












## 2017 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 26<sup>th</sup> January 11:30am – 12:45pm




#### Workshop 1

##### **1.1 Overcoming unconscious bias in your recruitment of students and in their consideration of you**

**Dan Shaffer - Head of Professionalism in Admissions & Robbie Pickles Head of Student Recruitment, University of Bath & HELOA UK Vice-Chair (Finance)**

This session will summarise what unconscious bias is, and explore some of the risks it poses to encouraging a diverse mix of potential students to consider, feel engaged with and apply to an HE institution.

Participants will examine SPA’s recommendations for tackling unconscious bias with a view to developing approaches individuals/institutions/HELOA could consider to mitigate the risk of biases disengaging potential students.

 WP/Outreach	 Tools and techniques	 Policy/Strategy
---	--	---

##### **1.2 Future of University-led Initial Teacher Training**

**Liam Owens - Director of Student Recruitment and Administration, Edge Hill University**




Taking a broad look at Government policy in Education over the last 12 months, this session will examine where current policy will take university-led Initial Teacher Training and explore what might change as the policy environment continues to evolve.

 All	 Policy/Strategy	 Info Update
---	---	---

##### **1.3 How to optimise your institution’s brand presence on LinkedIn**

**Heather White – Networking and LinkedIn Trainer / Coach of Smarter Networking**

Heather has been trained by Charles Hardy- LinkedIn Learning Solutions for Higher Education - online education for faculty, staff and students of LinkedIn and will focus on your external brand for attracting students and staff. In this session Heather will update you on the latest changes on LinkedIn for Universities and the educational sector and guide you through the different components that will enable you to optimise your brand and successfully engage your target audiences. Please bring your laptops with you as it will be a very interactive session.

 Recruitment	 Marketing/Comms.	 Tools and techniques
---	--	--

#### 1.4 An overview of Driver Risk Management, the WHY and the HOW?

**Julie Mills, Key Account Manager, IAM Driver Risk Management**

*An overview of Driver Risk Management, the WHY and the HOW?*

 All  Tools & Techniques.

#### 1.5 How universities can best work with schools; what works well and what does not **Steve McArdle, Assistant Head- Durham Johnstone Comprehensive School**




The session will explore the schools' perspectives on widening participation, outreach, guidance and recruitment. It will examine key practical issues such as focusing resources, identifying barriers, exploring what works and building sustainable relationships.

 WP/Outreach  Recruitment  Tools & Techniques.  Discussion

#### 1.6 UCAS Events

**Dana Cameron- UCAS**

This session will provide delegates with an opportunity to find out more from UCAS colleagues regarding recent changes and developments, as well as hearing what feedback and suggested improvements were discussed by the recently formed HELOA Working Group.

 Policy/Strategy  Info Update  Recruitment

**Thursday 26th January 4:00pm – 5:15pm**

#### Workshop 2

##### 2.1 How to optimise your own person brand presence on LinkedIn

**Heather White – Networking and LinkedIn Trainer / Coach of Smarter Networking**

Heather has been trained by Charles Hardy- LinkedIn Learning Solutions for Higher Education - online education for faculty, staff and students of LinkedIn. Having a strong profile and network on LinkedIn can be hugely advantageous for your career development, your current role, and for your institution. In this session Heather White Networking and Personal Brand Expert will guide you through how to develop a strong profile, building your professional network, and leveraging LinkedIn for useful information and insights to aid your success. Please bring your laptops with you as it will be a very interactive session.

 All  Tools and techniques




## 2.2 Behavioural insights and higher education: can nudging improves access and student success?

**Anne- Marie Canning, Director of Widening Participation- Kings College London**

Behavioural insights have the power to transform the world around us. Already they are being used to boost organ donation sign up, improve tax return rates and help kids improve their grades at school. But what is 'nudge theory' and how can you use it in your own work?

King's College London Widening Participation Department (@kclwp) has been undertaking ground-breaking work to improve the student experience of widening participation learners' on-course at King's.

This workshop will introduce the concept nudge theory, inform participants of the work undertaken in this area in a number of education contexts in both the UK and abroad and end with an interactive session in which you'll develop your own nudges to take home!

