



HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

AGM and Annual Conference 2013

Celebrating our 23rd year

Wednesday 23rd - Friday 25th January 2013
at The Royal York Hotel, York.

www.heloa.ac.uk
[#heloaconference](https://twitter.com/heloaconference)

AGM and Annual Conference 2013

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HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Welcome to Conference

Welcome to the Conference and AGM in this our 23rd year. I think we have another outstanding programme for you this year – divided into thematic strands – which touch on many of the emerging issues facing the sector at the moment.

HELOA has grown, developed and changed over the last two decades, and we believe that it can and will continue to do so. It's essential that we prepare ourselves and our Association for the challenges that we know the HE sector continues to face. Those challenges ahead also bring opportunities to an Association which has been successful in identifying and responding to such opportunities in the past. We recognise that it is people who make our Association and we place immense value on the contribution that all of our members make to HELOA.

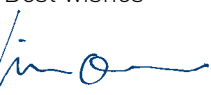
We hope that this year's conference has much that will engage and inspire you, give you ideas to take to your own area of work and provide you with an opportunity to network with other members of the Association. Most of all, we hope that the conference programme reflects some of the key developments within the whole UK Higher Education Sector and resonates with our membership at this most turbulent and serious time.

Andy Frampton and I extend our thanks to Ali and Sarah for organising this year's conference and to our Training Organiser, Jodie Gonzalez, for her oversight of the conference programme and to all those who have contributed in a variety of ways to the organisation and delivery of this flagship HELOA event. Andy ends his term of office as UK Vice Chair with responsibility for Training at this AGM and I'd like to take the opportunity to place on record our thanks and appreciation for the hard work, effort and commitment that he has given the Association over the last three years.

We appreciate feedback on all of HELOA's activities and in particular the Annual Conference. Please take the time to complete the online evaluation form which will be sent out after Conference. We really do value your comments.

Have an excellent conference and I look forward to meeting you.



Best wishes

Liam Owens
UK Chair



Follow us on www.twitter.com/HELOAconference

What's new to Conference this year?

Technical Support

The budget for the Conference is always very tight, but the organising team have been successful in securing extra technical support for the workshop sessions this year to ensure everything runs smoothly! We're also pleased to say that we're incorporating live Twitter feeds throughout the event. Please do contribute to this where possible.

Service Provider Demonstrations

New for 2013 we have included a small number of Service Provider Demonstrations on the Thursday evening, between 16:45 and 19:30. Service Providers from across the sector will be showcasing some of their latest products and services, demonstrating how they could support you in your day to day work.

Please do take the time to drop in, take a look, and say hello to these exhibitors.

Networking Activities

An indoor interactive ice breaker activity will be available to all those hoping to meet some new faces prior to dinner on the first evening. Plus we've once again arranged for the Original Ghostwalk of York to give a private tour to those who would like to see more of the city and learn about its ghoulish history. As this activity proved such a hit last year we thought it only right to include it in the programme again for anyone who missed out last time round.

*Places for the Ghostwalk are limited, so please check with one of the Conference Officers that there are still places available if you did not book in advance.

Evening Entertainment

The Conference Team have tried once again to step up the social elements of Conference to help delegates relax and network in style during the evenings. You'll hopefully spot that we have opted for a set theme each evening linking both the catering and entertainment together for your enjoyment.

Additional Group Meeting

We've decided to drop the 'What is HELOA?' session and replace this with an additional Group meeting. Meaning that Group Chairs will now take on the responsibility of welcoming new members or solo attendees, plus facilitate discussions focused on the AGM agenda. This way delegates can ask any questions or discuss any matters they may then wish to raise at the AGM in front of the wider membership.

New and improved merchandise

We hope you'll like the new canvas bags that have replaced the traditional HELOA folders. Plus we've upgraded to lanyards in place of name badges, enjoy!



History of HELOA



As higher education expanded in the 1970s, schools liaison began to move from a reactive role, responding to course requests, to a more proactive activity with school visits by university staff increasing. It was

at this time Bob Alexander from the University of Bradford decided to create a northern universities schools liaison group, the M62 group. By the 1980s more institutions were interested in sharing information and good practice, and this group grew into the national Schools Liaison Officers Group, SLOG. Meetings usually attracted up to 24 institutions and it was decided to formalise the group and elect a chair and executive committee to carry out the group's work.

By 1987 the group had expanded to over 70 members and SLOG decided to organise the first ever free HE fair. Prior to this students had been asked to pay a fee. The fair, held in June 1988, started the HE fair programme that we all attend today. This growth in numbers required the Association to re-organise to represent the institutional members' interests and those of the potential students.

In Manchester in 1990, using the constitution of the British Beekeeping Society as a guide and as New Kids on the Block topped the charts, HELOA was born. The Association was unique in its time as being one of the few representative groups in higher education to bridge the divide between universities and polytechnics.

Regional representation was set up with the regional chairs making up a UK Committee. Priorities for this initial period centred on formalising the HE fair programme and building relationships with the many fair organisers around at that time. Before 1994 and the introduction of the logistic companies that are used by institutions today, staff had to

be fit and carry their own prospectuses. It was HELOA who initiated the discussions in order to implement these services. By 1996 UCAS had taken over the organisation of many of the HE fairs and HELOA contributed to the planning and organisation of many of the fairs.

HELOA continued to work towards its founding principle of providing training and discussion between staff in institutions and the AGM and Annual Conference played an important role in doing this.

By 2000 HELOA was building its profile externally, which involved working with careers advisers and groups such as ISCO and CRAC and resulted in the National Chair, Josie Hurd, being invited to meet the then HE minister, Bill Rammell, and with an opportunity for the Association to input into part of the 14-19 curriculum changes.

The HELOA Office was set up in 2001, to support the work of the Association, and currently is staffed by two part-time administrators. In 2008 the Association employed a training organiser to cope with the increased training needs of its members.

During the last decade the membership of HELOA has widened to include many members working in widening participation. HELOA continues to grow and currently has over 700 members from around 140 institutions.

