



HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Chargeable Events for Information, Advice and Guidance

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HELOA is the professional association of staff in higher education who work in the field of education liaison, providing guidance and information to prospective higher education students, their families and advisors. Established in 1990, the Association has approximately 900 members from 135 higher education institutions across the UK. Our members work in a wide range of functions within universities, covering schools and colleges liaison, student recruitment, widening participation, external relations, marketing, publications and publicity, and student services. What binds the membership together is our commitment to encouraging high standards of professionalism amongst our members. Our members represent all stages of university careers, including graduate-entry officers and assistants, to heads of department and directors. HELOA members are actively in contact with prospective students on a daily basis, working with students from primary school to sixth form, and prospective students within the community and business/industry.

HELOA believes that all students should have access to free, impartial and high-quality information, advice and guidance. Members are encouraged not to attend events which require attendees to pay a fee to attend. Universities offer their information freely to all prospective students, and a profit should not be made by external organisations for the free support given by universities. HELOA recognises that universities will pay to attend events, eg. UCAS fairs, but encourages universities not to support events where costs are passed on to those attending for information, advice and guidance.

Principles: Chargeable events for Information, Advice and Guidance

1. All prospective students in the UK should have access to high-quality information, advice and guidance, regardless of their ability to pay.
2. Universities should not normally charge students, parents, or schools/colleges for the provision of information, advice and guidance about higher education. HELOA recognises that some universities organise events that require attendees to pay, and attendance rates should therefore cover the costs involved rather than generate profit.
3. Schools and colleges that organise information, advice and guidance events should not charge their students, or any other students, to attend the events. If an event will incur a charge to students, the school/college should inform the higher education institutions at the point of invitation. HELOA encourages members not to attend chargeable events that require students to pay to attend.
4. Studying for degree-level study is an opportunity that should be open to all, regardless of age, financial background, or location in the UK. Information about higher education should be provided freely by universities and higher education institutions, without bias. Information should be impartial and should be provided on the basis of the information being used for students to make the right decisions for themselves.
5. HELOA members, both individual and institutional, should seek to provide potential applicants, their parents and advisors with the best possible information, advice and guidance to assist them in making the most appropriate decisions for their future. Members should seek to recognise the role that they play in dispelling myths about higher education which exist in the public domain.
6. HELOA members should ensure that all institutional representatives, whether or not they are HELOA members, are aware of the existence and contents of the HELOA Good Practice Guidelines.
7. HELOA members should seek to keep themselves fully up to date with developments in Higher Education and related sectors and pass that information to students, their parents, and advisors, where relevant.
8. HELOA members should be able to effectively signpost potential students to authoritative sources of information and guidance if they themselves are unable to assist with questions or queries.

9. HELOA members and their institutions should aim to only attend UK events and conventions that visitors may attend free of charge, and where the cost to institutions is not prohibitive or exclusive.