

# HELOA

## Joining HELOA A guide to membership



## What is HELOA

HELOA is a charity and the professional association of higher education staff working in the field of education liaison providing guidance and information to prospective higher education students, their families and advisers. Established in 1990, the charity has over 1600 members from 145 higher education institutions across the United Kingdom. Our members work in a wide range of functions within universities, covering areas of schools and colleges liaison, student recruitment, widening participation, external relations, marketing, publications and publicity, and student services. All members are committed to high standards of professionalism.



## Our Mission

We are a professional Higher Education association, providing a public service by:

- Supporting our members to help students make informed decisions;
- Finding opportunities to enable our members to develop in their careers;
- Provide meaningful partnerships between sector relevant bodies and our members;
- Representing the values of HELOA to a wider audience.

## Our Vision

HELOA is a professional and engaged advocate for higher education. We enhance how higher education providers support potential students to make informed decisions about their futures. We support our members in providing access to high-quality information and advice services. HELOA works collaboratively to share best practice amongst members and provides opportunities to develop new skills.

## Our Values

1. Every potential higher education student has the right to make informed decisions about their future.
2. Higher education providers must support students from all backgrounds to access the right education and career pathway for them.

3. Our members are key stakeholders in informing potential students and their supporters about higher education options.
4. We are a democratic member-led charity, with a commitment to engaging our membership through a network of UK wide events, communications, and geographical groups.
5. We collaborate to share best practice in student information and advice services.

## Why join HELOA?

Some of the many benefits within your HELOA membership include;

- Build relationships with the many institutions involved in HELOA
- Share best practice with staff in similar positions
- Keep up to date with changes in the HE sector
- Get involved with training and development opportunities
- Attend group meetings
- Receive the digest



There are different types of HELOA membership, depending on your institution type. Please see the benefits below and the Institutional Membership page for further information.

Member Benefit	Full Institutional Membership	Associate Institutional Membership
Receive bi-weekly email Digest straight to your inbox	✓	✓
Access to member-only social network platforms eg Facebook, Slack	✓	✓
Access to the HELOA Blog, Twitter, YouTube and Linked In	✓	✓
Receive email updates from the HELOA UK Executive and Office	✓	✓
Opportunities, locally and nationally, to network and share best practice	✓	✓
Attend Group meetings and contribute to the Association	✓	✓

Attend Group training events at no additional cost	✓	✓
Institutional logo and link on the members page of the HELOA website	✓	✓
Entry in HELOA National Awards to gain recognition for work and best practice	✓	✓
Discounted member rate at National Conference, Professional Development Conferences and New Practitioners' Conferences	✓	✓
Opportunity to attend member-only Webinars	✓	✓
Access to partner and sponsored sessions	✓	✓
Opportunity to be a HELOA institutional representative (Primary Contact)	✓	✓
Attend the HELOA Annual General Meeting	✓	
Voting rights at the HELOA Annual General Meeting (one vote per institution submitted by the Primary Contact)	✓	
Vote in group and national elections (one vote per institution submitted by the Primary Contact)	✓	
Opportunity to stand for election as a UK trustee or appointed officer	✓	
Opportunity to stand for elected group positions	✓	
Opportunity to be part of UCAS Working Group/ UCAS Product Development Group / Member feedback groups	✓	
Have the opportunity to play a role in the development of partnerships at group and national level	✓	
Opportunity to stand for election as a representative to work with UK VC (Membership and Administration)		✓

## How much does it cost?

Membership fees are set annually at the AGM, and the below figures are prices for 2021-22 membership. Fees are based on the size of the institution. These figures are taken from the latest available HESA figures. 5 individual membership places are included in the annual institution fee. Additional members are charged at £34 each. Membership fees are a flat rate and therefore, not pro rata based on joining time during the membership year, which runs from 1st September – 31st August. Please note: VAT is not charged so these figures are total costs.

Number of Students	Annual Cost
Further Education	£255.00
0 - 1000	£255.00
1001 - 5000	£285.00
5001 - 10000	£350.00
10001 - 15000	£380.00
15000+	£405.00
Additional Memberships	£34.00 per person

## How to apply for membership

Membership is processed by the HELOA office in collaboration with institutional primary contacts who are the representative of all HELOA members within the institution and are the main administrative contact for HELOA. Each institution shall nominate one primary contact. The role of primary contact can be transferred to another institutional member by completing the Primary Contact form.

For further details on the role of the primary contact, please see the relevant role descriptor.

[Primary Contact Role Descriptor for Full Members](#)

[Primary Contact Role Descriptor for Associate Members](#)



## Institutional Membership

To apply for institutional membership, first ensure that your institution meets the criteria set out in the Standing Orders 1.001 Criteria for Institutional Membership. You can contact the HELOA office with any queries and/or complete the institutional form.

### HELOA Institutional Membership Form

On completion of the institutional membership form, a confirmation email of the details submitted will be received. Once processed, the office will send a welcome email with a request for any further information required, followed by an invoice for the membership fee.

## Individual Membership

To apply for individual HELOA membership please receive confirmation from the institutional primary contact and complete the individual membership form.

### HELOA Individual Membership Form

On completion of the individual membership form, a confirmation email of the details submitted will be received. Once processed, the office will send a welcome email with a personal HELOA membership number, details of mailing lists, how personal data is handled and further information on how to get involved with HELOA. Any financial remunerations will be organised with the institutional primary contact.

For further details, please see the membership pages or contact the HELOA office at [office@helo.ac.uk](mailto:office@helo.ac.uk).



# HELLOA

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