

AGM 2024 Minutes

Wednesday 24th January 2024, 10:00 – 12:00

Online via Zoom

1. Welcome and Introduction - Reena Littlehailes (RL), UK Chair

The meeting was opened at 10:00 and members were welcomed to the HELOA 2024 AGM.

Voting: Primary Contacts and nominated proxies were eligible to vote which was conducted via the Mi-Voice voting platform. The Association had 147 full member institutions and required one third (49) of primary contacts/ appointed proxies to be quorate. 86 Primary contacts or their appointed proxies were present at the start of the meeting so the meeting could continue. All decisions were taken by a simple majority of votes cast at the meeting. In the event of an equality of votes, the chair would either call for another vote or exercise their casting vote.

Motions: Each item would be introduced followed by an opportunity to ask questions or make comments by raising a hand or through the Q&A function and a proposer and seconder would be sought before bringing it to a vote. Those proposing, seconding or commenting were asked to provide their full name and institution, to be recorded in the minutes. For proposed amendments to the original proposal, a proposer and seconder would be sought. The amendment would be voted on before returning to a vote on the original proposal, which may have included the amendment or if it was changed significantly, there may have been no need to return to it.

Non-member attendees: Dawn McClintock, HELOA Office Manager and Louise Povey, HELOA Office Assistant representing the HELOA office and Thea Chapman from Mi-Voice supporting the voting process.

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

The Vice-Chair (Membership and Administration) Andrew Cooper, University of Liverpool, received 196 formal apologies from individual members. The apologies circulated following the meeting will

list institutions apologies were received from however, there may have been some members from that institution in attendance.

3. Minutes of the AGM, 11th January 2023 - Reena Littlehales (RL), UK Chair

The Chair asked for any comments, questions or amendments to the 2023 AGM Minutes.

No comments or questions were received.

Proposer	Jen Barton, Durham University
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Seconder	Jonathan Atkinson, University of Liverpool
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The Chair invited the meeting to adopt the 2023 minutes as a true and accurate record. The minutes of the 2023 AGM were accepted as an accurate record - For: 86, Against: 0, Abstain: 3.

4. Reports

4.1 UK Committee Report - Reena Littlehales (RL), UK Chair

Strategy: The UK committee met four times in 2023, two virtually and two in person. One of the main focuses was to review the achievements of the 2023 strategy and create the 2024 - 2026 HELOA strategy including a focus on sustainability, equality, diversity and inclusion.

UK Committee: We have over 30 volunteers on the UK committee who all play a vital role in the running of the association and ensuring members can benefit. Each term is for up to three years and as this is a large committee there is often a turnover of volunteers. Therefore, we have focused on how to ensure this is conducted smoothly and ensuring that volunteers are supported and inducted well in their new roles, with longer and clearer handovers.

AGM 2024: Due to the decision at the 2023 AGM to decouple AGM from national conference, we have compiled success criteria which this online AGM will be measured against. This will help support decisions and planning moving forward.

Representation: The UK Chair represents the UK committee and association at various meetings and events for example, UCAS Council where there have been conversations around UCAS reforms including the references reform. This led to us holding a Train the Trainer session to support members in advising college and school careers teachers and advisors on the changes. Further conversations will be held on personal statement reform and a large strategy and direction reform which HELOA will also feed into.

The UK committee have been working hard to ensure the association is sustainable from many elements, ensuring that we are consistently representative of members and supporting members in their day jobs with training, insights, advice and guidance.

4.2 Partnerships Report - Raffaella Cuccia (RC), UK VC (Partnerships)

Partnerships Team: The partnerships team is fairly new with Jen Barton, Partnerships Manager (Membership Engagement) and the UK Vice-Chair Partnerships both joining in 2023. Kate Venables, Partnerships Manager is the longest standing member but will be standing down once a replacement has been recruited.

Partners & Sponsors: HELOA has signed some new agreements and now work with new sponsors, in particular following feedback from members to work with more widening participation partners, we have signed agreements with Zero Gravity, Save the Student, Education and Employers and The Brilliant Club.

HELOA has been working with IDP connect for a few years and now have an official agreement. The UK Vice-Chair Partnerships sits on their domestic advisory panel so can share members feedback and influence the product and service development.

The partnerships team also signed a new sponsor and at the 2024 national conference there were 17 partners at the business expo, some of which delivered sessions. The Scotland Group has signed an agreement with Skills Development Scotland and the Scotland's Community of Access and Participation Practitioners (SCAPP).