In 2013, HELOA will work in partnership with the National Association of Student Money Advisors (NASMA) and the two Associations will share a combined administrative function. Members will recognise the considerable benefits that this will bring the Association in terms of profile and policy work and we look forward to a successful working partnership with NASMA over the coming years.

cash course

interactive budgeting activity



Contact the Schools and Colleges Liaison Office, Sheffield Hallam University
Phone 0114 225 4777 Email cashcourse@shu.ac.uk
www.shu.ac.uk/cashcourse



Innovation and Best Practice Awards

These awards are designed to recognise some of the excellent work that is taking place everyday amongst our membership, and provide the opportunity to showcase some of the best work here, at the 2013 HELOA National Conference.

Please take the opportunity to look at the three finalists presentations on display during Wednesday and Thursday. The three finalists will also be giving a short presentation detailing their entry on Thursday morning. Each corporate HELOA member is being asked to vote. For those present at the Conference it should be your corporate member or proxy who places the vote. For institutions not in attendance votes should be sent by e-mail to conference@heloac.ac.uk. All votes must be submitted by 5pm on Thursday 24th January to be counted. The winner will be announced at the Gala dinner on Thursday night.

When casting your votes please consider the following information

The HELOA Innovation and Best Practice Awards were only open to HELOA members.

Judges were looking for examples of best practice across the sector, in any aspect of school liaison work, including for example;

- A special project
- A specific marketing initiative
- A new resource or intervention
- An innovative collaboration

The three shortlisted entries were:

The University of Nottingham A Fresh Start

This digital campaign involved using social media channels and a blog to engage and communicate with new undergraduate students starting at The University of Nottingham in September 2012. The University was especially keen to ensure a smooth transition to campus life for these new students because they were the first to be paying tuition fees of £9,000 per year and were likely to have raised expectations of support and quality of service. It also made sense to use Facebook and Twitter as these are the tools they use in their day to day lives.

University of Warwick Thinking about University

Thinking about University is an online resource of IAG targeted at pupils/students in years 5 – 13. The site explores the nature of university, ways to maximise your chances of gaining a place at university, and the reasons why students might consider doing so. The site is written and presented in an age appropriate fashion with a visual style and navigation that speaks to a variety of target audiences. The visual style was inspired by a number of specially commissioned illustrations including individual icons representing elements of university life, a timeline in the form of a mountain range and a specially developed typeface.

Website: <http://www2.warwick.ac.uk/study/outreach/thinkinguni/>

UCL – University College London UCL Horizons Year 12 Summer Challenge

Bright students from under-represented backgrounds often do achieve the entry grades for competitive universities, but they can lack the cultural capital, additional academic experiences and polished writing style needed for an impressive personal statement. Furthermore, many students find the transition to university level study difficult. Summer Challenge aims to bridge those gaps by developing independent research, critical thinking, academic writing and presentation skills. It provides impressive intellectual content to discuss in personal statements, and allows participants to explore a topic in depth. A list of Sciences and Humanities courses are available to choose from, all developed by UCL postgraduates.

Special commendation

Although only three entries were shortlisted, the judges would like to make a special commendation to the French Programme run by Nottingham Trent University.



HELOA Innovation and Best Practice Awards 2012/2013

Voting Slip

HELOA is pleased to present the finalists of the inaugural 'Innovation and Best Practice Awards'. We would like to recognise some of the excellent work that is taking place everyday amongst our membership. Please see the three finalists displays in the lobby and fill in your voting slip below. The award winning entry will receive a trophy and certificate given at the gala dinner on Thursday night.

Please see your Conference programme for more details on how the entries were shortlisted.

Institution Name:	Vote
The University of Nottingham – A Fresh Start	
University of Warwick – Thinking about University	
UCL – University College London – UCL Horizons Year 12 Summer Challenge	

Please place in the box provided



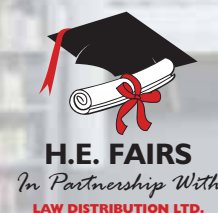
Let H.E Fairs help with your distribution problems.

If you need a reliable company that can get your promotional materials to HE conventions than H.E. Fairs can help.

H.E. Fairs specialise in providing economical, first class logistical support to the higher education establishments of the U.K.

By having an experienced distribution partner you can be sure that you have peace of mind knowing your prospectus and promotional materials will be where you want them, when you need them there.

It could be worth your while to take 2 minutes during a break to visit David Blackshaw (located in the trade fair area at the York 2013 conference) and find out what H.E.Fairs can do for you.



Unit A, Haydock Cross, Kilbuck Lane,
Haydock, St. Helens WA11 9UX

T: 01942 295929 F: 01942 295925 W: www.hefairs.co.uk

AGM Agenda

Royal York Hotel,
23rd January 2013.

Higher Education Liaison Officers Association Annual General Meeting 2013

1	Welcome and Introduction	
2	Apologies for Absence	
3	Minutes of the Annual General Meeting, 25th January 2012	
4	Matters Arising	
5	Reports	
5.1	UK Committee	paper
5.2	Report of the Conference and Training Team	paper
5.3	Report of the Communications and External Relationship Management Team	paper
5.4	Reports of the HELOA Groups	paper
	Anglia	
	London	
	Midlands	
	North East	
	North West & Northern Ireland	
	Scotland	
	South East	
	South West	
	Wales	
6	Matters Relating to Officer Posts	
6.1	Elected Officers	
	UK Vice-Chair (Training)	
	UK Executive	
6.2	Appointed Officers	
	Web Officers	
7	To Approve the Audited Accounts for 2012	paper
8	Constitutional Amendments	paper
9	Non-publicly funded HEIs	paper
10	Reviews	
10.1	Administration	
10.2	Membership Review Group	paper
11	Financial Proposals 2013	paper
11.1	Subscription levels	
11.2	Officer's Financial Support	
11.3	Budget for 2013	
11.4	To approve the Auditor	
12	Other Business Notified to the UK Secretary 28 Days Prior to the AGM	
12.1	Notified by the UK Committee	paper
	Nominations for Commendations of Contribution	
12.2	Notified by Members	
13	Any Other Business	
14	Date of 2014 AGM & Conference: Wednesday 22nd January 2014	

Bluffer's Guide to the AGM

What is an AGM?

