



## HE entry - Evaluating the predictive power and variables of the HEAT Groups model

HEAT uses its own classification system - **The HEAT Groups** - for grouping outreach participants to reflect their likelihood of enrolling in Higher Education.

The HEAT Groups use a basket of measures which indicate socio-economic deprivation and prior attainment level.\*

\*For a full HEAT Groups methodology please contact the HEAT service. Members can download a copy from the HEAT File Store

Attainment

### Disadvantage

	High	Low
Low	Group 1	Group 3
Medium	Group 2b	Group 4b
Highest	Group 2a	Group 4a

HEAT commissioned the **Behavioural Insights Team (BIT)**\* to evaluate the predictive power of the HEAT Groups and the variables that contribute to the classification. \* <https://www.bi.team>

### Findings

- *Members can be confident that the HEAT Groups Classification is predictive of HE entry*
- *It continues to be important for the HEAT membership to work with the Department for Education to continue to gain access to data on prior attainment*
- *Although there has been debate across the membership about the collection and wording of a 'First Generation HE' self-declaration by outreach participants, this research points to its predictive importance. Members may wish to consider collecting this information if they do not already do so*
- *This research points to the importance of Low School HE Participation as a predictor of HE entry. This information is available in the Schools Planning Dataset available to all members. Members may wish to revisit this as a targeting criteria. In addition the Research Group and the HEAT data team will consider this indicator for future thematic research*