UCAS: HELOA have continued to work with our parent partners and in particular we have worked very closely with UCAS which Jen Barton leads on, ensuring there is representation from each of the HELOA groups.

Postgraduate: We have run our first postgraduate focused Professional Development Conference with Find A University and launched a joint LinkedIn page on postgraduate marketing and recruitment. We continue to welcome feedback from members on potential new partners or areas for us to focus on which are aligned with the new strategy, especially in terms of sustainability, equality, diversity and inclusion.

Thanks: Thanks to the partnerships team for their continued hard work and especially in preparation for, and during, national conference.

4.3 Group Development Report - Andrew Jackson (AJ), UK VC (Group Development)

Group Support: This year has focused on working with the group chairs and their committees to get an understanding of how the groups work and identify some of the differences to determine the support they need from the Vice-Chair (Group Development) and the UK committee.

National Conference: Worked closely with the training team to enhance the group presence at national conference and ensured there was time for them to come together early on at the event, providing an opportunity to meet and talk.

Processes: Looked at internal processes and how to make these simpler and clearer for group committees and worked to ensure group chairs, as trustees, and group committee members understand their responsibilities within the association.

Partnerships: Two group level partnerships have been launched and we will continue to work closely with the partnerships team over the coming year to explore more group level partnerships to benefit members.

Mentoring Scheme: The mentoring scheme has continued in some groups and we are currently working with group chairs to roll that out across more groups and explore opportunities for shadowing and development.

Group Structures: Reviewed the group structures and group roles to ensure they are reflective of the needs of the group and also provide opportunities for members to be part of the committees, whilst developing their skills and experience. We have also been looking at how we can develop opportunities for group level vice-chairs to work more closely with the national teams giving them more exposure to what happens at a national level of the organisation and providing them with opportunities to get involved in projects and develop their skills and experience further.

Thanks: Thanks to all of the current group chairs and group committee members and those who have finished their terms in office. It has been an absolute joy to work with you all and I look forward to what we can achieve over the coming year.

4.4 Communications Report - Andy Cotterill (ACOT), UK VC (Communications)

Website: The main focus this year has been consolidating our web presence and developing our suite of content. The website has been restructured in an engaging and intuitive way and to support more accessible engagement, we have developed a suite of new photo and video content, some of which can be seen on our YouTube channel.

New group pages on the website have been developed to reflect how members engage with groups and mirror what we do on a national level and to reflect the focus for the next year.

Instagram: The new Instagram account saw lots of activity during national conference. We're keen to include our members' activity so are exploring different platforms and channels to share that.

Developments: We will be improving accessibility on our website and embedding the new photography and videography across different channels and activities. We will review the insights from communications and ensure we're embedding the equality, diversity, inclusion and

sustainability policies at the core of what we do, so that our communications are reflective of our members.

Thanks: A big thank you to the current comms team and the comms team over the past six years, you have been a real pleasure to work with. Thank you for your time and effort that you have put into these roles.

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

HELOA Office: Thank you to Edge Hill for their continued support of hosting the HELOA office and to Dawn McClintock and Louise Povey for their continued hard work behind the scenes ensuring things run smoothly.

Analytics: Analytics were introduced a few years ago to support national and group level events. We now have three years of data and insights which provides a good picture of engagement within the organisation. Since the membership and administration report was produced in November 2023 there has been an increase of membership engagement from 18.14% to 34%.

AGM 2024: The online 2024 AGM structure and success criteria were developed and the outcomes will be fed back to members following the meeting.

Forums: Two new forums were created, one for regional members and one for postgraduate which was developed in collaboration with Find a University.

Membership: We have nearly 2000 individual members from 150 institutions which reflects the breadth of higher education across postgraduate, undergraduate, widening participation, outreach, recruitment and marketing. We also have our associate members and thanks to our previous associate member representative Alistair Hardman and Chloe Sinclair who is the current representative.

Natalie Swain, University of Lincoln (Q&A: Please can you confirm the Postgraduate LinkedIn Group?)

Andrew Cooper, (UK Vice-Chair Membership & Administration): Our postgraduate forum details can be found here <https://www.linkedin.com/groups/8685199/>

Jen Barton, UK Partnerships Manager: I'd really encourage anyone who works in postgraduate to join the forum on LinkedIn. One of the intentions of this page is to provide a platform for staff to ask questions and share best practice about anything postgraduate related! Please do start talking.