AGM stands for Annual General Meeting and it is the policy making body for HELOA. The Association has a legal requirement to hold an Annual General Meeting which gives members the opportunity to give a final stamp of approval for the work carried out by officers of the Association over the last 12 months and give approval, or not, to the proposals for the future running and development of the Association over the coming 12 months. By members using their vote they are directing the work of their Association. The minutes of the AGM are an important document in themselves. For example, they are required by our auditors to show that the membership approve of the way the finances for the Association are being run.

At the AGM proposals are submitted from the membership and from the UK Committee. The financial and annual reports are presented and budgets are discussed for the forthcoming year. The AGM has three key objectives that should be met by the end of the session:

- to discuss and agree policy;
- to discuss and agree expenditure for the forthcoming year; as well as agreeing the level of subscriptions;
- to hold the UK Committee accountable for the work they have carried out and expenditure made over the past year by approving the audited accounts.

As the organisation is quite large you need a set of rules and regulations so that people are aware of what is allowed, what is going on and how to get involved. These rules and regulations can be found in the HELOA Constitution (copies available on the HELOA website and at the AGM).

Delegates attend the AGM in order to represent the views of their institution. It is important that the debates are listened to so that you can return to your institution and report back on the discussions.

Before the AGM

- Make sure you are familiar with the papers and understand the reports and motions that are tabled. It is useful to discuss these with the relevant people in your institution so that you are clear about your institution's views.
- Mark the agenda and papers with these views beforehand, i.e. 'support', 'oppose', 'listen and decide' etc.
- If you are attending with other delegates from your institution, decide beforehand who is going to speak on any issues that your institution has a view on.

Remember you can speak at an AGM whether you hold your institutional vote or not.

- All proposals are submitted to the Secretary prior to the AGM, but after discussions you may wish to amend the original proposal or make a comment. If you wish to make a further proposal to the original, you will need to find a seconder to do this. If you know what you wish to amend before the AGM and if it's possible, try to find someone to second your proposal before the AGM and decide beforehand what you will say.

At the AGM

- Remember if there is anything that you don't understand, at any point during the AGM, it is okay to ask.
- Make sure you represent your institution and its views at all times.
- Tick off items on your agenda as they are discussed so that you don't lose track. Make a note of any decisions so that you can report back to your institution.
- The Chair is responsible for keeping order at the AGM and is assisted by the Secretary who ensures that the Constitution is adhered to.
- The UK Committee sits at the front of the Hall and like all delegates they are able to contribute to the debate. Take the opportunity to talk to the committee over the Conference period, they will be happy to hear your views and ideas.
- Listen to all the debates and try to indicate early if you wish to speak on an item. You can do this by raising your hand and catching the Chair's eye.
- Speaking on an item may be nerve-racking. Try to keep your points brief and to the point of the item being discussed. Remember to say your name and institution before you start.
- Everyone, even old hands, get nervous! This just shows that you care about the issue you wish to speak about.
- Please make sure your mobile phone is switched off.

Key items at the AGM

• Establish Quorum

The Chair will firstly determine if there are enough corporate members present in order to hold the AGM – this is called quoracy. This is set at 1/3 of the number of corporate members and if not enough are present, the AGM is unable to go ahead and conduct formal business.

• Welcome and Introduction

The Chair will formally open the AGM.

• Minutes of the AGM 2012 and matters arising

The AGM will formally accept or refer back the minutes of the past AGM. Any clarifications or mistakes will be discussed.

• Reports

All members of the UK Committee report to the AGM on the work that they have undertaken over the year. Delegates are able to ask questions and make comments. The AGM will then either formally accept or refer back all or part of the reports.

• Financial accounts

Audited accounts from the previous year and proposed budgets and subscription levels for the next will be presented to the AGM for debate. The AGM will then formally accept the audited accounts and approve or refer back all or part of the proposed budgets.

• Proposals

Matters relating to changes in policy and the Constitution will be presented separately in the form of proposals. Each paper will be debated and be presented by a proposer and seconder before being put to a vote.

Voting on an issue

- Each institutional member of HELOA is entitled to a vote at the AGM. The corporate member will pick up a voting card at the AGM. If the corporate member is unable to attend the AGM, the institution can nominate another member, who must be either: an ordinary member from your own institution, a corporate member, your group chair or the UK Secretary, to act as a proxy for the corporate member. This must be indicated in writing to the Secretary prior to the AGM.
- The Chair will indicate that a vote is to be taken by asking for all those in favour to indicate by holding their voting card in the air, then all those against and finally those in abstention.

After the AGM

- Remember to report back to your institution on the decisions and outcomes from the AGM. Ideally this should be done both verbally and in writing.

Executive Committee 2013



UK Chair – Liam Owens
Head of Student Recruitment
Edge Hill University
Email: liam.owens@edgehill.ac.uk
Tel: 01695 584177

The UK Chair is elected to represent the Association at all levels and to ensure the organisation is managed effectively. Liam is responsible for ensuring that the UK Committee functions properly and provides support to the Officers, Staff and Group Chairs.



UK Vice-Chair (Group Development) – Ben Hughes
Schools Liaison Manager
Cardiff Metropolitan University/Prifysgol Fetropolitan Caerdydd
Email: BSHughes@cardiffmet.ac.uk
Tel: 02920 416046

Ben works closely with Group Chairs to ensure consistency across the Association and to ensure a high level of service within the group structures. Key areas for development this year will be to implement a framework for activities within groups and to ensure that UK Executive, UK Committee and UK Group activities and initiatives all dovetail together to create a stronger Association.



UK Vice-Chair (Communications, External Relationships and Partnerships) – Nathalie Mortimer
Deputy Director of Marketing and Recruitment
University of Nottingham
Email: nathalie.mortimer@nottingham.ac.uk
Tel: 0115 846 8283

Nathalie is responsible for promoting HELOA to stakeholders and developing partnerships with a range of bodies and organisations with similar values. The role manages the HELOA brand and supports the Marketing Officer and Web Officer with their roles. Nathalie co-ordinates communications with the membership and ensures that the Association is appropriately represented in the media.