 WP/Outreach
  Tools and techniques
  Discussion





## 2.3 How to use big data to inform marketing and recruitment campaigns

**hotcourses**  
group

**Simon Emmett- CEO- Hotcourses Group**

**Session sponsored by Hotcourses Group**

This session will take a look at the data available in real-time on prospective student behaviour through the Hotcourses insights tool, which tracks the interest of over 30 million students each year. We will put the data to the test, by providing a real life example of how a University has used the tool to gain insight into their own student interest in an increasingly competitive recruitment market.

 Recruitment
  Marketing/Comms.
  Case Study
  Policy/Strategy

## 2.4 Working with overseas agents and developing new markets and relationships – case studies and examples from the Middle East, Africa and Asia

**Phill Gray- Deputy Director – Student Recruitment, York St John University**




Join us as we look at the role student recruitment agents play in the application and enrolment process: We will look at how you can improve your relationships with agents, and how you can also develop new markets. Phill will use case studies from his times in UK/EU and International Recruitment, and we can all learn from each other and talk about our own experiences

 EU/International
  Discussion
  Case Study

## 2.5 College-based Higher Education: Doing University Differently

**Catherine Taylor- Head of Higher Education, Exeter College**




This workshop will explore what College-based Higher Education can offer prospective students, exploding some of the myths and misconceptions and highlighting the benefits for certain priority groups. Participants will be encouraged to think positively about the options and choices available from this sector, how it complements rather than competes with University-based provision, continues to meet local student and employer needs for higher knowledge and skills, and widens overall participation in Higher Education.

 WP/Outreach
  Recruitment
  Info Update

## 2.6 Planning, Implementing and Analyzing - Social Media in Higher Education

### Rachel Balows- University of Denver, Associate Director of Admissions and Communication

The use of social media in higher education – especially within admissions – has become a major priority for institutions world-wide. This session will cover the importance of social media today, how to get started with a strategic plan, the basics of implementing your plan and of course how to use analytics to review and make future decisions. Specific examples from Undergraduate Admission at the University of Denver will be used to help illustrate these steps.

 All
  Tools and techniques
  Case Study




**Friday 27<sup>th</sup> January 9:30am – 10:45am**

### Workshop 3

#### 3.1 Primarily Primary Schools: Best practise on their terms and yours

##### Lucy-Grace Trotman- Widening Participation Coordinator, Goldsmiths, University of London

This session will explore the ethos and methodology behind Gold Stars, Goldsmiths' outreach programme for local primary schools in south east London. This lively session will include lessons learnt, examples of work and opportunities to reflect on how you can play to your institution's strengths when working with this age group.

 WP/Outreach
  Case Study
  Tools and techniques

#### 3.2 Admissions trends in higher education

##### Ben Jordan- Senior Policy Executive, UCAS

This session will look at the data and analysis UCAS holds and examine the underlying trends such as background, qualification held, gender and ethnicity

 All
  Policy/Strategy
  Info Update

#### 3.3 Information for taught Postgraduate students

##### Catherine Cameron & Jemima Cooper- Senior Higher Education Policy Adviser and Policy Officer, HEFCE

In this session, members of the L&T policy team at HEFCE will talk through work they carried out to understand the information needs of those considering taught postgraduate study, and seek feedback on the resulting Steps to Postgraduate Study web resource.



Changes in the policy landscape have renewed interest in a national feedback survey for PGT students. The session will also provide an opportunity to discuss the challenges involved in developing such a survey, how it could potentially be used to inform prospective students and the funding bodies' current plans in this area.

 Marketing/Comms.
  Discussion
  PG

### 3.4 Supporting the progression of Care Experienced Young People into Higher Education

**Hannah Pears- Widening Participation Access Officer, University of Cumbria**

A session around the current outreach, support, and retention activity the University of Cumbria provide that has seen us win the NEON access initiative of the year 2015 award and The Educate North Access Award 2016. The session will explore data, tracking and monitoring and encouraging a university wide approach to retaining YCL students.