4.6 Governance & Policy Report – Amy Slater-McGill (ASM), UK VC (Governance & Policy)

I was elected as the Vice-Chair for Governance and Policy at the end of November 2023 so much of the progress presented is thanks to Kate Filimon, the executive committee and the UK committee.

Elected & Appointed Processes: There have been 9 new trustees elected this year. We have refined guidelines on the appointment process for elected and appointed members to provide more clarity for those that wish to apply, nominate or provide a reference. This also incorporates equality, diversity and inclusion developments to make the election process fair and as transparent as possible. We hope this will increase the attractiveness of the roles and encourage diverse applications and increase the number of applications we receive. The standing orders were updated to clarify the process in the event of a tied vote and steps to be taken when a trustee needs to take a leave of absence.

Accessibility: Harina Basra, University of Birmingham worked as the Equality, Diversity and Inclusion (EDI) Project Manager, working closely with governance and EMBED, the EDI consultancy firm. EMBED attended the 2023 national conference and produced a report in spring 2023 which illustrated positive outcomes and some areas for improvement for both our events and the election and appointment process. Harina also worked on the accessibility and readability of documents and completed HELOA's EDI policy which includes encouraging EDI across all of the charity's operations, functions and purpose, as well as membership and equal rights in accordance with the Equality Act 2010. The policy highlights the importance of making documents as accessible as possible including clear, plain language and avoiding jargon and acronyms. Moving forward, EDI will become an embedded responsibility across every committee

role. Thank you to Harina for all her time, effort and expertise that she brought to the project manager role in supporting HELOA with this.

Charity Status: At the 2022 AGM, my predecessor informed the membership that HELOA was still on the waiting list to receive an invitation from the Charity Commission of Northern Ireland to apply for charity status. We're still waiting for that whilst the commission department completes its review. We remain a registered charity in England, Wales and Scotland and remain as a section 167 organisation in Northern Ireland which means that HELOA operates for charitable purposes in and from Northern Ireland, but it's not currently a charity under the law.

Amy Slater-McGill (UK Vice-Chair Governance): Natalie Johnstone, University of Salford, EDI as an acronym stands for Equality, Diversity and Inclusion which is used widely across the HE sector and regulators, so we generally adopt use of this too. However, we agree with the use of terminology and within our communications and documents, the term equity will be used to clarify fair treatment and outline how we can remove barriers to opportunities.

4.7 Training Report - Emily Day (ED), UK VC (Training)

Engagement: 2023 saw two sold out New Practitioners' Conferences as well as looking at more postgraduate work and a postgraduate strand being incorporated into national conference, ensuring we're reflecting the needs of the membership. We engaged with 40% of the membership across 6 events in 2023. Two of those were online Professional Development Conferences to support more accessible training for members. Over 95% of those that completed the conference feedback forms rated our conferences as excellent or good which we would like to maintain in 2024.

The training team will continue to work collaboratively with the groups and forums and link these to the Professional Development Conferences and regional engagement.

CPD Accreditation: All of the Professional Development Conferences and the New Practitioners' Conferences held in 2023 received accreditation from CPD UK along with two of the groups training days. Both the Vice-Chair (Group Development) and Vice-Chair (Training) will look to

continue this in 2024. National conference will not be accredited due to the complexity of the process and event.

Speaker and Session Opportunities: We want our speakers to reflect the diversity of our membership so please consider putting yourself forward to speak at our conferences. The expression of interest form will be available on the website and there will be calls in the bulletin from group chairs on sessions required. Contact the training team with session ideas and we will look at how that can fit across the planned conferences.

Equality, Diversity and Inclusion (EDI): We have considered EMBED's recommendations and have worked collaboratively across many of the HELOA teams to embed these across our conferences. This is a long-term project and continued focus moving forward. Some recommendations have been implemented including using what3words for venue locations, using matt laminating rather than gloss for signage, using audio/visual (AV) in breakout rooms at conferences and visual story-telling such as, the video from the train station to the hotel to support people with terrain and landmarks.

Thanks: A massive thank you to all our members that attended conferences in 2023 as a delegate or speaker, it is really appreciated and great that we have been able to help and support you. Thank you also for the feedback as we really do take this on board and help shape future conferences.

Ali Clark, University of Stirling (Q&A): There were capacity issues but we and other institutions nearly missed a place due to the 5 places per institution booking - could this be reduced in future to perhaps 3, to ensure all institutions have a chance to book on?