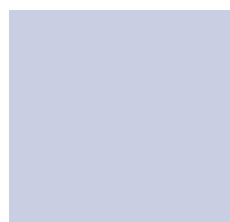
Secretary Governance, Policy & Management – Karen Hinton
Student Recruitment & Marketing Manager
University Campus Suffolk
Email: k.hinton@ucs.ac.uk
Tel: 01473 338663

Karen is UK Secretary for Governance, Policy and Management, and is responsible for upholding the legal requirements of the Association via the Constitution and the AGM. This includes overseeing and updating the various Governance and Policy documents of the Association. Karen is also responsible for administering and overseeing, in conjunction with the HELOA Office, the process of election and appointment of UK Officers.



UK Secretary (Membership and Meetings) – Vicki Carver
Schools and Colleges Liaison Officer
The University of Huddersfield
Email: v.l.carver@hud.ac.uk Tel: 01484 473918

The role of the UK Secretary has recently been split into two roles. Vicki is UK Secretary for Membership and Meetings, and is responsible for ensuring that the Executive and UK Committee Meetings are effectively organised and minuted. She is in charge of administration and correspondence for the Association, as well as line-managing the staff of the HELOA office.



Vice-Chair – Amanda Purnell
Outreach Officer
University of Warwick
Email: a.m.purnell@warwick.ac.uk Tel: 02476 151593

Responsible for co-ordinating all aspects of training for the Association, which includes taking the lead for organising the Annual Conference, with the support of the Conference Officers; the New and Experienced Practitioners Conferences; and supervising the work of the appointed Training Organiser. This position works closely with the Vice-Chair: Group Development in order to develop a network of training officers and training activities within the UK Groups.



UK Treasurer – Heather Black
Recruitment Officer
University of Strathclyde
Email: heather.r.black@strath.ac.uk Tel: 0141 548 4595

The UK Treasurer is essentially the financial controller of the Association. Heather is responsible for the annual budget and keeps the UK Committee updated on the expenditure of the Association. Heather makes sure that all accounts are kept up-to-date and prepared for auditing. The role also advises on financial matters and administers the Group funds.

Appointed Officers



Conference Officer – Ali Crowe
Marketing Campaigns Officer
University of Portsmouth
Email: alice.crowe@port.ac.uk Tel: 02392 842707

The Conference Officers are responsible for organising the AGM and Annual Conference on behalf of the Association. This role includes convening the Conference Organising Committee and liaising closely with the Training Officer. Ali and Sarah are also responsible for the Conference budget and evaluation.



Conference Officer – Sarah Booth
Student Recruitment Officer
University of York
Email: conference@heloac.ac.uk Tel: 01904 324266

The Conference Officers are responsible for organising the AGM and Annual Conference on behalf of the Association. This role includes convening the Conference Organising Committee and liaising closely with the Training Officer. Sarah and Ali are also responsible for the Conference budget and evaluation.



Marketing Officer (External Relations & Partnerships) – Paul Ireland
Student Recruitment & WP
Liverpool John Moores University
Email: p.m.ireland@ljmu.ac.uk Tel: 0151 904 6383

The Marketing Officer is responsible for HELOA publications and marketing materials. This role works closely with the Web Officer, maintaining and developing the HELOA brand and promoting the work of the Association.



Marketing Officer (Marketing and Communications) – Hayley Stewart-Forbes
Marketing Officer
Edinburgh Napier University
Email: h.stewart-forbes@napier.ac.uk Tel: 0131 455 6117

The Marketing Officer is responsible for HELOA publications and marketing materials. This role works closely with the Web Officer, maintaining and developing the HELOA brand and promoting the work of the Association.



Training Organiser – Jodie Gonzalez
Schools and Colleges Liaison Officer
University of Huddersfield
Email: training@heloac.ac.uk Tel: 01484 472994

Jodie works for the Association on a part-time basis. The Training Organiser is responsible for delivering the New and Experienced Practitioners Conferences and supports the work of the Conference Officers with the Annual Conference. Jodie also supports the Group Vice-Chairs (Training) within the Groups with their work.



Web Officer – Matthew Harrison
Schools and Colleges Liaison Officer
The University of Nottingham
Email: matthew.harrison@nottingham.ac.uk Tel: 0115 84 67387

The Web Officer is responsible for creating and managing content on the HELOA website and members' area. Matthew is also responsible for managing HELOA's social media presence.



Web Officer – Shai Vure
Digital Marketing Officer
University of Chester
Email: s.vure@chester.ac.uk Tel: 01244 512467

The Web Officer is responsible for creating and managing content on the HELOA website and members' area. Shai is also responsible for managing HELOA's social media presence.

Conference Programme

WEDNESDAY 23rd January

11.45	Arrival and registration	– Conference Desk and Hotel Foyer
12.00	Lunch	– Tempus Restaurant & Bar
12.45	Conference Welcome	– Events Centre
13.00 WORKSHOP 1		
1.1.	Developing and Maintaining a Successful Student Ambassador Scheme – Outreach Strand	– Events Centre
1.2.	Student Finance Update – Developments Strand	– Reading Room
1.3.	Open Day best practice sharing session – Empowerment Strand	– Crown Room
1.4.	The future of the prospectus – Online	– Ebor Room
14.15	Refreshment and Networking Break	– Oak Room
14.45	Regional Group Meetings	– Various venues, these will be confirmed during the Conference opening on Thursday morning and a list displayed at the Conference Desk.
15.30	Annual General Meeting (anticipated to finish by 17.45)	– Events Centre
18.00	Icebreaker Activity	– Tempus Restaurant
	Interactive activities designed to allow you to meet new people.	
19.30	Networking dinner followed by entertainment	– Events Centre

