








## 2018 HELOA Conference Programme – Workshop Descriptions

We have ‘tagged’ the workshops as to the type of session they are, as well as the job role it could relate to.

### Tag Index

 WP/Outreach	 PG	 Case Study
 Recruitment	 EU/International	 Discussion
 Policy/Strategy	 All	 Info Update
 Marketing/Comms.		 Tools & Techniques.

### Thursday 25<sup>h</sup> January 11:00am – 12:15pm

#### Workshop 1

##### **1.1 Supporting students from military families – challenges and opportunities**

##### ***Katherine Lawrance, Service Children’s Progression (SCiP) Alliance***




The impact of parental deployment and family mobility on a child’s education is recognised by the government in the form of the Service Pupil Premium. Recent research has shown that service children are also significantly underrepresented at HE and students from military families are recognised by OFFA as an underrepresented group. The SCiP Alliance is a new partnership of organisations championing the progression of these students into and through HE; the workshop will be a chance to explore the issues and the opportunities.

 WP/Outreach     Policy/Strategy

##### **1.2 Engaging with prospective students through a research-led approach to rich media production**

##### ***Revolution Viewing & University of Bradford***

Revolution Viewing are the sector leaders in the provision of student recruitment rich media solutions, having worked with over 70 UK universities in the past 13 years. The company’s ground-breaking primary research programme with prospective students seeks to understand what prospective students really want and expect from university rich media content such as videos, virtual tours, virtual open days and virtual reality. In this workshop, Revolution Viewing will summarise key findings from their initial research phases and present their brand new phase which established what prospective students from different backgrounds think about virtual experiences. In this lively presentation, Vicky Hayhurst, Commercial Director, Revolution Viewing, will be joined by Emma Bridge, Associate Director (Marketing Communications), University of Bradford, who will provide project case studies of how Bradford have put the research into practice and their results. The workshop will help you to understand where you might have gaps in your own rich media provision, as well as providing you with tips on how you can make the most of your university’s existing rich media content.

 All     Case Study     Recruitment

##### **1.3 Making the move from UK to International Student Recruitment, Essex University, Aston University and York St John University**

This workshop will explore the similarities and differences between working in a UK to international student recruitment market and look at some of the skills that are needed to move from the UK to the international recruitment sector. The panel will include three

representatives who have/have previously worked in UK and international recruitment at various universities.



All



Discussion

#### 1.4 Degree Apprenticeships: Earn while you learn, Manchester Metropolitan University

Degree apprenticeships offer young people another opportunity to progress into Higher Education while gaining significant work experience. The workshop will explain current developments, the application process and how best to advise young people interested in this pathway.



All



Tools & Techniques.



Info update

#### 1.5 Conversion Events - What worked for you?

This panel session will explore the experiences of first year undergraduate students from three institutions about their experiences of conversion events such as Visits Days, Clearing events ect. Delegates will be able to ask the students' questions to find out more about what works well and what could be improved in relation to conversion events.



Policy/Strategy



Info Update



Recruitment

#### 1.6: Classroom management, Dr Morag McIvor

A session focusing upon how to tackle low and higher level disruption when running outreach events and workshops in schools and colleges. Includes practical tips and techniques that work well to overcome classroom disruption



All



Tools and techniques

**Thursday 25th January 16.00– 17.15**

#### Workshop 2

##### 2.1 Fulfilling Your Career Aspirations

###### ***Berwick Partners***

Come and join us as we explore how to navigate the Higher Education career ladder, both horizontally and vertically. The session will be interactive and will cover best practice, advice as well as exploring the changing nature of the sector and its impact on skills sought.



All



Tools and techniques

##### 2.2 “Assistive Technology: Supporting the transition to university for students with complex needs”

###### **Brain in Hand**

Brain in Hand is an innovative assistive technology which enables students with autism, Mental Health conditions, brain injury or specific learning difficulties to improve their engagement and participation. Through encouraging better self-management of difficulties,

proactive coping strategies and insightful reflection, Brain in Hand allows students to thrive in their studies and in living independently. The software is packed with features to help students reduce anxiety, increase confidence, remember events and tasks, feel supported and get the most out of their time at university. This workshop will give you a hands-on overview of the system and provide you with the resources needed to support your students to access Brain in Hand via DSA funding, for their transition into HE and throughout their university career

- WP/Outreach
- Tools and techniques
- Discussion

### 2.3: Delivering successful mentoring projects, Brightside

Mentoring can be a highly successful way to inspire young people and support them to develop their confidence and soft skills. In this practical workshop, Brightside will explore best practice for running successful mentoring projects, using face to face and online methods

- WP/Outreach
- Case Study

### 2.4 Creating Innovative Outreach, Sheffield Hallam University

This session will explore using interactivity, gamification and popular themes to create engaging outreach sessions.

 This session is sponsored by the guardian

- WP/Outreach
- Recruitment
- Case Study

### 2.5 UCAS Events

#### UCAS- Dana Cameron

Many HELOA members attend a number of UCAS Events each year. This session will provide an opportunity to hear from UCAS directly and discuss future developments.

- Recruitment
- Discussion

### 2.6: Implications of GDPR, HEAT

Changes to data protection laws come into force in England in May 2018. This workshop will look at the implications of those changes and, where possible, offer some practical advice for implementing them when collecting and retaining data related to outreach, WP and recruitment activities.