Emily Day, (UK Vice-Chair Training): Five members per institution was decided by looking at the average number of people that institutions were sending to conference. Reviewing this for 2023 and 2024 national conferences suggests reducing this to three wouldn't have had a significant impact. The 2024 national conference filled extremely quickly, this along with the booking opening date and that it is a first come first served basis, is something people should be aware of. The

venue for 2025 is slightly larger so we could look at the booking statistics for that and consider the booking cap moving forward.

James Kennedy, Leeds Beckett University: Could you allocate one place per institution for national conference?

Emily Day, (UK Vice-Chair Training): We can't guarantee that every institution can have one space per conference as not every institution wants to send someone. We offer booking transfers to another member of the institution, promote that it is on a first come first serve basis and release bookings open dates and information before the conference opens. If we held a place for every institution it would become a minefield for the team, who are volunteers and are already working at capacity.

Helena Ziegler, University of Aberdeen (Q&A): Could you start with 3 and then open to another 2 if there are still spaces?

Emily Day, (UK Vice-Chair Training): This is how the five places works. For context, there were three universities that booked five places this year so if we did reduce it to three it wouldn't have a significant impact but is a shame for the institutions who do want to send 5 delegates to miss out on this.

Jonny Atkinson-White, University of Liverpool (Q&A): Really clear thanks for the concise update

Rebecca Oliver, Bournemouth University (Q&A): New practitioners conference is fabulous- we send our new placements every year and they get so much from it. Highly recommend.

Proposer	Alex Whitham, Manchester Metropolitan University
Seconder	Rebecca Oliver, Bournemouth University

The meeting was invited to adopt the reports of the UK Committee and UK groups as one. The reports were approved - For: 90, Against: 1, Abstain: 1.

5. Election and Appointment of Officer Posts - Amy Slater-McGill (ASM), UK VC (Governance & Policy)

5.1 Elected Officers and 5.2 Appointed Officers

The elected and appointed officer's report was shared with the meeting.

Proposer	Andy Long, Keele University
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Seconder	Meg Griessel, St Mary's University
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The meeting was invited to adopt the elected and appointed officers of the association. The officers were approved - For: 93, Against: 1, Abstain: 0.

6. HELOA Office Report - Andrew Cooper (AC), UK VC (Membership & Administration)

Overview: The HELOA office is staffed by two part-time members, Dawn McClintock who works 30 hours and Louise Povey, who now works 21.75 hours per week. The office continues to be based at Edge Hill University who provide the provision of IT, HR, training and support to the office staff on a day-to-day basis. The office is vital to the running of HELOA and is the backbone of much of what we do such as, processing memberships, IT accounts, GDPR and administration to ensure that we as volunteers are keeping in line with all of our policies and procedures.

Membership: From November 2022 to November 2023, the office processed 1447 memberships. The membership has grown from 1,713 members to 1,942 individual members. This growth shows that HELOA is a key and vital part of the higher education sector. We have a relatively small growth of institutional members, increasing from 150 to 153. We have not lost any institutional members however, there were 609 members removed throughout that year, largely due to members moving on to new roles outside of the sector. The office worked with the Vice-Chair (Membership) to ensure that the primary contact role descriptor was updated to ensure that primary contacts understood their role and collated honorary membership details ensuring materials around that were useful.

Core provision: The office is key in ensuring that core responsibilities are met such as GDPR processes, financial support, training, events, meetings and updating documentation. As the association has grown, so has the workload. The UK Vice-Chair (Finance) and UK Chair undertook

a risk assessment analysis and identified areas of possible issues and made the decision to increase the office assistant's hours to ensure that there was consistency around financing.

Data & Communication: Previously, HELOA's information was lost when the office moved locations. When the office moved to Edge Hill, a Google account was established to ensure all data could be moved with the office. Over the years, these were extended and now each area of HELOA has a Google account to ensure efficiency in communications and operations. The office ensures that these Google accounts are kept secure, changing passwords regularly and ensuring documents are shared with the correct accounts. The office also supports data security, ensuring individuals are aware of our GDPR procedures both when joining and leaving the HELOA committees.

Proposer	Christine Todd, University of Liverpool
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Seconder	Varan Houghton, University of Southampton
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The meeting was invited to approve the report of the HELOA office. The report was approved - For: 90, Against: 0, Abstain: 0.