THURSDAY 24th January

9.15	Conference Opens	– Events Centre
9.30	Innovation and Best Practice Award Finalist Presentations	– Events Centre
10.00	Keynote 1	
	An update on the HE sector, Dr John Cater, Vice-Chancellor, Edge Hill University.	– Events Centre
11.00	Trade Fair and Refreshment break	– Exhibitors and refreshments will be located across three rooms; Oak Room, Tempus Restaurant & Bar.
11.30 WORKSHOP 2		
2.1.	Outreach for Widening Participation – Outreach Strand	– Events Centre
2.2.	Meet your market – Developments Strand	– Ebor Room
2.3.	Postgraduate Recruitment; A beginners discussion – Empowerment Strand	– Reading room
2.4.	'We've got Digital Marketing covered, we've got a Facebook page...' – Online	– Crown Room
12.45	Trade Fair and Lunch	– Exhibitors and refreshments will be located across three rooms; Oak Room, Tempus Restaurant & Bar.
13.45	Keynote 2	
	Cross-border developments in the UK university sector	
	HELOA representatives from Scotland, Wales and Northern Ireland.	– Events Centre
14.45	Regional Group Meetings with refreshments	– Various venues, these will be confirmed during the Conference opening on Thursday morning and a list displayed at the Conference Desk.

15.30 WORKSHOP 3

3.1.	An introduction to IntoUniversity – Outreach Strand	– Ebor Room
3.2.	Evaluating Unistats – Developments Strand	– Events Centre
3.3.	Acquiring, and surviving, a management role – Empowerment Strand	– Crown Room
3.4.	Hobsons – using CRM in HE – Online	– Reading Room

16.45 Optional Session

0.1.	An update on current issues impacting on Undergraduate Admissions, Mike Nicholson, Director of Admissions and Outreach, University of Oxford.	– Crown Room
0.2.	Live demonstrations of services and products that external companies offer that may be helpful in our work with young people. Please refer to the notice board in the hotel foyer for the various sessions.	
0.3.	The Original Ghostwalk of York (Anticipated return to hotel 18:30)	– Please meet in the Hotel Foyer
19.15	Drinks reception	– Oak Room
19.30	Gala Dinner	
	Followed by Innovation and Best Practice Awards, Trade Fair Competition prize giving's, and entertainment.	– Events Centre

FRIDAY 25th January

9.15	Conference Opens	– Events Centre
9.30	Keynote 3	
	New statutory duties on schools and the introduction of a National Careers Service: who is now providing guidance to young people and adults considering HE as an option? David Andrews OBE.	– Events Centre
10.30	Panel session	
	An opportunity to put your questions on the latest topics within Higher Education to a selection of experienced sector and association members.	– Events Centre
11.30	Refreshment and Networking Break	– The Oak Room
12.00 WORKSHOP 4		
4.1.	Supporting Care Leavers – Outreach Strand	– Crown Room
4.2.	Top tips for Enquiry and Applicant communications – Developments Strand	– Events Centre
4.3.	European and International Student Recruitment Strategy – Empowerment Strand	– Ebor Room
4.4.	Picklejar – Online	– Reading Room
13.15	Conference Summary	– Events Centre
13.30	Lunch and Depart	– Tempus Restaurant

Group Chairs



Anglia

Laura Anderson

Higher Education Adviser,
University of East Anglia
Email: laura.m.anderson@uea.ac.uk



London

Caroline Fionda

Senior Outreach Officer
(Post-16 Engagement), UCL
Email: c.fionda@uwl.ac.uk



Midlands

Angela Morris

Schools Liaison Officer,
Aston University
Email: morrisa@aston.ac.uk



North East

Nicola Doyle

Student Recruitment Manager,
Teesside University
Email: N.Doyle@tees.ac.uk



North West & Northern Ireland

Chris Bayes

Transition to HE Adviser,
University of Liverpool



Scotland

Lesley MacLennan

University of Aberdeen
Email: l.m.maclennan@abdn.ac.uk



South East

Claire Little

Home/EU Student Recruitment Officer,
University of Surrey
Email: C.Little@surrey.ac.uk



South West

Melissa Beal

Bath Spa University
Email: m.beal@bathspa.ac.uk



Wales

Thomas Hay

Head of Postgraduate Recruitment,
Cardiff University
Email: hayti4@cf.ac.uk

Keynote Speakers



Dr John Cater

Dr John Cater is the Vice Chancellor of Edge Hill University, having been appointed in 1993. As a social geographer, he has published extensively on race, housing, economic development and public policy and co-authored major research studies for the Social Science Research Council, the Commission for Racial Equality and their successor bodies.

He has been a Director of the Higher Education Careers Service since 1994 and was Chair of Liverpool: City of Learning from 2003-2005. He chaired the Standing Conference of Principals from 2001-2003, having been Vice-Chair from 1997-2001. He was a Director of the Teacher Training Agency and its successor body, the Training and Development Agency for Schools, from 1999-2006 and chaired both the Accreditation and the Audit Committees.

He is also a member of UUK's Teacher Education Advisory Group. He was a member of Department of Health's Expert Advisory Panel on Nurse Education and Training from 1995-97, and has sat on Universities UK's Health and Social Care Committee since 2004. He also represents all Vice-Chancellors on the Joint DH/DfE Social Work Reform Board. He represented the sector on HEFCE's Good Management Practice Panel from 1999-2003, and sat on both the HEROBaC and HEIF1 and HEIF2 Panels.

He is past Chair of the Knowsley 14-19 Collegiate Consortium and the Greater Merseyside and West Lancashire Lifelong Learning Network, and has just completed a second term as a member of the QAA's Advisory Committee on Degree-Awarding Powers.



HELOA representatives from Scotland, Wales and Northern Ireland

The Higher Education sector in England, Scotland and Wales has undergone some unprecedented changes recently, this session will investigate the future of HE in Scotland and Wales, including the changes to the

funding of HE and the cross-border issues this will create. For the first time, The Dragon and the Thistle is taking place as a keynote, to ensure HELOA members have an up-to-date knowledge of HE issues across the UK.



