



Membership and Administration Annual Report 2020

Current Overview of Membership from Dynamics*

Overview		Increase or Decrease from AGM Report 2020
Total Number of Members	1620	+ 79
Total Number of Institutions	146	+ 1
By Region		
Anglia		
Total Number of Members	88	+ 3
Total Number of Institutions		8
Greater London		
Total Number of Members	228	+ 22
Total Number of Institutions		23
Midlands		
Total Number of Members	273	+ 11
Total Number of Institutions		21
North East England		
Total Number of Members	227	-13
Total Number of Institutions		19
North West England and Northern Ireland		
Total Number of Members	208	-3
Total Number of Institutions		17
Scotland		
Total Number of Members	104	+ 5
Total Number of Institutions		16
South East England		
Total Number of Members	233	+ 27
Total Number of Institutions		16
South West England		
Total Number of Members	179	+ 21
Total Number of Institutions		17
Wales/Cymru		
Total Number of Members	80	+ 6
Total Number of Institutions		9

*As of 25/11/20

Report and overview of activities

Alongside supporting the HELOA Office where necessary, the role of VC Membership and Administration has primarily focused on 2 main projects throughout this year; firstly, overseeing the membership survey which aimed to collate members' views on HELOA to ensure their needs were being met, track engagement and identify opportunities for improvement. Secondly, the proposal for the creation of associate membership for non-publicly funded institutions, as voted upon in the AGM January 2020.

The introduction of the Office Assistant has streamlined the workload of the HELOA Office, meaning faster processing of renewals and quicker response times to enquiries from members - as well as additional support available to the Executive Committee and relevant projects.

Due to the coronavirus pandemic, there have been limitations in action toward intended goals for this year. Efforts have been made against the following HELOA Strategic points:

1d) The HELOA Office provides for the relevant needs of the membership. We will invest in its growth to enable our development as an Association and will undertake a 'systems' review to ensure our processes are fit for purpose and 4a) An action plan will be drawn up on the basis of our member and potential member surveys with 'you said, we did' information provided for both, outlining the changes we made to encourage ongoing and/or new engagement.

The membership survey and subsequent analysis of the results was undertaken to identify where we are and are not providing for the relevant needs of the membership. This survey was completed by 200 members and the analysis of results were distributed to the UK Committee for relevant teams to identify where their respective roles could help meet needs of the membership. A timely follow up survey, this one is planned to review the actions taken as a result of the previous survey.

An external review of the HELOA systems was not undertaken, due to restrictions and priorities brought around by the Coronavirus pandemic. However, as previously mentioned - many of the systems have been streamlined and improved with the introduction of the Office Assistant.

4f) The role and purpose of Primary Contacts is reviewed, ensuring that it meets the needs of both institutional administration and of ongoing representation, including at AGM.

Alongside the HELOA Office, we have worked to modify the Primary Contact role descriptor, with updated information surrounding actions needed if an institution's Primary Contact is unable to fulfil their duties. This ensures that there are minimal disruptions in contact between the Office and institutions.

Focus for the upcoming year:

- The aforementioned follow up survey for members
- Continued support and collaboration with Group VC Memberships
- Closer ties with groups in order to review and work towards membership engagement levels
- When possible, a systems review for the HELOA Office

Steven Walsh
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