7. HELOA Strategy - Reena Littlehales (RL), UK Chair

Mission, Vision & Values: If the strategic plan is voted for, this will come into place as of February 2024 through to December 2026. The mission and vision remain the same as we are a professional higher education association who supports our members to help students make informed decisions, find opportunities to help members develop and represent the values of HELOA to a wider audience. Some tweaks were made to our values: ensuring that our members are key stakeholders, we are a democratic member-led charity, inclusive in all areas of our work and that HELOA commits to being more sustainable, in both the carbon footprint and the sustainability of the association.

Strategic Priority Changes: The strategic priorities have mostly remained the same with a few tweaks. To understand the growth of HELOA and ensure stability with our charitable objectives.

We don't want to grow so far that we're not meeting the demands of members. Ensure we have meaningful partnerships whose values align with HELOA and partnerships aren't developed for the sake of growing partnerships. Engage and understand our members so we learn from them to ensure we have relevance and purpose.

Key Priorities: One of the key areas we will be looking into over the coming years is the importance of trustees within the charity including looking at the structure of the UK committee. The Charity Commission suggests no more than 11 trustees and we currently have 17. We will reflect on this to ensure trustees are able to contribute effectively and consider the workload of the office. Other key areas for consideration are incorporating the equality, diversity and inclusion recommendations, high-quality training, membership engagement levels in different areas and reflecting on our communications with members.

Proposer	Jonas Rae, Swansea University
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Seconder	Brad Eeley, University of Chester
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The meeting was invited to approve the HELOA Strategy. The Strategy was approved - For: 88, Against: 1, Abstain: 0.

8. Changes to who can run for Group roles - Andrew Cooper (AC), UK VC (Membership & Administration)

Regional Representatives: When HELOA was formed 35 years ago, regional roles didn't really exist. The number of regional representatives has grown considerably over the last few years, which has meant HELOA has lost out on potential, where staff work in different groups to where their university is based and are therefore unable to apply for a group role. There have also been occasions where a HELOA committee member has had to resign because they became a regional representative and could no longer continue in their group role.

Motion: Voting for this motion will support membership engagement and provide more opportunities for members. The vote is to update the Standing Orders to reflect the greater needs of membership, allowing regional representatives to stand for group vice-chair roles within the

group they are based, rather than the group their institution is based in. They cannot stand for group chair to ensure there would not be over representation from any one institution.

Stephanie Willmott, UWL (Q&A): It would be good to have the opportunity for regional staff to run for roles in their region. It is a benefit!

Lewis Clarke, University of Lincoln (Q&A): This is a benefit.

Georgie Leeves, University of Sussex (Q&A): Can members run for roles within their institutional group?

Andrew Cooper, (UK Vice-Chair Membership & Administration): Each regional representative would need to state which group they will be part of and therefore be able to run for roles within that group only.

Anonymous: Would regional members be able to attend training and events in both their institutional group and the group they work in?

Andrew Cooper, (UK Vice-Chair Membership & Administration): Yes, any member can attend any group meeting.

Ryan Martin, Loughborough University: How would you ensure one university isn't over saturating positions across a number of groups? Different people from the same university holding positions in Wales, London and Midlands for example.

Andrew Cooper, (UK Vice-Chair Membership & Administration): Group chairs are trustees and therefore have an impact on the way the UK committee and HELOA operates so regional representatives will only be able to stand for group vice-chair roles and appointed roles on the UK committee are through interviews, so having these processes in place should help limit institutions over saturating committees.

Unknown (Chat): How can we ensure that group meetings aren't overloaded with regional representatives rather than members whose institutions are based within that group?

<p>Andrew Cooper, (UK Vice-Chair Membership & Administration): We have had conversations with group chairs about how regional representation could affect their groups so they are not overloaded. These conversations will continue to ensure there is fair representation.</p>	
Proposer	Hannah Henry-Wake, University of Leicester
Secunder	Ben Kibble-Smith, Wrexham University
<p>The meeting was invited to approve the changes to who can run for Group roles. The Changes were approved - For: 86, Against: 3, Abstain: 1.</p>	

