



## AGM 2022 Minutes

Wednesday 12th January 2022

Carden Park Hotel, Chester and online via Zoom

### 1. Welcome and Introduction - Jonathan Atkinson (JA), UK Chair

The UK Chair, Jonny Atkinson opened the meeting at 15:30 welcoming everyone and explaining the process. Each item would be introduced, followed by an opportunity for comments and questions, then a proposer and seconder would be sought before a vote would be taken. Everyone was welcome to comment, but only primary contacts and appointed proxies could vote. There are 147 institutional members and to be quorate one-third of those or their appointed proxies must be present (49). 86 primary contacts or proxies were in attendance so the meeting was quorate and able to conduct formal business. The majority of motions would be passed by a simple majority vote and in the event of an equality of votes, the Chair should either: call for another vote; or exercise his casting vote. As the Chair's term is in the constitution, the chair extension proposal would require a majority of 75% or above of the votes, to be passed.

### 2. Apologies for Absence - Andrew Cooper (AC), UK VC (Membership & Administration)

The Vice-Chair (Membership and Administration) Andrew Cooper, Liverpool John Moores University, received 46 formal apologies from members.

### 3. Minutes of the Annual General Meeting, 13<sup>th</sup> January 2021, Online Zoom Meeting - Jonathan Atkinson (JA), UK Chair

The Chair asked for any comments, questions or amendments to the 2021 AGM Minutes. None were received.

<b>Proposer</b>	Jonny Atkinson, University of Liverpool
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<b>Secounder</b>	Elliot Newstead, University of Leicester
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The Chair invited the meeting to adopt the 2021 minutes as a true and accurate record. The minutes of the 2021 AGM were approved - For: 87, Against: 0, Abstain: 4

<b>4. Reports</b>
<b>4.1 UK Committee Report - Jonathan Atkinson (JA), UK Chair</b>
<p>The organisation is in a healthy position and is growing in membership each year across the country and nations which is amazingly positive because it's been the most trying of times where our jobs have changed.</p> <p><b>Strategy &amp; Organisational Development Plan:</b> The executive and group chairs developed our 2021-23 strategy which involved reviewing our aims and values and deciding how to move forward. From that we created an organisation development plan, which incorporated KPIs and key actions to ensure the strategy is completed in a timely fashion. This has been a huge commitment by everybody to push themselves forward to achieve these developments particularly, over the last couple of challenging years as people have had huge demands on their time.</p> <p><b>Charity Registration:</b> We have become a registered charity in Scotland and have been working with the Charity Commission to establish best practices in governance. This is a lot of work but helps to ensure that we're meeting our legal responsibilities, keeping the organisation healthy, well-structured and in a strong position.</p> <p><b>Committees:</b> In terms of committee roles, we have had a lot of movement, bringing new ideas. This presents us with the opportunity to bring in more people, ensuring the association stays relevant and interesting and providing members with the opportunity to develop their experience and skill sets.</p> <p>No questions or comments were received.</p>
<b>4.2 Report of the Partnerships Team - Jack Clare (JC), UK VC (Partnerships)</b>
<p><b>Engagement Plan with Core Partners:</b> Our main strategic priority is to maintain and grow meaningful partnerships with third party organisations at national and group level and there's several strategic goals which feed directly into this. The first one is around our work with our three core partners, UCAS, Student Loans Company and The Student Room Group and the key focus is how to maintain and enhance engagement. In the past year, there's been a significant number of developments with each of these organisations.</p> <p><b>UCAS:</b> We have agreed and signed a new Memorandum of Understanding (MoU) with UCAS, which has a renewed focus of how we can engage our members and work with UCAS. We have</p>

contributed to UCAS reports, which have been circulated within the sector such as 'Apply 2022' and their 'Where Next?' report. There's also been substantial developments driving these forwards within the UCAS Events Working Group and the Product Development Group.

**Student Loans Company:** We have regular catch ups with the SLC and have reviewed the current MoU. We also work closely with our groups and the training team to ensure content is relevant for members.

**The Student Room Group:** Alice joined the team last year and has taken over responsibility for leading on the steering group of the Student Room Group and has conducted a review and looked at our priorities moving forward.

**Representation & Feedback Across HELOA:** A change in our strategic plan is to develop national level partnerships, but also group level partnerships, so we're keen to ensure that you as members have awareness and understanding of those partnerships and can have a role in developing the partnerships we have.

