Thursday 16th January – Workshop One - 10AM

1.1 Student Ambassadors & Race Equality	WP
Alex Mormoris – MA Social Research Student & former Student Equality & Diversity Officer, University of Birmingham	
In this session attendees will be given the chance to explore how best to support students to take an active role in race equality work while at university. It will include an overview of what things to consider before beginning the programme; how to set up and manage an ambassador programme and an exploration about what a successful programme looks like. This session is informed by reflections and insights from a number of previous programmes. Attendees should expect to leave with a better understanding of the challenges associated with working on race equality initiatives within higher education and some examples of how best to navigate them.	
1.2 Lancashire Collaborative Network - The Empower Project	WP
Anna Wooley, Edge Hill University and Carla Lockwood, Lancaster University	
This session will provide an overview and discussion of the empower project work conducted by Lancashire HEI's in partnership with Lancashire County Council's virtual school team. The empower project not only focuses on developing the aspirations and experiences of care leaver students/care experienced young people of all ages in relation to entering HE, but also works with practitioners and foster carers to give them up-to-date information, advice and guidance to effectively support those with whom they work.	
1.3 52 Things to Do	Marketing
Kate McCracken, Solent University	
This campaign won the HELOA innovation and best practice award for marketing in 2019. Join this session to find out more about running a multiple award winning content marketing campaign with a small budget.	
1.4 HELOA / UCAS Working Group: Let's Discuss UCAS Exhibitions!	SR
UCAS and HELOA Working Group	
This is an opportunity to meet colleagues from UCAS and the HELOA/UCAS working group to hear about future developments and discuss hot topics related to UCAS exhibitions, whether as an organiser or an exhibitor. There will be an opportunity to ask questions and for group discussions. Come and join us!	
1.5 Ask a Senior Manager Panel	Career Development
Rebecca Hollington - University of Wolverhampton, Ali Clark - University of Sterling, Simon Jenkins - Edge Hill University, Dylan Cozens - Coventry University	
A personal development session for delegates, with tips and advice from experienced practitioners in student recruitment and WP.	
1.6 Events for Teachers and Advisers - What Do They Really Want?	All
Andy Cotterill, City, University of London	
This interactive session will focus on sharing best practice around teacher and adviser events. Attendees will be encouraged to discuss and share what has worked well for them in the past and also learn from each other with some hints and tips from a variety of different types of events.	

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2.1 Parent Power - Successful Parental Engagement	WP
Paul Webb, King's College London	
Parent power is a parental engagement project run by King's College London widening participation team and Citizens UK. Now two years old, the project has enjoyed lots of success, including winning the 2019 Guardian award for social and community impact. In this session, I will introduce colleagues to the methodology behind parent power and share the reasons behind its success.	
2.2 Putting PQA into practice - Coursematch : The New UK Undergraduate Admissions Process	All
Cailean Carvalho, Coursematch	
Today's students are not satisfied with a one-size-fits all admissions system. In 2018 cycle 50,000 students placed direct to university, a 42% increase from 2016 cycle. UCAS have done good work for over 50 years. Now, Coursematch are launching a seamless service for 2020 cycle that challenges the bedrock of principles in admissions and lead with our values for fair, free and full access. In this session we will cover everything you need to get ready for the revolution. We will cover, why the student voice that has driven this change, how Coursematch works with and against the current system and what UK providers have already achieved from the recruitment platform.	
2.3 The National Review of University Guidance - One Year On: How Can Higher Education Institutions Provide Greater Support to Schools Towards Their Statutory Gatsby Requirements?	All
Jon Cheek, Unitasterdays.com	
This workshop will provide a reminder of the key headlines of the UniTasterDays national review of university guidance in schools and colleges research. Following interim results being shared at the HELOA conference last year. It will also review the Gatsby requirements for schools - and how the sector can further support schools towards meeting their statutory requirements. The workshop will be interactive - using touch clickers. It will also include a brainstorming session looking at how higher education institutions and online resources including UniTasterDays.com could better serve schools with the delivery of effective university IAG to support students to make informed university decisions in the future - and schools themselves to meet their Gatsby requirements.	
2.4 Schools Targeting and Outreach Strategy	All
Paul Wiggins, University of Sussex and Suzanna Marsh, University of Oxford	
A workshop style session that takes participants on a step by step journey in the key considerations when creating a schools targeting and outreach strategy. We will draw on examples from the way that the team at the university of Sussex has used geographical targeting as well as teaching basic business models. By the end of the session participants will have the start of an outreach strategy for their department plus the tools to finish it with.	
2.5 Reflection as a Tool for Success	All
Gail Alani, University of Southampton	
Often find yourself stuck repeating the same things time and time again because you don't have time to think about how you might do them differently or more effectively? Investing time to take a step back and reflect will ultimately lead you to taking many positive steps forward. It allows you to focus your attention on what really matters, helping you get more out of yourself and your team. This workshop will introduce you to a few practical tools you can use in the workplace, helping you drive up performance, whilst encouraging creativity.	
2.6 Widening Access to Postgraduate Study	All
Al Blackshaw and Rowena Piers, University of Strathclyde	
This session will provide an overview of the qualitative and quantitative findings of research carried out at the University of Strathclyde, which explored the motivations and barriers underlying students' transition experiences into postgraduate study. Although the research started out with a widening access focus, it has highlighted issues relevant for the higher education sector in general, particularly student recruitment and student support services. There will be a discussion of the ways in which HEIs can widen participation to postgraduate study, and provide better support for postgraduate students from diverse backgrounds. This session will involve an interactive element, encouraging attendees to reflect the implications of these findings for their institutions.	

