UNIVERSITY OF CAMBRIDGE
Department of Computer Science
& Technology

Outreach Committee Meeting
14:00 - 15:30, Monday 2 June
William Gates Building, Room GS15

Agenda

Committee Membership:
Jeremy Yallop (Chair, JDY)
Aga Niewiadomska, Outreach Administrator (Secretary, AN)
Celia Burns, Faculty Administrator (Notetaker, CB)
Laurie Gale (LPG)
Rachel Gardner, Communications Manager (RG)
Lise Gough, Postgraduate Education Manager (LMG)
Neel Krishnaswami (NK)
Peter Ochieng (PO)
Sue Sentence (SS)
Becky Straw, Undergraduate Teaching Manager (RS)
Jamie Vicary (JV)

1. **Apologies for Absence**

2. **Conflicts of interest**

3. **Updates on current outreach projects**

    a. **Women in CS**
    Feedback for the seminar series is attached.

    b. **DeepMind internships**

    c. **Sutton Trust summer school**

    d. **Cambridge Festival**

4. **Outreach strategy**
   To review the attached strategy document which contains changes arising from the most recent committee meeting.

5. **Data collection strategy**
   Updates from the discussion at the ED&I Committee meeting in February regarding data collection strategy.

6. **Equality, Diversity and Inclusion (EDI)**
   All Department committees have been asked to include a standing item on equality, diversity and inclusion to ensure that these issues are considered across the Department. Do Committee members have any EDI issues they would like to raise?
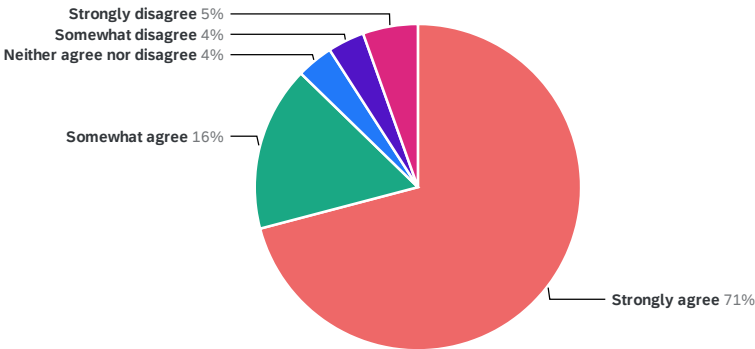
7. **Any Other Business**

8. **Date of Next Meeting**
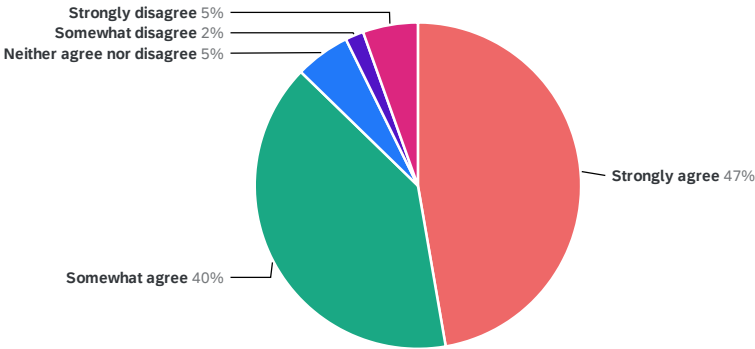
WiCS seminars overall feedback / Page 1

Please rate each of these statements from 0 to 10, where 0 is strongly disagree and 10 is strongly agree. 56

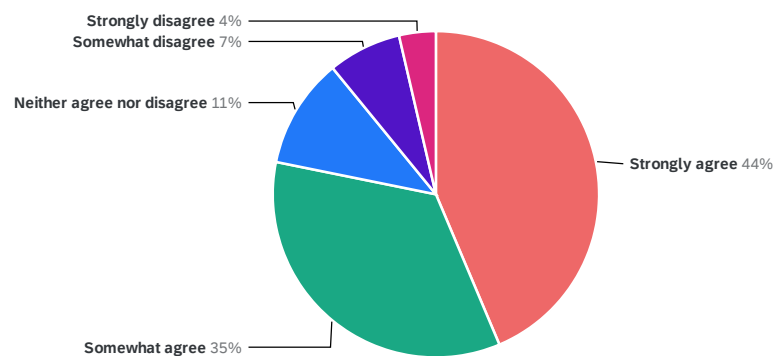| Please rate each of these statements from 0 to 10, where 0 is strongly disa...	Average	Minimum	Maximum	Count
I enjoyed all the seminars	8.73	5.00	10.00	56
I learned a lot from the seminars	9.35	5.00	10.00	55
The seminars were pitched at a good level for my understanding and experience	8.05	5.00	10.00	55
I received enough information about the seminars in the weeks leading up to them	8.73	4.00	10.00	55

