

2019 HELOA National Conference Programme – Workshop Descriptions

Sponsored by UK University Search

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	 Marketing/Comms	 Case Study	 Tools & Techniques
 Recruitment	 PG	 Discussion	
 Policy/strategy	 EU/International	 Info Update	 All

Thursday 24th January 2019

11:00 - 12.15 Workshop 1

1. Understanding the EPQ – delivered by AQA

This workshop is designed to explore the EPQ in relation to higher education outreach. It will cover the benefits EPQ presents to support student aspiration and achievement. It will also illustrate the potential of EPQ to develop valuable, relevant, learning skills for students entering higher education.

As part of the workshop delegate will gain a broad understanding of the EPQ qualification and can expect to develop a knowledge of:



- The EPQ student experience and project process, including the Production Log, Project Outcome and Presentation requirement
- The EPQ taught skills programme
- The role of the EPQ Coordinator, Supervisor and how EPQ is managed in schools
- The assessment objectives for EPQ and how they are evidenced by the student

2. Engaging white working class males – delivered by the University of Southampton

This interactive workshop will present preliminary findings from an ethnographic study currently being conducted with white working-class students at a West Midlands school. The session will engage with wider national discourses surrounding white working-class males and educational success, exploring how such discourses are internalised and negotiated within the lived experiences of students. Attendees will have the opportunity to reflect on the national conversation with regard to white working-class males, and how this might fit in to their local context as practitioners.




3. Exploring the experiences' of postgraduate students 

This session will allow you the chance to ask questions to postgraduate students to find out about their priorities when choosing a course and university to help influence your Postgraduate recruitment strategy

4. South Yorkshire Futures: Working together to transform lives – *Delivered by South Yorkshire Futures*  

South Yorkshire Futures is a social mobility partnership committed to improving education and raising aspiration for young people in South Yorkshire – particularly those from disadvantaged backgrounds.

This workshop will provide further insight into the programme including why it exists and how successful region-wide collaboration is helping achieve aims and objectives.


5. How to get a degree in parenting – what you don't know, but need to know... - *delivered by Futurewise*   

Futurewise share their findings from research with parents via video interviews. Find out about the experiences of these parents and on what needs parents have when helping their son or daughter choose a degree subject and university!

6. Managing communications in a post GDPR world – *delivered by HELOA members*  

A mix of universities and commercial organisations share best practice around contacting schools and colleges and the implementations of GDPR.

16:00 - 17.15 Workshop 2

1. Personalisation – does it uplift engagement or is it just creepy? – *delivered by Data Harvesting*  

In this age of data privacy and personal choices, what level of personalisation is now appropriate in your student communications?

Join Student CRM founder Dom Yeadon in his no holds barred trawl through the best and the worst of university personalisation bloopers.

2. Mature learners – who, what, where, why, how? – delivered by University of West London



Join us for an interactive workshop exploring the landscape, challenges and opportunities when engaging mature learners in access activities. In collaboration with mature UWL students, you will leave this workshop with:

- An understanding of how to adapt your current activities so they are more accessible to mature learners
- An initial plan of an activity specific to your university
- Case studies and advice from current students.

If working with mature learners is a new area for you, or you would like to develop your practice, come to this workshop!

3. The Gatsby Benchmarks and the impact that this might have on University outreach – delivered by Career Development Institute



The Gatsby Benchmarks have provided a much-needed stimulus and focus to raise standards in careers education and guidance in schools and colleges in England.

This workshop will cover background to the philosophy; highlight where it is having significant impact; discuss what is meant by 'meaningful engagement' and focus specifically on the implications for university outreach activities. (The reality is that schools and colleges should be regarding you as the answer to their prayers(!), but things are never that simple and research, positioning and flexibility will pay dividends.)

4. Advising students on studying abroad – delivered by Hawkins Global Education



Students at schools in the UK are increasingly looking at university systems in the USA, Canada or Europe. In this session, an experienced university advisor who works with students on applications around the world will give an overview of the key differences between UK and US applications to enable you to understand how UCAS compares.



5. Developing Successful Strategies That Create Measurable Impact – delivered by graduate transitions session sponsored by MY Tutor



Universities operate in an increasingly competitive landscape and must deliver a great educational experience that helps students to secure a graduate level job. Education Liaison teams need a clear, compelling strategy that resonates with young people, parents and guardians, employers, academics and senior management in order to showcase the critical role they undertake.

Drawing on experience gained as Director of Careers, Student Development and Outreach at City University Gary will share the techniques he uses to develop strategies that deliver measurable results.



Delegates will gain a better understanding of how to develop robust and innovative strategies that make a clear difference in an institutional context, and will leave with a model and a set practical tips to help them position their department effectively.

6. Clearing – a student’s perspective - sponsored by Gecko Engage  



With increasing focus on attracting students through clearing, this panel provides you with the opportunity to ask questions to student ambassadors who gained places through clearing. Find out about their experiences and what their priorities were when choosing a university through clearing and what did and did not work well from their perspectives.