David Andrews OBE

Davis Andrews OBE works as an independent education consultant and trainer, specialising in career education and guidance. He leads courses for careers co-ordinators and careers advisers, provides consultancy to local authorities, schools and careers companies and has spoken at numerous conferences. David is a Fellow of the National Institute for Careers Education and Counselling (NICEC) and a Tutor at the University of Cambridge's Institute of Continuing Education. He has recently authored Careers Education in Schools, a book on the history of the

development of careers education in schools and which goes on to critically examine current policy, practice and possibilities for the future.

David is a past president, and honorary life member, of the Association for Careers Education and Guidance (ACEG). Formerly, he taught in secondary schools and then worked as an advisory teacher in a careers service and an LEA adviser. David has worked as an adviser to the DfEE, the DfES and the DCSF, but not yet to the DfE.

Workshop Speakers

WORKSHOP 1

1.1. Developing and Maintaining a Successful Student Ambassador Scheme – Outreach Strand.

Mutty Dad, University of Bradford.

As Student Ambassador Coordinator, Mutty manages a 300 student strong team. His experiences of project management have spanned over Widening Participation, Student Recruitment, STEM Outreach, Transition, Student Success, and Lifelong Learning.

Mutty is a Lecturer in Mentoring, Coaching and Facilitation and currently the Student Ambassador Research Coordinator on international research project building student capacity in investigating identity and global citizenship in diaspora, and its impact on student attainment.

His work focuses on the development of extra-curricular student opportunities for undergraduate and postgraduate students through participation in Student Ambassador Schemes. This has been in particular relation to the relationships of HEI's and their local schools and communities in the Middle East and South Asia. The key aims have been to enhance institutional social and community responsibility alongside enhancing Student Recruitment through student led programmes and initiatives.

1.2. Student Finance Update – Developments Strand.

Blair Campbell, Student Finance England.

Blair works throughout the East of England with all professionals giving advice on student finance. He is also involved in local and national media work, having been interviewed by BBC Breakfast, Kiss FM and British Forces Broadcasting among many others. Prior to joining the Student Loans Company Blair worked at the University of East Anglia in the Marketing and Communications Division, during which time he travelled throughout the UK and Europe promoting the University and its courses. In addition to providing information to prospective students on fees and funding he was involved in administering the University's bursary and scholarship scheme. Blair is an associate of the CIPR.

1.3. Open Day....

Missy Beal, Marketing and Events Officer, Bath Spa University.

Missy has been running open days and events for Bath Spa University since she began her role in 2006.

By living, breathing and dreaming about events (at times) she feels she is in a good position to lead a session on 'How to run a successful open day.' The aim of the workshop is to address what to include when organising an open day – what works/ what doesn't and welcomes members to share good practice from their own Institutions and personal experiences.

1.4. The future of the Prospectus.

Simon Bracewell – Regional Director, Havas People.

Simon has over 20 years experience in the recruitment, marketing and events arena and has worked with clients from the education sector throughout.

Simon has worked on prospectus production, student recruitment campaigns and even produced (and starred alongside Patrick Stewart) the first student recruitment TV commercial for the University of Huddersfield.

Within Havas people, Simon takes responsibility for the 'Heist Prospectus Distribution' service, The Heist Awards along with managing the wider business in the north.

Synopsis: The Prospectus Market Report – a snapshot.

Every two years a Prospectus Market Report is produced for the 'Heist Prospectus Distribution Service' which is now part of the Havas People portfolio. In this workshop you will be able to hear first-hand the top line results of the '2013 Entry' prospectus survey.

This will be followed by an opportunity for an open discussion on the future of the prospectus and the value you and your colleagues put on your printed publications.

WORKSHOP 2

2.1. Outreach for Widening Participation – Outreach Strand.

Tristram Hooley, Reader in Career Development, International Centre for Guidance Studies.

Tristram Hooley is Reader in Career Development and Head of iCeGS. He is responsible for overseeing the development of the research and education programmes run by the Centre. He has research interests in the role of technology in career development, the careers of researchers, careers policy and the changing nature of careers work in schools. Tristram is a member of the UK Careers

Sector Strategic Forum, a Winston Churchill Fellow, a Fellow of National Institute for Career Education and Counselling (NICEC), an expert adviser to iCeGS and serves on the editorial board of the British Journal of Guidance and Counselling. He also writes the Adventures in Career Development blog at: <http://adventuresincareerdevelopment.posterous.com>

2.2. Meet your market – Developments Strand.

Helen Dunn, York St John University.

Helen is the Schools and Colleges Liaison Officer at York St John University. After graduating from York St John, Helen has worked for the past five years in the Marketing and Student Recruitment Team helping to organise and deliver the liaison activities. She has also delivered a range of presentations and events for students and parents and coordinates the Open and Post-applicant Days. Helen also manages the student ambassador scheme.

2.3. Postgraduate Recruitment; A beginners discussion – Empowerment Strand.

Eleanor Shotton and Jennifer Brannan, University of York.

Eleanor Shotton and Jennifer Brannan are Postgraduate Student Recruitment Officers at the University of York. Eleanor has over 10 years experience in student recruitment, marketing and communications at a range of UK universities and has worked at undergraduate and postgraduate level in UK, EU and International sectors. Jennifer joined the UK/EU Student Recruitment team in 2012 after five years of experience working with mature postgraduate markets within international student recruitment.

2.4. 'We've got Digital Marketing covered, we've got a Facebook page...' – Online.

Lizzie Burrows, University of Oxford.

Lizzie has been working in the field of student recruitment and marketing for almost four and a half years. Graduating from the University of Essex in 2008, she went on to work as Student Recruitment Assistant, Student Recruitment Officer and Digital Marketing Officer at the same university.

Lizzie moved to the University of Oxford to take the role of Student Recruitment Officer in May 2012. Her role oversees the European recruitment strategy and various digital projects, whilst delivering presentations to schools and colleges in the UK and overseas. Lizzie obtained her Chartered Institute of Marketing Professional Diploma in 2011.

WORKSHOP 3

3.1. An introduction to IntoUniversity – Outreach Strand.

Dr Rachel Carr, OBE is the Chief Executive and Co-Founder of IntoUniversity.