**Profile Raising Activity:** Another focus is on the profile-raising element of our partnerships and opportunities for members to network. Over the past year we have been involved in submitting member led responses to a range of consultations; PQA consultation and member engagement webinars which culminated in an article for Wonkhe and partners and members' forums.

**Chair Partnerships Engagement (JA):** Many of the keynotes that are speaking today have come through contacts that we make on partnerships and although we don't have a formal agreement with them, they are important in raising the profile of the work that you're doing. The fact that we exist as a collaborative organisation of people who work in seemingly a competitive world, but the essence of our members is making sure our students make those informed decisions, resonates with people, which is one of the nice things about going to these advisory groups. One of our strategic goals is to make an efficient mechanism to collect members' views and represent these to the various organisations we work with, so I'm fortunate to have conversations with people across the sector and represent HELOA.

Elliot Newstead leads on our partnership with UCAS but as it is multifaceted, I sit on the UCAS Council, the Advisors Advisory Board and the English Policy Group. I support on the UCAS Council to push forward areas of importance. The Advisors Advisory Board is mainly teachers, so is not admissions focused, it's focused on IAG developments of UCAS and what teachers and people like yourselves could do with from them. The English Policy Group, which has been recently set up, meets twice a year. They collate a lot of people and determines the sentiment.

Other partners I usually meet with on request, one of which is the OFS who have an Information Advice and Guidance steering group. The DfE were in touch recently because they have a lead for T-level policy and information, which again led to them running a session at national conference and they will be supporting HELOA members' understanding.

**Additional Partnerships Achievements:** Some of the work undertaken by the partnerships team that have directly linked to the strategic plan included working closely with Pearsons and Ofqual and we have developed a robust income stream which helps fund events such as national conference.

**Priorities for Partnerships:**

- Developing member led engagement.
- Driving forwards the UCAS Product Development Group.
- Developing a comms plan for members.

**Helena Ziegler, University of Aberdeen** - We also have representation of the HELOA Scottish UCAS council group.

**JA** - Andy Jackson also represents Wales and we're reaching out to our members in Northern Ireland to have a national representation there as well.

#### 4.3 Report on Group Development - Amanda Kenningley (AK), UK VC (Group Development)

The groups have shown tremendous resilience and dedication to ensure that the members have remained engaged and supported throughout this uncertain time.

**Group Meetings:** Attendance at online meetings has continued to be positive and, in some cases, significantly higher than previous face to face meetings, although this is dependent on location. Committees will be reviewing what works best for their group so please feedback your thoughts to group committee members.

**Group Google Drives:** Each of the groups has their own HELOA Google Drive to keep documents in one place, allowing easy access for committee members, providing support, continuity and security when people move on from roles.

**Mentoring Scheme:** The mentoring scheme that is available in some groups has been well received and was planned to be extended to all groups, but workloads and vacant committee positions wouldn't allow for this.

**Group Committee Roles:** Filling vacant committee roles is a priority for this year and we will be reviewing how we do this. Please contact members of the group committees with any questions on these positions.

**Chair Buddy Scheme:** The Chair Buddy scheme between a group chair and a new chair, helps to support new chairs through the process, seems to be working well, so we're going to continue with that and hopefully roll that out to other committee members.

There were no questions or comments.

#### 4.4 Report of the Communications Team - Andy Cotterill (ACOT), UK VC (Communications)

**Comms Team:** We've had a lot of change in the comms team. Every member was new in the role since the last AGM and I think by the next AGM at least three to five of us will also be brand new. This has meant a lot of time spent getting used to new systems and new ways of working.

**Bulletin:** The old, long Digest has been replaced with the HELOA Bulletin which is fortnightly, shorter, sharper and more web focussed.

**Blog:** We've made more use of the blog space and plan to utilise this further. The blog provides a space for on demand access for all our content rather than having to search back through emails.

**Email Templates & Social Media:** We have refreshed our email templates and are looking at putting more content on our social channels and will be particularly exploring LinkedIn and YouTube.

**Web Pages:** There has been an overhaul of the training web pages with forms now embedded on the webpages. This should improve members' experience and make engagement easier.

#### **Priorities for 2022:**

- Build on the research that we've been doing and refresh the HELOA brand to meet the needs of new platforms. This will be brought to AGM next year.
- We will look into how we can better share insight across the sector with members and ensure you see how we work with our partners.
- Continue to develop the website.
- Develop a bigger presence on LinkedIn and YouTube.

No questions or comments were received.

