

Project Access

Making Higher Education Accessible,
for Everyone



Background

After speaking with local grassroots organizations, schools, students and parents in socioeconomically challenged areas in Sweden, we realized that higher education is less accessible for students in said areas.

Based on the gathered information, we identified that one cause is that information about higher education is less accessible for students and parents in socioeconomically challenged areas. This has resulted in an information asymmetry regarding the options, opportunities and benefits of higher education. The prevalent information asymmetry is an expression of inequality. We decided to initiate a project with the purpose of reducing this inequality, in accordance with UN sustainable development goal #10.

10 REDUCED INEQUALITIES



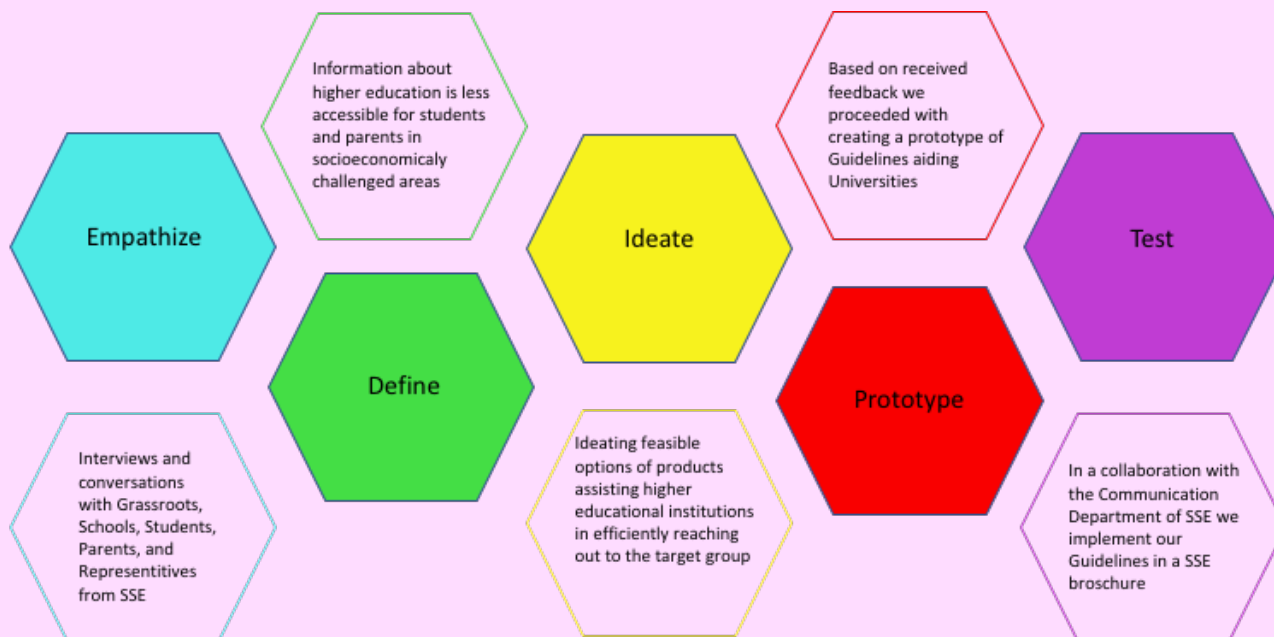
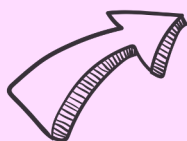
10.2 Empower and promote the social, economic and political inclusion of all

10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices.

Universities and other educational institutions can reduce this inequality by making an active effort to specifically reach out to students and parents in socioeconomically challenged areas with information about higher education and their institutions.

By reducing this inequality, students are able to make informed decisions about their education and parents are able to guide and assist their children on the path to higher education. We created this project in order to encourage and aid educational institutions in making this effort.

Process



Challenges & Lessons Learned



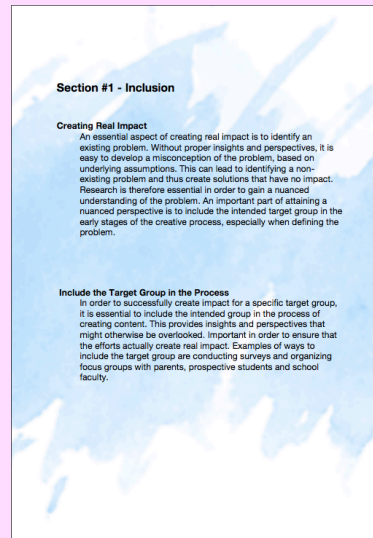
- It is challenging to conduct a project affecting multiple stakeholders
- Producing content that is to be used in an official context is a complex process that comes with a lot of responsibility
- Being dependent on several institutions for approval, advice, translation and distribution is a time consuming process that has required detailed planning to conduct this project in a limited period of time

Team: Elias Jbari, Bilal Ibrahim, Omar Abouamria, Vasu Gandhi, Sayfa Bunpuckdee, Martin Olsen

Results

Guidelines

We have designed a set of helpful guidelines for how educational institutions can make information about higher education and their institutions more accessible for students and parents in socioeconomically challenged areas. The guidelines cover topics such as how educational institutions can create and distribute information in order to efficiently reach out to students and parents. These guidelines are to be distributed to universities in Sweden with the purpose of encouraging them to implement this initiative in their marketing.



SSE Marketing

Furthermore, we have collaborated with the communications department at Stockholm School of Economics to create marketing material based on these guidelines.



References
 "Socioeconomic disadvantage and access to higher education" by Alasdair Forsyth and Andy Furlong
 Design Thinking: Understand – Improve – Apply by Christoph Meinel, Larry Leifer and Hasso Plattner
 Focus group methodology: Principles and practice by Pranee Liamputtong