Rachel originally developed the IntoUniversity Programme for a local London community centre with funding from The Sutton Trust. IntoUniversity now runs 12 learning centres in London, Nottingham and Bristol and works with 10,000 students a year. The charity has plans to expand to at least 20 centres in the UK by 2016. The organisation supports young people living in disadvantaged communities with their academic and pastoral development. Previously, Rachel worked as a university lecturer and was Head of an English Department. She read English at King's College, London where she also gained her PhD.

3.2. Evaluating Unistats – Developments Strand.

Tristram Hooley, Reader in Career Development, International Centre for Guidance Studies.

Tristram Hooley is Reader in Career Development and Head of iCeGS. He is responsible for overseeing the development of the research and education programmes run by the Centre. He has research interests in the role of technology in career development, the careers of researchers, careers policy and the changing nature of careers work in schools. Tristram is a member of the UK Careers Sector Strategic Forum, a Winston Churchill Fellow, a Fellow of National Institute for Career Education and Counselling (NICEC), an expert adviser to iCeGS and serves on the editorial board of the British Journal of Guidance and Counselling. He also writes the Adventures in Career Development blog at: <http://adventuresincareerdevelopment.posterous.com>

3.3. Acquiring, and surviving, a management role – Empowerment Strand.

Mike Nicholson, Rachel Lister and Lucy Murray.

Rachel has been a HELOA member, working in recruitment and outreach roles, since graduating in 2006. During her career she has worked at the universities of Huddersfield, York, Sheffield, Bradford and most recently as Head of Student Recruitment and Information at the University of Cambridge. Rachel's team at Cambridge are involved in activities and initiatives including the undergraduate prospectus, website, new media, market research, masterclasses, student conferences, open days, HE fairs and other recruitment events.

Rachel will be joined by Lucy Murray, Head of Outreach at the University of Essex and Mike Nicholson, Director of Admissions and Outreach at the University of Oxford.

3.4. CRM and the student journey in HE – Online.

Erin Novak, Manager, Client Success & Support.

Hobsons is the education sector's leading specialist provider of outsourced enrolment and offer conversion services, technology products and integrated marketing solutions. Globally, Hobsons works with more than 1,500 colleges and universities to achieve their recruitment and retention goals.

Hobsons offer a range of hosted software products and services that help education providers communicate and manage students from enquiry through to enrolment, whilst simultaneously reducing costs and improving operational effectiveness in admissions, recruitment, IT and marketing.

WORKSHOP 4

4.1 Supporting Care Leavers – Outreach Strand.

Anna Herbert, York St John University.

Anna Herbert works at York St John University supporting care-experienced young people to aspire to, engage with, and succeed in Higher Education. She develops outreach work with young people and their key influencers, and supports current students as they study. Anna also works to identify and implement best practice in supporting students from other under-represented groups to achieve their potential at university.

4.2 Top tips for Enquiry and Applicant communications” – Developments Strand.

Jonathan Tinnacher, University of Leicester.

With five years' experience of developing customer relations management at the University of Leicester, Jonathan presents his top tips for communicating with your enquirers and applicants – through a range of media from print and email, through to complex CRM solutions, social media and beyond. What does good practice look like – and where should you be putting your energy and resources?

Jonathan Tinnacher has been Head of Student Recruitment at the University of Leicester since 2008, with responsibility for student recruitment, school and college liaison and widening participation. Prior to this Jonathan worked in a number of related roles in student recruitment, schools liaison and international recruitment at Loughborough University, De Montfort University and the University of Stirling.

4.3 European and International Student Recruitment Strategy – Empowerment Strand.

Caitriona Woolhouse, University of Oxford.

Caitriona has been engaged in student recruitment, schools liaison and educational marketing throughout her career. Caitriona has been Head of Student Recruitment at Oxford University since November 2011, a role which sees her heading up the team that delivers large scale events advising students and teachers on applications to Oxford University across the UK and worldwide. After graduating from the University of Kent, Caitriona went on to work at the same University as a Schools and Colleges Liaison Officer. Since joining Oxford University in 2007 she has worked in a range of roles which have seen her involved in such varied projects as delivering the Oxford University Prospectus, arranging numerous events for up to 3,200 students, creating and delivering a coherent strategy for engagement in Europe and personally delivering hundreds of presentations in schools and colleges.

4.4 Pickle Jar – Online.

Emilia Flockhart, Marketing & Communications Strategist, Pickle Jar Communications LTD.

Emilia is a communications professional working for Pickle Jar Communications who specialise in strategic communications and marketing for the education sector. She has experience including digital communications, community management, press and media relations, event management, and content creation and strategy. Since working for Pickle Jar Communications, Emilia has taken a lead and played a significant role in community management and content creation for Newcastle University's social media engagement activities.

Emilia graduated in 2011 with a degree in Media, Communications and Cultural Studies from Newcastle University, after having studied the International Baccalaureate in her home country of Denmark.

General Information

Trade Fair – Thursday 24th January

On Thursday 24th January, there will be a Trade Fair taking place throughout the day. Please do make an effort to visit the exhibitors during the refreshment breaks and lunch period, or indeed during the downtime. It provides an opportunity for you to consider how you might do things differently for the coming year. We have a range of companies joining us this year, some of which are new to the HELOA conference. Their stands will be located in the Oak room, Tempus Bar & Restaurant, where you will also find refreshments and lunch being served.

The Trade Fair competition will run again this year! You will find an entry slip in your delegate pack. You are tasked with finding five exhibitors to sign your slip while networking your way round the stands. Entry slips need to be submitted to the Conference Information Desk in the hotel reception area, by no later than 19:00 on Thursday 24th January, to be entered into the prize draw.

First prize – A free two night stay for two people at the Royal York Hotel.

Second prize – A bottle of champagne.

Best of luck!

Conference Desk

The HELOA Conference Desk will be located in the Royal York Hotel Foyer. It will be staffed by members of the Conference Team and the UK Committee throughout Wednesday 23rd and during the mornings of Thursday 24th and Friday 25th for the arrival of day delegates. If you have any queries during the Conference, please approach the Conference Desk in the first instance.

