

Partnerships Annual Report 2023

Team

The Partnerships team consists of Raffaella Cuccia, Vice-Chair, City, University of London; Kate Venables, Partnerships Manager (Non-Commercial), Arts University Bournemouth; Jennifer Barton, Partnerships Manager (Membership Engagement), Durham University; and Hilary Beck, Partnerships Manager (Commercial), University of Portsmouth.

Partners

- **Non-Commercial**

- **Strategic Partners**

UCAS - The UCAS Events Working Group and Product Development Group, managed by Partnerships, meet regularly throughout the year, with representation from each group. They have helped to voice the opinions and feedback from members on a range of topics, such as: discovery events, reference and personal statement reform, the entry grades tool and the access programme. We are reviewing our Memorandum of Understanding with UCAS to increase collaboration.

FindAUniversity - We ran our first ever postgraduate-focussed Professional Development Conference, with the support of FAU. The Partnerships and Comms team have worked together with the UK VC (Membership and Administration) to launch a joint LinkedIn page with Find A University on postgraduate marketing and recruitment. There are currently 423 members.

Student Loans Company - HELOA continues to work closely with Student Loans Company to share vital updates and insights from and with Student Loans Company.

The Student Room - The Student Room and HELOA are reviewing their Memorandum of Understanding to extend it and continue to work closely together.

- **Supporters**

Our non-commercial partners that we currently have signed supporter agreements with are: UniTasterDays, Zero Gravity, Save the Student and IDP Connect.

We continue to listen to members' feedback to increase partners that can support members with further information and insights linked to the widening participation agenda.

- **Commercial**

Commercial partners which will sponsor the 2024 National Conference include: UK University Search, Unibuddy, Gecko, Unifrog, Prospectus+, Revolution Viewing, Dashboard Technology, Datafiltr, Pathways and RAD Brothers. These partners not only provide financial support but also insight and services that can benefit our members. The Partnerships Team continues to actively engage with potential sponsors for future activity.

Raffaella Cuccia

UK Vice-Chair (Partnerships)

November 2023