<p>9. Officer Report and Financial Proposals - Fiona Curry (FC) UK VC (Finance)</p>
<p>Membership Growth: The membership report depicts the annual change in membership but if we look at the change in membership since the last membership fee increase in 2015/16, there has been an 85% increase in membership numbers which highlights the growth of the association.</p>
<p>Consumer Price Index: The increase in the Consumer Price Index over the past decade has impacted us all personally and the students we support but also businesses, charities and institutions. This has impacted areas across HELOA such increased costs for speakers, venues, travel and employees.</p>
<p>Reserves: The reserves have also been impacted and have increased from £80,000 in 2019 to £115,000 in 2023. These reserves are needed to pay for things upfront whilst we invoice and await payments from partners and member institutions such as, national conferences' payments, increased AV to help our events to be more accessible, salaried staff' and CPD. Following COVID we were in a strong financial position with a surplus. We outlined how we were going to spend the surplus using a matrix of time, impact, price and sustainability of those spends and with no ongoing financial commitment however moving forward, we want to continue to invest in our staff and in areas across the association.</p>
<p>Financial Responsibilities & Risks: We reviewed the responsibilities and the risks associated with our financial obligations. Recently there was a finance manager vacancy for eight months</p>

which left two volunteers invoicing for events, making payments on time and supporting with the Charity Commission submission, this along with periods of illness leaves a lot of risk associated with having volunteers responsible for some of the key functions of the charity. Traditionally, invoicing sat with the office and it was intended to move back to the office when they relocated to Edge Hill University which didn't happen, so it was decided for the office to take on this responsibility along with other accounting functions and to fund the additional hours for the office team. As the finance manager roles were largely created to undertake invoicing, when Sarah's Finance Manager role ends in April 2024, that role will not be replaced. This also means that Law (Finance Manager) can focus on budgeting responsibilities of the groups which will improve her skill set and will make the role more attractive moving forward.

UK Vice-Chair (Finance) Vacancy: The UK Vice-Chair (Finance) role will end at AGM 2025 and the role will be advertised in September 2024 so there will be plenty of time for an in-depth handover.

Thanks: Thanks to the office and the finance team for their ongoing support.

Jonny Atkinson-White, University of Liverpool(Q&A): Excellent work on effective spending of the surplus for the benefit of all members, and solid forward planning to ensure the financial viability of HELOA.

9.1 Completed Accounts for the 2022/2023-2024 Financial Year

Accounts were shared with the AGM reports.

9.2 Membership costs for 2024/25

Membership Fees: Membership fees haven't changed for a substantial number of years. This has provided a risk to the trustees to maintain the service level that we currently have. Maintaining membership fees as they are, would mean we would have to cut back on much of what we do across all areas of HELOA therefore, in 2023 trustees voted in favour of increasing the membership fees for the membership year 2024 to 2025. Following this, membership fees will be increased in line with inflation which will support investment across the organisation.

Natalie Johnston, University of Salford (Q&A): Can the revised fees be reviewed annually and could they go down as well as up?

Fiona Curry, (UK Vice-Chair Finance): If inflation goes down, it will depend on what we are seeing from our suppliers and the impact that is having on us. National training event contracts are often signed well in advance, sometimes years, so we would know the impact. Training events are some of the biggest drivers of the reserves needed however, paying for our staff and Edge Hill University would generally only continue to go up and doesn't necessarily go down with inflation. Therefore, it would be these substantial costs that would be considered to determine if fees could be reduced. At the heart of what we do is trying to ensure the best value for members but also ensure we are financially sustainable so we will be considering a further reaching plan and how that will look financially for HELOA.

Vicky Bannerman, University of Strathclyde (Q&A): The proposed increase in fees is 25%, can you explain why it is such a large lift in one go? Could it be more gradual?

Fiona Curry, (UK Vice-Chair Finance): The increase in fees is significant for this September because inflation has risen 30% in that period, so this increase is necessary in order to continue to meet the costs of things now, otherwise we would have to cut back on what we already do.

Jonny Atkinson-White, University of Liverpool (Q&A): 25% sounds like a lot but take a look at the actuals, even the largest universities will only be asked for circa £500 for annual membership.

9.3 Proposed Budget for 2024/25

The budget was shared with the AGM reports.

9.4 Proposed Auditor

Bick Accountants will continue as our auditor for next year.

Proposer	Hannah McEvoy, University of Chester
Seconder	Ellie Lloyd Davies, Manchester Metropolitan University

The meeting was invited to adopt the financial reports of the association. The reports were accepted - For: 88, Against: 0, Abstain: 7.

