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| **Date: 5th February 2019** | | **Location: Leeds College of Music** |
| Present:  Jack Chamberlain – Newcastle University  Emily Day – CU Scarborough  Sophia Milnes – Leeds Trinity  Amy Wilson - University of Leeds  Stella Woolnough - York St John University  Katie Miller – University of Bradford  Daniel Warkup – University of Sheffield  Jen Barton – Durham University  Amanda Kenningley – University of Huddersfield  Jack O-Toole – Northumbria University  Faye Royle – Leeds College of Music  Sophie Craven – University of Huddersfield  Kathryn Reed – University of Sunderland  Carley Price - University of Sunderland  Jade Whittaker – Teesside University  Matt Lawton-Hunt – Sheffield Hallam University  James Kennedy - Leeds Beckett University | | Apologies:  Vicki Russell - University of Hull  Gemma Stead - University of Huddersfield  Rebecca Heritage – University of Huddersfield  Chris Morley – Leeds Beckett University  Charlotte Cooper-Nairn – Bradford College  Andrea Bourne – York University  Angela Purdham – York University  Steven Forsyth– Leeds Trinity University  Phillip Gray – York St John University  Marica Shelbourne – University of Huddersfield |
| Minutes | | |
|  | **Welcome and Introduction**  As many members had not attended a HELOA meeting before, the Chair led a round of introductions. | |
| **1.** | **Apologies**  Apologies read. | |
| **2.** | **Matters arising from regional meeting held in December 2018, York St John University**  Amanda has bid £200 for catering, per regional meeting and this has been accepted. Please email Joe Bradbury-Walters an invoice for catering when you have hosted. | |
| **3.** | **Chair’s Update**  Amanda welcomed back Amy from maternity leave. Amy is one of vice chairs for training.  The UK VC finance role is still vacant. Please contact Joe (joe.bradbury-walters@port.ac.uk) if want more information. You do not need any prior experience of finance. Any training necessary for the role will be provided.  It was decided that we would Invite UCAS to one of our HELOA meetings. We will discuss what we want to bring up with them during our meeting in May and then invite them to come to our September meeting.  Private providers becoming members of HELOA was discussed at the AGM. In previous years it was decided they couldn’t. The matter is going to be discussed in more detail by UKC. If anyone can think of anything relating to this that they want passing to UKC please let Amanda know.  All conference presentations and notes will be available soon. Next years conference will be back at Stratford Upon Avon on 15-17 January. The team are trying to find a suitable venue further north for 2021.  The most popular training from the conference feedback was developing successful strategies and influencing upwards. We will look in to including this to some of our future meetings.  The next professional development conference is likely to be access focussed. Possibly focussing on working class males or LGBGT. Feedback from the conference on these sessions was very positive.  The VC administration role descriptor and title has now changed. The title is now Group Vice Chair (Membership and Communications). This reflects the responsibilities within the role more accurately.  There was a discussion around working with schools. Amanda will look into setting up a working group focusing on working with schools. | |
| **4.** | **Update from Vice Chair (Membership and Communications)**  Jen reported that there had been two nominations for the VC training post. The deadline to vote is 20/2/19. Nominations for UCAS role will go out shortly after this.  **Update from Vice Chair (Training)**  If anyone has any ideas for future training please let Amy (A.Wilson1@leeds.ac.uk) know. | |
| **5.** | **Any other business**  If anyone had any other questions for u Explore please email Emily ([ac6356@coventry.ac.uk](mailto:ac6356@coventry.ac.uk)) | |
|  | **Thanks and next meeting**  Many thanks to Leeds College of Music for hosting the meeting.  The next meeting will be held at **CU Scarborough on the 13th May.** | |

**The meeting was followed by two breakout sessions one on Postgraduate Recruitment and Student Recruitment and another on Widening Participation. Notes from the Postgraduate Recruitment and Student Recruitment:**

* In most institutions postgraduate recruitment sits within student recruitment. Most have a separate member of staff who is responsible for PG recruitment.
* Some student recruitment teams sit within marketing and most have international recruitment as a separate office.
* There was a discussion around UK University Search. Their events are focussed on higher education. Most events are attended by Year 12 students, with some Year 11’s attending. The events tend to be well attended by engaged students. Universities who attended had good sign ups through their data capture.
* There was also a discussion about What Uni events. The feedback from these was not as positive. HE providers, apprenticeships and employment was covered at their events. They are attended by year 9’s upwards. However some reported that their Saturday event was very busy and students attended with their parents because they wanted to, not because they got out of school.

**Notes from U-Explore:**

By way of summarising our current position,  [startprofile.com](https://emea01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fstartprofile.com&data=02%7C01%7Cac6356%40coventry.ac.uk%7C649663bbfe6f431c8f6308d6905614ac%7C4b18ab9a37654abeac7c0e0d398afd4f%7C0%7C0%7C636855096726375862&sdata=EriB39OPsr7BzhkPrfbZOIcKoyxGPvj50spN%2Fc4GNfU%3D&reserved=0) is a free to use comprehensive careers information platform used by schools and colleges across England. In the last academic year over 3000 schools and colleges were active registered users of Start with 162,000 students registered in this academic year.

The platform also features an information management system enabling schools to access reports and record careers interventions with their students. These are mapped to the Gatsby Benchmarks enabling schools to evidence impact.

Every student who uses Start creates a ‘Start Profile’ which is their personal record of achievement and provides them with access to personalised careers information.

As mentioned at the presentation I would like to offer all universities the opportunity to work directly with us to become a verified provider to optimise how your information appears on Start.

This is a link to a verified provider profile  [https://guest.startprofile.com/options/where-could-i-learn/destination/10084](%20https://guest.startprofile.com/options/where-could-i-learn/destination/10084)

You also provide us directly with your course information, rather than relying on us drawing in down from the national course directory, making it a more dynamic process.

The cost of this is normally £750 but if we can get enough interest from universities (ideally 10) we can provide HELOA members the service at a discounted rate of £250 plus vat.

We can also work with you as a collective group to provide you with reports and trend data from our schools and colleges network.

Some Universities may wish to have a broader conversation with us about partnership work to support your Access and Participation plans.

I had a very positive meeting with Lancaster University about this last week and we are now progressing with a proposal.

I won’t complicate this email with the wider opportunity but happy to talk to any members of the group independently about this, as I am doing with Kate from Bradford Uni next week.

With regard to the list of active schools in your areas of interest, rather than send you a ‘catch all’ spreadsheet if members want to let me know which areas are of interest I will run the respective reports.