Hotel Information

The Royal York Hotel would prefer it if cash was used to pay for all additional purchases. If you wish to charge purchases to your room, such as w from the bar, you will be required to swipe your credit or debit card at reception so that an account can be set up. Anyone who does not do this will not be able to charge anything to their room. Delegates are responsible for any costs incurred to their account and must settle their account with the hotel before departure. The car park is free of charge and operates on a first come first served basis (this includes those staying at The Hampton by Hilton).

For those staying at The Hampton by Hilton, the Royal York Hotel will provide transport to your hotel after the entertainment has finished. This will be advertised in your individual welcome letter.

Check Out Time

All guests must check out of their room by 11am on the day of departure. If you are leaving on Friday 25th, we have a room set aside in which to store luggage. If you are departing on any other day, please ask at reception for luggage storage. Delegates staying at The Hampton by Hilton can store their luggage at the Royal York Hotel.

Meals

For overnight delegates breakfast will be served in the Tempus Restaurant which is located on the Ground Floor. Lunch will be served in the Tempus Bar and Restaurant which will each have serving stations. All tea and coffee breaks will be served in the Oak Room.

Evening meals will be served in the Events Centre. There is a 20% discount for all HELOA delegates at the bar. HELOA actively encourages networking on its training events and there will be a few tables set aside for those who wish to meet new people or who are new to HELOA. If you would like to take advantage of these tables please look at the place names.

Leisure Facilities

All delegates staying at the Royal York Hotel or The Hampton by Hilton have access to the Royal York Hotel's leisure facilities, Guests will find a heated swimming pool, sauna, steam room, whirlpool spa and fully-equipped gymnasium with cardiovascular and resistance equipment and a selection of free weights.

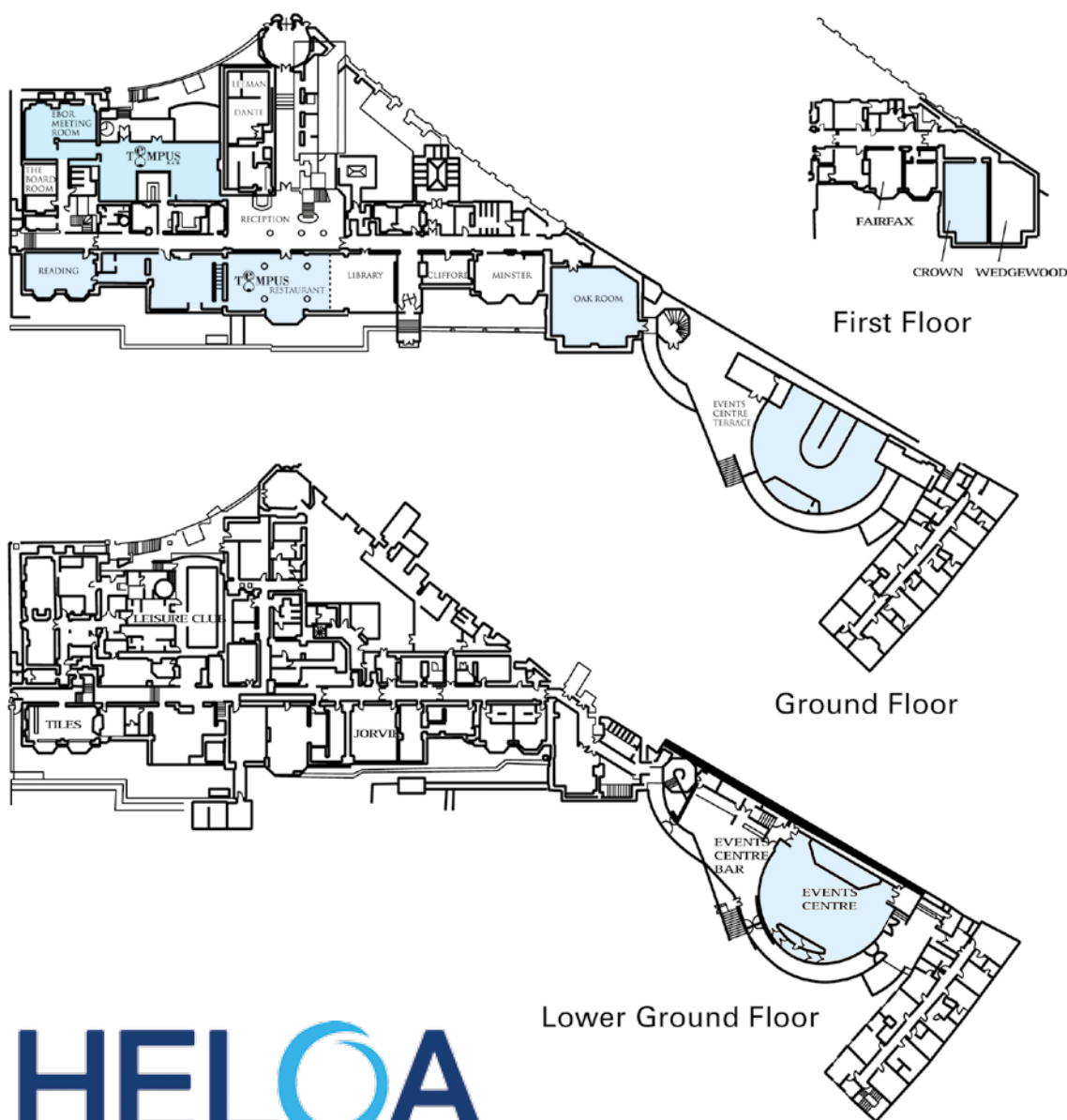
Smoking

Please note that all hotel rooms (including all bedrooms) are non-smoking and you will need to go outside if you wish to smoke.

Conference 2014

We are already starting to plan for the next Conference and will shortly be sending out an online evaluation form, so that we can get your views and opinions on this year's event. Please help us to help you by filling this out when you receive it. The information we receive from the evaluation is very important in helping us shape future Conferences.

Royal York Floor Plans



HELOA

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