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

10.1 Nomination for Honorary membership

Penny Eccles was nominated for honorary membership by Sêra Evans

10.2 Nominations for Commendation of Contribution

Amanda Kenningley, University of Huddersfield nominated by Jennifer Barton, Durham University

Andy Cotterill, Keele University nominated by Michelle Terrell The University of Edinburgh

Ashleigh Hope, Guildhall School of Music and Drama nominated by George Green, Imperial College London

Becci Williams, Nottingham Trent University nominated by Emily Day, Lancaster University

Ellie Lloyd-Davies, Manchester Metropolitan University nominated by Johanna Edgerton, Manchester Metropolitan University

Helena Ziegler, University of Aberdeen nominated by Calum Fraser, University of Dundee

Kat Knight, City, University of London nominated by Ashleigh Hope, Guildhall School of Music and Drama

Kate Venables, Arts University Bournemouth nominated by Raffaella Cuccia, City, University of London

Proposer	Jamie Graney, University of Liverpool
Secunder	Kelsey Blemings, Northumbria University

The meeting was invited to approve the honorary membership(s) and commendations of contribution(s). The nominations were accepted - For: 93, Against: 2, Abstain: 0.

11. Decouple Commendations from AGM - Andrew Cooper (AC), UK VC (Membership & Administration)

Traditionally the Annual General Meeting (AGM) was held during national conference as this was when a large number of the membership came together. In 2023, the AGM was held at national conference with commendations being shared and approved followed by commended members receiving a certificate during the national conference awards ceremony.

The proposal is to decouple the commendations from AGM with the nomination process remaining the same. This would be followed by a review by a selected committee and then nominees being presented during the awards ceremony at national conference.

Proposer	Lydia Newton, University of East Anglia
Seconder	Maryam Bham, Manchester Metropolitan University

The meeting was invited to approve the decoupling of commendations of contribution(s) from AGM. The changes were approved - For: 90, Against: 1, Abstain: 3.

12. Group Committee Structures - Andrew Jackson (AJ), UK VC (Group Development)

Consultation: Group committee structures have been reviewed over the past year with group committees by looking at what the current roles do and how these are being used across the groups. This highlighted some variation of how they work which is reflected in this proposal, providing flexibility in how groups manage their areas.

Current Group Structure: Currently group structures are composed of the Group Chair, Group Vice-Chair (Membership & Communications) and the group Vice-Chair (Training & Partnerships). There are also two UCAS roles, Product Development and the Events Working Group which are elected in the same way as group committees but don't sit as part of the committees.

Proposal: The proposal is to make the roles more reflective of what the groups have said they need, clearer and well defined, and hopefully more appealing for members to run for. The proposed new structure is for the Group Chair and Group Vice-Chair (Membership & Communications) to remain the same but create two new roles, Group Vice-Chair (Training), which will focus on the training element and a Vice-Chair (Partnerships) which will incorporate both the

UCAS Product Development and Working Group roles and would lead on partnerships for the group as a whole. Groups could have up to 5 committee members so would have the autonomy to choose where they needed that additional member so for example, they may decide to have an additional person working on training or an additional person working on partnerships.

If the proposal is approved, people currently in those roles will not have to change immediately and discussions will be had with those committee members. They will have the option to serve out the term on the post which they were elected for or, if they're happy to move to one of the new roles, we would look to facilitate that.

Amy Shimmin, Uni of Stirling (Q&A): Changing the UCAS roles to within a Vice-Chair remit would potentially put off experienced volunteers who don't have capacity for a Vice-Chair role but could bring a great level of experience, especially for groups where large number of campus UCAS events take place.

Andy Jackson, (UK Vice-Chair Group Development): There is a balance to be found. Group committee's fed back that the Vice-Chair (Training & Partnerships) role is usually more training focused and they would like to explore developing more group level partnerships. The workload between the roles was found to be imbalanced so by bringing the UCAS roles together into a partnerships committee role there will be more support from the national team and more training and development available to that officer. There is also the option of having two people in the partnerships role to allow that to be supported and developed. The proposed structure should allow flexibility for the needs of the group committees and their members.

Ali Clark, University of Stirling (Q&A): 'Good degree of variation' is right - our UCAS reps are vital for Scotland. We have had to fight to retain UCAS events such as Borders, Forth Valley, etc and so it's important to have a voice. Being subsumed into the Vice-Chair (Partnerships) is too much.

Helena Ziegler, University of Aberdeen: There is flexibility of the 5th post but as Ali Clark pointed out in Scotland the UCAS roles are an important voice as the Scottish events have issues that don't often get taken into consideration and are different from the rest of the UK. Also, the UCAS roles are appealing if someone is not in a position to take on one of the larger group committee roles and as the Scotland partnership's role is huge, this is a step backwards for Scotland. As

each region handles things differently, could we look at having 2 additional roles? As it stands, this would not work for Scotland and will be voting against it.

