HELOA Office Annual Update 2020

Strategy Links: 1d, 4c & 4f

1.d. '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.'

Additional Office Support

Due to the increase in members and subsequent increase in workload over recent years, the decision was made to employ an additional member of staff to support the office administration. Louise Povey commenced her role as the HELOA office Assistant in January 2020. It has undoubtedly been a challenging year in many ways, and Louise has demonstrated motivation and resilience to the new challenges of working from home, online meetings, and changes to processes. Louise has been an enormous support to myself, UKC, group committees and the wider membership by undertaking a range of tasks to ensure the office has provided an efficient service with a high level of customer care.

Membership

An important part of the office function is to process memberships. Due to the nature of the roles of HELOA members, the office receives a considerable number of changes to individual member information. Knowing how important HELOA membership is to our members, we strive to process changes quickly, providing all of the necessary and most up to date information. To do this, the office processes and the information the office shares with members, are regularly reviewed and updated.

GDPR Review

Since the introduction of GDPR in 2018, HELOA has made every effort to ensure that members' data is stored securely with only the necessary committee members having access. In July 2020 the office undertook a GDPR review to ensure the data held followed the HELOA Privacy Notice and retention periods. This consisted of reviewing the data held by the HELOA office, the UK Executive and the group committees by:

- Reviewing and updating the privacy notices;

- Ensuring the processing activity register and systems access registers were accurate and up to date;
- Ensuring members' data was stored in accordance with the privacy notice and retention periods in the: Exec Gmail and Drives, office Drive, EHU files, Dynamics and group committee documents.

Moving forward, we will be looking at the data storage of group committees and how to accommodate their needs more efficiently, whilst ensuring GDPR compliance.

Systems Review

As the association has developed over the years, the office processes and systems and how the committee members work together have adapted. However, to ensure members' needs are being met, the office (with the support of UKC) will conduct a systems review, focussing on both the office systems and the organisation as a whole. The following two proposals will be drawn up in January 2021 with the possibility of accessing external support:

1. Office systems review- this will look at how to formulate a way of bringing different systems together to help the office process memberships and communications more efficiently.
2. The organisation consultation- this will be aimed at reviewing how the UK Executive, UK Committee and group committees can work together more efficiently.

4.c. 'HELOA Groups, in collaboration with the National Office and supported by the relevant Vice-Chair, will work proactively and innovatively to encourage engagement from members, potential members and Primary Contacts,'

Welcome Pack

The office supports the induction of newly elected and appointed officers of the association, both at a national and group level. As part of this induction, the office compiled a Welcome Pack for UKC members. This provides consistent information and supports their understanding of HELOA, where their roles fit in and ways to engage.

The welcome pack includes:
- A welcome letter from the chair
- A list of UKC roles with short description
- Information on each team
- AGM and UKC meetings - dates, structure, reporting, expenses

- GDPR details on handling members' data
- Links to documents including: Constitution, Standing order, Strategic Plan, Charity Commission - Trustees Handbook, Organisational Development Plan, Risk Register, Privacy notices, structure charts and previous minutes from the AGM and committee meetings.

UKC and Group Structure Charts

To encourage applications for UK and group committee roles, the office composed a structure chart for each. The charts clearly show who is currently involved in HELOA, where the vacancy sits within the association, who the post holder works with and who they report to.

The structure charts are circulated along with calls for nominations for elected roles and advertisements for appointed officers. They are also available to view on the 'Committee and Exec' and the 'Groups' pages of the website.

AGM Process and communications

Members' feedback from the 2020 AGM supported the planning process of the 2021 AGM. See the table below for what members' said and how we addressed these comments.

Area of Focus	You Said…	We Did…
Time allocated for AGM	I think AGM could be looked at - this year, I think it would have either benefited from more time, or more succinct reports to allow enough time for debate within the allocated slot. I understand important things are being discussed and voted on, but I think time limits could have been set for each section.	AGM time allocation extended. Members encouraged to send comments and questions to Group Chairs, the Exec or the office prior to the AGM so that responses can be collated to assist with timings. Limited time for each Exec report at AGM. Voting instructions and logins will be sent ahead of AGM, maximising the time.
Items that require discussion	If it's possible, move any items further up the AGM agenda where it's likely a discussion will be required before voting. The majority of time was taken up with the annual reports (I appreciate that they are significant to the AGM but they	Use of an online voting platform will be quicker and allow more time for discussion. Introduced time limits for Exec reports. Moved items which may need a longer discussion earlier in the meeting.

could have taken less time) leaving far too little time for the debate everyone was most engaged with.

