



HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

## Provision of Information, Advice and Guidance for All

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HELOA is the professional association of staff in higher education who work in the field of education liaison, providing guidance and information to prospective higher education students, their families and advisors. Established in 1990, the Association has approximately 900 members from 135 higher education institutions across the UK. Our members work in a wide range of functions within universities, covering schools and colleges liaison, student recruitment, widening participation, external relations, marketing, publications and publicity, and student services. What binds the membership together is our commitment to encouraging high standards of professionalism amongst our members. Our members are spread across all stages of university careers, including graduate-entry Officers and Assistants, to Heads of department and Directors. HELOA members are actively in contact with prospective students on a daily basis, working with students from primary school to sixth form, and prospective students within the community and business/industry.

HELOA members are committed to providing high-quality, impartial information, advice and guidance to all prospective students, regardless of their age, location, educational experience, or background. All education liaison activity exists to inform students about their options, and to raise aspirations where appropriate. HELOA members recognise that higher education is not right for everyone, and will therefore provide information to help students independently make decisions about their educational future. Information is provided without political bias or a focus on selling a product.

*Principles: Provision of Information, Advice and Guidance for All*

1. Studying for degree-level study is an opportunity that should be open to all, regardless of age, financial background, or location in the UK. Information about higher education should be provided freely by universities and higher education institutions, without bias. Information should be impartial and should be provided on the basis of the information being used for students to make the right decisions for themselves.
2. Higher education can and should be a positive experience for all who participate in it. Universities should be truthful in the information they provide to ensure that students are able to make appropriate decisions about their HE options.
3. HELOA members, both individual and institutional, should seek to provide potential applicants, their parents and advisors with the best possible information, advice and guidance to assist them in making the most appropriate decisions for their future. Members should seek to recognise the role that they play in dispelling myths about higher education which exist in the public domain.
4. In advising potential applicants, HELOA members shall ensure that they do not provide information or advice that is inaccurate, incomplete or out of date.
5. HELOA members should ensure that they do not say or do anything that might be construed as negative towards, or biased against, other institutions or courses.
6. HELOA members should ensure that all institutional representatives, whether or not they are HELOA members, are aware of the existence and contents of the HELOA Good Practice Guidelines.
7. HELOA members should seek to keep themselves fully up to date with developments in Higher Education and related sectors and pass this information to students, their parents and advisors, where relevant.
8. HELOA members should be able to effectively signpost potential students to authoritative sources of information and guidance if they themselves are unable to assist with questions or queries.

9. HELOA members and their institutions should aim to only attend UK events and conventions that visitors may attend free of charge, and where the cost to institutions is not prohibitive or exclusive.