#### 4.5 Report on Membership and Administration - Andrew Cooper (AC), UK VC (Membership & Administration)

**Meeting Members:** I have met many members through virtual and physical events and would like to continue to meet more to hear your thoughts and what's important as individuals and groups.

**Membership Engagement Tracker:** The membership engagement tracker will look at engagement nationally and across groups to establish trends, find out what works well and what could be shared within HELOA to increase member involvement.

**Membership Survey:** The membership survey was key in collecting members' views and ideas and we will feed that back to individual teams shortly. One question I'd like to share the responses to is 'What does HELOA mean to you?'. As a charity our main goal is to support students and the way that we support students is sharing best practice, collaboration through training and networking and developing ourselves so that ultimately, we can keep supporting those individual students, so I'm happy to see that they were the main responses.

Other priorities have been AGM preparations, working on documents and policies with VC (Governance & Policy) and contributing to the HELOA blog.

No questions or comments were received.

#### 4.6 Report on Governance & Policy - Kate Filimon (KF), UK VC (Governance & Policy)

**Charity Status:** HELOA is a registered charity in England, Scotland and Wales and we are still awaiting an invitation to progress our application in Northern Ireland.

**Strategy:** We're making good progress against the 2021-2023 strategy. Such as, developing engagement plans with partners and increasing engagement at training events.

**Policies:** We have made a few updates to policies this year. The most significant of which has been updating our standing orders which state the correct procedures. We have added sections and updates to these, particularly for associate members, which demonstrates the differences between full and associate membership. We've also clarified the process for electing officers to stand for a second term.

**Priorities:**

- Implement a more formal professional development offering for each of the roles within the committees, so it's clear what professional development and skills members get out of each role.
- Develop a robust EDI policy and review procedures in line with this.
- Review elected and appointed roles ensuring they make sense and fit together.

No questions or comments were received.

#### 4.7 Report of the Conference and Training Team - Reena Kaur (RK), UK VC (Training)

We were fortunate that in the second half of the year, we were able to start face to face events. We held our New Practitioners' Conference in the Leeds Met hotel in October and the Professional Development Conference in Nottingham in November and fortunately we were able to continue with the national conference. It has been a lot of work transitioning back to physical events and with the added difficulties of restriction changes.

I like to ensure that what we do and what we offer in the training team is valuable to our members as we know it's one of the areas and elements of HELOA that members engage with. We have had six events throughout 2021, three virtual and three physical, and we have tended to engage more with our London, Midlands and North East groups. Most of the members that we engage with are officer level, but we have seen an increase in managers, heads and directors engaging with our training events which is really important.

**CPD Accreditation:** We have joined a CPD accreditation service. Our PDC and NPC events had to proceed with approval in principle and following some final materials being received after the events, these have been approved as accredited, so those who attended should receive certificates shortly.

**External Speakers:** We have been investing and engaging with external speakers so 1/5 of the 30 sessions that are being delivered at National Conference are external speakers. Ensuring that as well as sharing best practice and case studies from inside the sector, we are providing professional development.

**National Conference Venues:** It is surprisingly difficult to find a venue which matches our requirements such as; a ballroom that seats up to 300 people, six breakout rooms with a capacity of at least 50, a minimum of around 250 bedrooms and not overly expensive, so that we can keep the costs low for delegates. Unfortunately, Carden Park only has 197 bedrooms so it's just not

feasible to hold conference here again as we have got a lot of demand for National Conference. Following research and discussions with UKC, we decided for the next four years, we're going to try a north and south model so the next two years, National Conference will be held at the Crowne Plaza in Newcastle and then the following two years will be at the Crowne Plaza Stratford. If that system works, it will return back to Newcastle, but this will be the decision of the new VC(Training).

**Hybrid Delivery & Online Engagement:** We're trialling having virtual speakers at national this year and then for future events, we'll look at the possibility of hybrid events for members.

**EDI Policy:** The training team works hard to make sure that our events are as accessible as possible, however, often there are limitations depending on the venue. I will be working closely with VC (Governance) and UKC to over this next year to ensure these events, where possible, are even more accessible for members.

**Nicola Marsden**, Lancaster University - On behalf of all members, I want to say what an amazing job you've all done. It has been so challenging just to get through our day jobs over the last two years, so all this effort and progress you've made is brilliant and in addition to your day jobs, family lives and everything else so, thank you.