- Recruitment
- Marketing/Comms.
- WP/Outreach
- Policy/Strategy

**Friday 26<sup>th</sup> January 9:15am – 10:30am**

## Workshop 3

### 3.1 Education Policy across the Home nations

This interactive panel session will provide an overview of Education Policy across the home nations, giving participants an opportunity to ask questions of experts, discuss the differences between policy and the implications of this going forward. with this age group.

 All  Case Study  Discussion

### **3.2 Finding our Futures at Kings College: Supporting Attainment and Aspirations through an alternative model to school sponsorship** *Kings College, Guildford and University of Surrey*

School-University partnerships can come in all shapes and sizes. This workshop aims to explore ways in which institutions can implement individualised partnerships that aim to support attainment and aspirations. The significant partnership between Kings College, Guildford and the University of Surrey, and in particular the placing of a full time WPO Coordinator within the school, will be used to demonstrate the ways in which institutions can work with schools to provide individualised support. Kings College, Guildford is an 11-16 academy school 1 mile from the University with a high percentage of pupil premium students.

 WP/Outreach  Case Study

### **3.3 Supporting estranged students into higher education** *Stand Alone*

Many young people enter higher education without support from their families. Stand Alone research has shown that 74% of estranged HE students disconnect from their families during secondary education. For many HE may be the catalyst to finally break away from their families. Others choose HE against the will of their parents. Stand Alone's experience of working with estranged higher education students highlights that many are unaware that there may be support for them or are not confident asking for support. Equally many do not know how to evidence their estrangement to SLC/SAAS. From 18/19 there will be a question on the UCAS application form for applicants to disclose that they are no longer in contact with their family. Staff in secondary education and community organisations such as housing charities, and young people aiming to progress to HE without family support, need to know about the UCAS question and what it means. University outreach work therefore will play a key role in raising understanding and awareness of estrangement and in providing relevant IAG in relation to higher education

 WP/Outreach  Tools and techniques

### **3.4 State of EU recruitment**

Higher Education Advisor, International Officer - Europe

Where we are now and what does the future hold for EU recruitment?

This session will explore the trends and challenges currently facing EU recruitment.

Are you interested in exploring a possible move to overseas recruitment? We will outline the major differences between the two and end with an open discussion.

 EU/International  Info Update

### **3.5 Engaging parents in careers guidance, GTI**

School leaver research consistently reports that parents remain the biggest influencers on students' career paths. Yet much remains ambiguous as to parents' thoughts and opinions on their children's' future, and course providers are still finding communicating and engaging with parents difficult.

We will shed a light on the thoughts and attitudes of parents, based on recent parental research, as well as providing actionable insights into how institutes can best engage these key influencers

 All  Discussion

### 3.6 How well do you understand the decision-making criteria of your prospective UK students?

QS Enrolment Solutions will present the results of its first domestic student survey, examining the decision-making processes and selection criteria of UK students considering university. This session will cover:

- The criteria students use when choosing a course, city and university
- How prospective students define teaching quality
- The role of TEF versus rankings in decision-making
- The information sources students use to choose between institutions
- As well as their communication and marketing preferences.

This presentation includes an interactive quiz that enables attendees to compare their experience and assumptions against the survey responses. How well will you do?

 All  Discussion  Info Update

### 3.7 Can Gen Z students trust UK Universities with their personal data in 2018?

If you think that Gen Z appear ambivalent about their PII (personally identifiable information) don't be fooled by these digital natives. They entrust you with their PII throughout their student recruitment journey, so if you put one foot wrong all that hard-earned trust could evaporate in a heartbeat.



The session will be delivered by Dominic Yeadon, Managing Director, Data Harvesting

 All  Discussion

**Friday 30<sup>th</sup> January 11:15am – 12:30pm**

#### Workshop 4

##### 4.1 True Collaboration, Aim Higher West Midlands

A case study of West Midlands NCOP collaborative outreach. More information to follow.

 Case Study  WP/Outreach

##### 4.2 What's in the Box? Growth Mindset and how to use it.

## **Queen Mary University of London**

The session will present theory and practical use of the internationally renowned and frequently adopted Growth Mindset pedagogy. Originating from the US, Carol Dweck's Growth Mindset enriches learners' understanding of the challenges to overcome in education and achievement. We have adopted this pedagogy at Queen Mary University London, for use within our transitional workshops for Year 7 and Year 12 pupils – and will use this work as a case study in this interactive session, so that you can implement and utilise this theory at your own institutions.

 WP/Outreach  Recruitment  Tools & Techniques.  Case Study

## **4.3 Access to postgraduate study in the UK: key lessons from recent research Department of Education, University of York**

This session will look at recent initiatives to widen access to postgraduate study in the UK. This will include a consideration of why this issue has risen in political prominence, and the responses of policy and institutions. We will consider what widening participation at postgraduate level means, and how it might be measured. Finally, we will look at evidence from projects funded through the postgraduate support scheme, and emerging trends from the government's postgraduate loan initiative, to draw out key lessons for practice. application process.

 PG  Recruitment  Info Update

## **4.4 Working with Academic Staff**

A session discussing best practice when working with academic staff

 All  Discussion

## **4.5 Understanding the IB**

A session discussing the IB qualification

 All  Info Update

## **4.6 Residentials - a student's perspective**

***Various schools and colleges Year 13 students***

This panel session will be held with Year 13 students who have attended summer schools at various universities with a focus on discussing their experiences of the residential experience. Delegates should come prepared to ask the students questions about their experiences of residentials to help the group find out more about what works best for post-16 summer school programmes.

 **Gecko Engage** This session is sponsored by Gecko Engage

 WP/Outreach  Tools & Techniques.  Discussion

