The HEAT Service

Helping members to target, monitor and evaluate progression activities

HEAT Central Team
History

- Sector owned, developed by the sector
- Members with common aims:
  - Share monitoring and evaluation costs and avoid duplication
  - Share best practice and collaborate in research
  - Provide fit for purpose tools & information
  - Building evidence

Targeting | Planning | Monitoring | Evaluating | Target Setting
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National Coverage

- Higher Education Institution
- Third Sector Organisation
- Uni Connect Partnership
- Further Education College
At its core, the HEAT Database focuses on...

**Institutions**
- Schools
- Colleges
- Community groups
- Virtual schools
- Universities

**Activities**
- Taster Days
- Masterclasses
- Mentoring
- Assemblies
- Residential

**Students**
- First & last name
- Date of Birth
- Postcode
- Education History
- Gender
HEAT’s Tools & Features

1. **Plan** Intervention Evaluation
   - Theory of Change linking interventions to outcomes & methods:
     - **1.1. Evaluation Plans Tool** (enabling Peer Evaluation)

2. **Target** Schools/Colleges & Select Participants
   - Selecting schools/colleges & participants based on data:
     - **2.1. Institution Profiles** (aka Planning datasets)
     - **2.2. Postcode Profiler, 2.3 Student Profiler**

3. **Record & Monitor** Activities & Participants
   - Streamlining data capture:
     - **3.1. Event Programme**
   - Tracking the counterfactual:
     - **3.2. Evaluation Group Field (Comparator Groups)**
   - Monitoring progress:
     - **3.3. Monitoring Dashboard, 3.4 Delivery Report**

4. **Analyse & Report** Outcomes
   - Intermediate outcomes:
     - **4.1. Survey Tool**
   - Long term outcomes:
     - **4.2. Key Stage 4 Track, 4.3. HESA Track**

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This diagram shows how the features align with the core database processes...

- **Planning and Design**: Institution Profiles, Postcode Profiler, Evaluation Plans Tool, Event Programme
- **Activity Implementation**: Create Activity Record, Event Report, Student Ambassador Programme, Create Student Record
- **Analysis and Reporting**: Delivery Reports, School Infographic, Student Profiler, Survey Tool, HESA Track
System, Tools & Features Overview

- Online Database
- Monitoring Dashboard
- Duplicate Checker and Cleaning Tools
- Institution Profiles
- Postcode Profiler
- Student Profiler
- API
- Evaluation Planning Tool
- Event Programme
- Secure File Store
- Student Ambassador Programme
- Survey Tool
Targeting and Planning Resources Overview

- Comprehensive database of educational establishments
- School and college profiles and performance trends
  - Department for Education KS4 and KS5
  - Education and Skills Funding Agency Level 3 and Work-based learning
  - UCAS Application/Attrition rates
Monitoring Data and Reporting Overview

- Integrated Dashboard
- Reporting Tools
- Data Exports
- Survey Data
Tracking, Research and Evidence Overview

HEAT Track
• Report 1 (KS4)
• Report 2 (KS5)
• Report 3 (HESA)

Research and Evidence
• Member and sector research questions
• Use of HEAT aggregate data
• Bespoke research commissions
• Cross-sector collaboration
• Thematic reporting
Support and Advice Overview

Support and Advice
• Initial set-up training
• Public and Member website
• Regular Email Updates
• Online Support via HEAT Support and Member Consultants
• Webinars and online training sessions
Governance and Community Overview

- Shared knowledge and experience
- Collaboration to reduce costs, duplication and capacity needs
- Database Development Panel
- Member Forums
- Research Group
- Governance and Steering groups
- National lobbying

Support and Advice

System, Tools and Features

HEAT Service

Targeting and Planning Resources

Monitoring Data and Reporting

Tracking, Research and Evidence
Members enter data into the HEAT Database

1. Inputting and importing options
   Minimum student and activity data requirements

2. When participants reach Year 12, their data is linked to KS4 datasets
   January following their exams
   Track Report 1 explores KS4 attainment levels

3. When participants reach 18 years old, their data is linked to KS5 and other FE qualifications
   January following their exams
   Track Report 2 explores Level 3 progression and attainment levels

4. When participants progress to HE, their data is linked to HESA
   Data for previous academic year reported in Spring
   Track Report 3 explores progression, HE attainment and destinations

5. Tracking continues to PG and GOS data
   Students continue to be linked for a number of years according to our retention policy

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Evidence and Impact

• HEAT helps members to evidence:
  • How effectively are we targeting outreach to widening participation students?
  • The student journey through outreach, recruitment and inreach activities
  • Does outreach have an impact on student attainment at Key Stage 4 or Key Stage 5?
  • What is the progression rate of outreach participants (compared to their peers)?
  • When should we start working with students to have the most impact?
  • What framework of activities have the most impact on progression rates?
  • What distance do our participants travel to get to Higher Education?
  • How do our outreach participants perform in Higher Education compared to peers?
  • What are the destinations of outreach participants, post Higher Education?
Next Steps

Is HEAT right for your organisation?
- Think about what your organisation needs and what parts of the Service you would use?
- Do you need planning data to inform your targeting?
- What monitoring and tracking data do you need for reporting?

Consider the membership options
- Fully digest all the HEAT documentation and options for joining

Explore the HEAT DEMO Database
- Let us know if you would like to be added so you can have a look around

Complete the online HEAT Member Application form
- Let us know when you are ready to apply

Preparation for joining
- Are you collecting the minimum Student data required for tracking?
- Think about the data-sharing agreements that may need to be put in place
- Ensure your data privacy notice and data collection processes are in place

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References and Resources

HEAT Public Website: 
heat.ac.uk

HEAT Member Website: 
members.heat.ac.uk

HEAT Support: 
support@heat.ac.uk