<b>Proposer</b>	Andy Jackson, University of South Wales
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<b>Seconder</b>	Alex Blower, University of Bournemouth
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The meeting was invited to adopt the reports of the UK Committee and UK groups as one. The reports were approved - For: 91, Against: 0, Abstain: 0

## 5. Report on the Election and Appointment of Officer Posts - Kate Filimon (KF), UK VC (Governance & Policy)

### 5.1 Elected Officers and 5.2 Appointed Officers

The elected and appointed officers were shared with the meeting.

**Standing for a Second Term:** One of the changes to the standing orders that has recently been voted through UKC was clarification on standing for a second term, which was implied within our policies. If an elected officer or trustee wants to stand for a second term, then they first need approval from UKC, followed by sending out an expression of interest for their post to all full members to give the membership a chance to stand for the role. If there is other interest in the post,



then a full election will be held following the usual procedures; however, if there is no other interest expressed, there will be no election and the current post holder can remain in post. For appointed officers, we will provide guidance on standing for a second term, in the near future

**JA** - If it's a trustee role, we follow the Charity Commission's guidance that nobody should be a trustee exceeding a six-year period. Therefore, members may join an elective role for a year or two and come back as a trustee, but consecutively it will only be a six-year term as a trustee, and that's to ensure that we have a regular turnover of trustees, which is healthy for the organisation.

**Jack Clare, University of Wolverhampton** - Alice Stonehouse has been omitted from the list of appointed officers.

**Andy Jackson, University of South Wales** - Lily's Wearden's surname needs to be corrected.

<b>Proposer</b>	Kate Filimon, University of Huddersfield
<b>Seconder</b>	Chris Mullen, Edge Hill University

The meeting was invited to adopt the elected and appointed officers of the association. The officers were approved - For: 86, Against: 0, Abstain: 0

#### 6. HELOA Office Update - Jonathan Atkinson (JA), UK Chair

The office offers quality of service in terms of response times and the variety of queries that they undertake. It's a role which has developed in the past three to five years and they've taken on a huge amount of additional work to help the organisation remain relevant going forward, especially during the changes in the past couple of years.

**GDPR:** A vital role of the office is ensuring that we are due diligent in our GDPR commitments, ensuring members' data is safe, especially in an environment where information sensitive details are of high value to people.

**Systems:** There are a huge number of systems that we use and have looked at trying to revise and consolidate them. These are regularly reviewed, tweaked and developed. Other system options to make the office more efficient have also been researched.

**Meetings & Events:** There's been a lot of demand on the volunteers running meetings and training events in the past 12 months, for which the office has provided substantial support, virtually and then shifting that to physical.

**Induction:** We've had three VC memberships in the past three years, which has meant that some of them haven't been able to give continuity to the role and support the direction of the office. In fact, the office has been supporting the VCs (Membership & Administration) inductions and in understanding what they need to do. It's fantastic having Andrew Cooper on board who has used his initiative and can give that support back. However, without the office the exec members would have had to take on more responsibility, if it hadn't been for their lead.

**Associate Members:** Development of administrative processes and additional work were required to be undertaken by the office to prepare for associate members, which is well underway.

**Edge Hill University:** Thanks to Edge Hill for providing their support to the office. Edge Hill do a huge amount for us which is documented in the service level agreement, but it's fair to say that they do a great deal more than just the SLA and that has never been truer than in the past couple of years.

No questions or comments were received.

<b>Proposer</b>	Jonathan Atkinson, University of Liverpool
<b>Seconder</b>	Simon Jenkins, Edge Hill University
The meeting was invited to approve the report of the HELOA office. The report was approved - For: 91, Against: 0, Abstain: 0	

### 7. UK Chair Extension - Jonathan Atkinson (JA), UK Chair

We have had a number of conversations in regard to my role as chair and, as agreed by trustees, have extended my role as chair from September 2021 to today. It was my suggestion that the UK chair role, in terms of continuity for the organisation, should fall in line with the rest of the executive roles as a 3-year term. As it's in the constitution, it has to pass by 75% of the votes cast.

The main driving force behind this is that as a central figure for HELOA, it takes six to 12 months to build the affiliation and understanding with various organisations and I think having a two-year term doesn't allow us to foster the kind of relationships and understanding that we want. In addition to this, our strategies are two to two and a half years in length and having a chair who was able to bring forward the ideas for the strategy development and see it through is a great support.

