



## Training Team Annual Report 2019

### HELOA Training - Membership Engagement

#### HELOA National Conference and AGM

The HELOA National Conference and AGM takes place once a year, and is the largest of the HELOA training events. The event is aimed at all members working across the sector, and serves to provide training through keynote presentations and smaller workshop sessions, that allow members to develop their practice.

#### Member Attendance - a three-year review

	2018	2019	2020
Delegates	221	214	251
Full	193	187	225
Day	28	27	24
AGM only	n/a	1	2

*18% more members are attending National Conference & AGM in 2020 compared with 2019.*

Over the past three years there has been an increasingly strong number of members engaging in National Conference. Despite a slight decrease in 2019, the number of members attending in 2020 has increased by 18% compared with in 2019, and delegate numbers have increased by 14% compared with attendance rates in 2018.

There has been a commitment to making constructive changes based on delegate feedback over the past two years, (more information follows in the next section) and this along with the growing nature of the sector, are possible reasons for a growth in National Conference attendance.

#### New Practitioners Conferences (NPC)

The HELOA New Practitioners Conferences are run twice a year and are aimed at members that are new to the higher education sector and have been in their roles for less than six months. Members are provided with training on the broad skills needed within the sector across widening

*15% more members attended a HELOA NPC in 2019, compared with 2018.*

participation, marketing and student recruitment roles.

For 2019, attendance at NPC events has increased compared with attendance rates in 2018. In October 2019, 90 delegates attended the NPC conference, compared with 86 in October 2018. In May 2019, 72 delegates attended the event, compared to 55 delegates in May 2018.

Overall, 15% more delegates have attended an NPC event in 2019 compared with 2018.

Whilst core elements of the NPC programme have remained, for example training on event management and presentation skills, the Training Team have developed the programme and introduced new speakers and sessions to respond to delegate feedback over the course of this year.

Consequently, the NPC programme offers excellent value for money to members in terms of the high number of sessions offered over the course of the two days and is perhaps a reason for increased attendance in 2019.

### **Professional Development Conferences (PDC)**

The HELOA Professional Development Conferences are intended to be smaller, one-day conferences based around a specific topic that is relevant to our members. The events, due to their smaller nature, are intended to focus on networking and sharing best practice.

The HELOA Training Team has organised two PDC Conferences this year. Based on delegate feedback around the best times of year for such events, we hosted a summer PDC in July focused 'Running Events'. 65 delegates attended this conference held in Manchester.

In November 2019, we hosted our annual PDC conference in collaboration with HELOA partners, Student Loans Company (SLC) which focused on supporting priority groups in higher education. 26 delegates attended this event held in Birmingham.

Attendance for PDC events remained stable in 2019 with 91 delegates attending a PDC, which is similar to the 95 delegates that attended a PDC event in 2018.

It will be a priority for the Training Team over the next year to consider how best to work with HELOA Partners to increase the number of members attending a PDC, and

ensure topics are continuing to relate to the diverse job roles within the HELOA membership.

### **Training Events - Evaluation**

Feedback for National HELOA Training continues to be strong, with feedback from every national training event (NPC, PDC and National Conference) receiving over 90% of delegates rating the training as either 'Excellent' or 'Good'. This highlights that the national training offer provided to HELOA members is consistently of high quality across all HELOA events.

The increase in delegate numbers across training events also indicates that HELOA is continuing to provide affordable and high-quality training that is relatable to the membership.

After each training event, the HELOA Training Team utilise delegate feedback to improve on future events where possible. I have included some of the things we have worked on this year, based on membership feedback, in the final pages of this report.

Going forward, the HELOA Training Team will continue to adopt an evidence-based approach to HELOA Training and use delegate feedback to develop training provision.

### **Training - Budget**

Throughout the event planning process, every effort is made to ensure that training remains within budget to ensure that members benefit from low-cost training.

HELOA National Training continues to provide exceptional value for money for members compared with similar organisations such as NEON, NASMA and AMOSHEE.

As part of the planning for HELOA events, the Training Team have been working with an organisation called RedMeet, which specifically offers a free service to charitable associations to work with them to find venues that fit the budget of their event and assist with the negotiation of conference venues. Consequently, HELOA is able to offer members high-quality venues for a low cost.

This year the Training Team have also been working more closely with the HELOA Finance team, to ensure that costings for National Training events are sustainable going forward and

we can continue to deliver high-quality conferences. This has resulted in a slight increase in the conference costings to cover increases in costs such as venues, catering etc. associated with running a large-scale event.

The Training Team have also worked alongside the Finance Team to ensure payment for training is arranged before the event which enables us to meet payment deadlines with the venues. This has been successful, with all PO numbers being received before National Conference for 2020. Thank you everyone for your cooperation with this.

