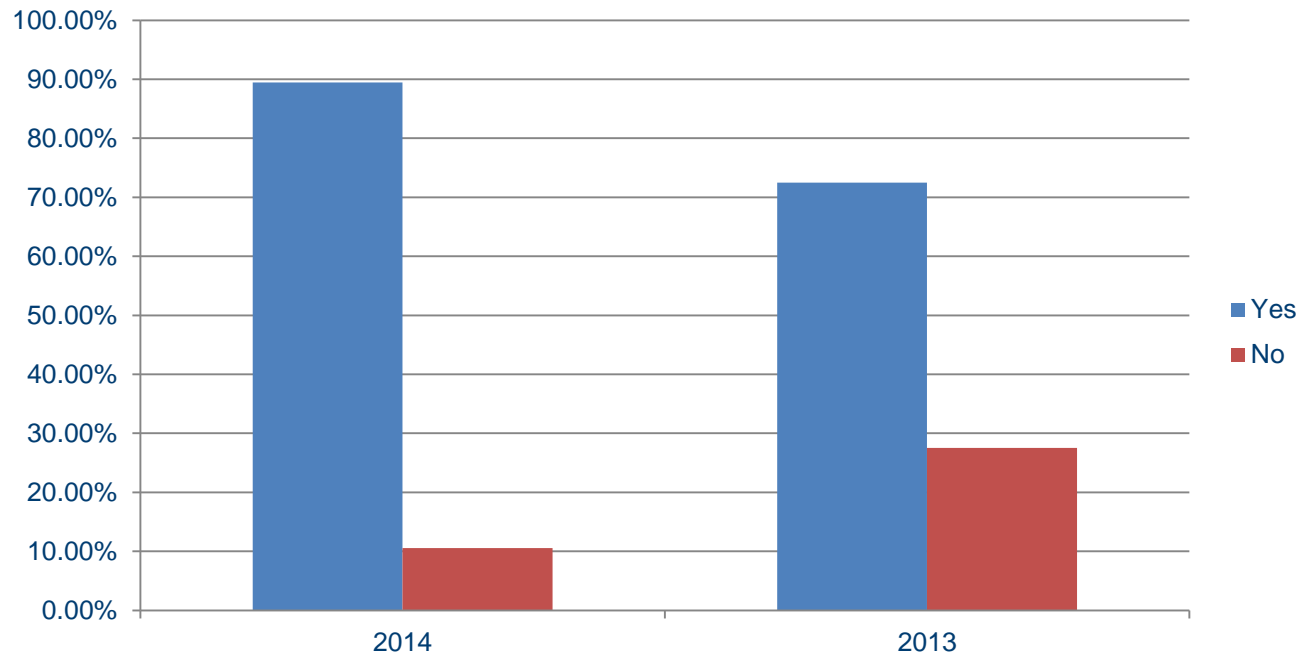
2014						
	Thursday 26 June (registered)	Thursday 26 June (attended)	Friday 27 June (registered)	Friday 27 June (attended)	Total (registered)	Total (attended)
Queens Tower stand engagement	n/a	314	n/a	269	n/a	583
Departmental session 10:00	120	60	118	50	238	110
Departmental session 12:30	120	80	120	80	240	160
Departmental session 15:00	120	60	100	60	220	120
Total engaged		514		459		973

2013						
	Thursday 27 June (registered)	Thursday 27 June (attended)	Friday 28 June (registered)	Friday 28 June (attended)	Total (registered)	Total (attended)
Queens Tower stand engagement	n/a	195	n/a	200	n/a	395
Departmental session 10:00	111	69	116	72	227	141
Departmental session 12:30	104	74	95	67	199	141
Departmental session 15:00	86	52	86	52	172	104
Total engaged		390		391		781

	Registered 2014	Attended 2014	Registered 2013	Attended 2013
Attendance rate	698	390	598	386
	55.87%		64.54%	

Open Day feedback

Were you aware of bioengineering prior to the open day?



Yes	89.47%	34	vs.	Yes	72.50%	29
No	10.53%	4	vs.	No	27.50%	11

Top tips

1. Institution
2. Subject
3. Target audience
4. Strengths
5. Resources
6. Targets
7. Measures of success