<p>I understand that it was set at a two-year term previously because of the demands, but as is the same with any HELOA role, if the role became untenable due to moving out of the sector or it was asking more than you could give, there is no obligation to stay for the full three years.</p> <p>No questions or comments were received.</p>	
<b>Proposer</b>	Jonathan Atkinson, University of Liverpool
<b>Seconder</b>	Andrea Bourne, University of York
<p>Do you support the extension of the UK Chair role from 2 years to up to 3 years to bring it in line with all other elected roles within the Association? The motion was passed with a majority of 96% - For: 88, Against: 2 Abstain: 2</p>	

<p><b>8. Officer Report and Financial Reports - Michelle Terrell UK VC (Finance)</b></p>	
<p>This year has continued to be a challenging period for everyone. In the face of the pandemic the whole finance team have continued to keep our financial position under close review. There has been an inevitable reduction in our income over the course of the year, due to it not being possible to return to face to face training events until October 2021. This has however been mitigated by restrictions on in person meetings and the related expenses until September 2021.</p>	
<p><b>8.1 Completed Accounts for the 2020/2021-2022 financial year</b></p>	
<p>The completed accounts for the year 2020-2021 have been approved by our auditor. A full audit was undertaken in line with charity commission regulations.</p>	
<p><b>8.2 Provisional Accounts for the 2021/22 financial year</b></p>	
<p>It is predicted that the current financial year will end with our income having once again covered all our expenses and generated a further surplus of around £15,000 and with our operating surplus which currently stands at £108,000, carried over from the previous year still intact</p>	
<p><b>8.3 Proposed Budget for 2022/23</b></p>	
<p>Despite the rise of operating costs of HELOA, there has been no increase in membership subscription fees since 2016. Nevertheless, it was recognised that the pandemic has had a considerable financial impact on member institutions, and consequently many are now facing reduced budgets, for professional development. Conversely, despite a reduced income for the past two years, because of cost saving mitigations, we have managed to maintain our operating surplus. We generated a further surplus last year of £27,000 which brought our total surplus up to £108,000</p>	

and this year, we're predicting another £15,000 or higher. In view of this, it is proposed that there will be no increase in membership subscription fees or training event fees for the financial year 2022/23. The proposed budget for next year does take this into account which projects a deficit of £15,000 in income against expenditure and this will be mitigated against by reinvesting our surplus funds to cover our costs rather than raising our fees. It should be noted though, that to ensure a stable financial situation for the coming years, and to enable investment and continued development of our training profession and for the projects moving forward, it is very likely that this time next year the cost of membership subscriptions and training event fees for the following year will have to be reviewed.

#### 8.4 Proposed Auditor

Bick Accountants will continue as our auditor for next year.

<b>Proposer</b>	Michelle Terrell, University of Edinburgh
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<b>Seconder</b>	Ben Copsey, City, University of London
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The meeting was invited to adopt the financial reports of the association. The report was approved - For: 91, Against: 0, Abstain: 0

### 9. Honorary Membership and Commendations - Andrew Cooper (AC), UK VC (Membership & Administration)

#### 9.1 Nomination for Honorary membership

No Nominations were received for honorary membership.

#### 9.2 Nominations for Commendation of Contribution

The following nominations for commendations of contribution were received:

**Al Blackshaw**, University of Strathclyde - Digital Development Manger & Finance Manager nominated by Michelle Terrell, The University of Edinburgh.

**Ali Clark**, University of Stirling - Scotland Group Chair nominated by Louise Irving, Abertay University.

**Jamie Graney**, University of Liverpool - VC (Membership and Communications) for the North West and Northern Ireland group nominated by Chris Mullen, Edge Hill University.

**Joanna Marchant**, King's College London - UK VC (Governance & Policy) nominated by Jonny Atkinson, University of Liverpool.

**Michelle Terrell**, The University of Edinburgh - VC (Finance) nominated by Jonny Atkinson, University of Liverpool.

Andrew Cooper shared each nomination. No questions or comments were received.	
<b>Proposer</b>	Andrew Cooper, John Moores University
<b>Seconder</b>	Rhys Philips, Solent University
The meeting was invited to approve the honorary membership(s) and commendations of contribution(s). The nominations were approved - For: 87, Against: 0, Abstain: 1	

<b>10 AOB - Jonathan Atkinson (JA), UK Chair</b>
No other business was received.

<b>11. Date and Venue of 2023 AGM - Jonathan Atkinson (JA), UK Chair</b>
The next HELOA Annual General Meeting will be held on the 11th January 2023 at the Crowne Plaza Newcastle and online.

*Please note that voting totals are a combination of votes received in advance along with those received during the meeting.*

*Dawn McClintock  
HELOA Office Manager*