 WP/Outreach  Case Study

### 3.5 Understanding Apprenticeship Options

**Peter Mulligan, Co-founder, SACU**

This session will focus on understanding Apprenticeships as one possible career option. All the different apprenticeship levels – including the new Degree Apprenticeships – will be explained as well as the impact of the new Apprenticeship Levy. Delegates will be shown how these apprenticeships as well as all other career options can be easily and freely found in SACU's innovative online tools and how this intelligence can be used to help with your university outreach activities.

 All  Tools & Techniques.  Info Update

### 3.6 Open Days: A Students' Perspective

Session sponsored by CRT



A panel of local school students will answer questions on their experiences at open days and visit.

 Recruitment  Discussion

**Friday 27<sup>th</sup> January 11:15am – 12:30pm**

#### Workshop 4

#### 4.1 'When I grow up.....' The importance of employer engagement in universities' strategy

**Sarah Fullwood and Steven Joesbury, Schools and Colleges Liaison Officer, Aston University**

This session will explore the ever changing higher education environment and the growing notion that universities' need to incorporate employer engagement within their fundamental objectives. We will look at the traditional emphasis that universities have placed on careers and employability in relation to current students and discuss the idea that employer engagement needs to play a greater part in our Outreach and Recruitment provision.

 All  Discussion

#### 4.2 Student Ambassador Programmes: A balancing act

**Dan Bond- Student Ambassador Coordinator, Goldsmiths, University of London**

As Student Ambassador programmes grow, the challenge is often trying to please everyone. Ensuring there are enough work and development opportunities, delivering recruitment and training that recruits the 'perfect Ambassador' and ensuring all stakeholders are happy are just some of the challenges faced. This session will go into detail about how Goldsmiths ensures that our recruitment strategy, processes and communications create an efficient and effective Student Ambassador programme.

 WP/Outreach  Recruitment  Tools & Techniques.  Case Study

#### 4.3 Qualification reform across the UK

**Ben Jordan, Mike Nicholson and others TBC**

This panel session will focus on the effects of qualification reform across the UK, the panel will have representation from UCAS in addition to HELOA members from across the UK. Members of the audience will be invited to submit questions beforehand and during the session. The Chair will open the session for discussion on how to work with and support colleagues in schools and colleges and how best to navigate students with reformed qualifications through the application process.

 WP/Outreach  Recruitment  Discussion  Tools & Techniques.

#### 4.4 Student Finance update (with particular focus upon NHS changes)

**Jon Legg & Lesley McDowell- Funding Information Partners Account Manager & Account Services Manager, Student Finance England. Louisa Ruman – Stakeholder Engagement Manager, NHS Business Services Authority**

Run by two experienced outreach and student recruitment professionals who are also academics, this workshop will use case studies from across the UK HE sector to highlight best practice in working with academic colleagues in subject departments.

Participants will be able to think critically about their own institution's work with these colleagues and get top tips on how to gain support from academics for both in-person and digital schools engagement projects.

Early career academics will also be discussed as an exciting and undervalued target group of outreach and schools liaison practitioners.

 All  Info Update

#### 4.5 Practitioner-led research: developing an evidence-base

***Amandip Bisel, WP Practitioner and Researcher & Richard Shiner Head of Evidence and Effective Practice, OFFA***

In an ever-changing political and policy sector, this workshop will focus on the importance of research in your role as a practitioner to develop/support evidence-led projects and activities. It will look at different aspects of developing and utilising research skills and the process involved in getting public attention for your work

 WP/Outreach  Policy/Strategy

#### **4.6 Running an effective summer school**

***Michael Dosanjh, Academic Enrichment Programmes Manager, The University of Nottingham***

This interactive session will focus on the Planning, Delivery and Evaluation stages of running a high quality and effective summer school. Using examples from The University of Nottingham's summer schools we will focus on key aspects of delivering an effective summer school including; targeting appropriate participants, staffing levels and staff training, session content and common challenges

 WP/Outreach  Tools & Techniques.

**Please note sponsored sessions may include some input from the sponsor**