

# STARMAST

## OUTREACH STRATEGY

This semester our goal has been to create an outreach strategy which can be applied to help engage our wonderful website with the public!

### OUTREACH DATABASE

We have created a database of specific target groups and individuals who would benefit from using STARMAST resources. This means when we reach a quantity of guides that we are happy with we can rapidly share them with people who would love to hear about it!



### ACADEMIC SCHOOLS & REPS

STARMAST resources would be valuable across the university in various different academic schools with a mathematical/statistical component. By using both schools and their academic reps we can spread the word about our website.

### STUDENT SOCIETIES

SUMS and other university societies already have a built-in and engaged audience and often provide support to sub-honours students. Hence, we could collaborate to promote this online resource.

### SCHOOL CONTACTS

By reaching out directly to teachers in local schools across Fife, we can help them provide extra support and resources to their students who may benefit from them.




### TUTORING COMPANIES

Tutors often use external resources to support their sessions so we aim to reach out to a variety of tutoring companies, specifically charity tutoring organisations, as they may benefit from using these free resources.



### WHAT ABOUT OUTSIDE ST ANDREWS?

In order for STARMAST to grow we (alongside our general social media strategy) want to reach out to secondary schools in Fife. STARMAST is a great resource for those looking to revise for exams, prepare for mathematical university study or go beyond the constraints of their classroom and learn independently. 

### GATHERING FEEDBACK

We are testing comment boxes on a local version of the website. It is important for us to gather feedback from a wide variety of sources to make sure STARMAST is accessible for everyone!



### PRE-MSC STATS GUIDE

We will use the techniques developed and the resources already made to update the current guide given to incoming postgraduate students and make it more accessible and encouraging.