Friday 25th January 2019

09:30 - 10.45 Workshop 3

1. Education Policy across the Home Nations – delivered by members of HELOA UKC  

This interactive panel session will provide an overview of Education policy cross 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.



2. Influencing Upwards: Positioning your department to maximise success within your institution - delivered by graduate transitions  

We all need to develop collaborative, mutually beneficial working relationships with colleagues at every level up to and including the senior team.

This workshop will be suitable for those who are aspiring to (or have recently started in) a management position which requires them to influence the leadership team at their university, while at the same time managing a team of operational staff to deliver day-to-day services.

Gary will draw on 20 years of experience as a consultant, graduate recruitment manager and Director of Careers to explain how to assess the political landscape in your institution, show you how to engage key stakeholders and position your service to contribute to the university’s objectives, and demonstrate techniques that will help you to create a strong working relationship with your boss and influence the senior leadership team to ensure their support for your department.

Delegates will leave with a better understanding of how to adapt their communication style to work effectively with stakeholders at all levels, and will receive a handout full of practical tips to help them thrive within their institution.



3. Supporting LGBT groups in outreach – delivered by King’s College London  

According to Stonewall, LGBTQ+ students significantly more likely to:



- Be homeless, in care or estranged from their family;
- Underachieve in their Key Stage 5 academic attainment due to increased likelihood of truancy from bullying;
- Experience mental health problems before and during their undergrad;
- Experience physical and emotional abuse at the hands of a fellow student or university staff member;
- Be encouraged to hide who they are by members of university staff for an ‘easier life’.

To me, these facts read clearly as a member of a ‘vulnerable group’. Universities and governing bodies must commit to supporting LGBTQ+ students in their Access and Participation Plans.





This workshop will explore research into LGBTQ+ identities at university, provide a safe space for all to ask questions and give opinions without judgement, and allow colleagues to collaborate in finding potential programmes or solutions to support the LGBTQ+ community.

4. UCAS Events – delivered by UCAS and the UCAS working group  

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.

5. Improving understanding of student finance through collaborative working – delivered by Student Finance  

This workshop will (of course) provide the latest funding information for 2019/20 to help you in your work with prospective higher education students. However, its primary focus will be on better ways of working - using collaborative approaches to enhance everyone's understanding of student finance. We will look at the support you can get from regional Account Managers from the Student Loans Company, and highlight examples of how working with colleagues in your institution can benefit both you and the students you support.

6. Effectively evaluating recruitment and outreach initiatives – delivered by Dr Julian Crockford, Widening Participation Research and Evaluation Unit Manager, University of Sheffield.    

This session will discuss best practice around approaches to research and evaluation outreach initiatives as well as look at the University of Sheffield as a case study for evaluating widening access activities.




11:15 - 12.30 Workshop 4

1. Student Mental Health and the transition to Higher Education – delivered by London South Bank University  


Student mental health and resilience, focusing on the challenges of transition to higher education facing students and the staff that support them.

Group work to cover:

- Conversations about mental health
- Supporting positive wellbeing through empathy
- What is resilience?

2. Developing subject specific outreach – delivered by Loughborough University and the University of Leicester   

This session will focus on sharing best practice when developing subject specific outreach. Loughborough University will discuss their development of subject in a box - which provides schools with the option to engage in subject specific outreach without leaving the classroom. Whilst the University of Leicester will discuss how they use student ambassadors to deliver Law, Engineering and Medicine seminars in schools and colleges. There will be opportunities to discuss your own institutions' subject specific outreach provision, share best practice and develop ideas to take back to the office.

3. Working with agents – delivered by York St John University, and the University of Roehampton 

Working with agents in the EU and overseas: an insight into EU and International recruitment and the pros, cons and challenges of working with agents. The session will be a discussion for colleagues who work with agents already, and/or want to work more in European and International student recruitment.

4. Sharing the results: The National Review of University Information, Advice and Guidance – delivered by Unitasterdays.com  

UniTasterDays, in collaboration with HELOA, and supported by a steering group from the HELOA membership have conducted a national review of university information, advice and guidance in schools.

The survey asked schools about their experience of university information. It explored what is working well and where gaps may exist in the university provision delivered throughout the UK.

Results will be shared for the first time at the conference. We're looking forward to sharing the findings with you!

5. Using coaching to improve your management style - delivered by University of Southampton



Coaching helps individuals find their own solutions and, when used correctly, can be incredibly empowering for both the manager and for team members. By adopting a coaching style of management, we can help individuals and teams become more creative by greatly improving their thinking, decision making and problem solving abilities. This workshop will provide an introduction to what coaching is (and what it isn't!) and how we can apply a coaching style in any work situation, whether in a formal meeting, or a short informal conversation by the coffee machine!

6. Qualification reform: 2019 and beyond – delivered by UCAS



This session will look in detail at some of UCAS qualification reform work, in the context of the 2018 and 2019 cycles. We will consider key issues for HE providers in relation to big qualification changes (such as GCSE reform across the UK, and the introduction of T levels) and think how students can be supported in navigating the changing landscape.

*Programme correct at time of publication. Sessions are subject to change.