Studying Computer Science at university is for people like me. 55 ⓘ

- Strongly disagree 5%
- Somewhat disagree 4%
- Neither agree nor disagree 4%
- Somewhat agree 16%
- Strongly agree 71%

I would fit in well academically with other Computer Science students at university. 55 ⓘ

- Strongly disagree 5%
- Somewhat disagree 2%
- Neither agree nor disagree 5%
- Somewhat agree 40%
- Strongly agree 47%

I would fit in well socially with other Computer Science students at university. `55` ⓘ

Strongly disagree 4%
Somewhat disagree 7%
Neither agree nor disagree 11%
Strongly agree 44%
Somewhat agree 35%

Taking into consideration your previous answers, to what extent did taking part in the Women in CS seminar series influence your choices? `55` ⓘ

Not at all 5%
Very much so 35%
A little 60%
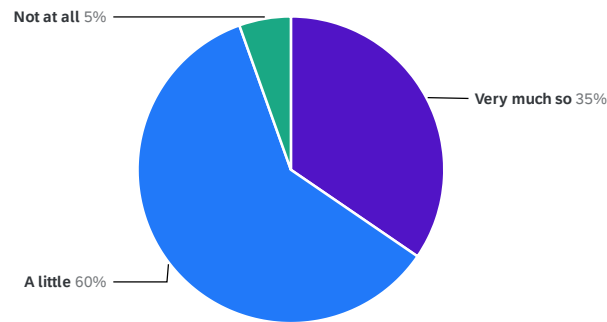
■ Very much so   ■ A little   ■ Not at all

Has attending the seminar series changed your mind about applying to study Computer Science? `45` ⓘ

Q19 - Has attending the seminar series changed your mind about applying to study Computer Science?	Count	Count
No, I wasn't considering applying before and am still not planning to apply	7%	3
Yes, I wasn't sure about applying and now I'm not planning to apply	7%	3
Yes, I wasn't sure about applying and now I'm planning to apply	33%	15
No, I wanted to apply before and I'm still planning to apply	53%	24

Has attending the seminar series changed your mind about applying to Cambridge? `30` ⓘ

Q21 - Has attending the seminar series changed your mind about applying to Cambridge?	Count	Count
No, I wanted to apply before and I'm still planning to apply	43%	13
Yes, I wasn't sure about applying and now I'm planning to apply	40%	12

Q21 - Has attending the seminar series changed your mind about applying to Cambridge?	Count	Count
Yes, I wasn't sure about applying and now I'm not planning to apply	3%	1
No, I wasn't considering applying before and am still not planning to apply	13%	4

Q21 - Has attending the seminar series changed your mind about applying to Cambridge?	Count	Count
Yes, I wasn't sure about applying and now I'm not planning to apply		
No, I wasn't considering applying before and am still not planning to apply		

Select comments from the overall WiCS seminar feedback survey

What was the best part of the seminar series? What did you find most useful or enjoyable?

- I personally found the variety in seminars so captivating and interesting, especially with specific seminars that contain information that I wouldn't hear commonly of.
- Being able to explore a wide range of topics explained in a very accessible way was what enabled me to further delve into the topics myself without feeling overwhelmed by knowledge online. The complex topics such as machine learning and quantum computing broken down into easier bits made it easily understandable and all the more interesting.
- Not only the educational content, but learning about the roles of the women leading the seminars have and how to get to certain positions.
- The Q&A session was the most enjoyable! I liked seeing people my age come up with questions, and get their answers! Some people thought very outside of the box, and asked questions that stretched the topic even further and crossed it with topics I hadn't even thought of. I really liked engaging with other people my age by listening to the seminars and taking notes, and seeing what it is like to study at Cambridge in general. Moreover, it gave me ideas for my EPQ! I want to do an EPQ which revolves around computer science, and these seminars educated me on different topics I could dive into. :)

If there is anything else you'd like to let us know, please write it here.