Andy Jackson, (UK Vice-Chair Group Development): Incorporating the UCAS roles within the group committee Vice-Chair Partnerships role will provide them with greater status within the organisation by being part of the group committee and with further support from the UK committee. They will work more closely with the partnerships team and ensure their voice is heard. I understand the challenges of representing specific national views to UCAS but it is about how we can develop that. From discussions with the group chairs, 5 roles were seen to provide good scope to understand the needs of the group and allocate the roles as needed. If this is implemented, it is something that could be brought back for review.

Alex Whitham, Manchester Met (Q&A): Think this would be a really useful change for the groups.

Mari Tait, Heriot-Watt (Q&A): Loss of the UCAS Events Working Group role will put immense pressure on our partnership's role in HELOA Scotland. The partnerships' role would become too big for one person. I appreciate a second person could help under the new structure but the focus is not clearly on UCAS working.

Andrea Bourne, Uni of York(Q&A): I agree with Ali Clark- the UCAS role is a significant one.

Jonny Atkinson, University of Liverpool: Taking on board the Scottish and Welsh points where partnerships is particularly important, the new structure allows flexibility, and although these roles will be pivotal in leading the work, you can share the responsibility with other group committee members and work as a collective. Secondly, my concern is that members may feel that this proposed structure allows for the group chair role to be split across people and the role requires someone to be significant in terms of decision making and leadership qualities. If it were stated that the role being split would be by exception, I would be in support of this but, not as the norm.

Andy Jackson, (UK Vice-Chair Group Development): The current Wales group chair role is a job share with one person doing the role for half the term and then the second person doing the role for the remaining half term so there is some flexibility there. My preference would be for this decision to sit with the groups and for there to be a discussion with myself and the UK committee. For example, if someone works part time or has returned from maternity leave and is unable to commit to the full role for three years, I wouldn't want this to be a barrier for them to be involved

with HELOA so would welcome conversations around what opportunities there are and how we can support them. For example, if it were for a group vice-chair role, that could be automatic but for group chairs, a conversation would need to be had.

Ross Pickering, City, University of London (Q&A): Changing the Vice-Chair Training & Partnerships role into two and merging the UCAS Events Working Group and Product Development into Vice-Chair Partnerships is too much at the same time.

Vicky Bannerman, University of Strathclyde (Q&A): As the current Scotland representative on the UCAS Product Development Group, I have concerns about this. This would be an increase in workload for someone in a voluntary role. This could be off-putting for some members. This is a role that is accessible as a starting point for involvement or for senior managers as the time commitment isn't as significant as some of the other roles. Our Partnership Vice-Chair already has several Scotland specific partnerships to look after each year and doesn't necessarily have scope to take on more work.

Keir Robinson, The University of Edinburgh (Q&A): With the change, it would mean we would go from a team of 6 to a team of 5 which increases my role in partnerships in Scotland. The working group roles gives us more flexibility if there are key partners to work with such as UCAS. Also, I can totally see what we are trying to do but in some groups some of the roles are bigger and cutting it to 5 is a significant challenge.

Andy Jackson, (UK Vice-Chair Group Development): Thank you for everyone's comments and questions. I have taken onboard Scotland's comments and if this is voted through, I will have conversations with Scotland about exactly what their requirements are and look at what we can do to best support them.

Proposer	Wisla Rossi, University of Derby
Seconder	Amanda Boissevain, University of Surrey

The meeting was invited to approve the change to group committee structures. The changes were approved - For: 45, Against: 22, Abstain: 19.

Reena Littlehales, (UK Chair): We will have conversations with each group and look at how we can make this work for members as best as possible.

12. AOB - Reena Littlehales (RL), UK Chair

No other business was raised.

13. Date and Venue of 2025 AGM - Reena Littlehales (RL), UK Chair

The constitution states that an Annual General Meeting (AGM) of the association shall be held early in the calendar year and not later than the end of March. As mentioned, this AGM was a trial virtual meeting which will be reviewed against our success criteria and members notified of the 2025 AGM date. There will be an option for members to vote later this year on whether they feel a hybrid or virtual AGM is more preferential.

No comments or questions were received. The meeting was called to a close at 12:13.

Please note that 86 primary contact/ proxies had registered their attendance at the start of the meeting but the total number attended was 95. Voting totals are those finalised by Mi-Voice.

*Dawn McClintock
HELOA Office Manager*