Executive Reports	More succinct updates from the committee on their papers. They are good to hear but I think they could be summed up a lot more succinctly. Group reports took a long time and left little time for discussion on the topic that we were voting on.	Circulate Exec reports along with a summary. Limited time for each Exec report at AGM.
Voting System	The AGM was good - perhaps a little too long - do we really need to vote on every paper? It would have been good to have some more time for discussion/changes than going through papers. The voting system during AGM could probably do with a rethink, just to ensure accuracy.	Purchased online voting platform for 2021 AGM. Executive reports will be voted on as one motion. Provide primary contacts with additional details regarding their voting role at AGM Inform members of the voting process and ratios ahead of and during AGM.
Understanding of AGM	Not everything was understandable for new members. The AGM is above my level of involvement. The AGM was pitched too high.	Two AGM Digests to support understanding of the AGM. Members encouraged to read the reports and feedback comments and questions to Group Chairs, the Exec or the office prior to AGM. Updated Bluffer's Guide to AGM circulated. AGM Q&A drop in session held on the day before AGM. A 'Guide to AGM' video shared with all members prior to the meeting.
Attendance	AGM very long and maybe should just be compulsory for one person per institution to attend. I don't think it should be compulsory for anybody but primary contacts to be in attendance. I understand that you are keen for delegates to engage in the process but	Improved AGM correspondence detailing how to get involved at AGM as a voting and non-voting member. Included details for non-voting members to understand their role. Members are encouraged to attend but it's not compulsory.

	if your institution is represented and you have fed in comments to your primary member we should not be requested to attend.	
Other	AGM will always be a long one, so I appreciate it is hard to make it 'fun'. It was perfect, moving the AGM to the Wednesday. AGM should take place on the Thursday or Friday. It would be nice to have a workshop on the first day, to break up the content a little.	Holding AGM on the first day, saves a significant amount of money due to not needing breakout rooms and attendance was not found to decrease.

Although the decision to hold an online AGM was out of our control we hope that it will bring many benefits due to the reduction of physical distance, travel time and cost such as:

- Increased member attendance;
- Increased number of voting members in attendance, and;
- The use of an online voting system to ensure accuracy and efficient use of time, allowing more time for discussion.

Mi-Voice is the online voting platform which we have purchased for use at AGM. As part of this managed service Mi-Voice will:

- Create the voting platform according to the AGM agenda and motions;
- Send out instructions and login details to each primary contact or proxy which are secure, single use logins;
- Open each vote as they arise during the meeting;
- Provide instant voting results for each vote after they have closed;
- Provide a copy of the motions and results after the AGM and;
- Provide support throughout AGM for any problems arising.

4.f. '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.'

Primary Contact Role Descriptor

The office worked collaboratively with the UK VC (Membership and Communications) to update the primary contact role descriptor to include voting procedures including details of nominating a proxy when the primary contact is on an extended period of leave such as:

sick, maternity, secondment, or annual leave, and procedures for voting when a primary contact is standing for a local or national role within HELOA.

Primary Contact Details for Members

Primary contact details were shared with members on joining HELOA and twice yearly, prior to AGM and renewals. Institutions were encouraged to review the post holder at least annually, in line with renewals and taking the primary contact role descriptor into consideration. A review of these communications resulted in further details being shared with members when there was a change of primary contact at their institution.

Office Responsibilities

In addition to achieving the strategic objectives set out above, the office has many core responsibilities which supports the association to function effectively. The office is often the first point of contact for members and it is an ongoing priority to provide a high standard of customer care. To do this, the office focuses on meeting the needs of members by: providing advice and guidance for enquires; processing memberships efficiently; ensuring that members are kept up to date with the affairs of the associations through national and group mailing lists, and subscription to the fortnightly newsletter and; regularly reviewing and updating member communications such as welcome emails, membership number reminders and sharing of primary contact details.

The office has responsibility for ensuring all member institutions remain up-to-date with financial remunerations to the Association. This involves informing institutions of their current members and cost implications, chasing and logging purchase order numbers, raising and chasing invoices and keeping accurate financial records. The office on occasion, also supports with invoicing for national events which also involves chasing and logging purchase order numbers, raising invoices, chasing payments and logging details.

The office, with the support of UKC has lead on ensuring HELOA is GDPR compliant and monitors and reviews many of the GDPR systems and processes. In addition to the GDPR review mentioned above, the office ensures that incoming and outgoing elected and appointed officers are aware of their responsibility in handling members' data securely and in line with the privacy notice.

National training events were supported by the office in many ways and this has continued with the move to online events. The office has supported with:
- Sending out national training event communications;

- Dealing with conference bookings;
- Sending confirmation emails;
- Supporting during the event by admitting delegates and registering attendance and;
- Note taking of discussions and sharing with members.

All UKC meetings have taken place online this year. The office supports with the planning and preparations of these meetings and the Annual general Meeting by;

- Sending out meeting invitations and agendas;
- Keeping a record of attendance and apologies;
- Updating Exec reports according to brand guidelines and circulating;
- Meeting with teams during the morning of UKC;
- Informing members of their primary contact ahead of AGM;
- Preparing office reports for each and;
- Minuting UKC and AGM meetings and circulating.

The additional support in the office this year has also enabled the office to support the UK Executive with various tasks including, working collaboratively with the UK Vice-Chair (Membership & Administration) with the proposal for Associate Membership.

Thanks

A huge thanks to Louise Povey for her continued dedication to the role and her enthusiasm for all things organised and HELOA. It has been an un usual year and Louise has adapted well to the necessary changes we have had to make. It has made the office function more efficiently, which has in turn allowed us to support the UK committee further in their roles. Particular thanks to Jonny Atkinson and Ste Walsh whose support has been invaluable and finally, thanks to UKC for the support they have provided, on top of managing their work schedule through a very difficult year.

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