- Thank you so much to the organisers and the speakers, this was a really memorable experience for me and I enjoyed it a lot. It has inspired me to delve further into computer science and strengthened my decision to apply for it.

Outreach Strategy

Background

The Outreach Committee Terms of Reference state:

> *The Outreach Committee aims to promote Computer Science at Cambridge, and the subject more broadly, to a diverse range of potential applicants to our undergraduate and postgraduate degrees. The overall goal is to improve diversity in the student population, raising aspirations and encouraging participation from all applicants, in particular those from disadvantaged and underrepresented backgrounds.*

This document sets out the strategy that the Department employs to achieve these aims. The strategy involves a range of activities, some that aim to reach a wide population, and some that are intended to provide opportunities and support for relatively small numbers of potential applicants. The following sections describe the approach in broad terms, before covering aspects of the strategy that aim to address the different needs of potential undergraduate and postgraduate applicants.

Broad approach

Two key aspects of outreach are maintaining the website and organising events.

We will periodically audit the website to ensure that it effectively advertises the Department, provides clear information about admissions, and encourages potential applicants who might otherwise be deterred from applying by misconceptions or false assumptions connected with their background or characteristics. In pursuit of this last aim we might, for example, collect and publish testimonies from current or previous students to offer personal perspectives on admissions and on their experience in the Department more generally.

The Department organizes and participates in a number of outreach-related events. These take various forms, including public engagement (e.g. at the Cambridge Festival), mixed online/residential programmes (e.g. STEM SMART and Women in CS), internships, and more. In order to make effective use of our resources, events often involve partnerships with other organisations. Where possible, the Outreach Committee will review the effectiveness of events in which the Department is involved, by assessing statistics such as numbers of participants, by surveys, by using external sources of data such as HEAT to monitor outcomes, and by comparing data from year to year. On occasion, we might seek funding from external sources (e.g. as donations from alumni or commercial organisations, working with CUDAR, or as grants from charitable organisations), if the conditions attached are acceptable to the Department and aligned with its outreach strategy, and if the benefits of doing so are commensurate with the effort involved.

Undergraduate strategy

Undergraduate admissions are handled by Colleges, but potential applicants may nevertheless visit the Department's website for information about admissions and about the course. The website should give clear information about the Cambridge application process and about studying at the Department, and offer advice about making competitive applications to study Computer Science at university more broadly. We will also support the administrators of the central University webpages to ensure that the sections about Computer Science admissions are clear and accurate.

Outreach-related events for potential undergraduate students aim to raise aspiration. These events take a wide variety of forms, and might involve partnerships with other organisations, both internal (e.g. Colleges and the central University) or external (e.g. The Sutton Trust and The Brilliant Club). In order to maximise reach, we aim to engage with teachers as well as students, and to build relationships with schools.

To monitor the effectiveness of our outreach work and determine where future efforts can be most effectively directed, we will collect and analyse data about Computer Science applicants and undergraduate students studying at the Department, coordinating with the Equality, Diversity and Inclusion Committee where appropriate. The data might include, for example, sex, deprivation (e.g. via POLAR4 and TUNDRA), national and ethnic origin, and educational background, and we might assess statistics for applications, offers, acceptances and outcomes (e.g. classes of degrees awarded). We will also assess the effectiveness of outreach events by means of surveys of students and external data sets (e.g. HESA).

Postgraduate strategy

For postgraduates, funding is a key concern, and so the website should provide clear information on funding sources, as well as advice about making effective applications (e.g. about the need to discuss applications with potential supervisors).

A key aim of postgraduate outreach is to give outstanding students who might not otherwise have considered pursuing research opportunities to experience a research environment. In pursuit of this aim we might, for example, engage with organisations (such as DeepMind) that provide support and funding for research internships, and form partnerships with non-research-intensive universities to advertise to suitable students.