This year, the team have worked alongside the Partnerships Team to bring members a range of external speakers and exhibitors for 2020 to further enhance members training opportunities. The HELOA Partnerships Team have worked extensively to generate sponsors for the National Conference, which has enabled HELOA to continue to run National Conference at cost price and offer excellent value for money to members.

### **Training - Working with HELOA Groups**

In 2019 the Training Team wanted to increase partnership between HELOA Groups and National HELOA Training.

The HELOA National Training Team met with HELOA Group Vice Chairs (Training) in early 2019 to investigate how increased collaboration in terms of the training provision would work in practice.

The National Training team have since developed a shared database which can be accessed by Group Chairs and Group Vice Chairs (Training). The database enables HELOA Groups and the National Training Team to log their training schedule. This includes the opportunity to detail what sessions have been offered at group and national level over the past three years, and space for HELOA Training representatives to log the evaluation from these training sessions.

It is hoped that the creation of the training database will allow HELOA Groups and the National Training Team to share best practice in terms of training provision, and therefore result in an increased consistency in terms of the level and quality of training that is offered across HELOA.

2019 - You said:	2020 - What have we done?
<b>National Conference</b>	<b>National Conference</b>
For National Conference 2019 you said the sessions felt much more inclusive to delegates working across four UK Nations, but some sessions still felt as if they were pitched wrongly.	We have enhanced our speaker briefings and sent out details to speakers about our event 3 months prior to the conference, to allow them additional time to plan sessions.
You enjoyed member-led workshop sessions and would like to see more of this at conference.	We introduced an electronic speaker suggestions form to allow members to submit a workshop session they want to run at for National Conference. Many of the workshops you are attending in 2020 are a result of those submissions!
You would like AGM to feature on a Wednesday to allow more time for training content during the remainder of the conference.	We have moved AGM to the Wednesday for 2020.
You would like additional time for sharing best practice and networking throughout the conference.	We have built in an extra roundtable discussion session on the Friday of Conference, and time for sharing ideas regionally in your group meeting.
You fed back that you would like fewer keynotes and more workshops.	We have built in an additional workshop slot and removed a keynote session for 2020.
Further increase the professionalism of the conference for sponsors and delegates.	We have included a Code of Conduct on all booking forms for delegates, speakers and sponsors to set expectations for professional behaviour throughout the event.
You asked for high profile keynote speakers from the HE sector.	For 2020 we have three influential speakers and organisations attending to deliver a keynote slot.
To promote networking throughout the conference, particularly for new members.	We have arranged for Group Chairs to contact all members from their group attending Conference ahead of the day, so you have a friendly face to look out for on arrival.

You would like National Training dates in advance to allow time for approval in your institution.	We have been publishing dates of all training in the digest and communicating via social media throughout 2019 to keep you up to date. We also released the programme for National a month earlier than usual, with confirmed speakers, to allow you time to gain approval and raise a PO ahead of bookings opening.
<b>NPC</b>	<b>NPC</b>
You would like a wider variety of HELOA members from a range of HELOA regional groups to speak.	For the NPC in October 2019, we had HELOA members from 8 out of the 9 HELOA groups lead a session.
You would like to see increased presence of HELOA Partners at NPC.	For the NPC in October 2019, UCAS & SLC delivered training sessions to delegates, allowing new members the opportunity to learn about how HELOA works with key organisations in the sector to support members.
Introduction of twilight sessions - as you said you would like opportunities to receive training on bespoke areas, such as the transition to HE after working in another sector.	In 2019 we have offered delegates the opportunity to attend one of two optional twilight sessions as part of NPC. Take up for this has been high, with approximately 30% of delegates opting to attend one of these sessions. This further increases the amount of training delegates receive over the two days and enhances the value for money of the NPC.
<b>PDC</b>	<b>PDC</b>
You would like more opportunities to network with people in a similar role to you as part of the day.	For the July 2019 PDC on 'Running Events' we held split workshop sessions, depending on if delegates worked in widening participation or student recruitment to allow for training on bespoke events delegates may manage, and time to network with other members in a similar role.

**Training Team - Thank you**

- Andrew Cooper, Conference Manager (Professional Development Conferences)
- Emily Day, Conference Manager (National Conference, Membership Liaison)
- Jonas Rae, Conference Manager (National Conference, Venue Liaison)
- Reena Kaur, Conference Manager (New Practitioners Conference) & Incoming UK Vice Chair (Training)

I would like to thank the fantastic Training Team for their hard work and dedication this year. As volunteers, they put in an enormous amount of time and effort to ensure HELOA Training is professional and of high-quality. Without their hard work, we wouldn't have been able to make so many positive changes this year and I would like to thank them and the wider UKC for making my time as Vice Chair (Training) so enjoyable. I would like to wish Reena all the best in her new role.

**Charlotte Brooks, HELOA UK Vice Chair (Training)**

**January 2020**