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3.1 How to Work Effectively with Primary Schools	**WP**
Amy Allen and Kim Turner, University of Wolverhampton	
The university of Wolverhampton (UoW) runs the Children's University for all four areas of the Black Country, parts of South Birmingham and Telford and Wrekin. The University's Multi-Academy Trust also sponsors 12 schools, 10 of which are primary, and has been commended, not only for improving the Ofsted ratings for a number of those schools in recent years, but also for the continuous level of engagement with the university in an outreach capacity. The University has a strong commitment to primary engagement and outreach, employing a variety of staff and students to deliver an excellent range of opportunities for the youngest visitors to the university, and also out in the community. This workshop will cover the variety of ways in which UoW works with delivery partners such as the children's university, the primary science teaching trust, Local Authority figures, external sponsors, community groups and stakeholders, in order to deliver effective (and useful) primary outreach.	
3.2 Making Schools and Colleges Your Best Friend	**SR**
Elliot Newstead and Dan Flatt, University of Leicester	
Building strong relationships with schools and colleges is challenging. You're busy, they're busy. You're emailing them, everyone else is emailing them. Using a case study of our partnership scheme at Leicester, this session will look at how you can develop your relationships from being names at the bottom of email signatures to the go-to provider for HE advice and guidance.	
3.3 Quality Qualitative: Photographic Elicitation in WP Practice	**WP**
Ben Copsey, City, University of London	
Retaining students from widening participation backgrounds is one of the core issues facing access teams across the university sector. Without robust theoretical and methodological frameworks in place to get (and keep) students, further progress in widening access to higher education is impossible. Traditional approaches to organising and evaluating retention are fundamentally reactive, reactions to specific crisis points and learning or pastoral interventions. This paper presents a case study of an evaluation method that is proactive, rather than reactive, and attempts to transcend prescriptive, institution led approaches to keeping students engaged throughout their time at university. Utilising photographic elicitation methods, students are encouraged to gather a series of photos to form the basis for loosely guided discussion and reflection in individual and group contexts. Thematic analysis of the emergent visual and conversational narratives reveals core themes related to the student experience of university. This innovative data collection and analysis through examines the shortfall between student expectations and the reality of the HE environment for students from traditionally under-represented groups. At the core of this study is a shift of the rhetoric of student survey and interaction from institution to individual in order to engage students as active agents in the institutional strategy, allowing them to investigate their own motivations, challenges and issues with regards to progression and retention. This participant driven evaluation provides a bridge between pre and post entry evaluation by engaging with opinions, associations and attitudes towards specific university contexts, rather than general attitude towards HE.	
3.4 Making the Most of the Moments that Matter	**Marketing**
SMRS and Rebecca Hollington - University of Wolverhampton - Sponsored Session from SMRS	
Delivering a positive and memorable student and applicant experience is crucial for Universities. We need to understand an individual's needs and the moments that really matter to them. Yet comprehensive experience mapping is rarely undertaken in our sector. This hands-on workshop will look at the process to identify and explore these significant 'moments' and how we can use this insight to actively engage students and satisfy their expectations so they become advocates in the future.	

3.5 Get it Right First Time – A Regional Challenge – 2020	All
Student Finance	
This workshop will look at different student groups, student issues and demographics throughout the UK. A one size fits all 'key message' may not be appropriate. Are there any regional trends in the various parts of the UK? This discussion group will share analytics and insight, and seek to help us move away from the national happy-path advice towards regionalised suggestions to help your local students get it 'right first time' applications. By analysing our data, can we come up with localised hints and tips to increase your student's awareness of how to apply, sail through assessment and understand repayment. So if we are missing signatures, NINOs or wage-slips, this workshop and discussion group will analyse regional trends to give your local students the best opportunity of being 'right first time	
3.6 Recruiting Students From Uutside the UK	SR
Phill Gray, York St John University – Sponsored by Gecko Engage	
This session will look at the challenges and opportunities of recruitment outside of the UK. A lot of recruitment officers now work in the EU as part of their roles, how they can use this knowledge to also tap into the international marketing.	

Friday 17th January – Workshop Four – 9:30AM

4.1 Education Policy Across the Home Nations	SR
Jonathan Atkinson - University of Liverpool, Rebecca Bowen - University of South Wales, Al Blackshaw - University of Strathclyde	
This interactive panel session will provide an overview of education policy across the home nations, giving participants an opportunity to ask questions of experts, discuss the differences between policy and the implications of this going forward. The Scotland section will provide an update on the high school curriculum in Scotland, and will also cover recent WP developments in Scotland with regards to the undergraduate admissions climate. The session will also cover key changes and developments across England and the wider sector plus an update on the Wales Curriculum 2020 and potential impact on HE, as well as general update on state of the sector in Wales.	
4.2 LGBT in Outreach	WP
Kirsty McLaren – King's College London	
Following on from the fantastic feedback Kirsty received at last year's conference she is back to deliver a session on awareness training for event and project organisers.	
4.3 Wisdom of the Crowd : Let's Talk About Events	SR
Jonas Rae - Swansea University, Chris Nock - University of Winchester, Lynne Barrie - Glasgow Caledonian University	
This interactive session will focus on sharing best practice around recruitment events of all sizes - open days, conversion activity, summer schools and more. Attendees will be encouraged to discuss and share what has worked well for them in the past and also learn from each other with some hints and tips from a variety of different types of events.	
4.4 Strategic Planning of Rich Media Content	Marketing
Sophie Jackson and Sarah-Jane Spooner - Sponsored Session from Revolution Viewing	
A research based session providing an overview of what multi-channel content prospective students want to see at key stages of the recruitment cycle, and how to align your marketing campaigns to these needs.	
4.5 Using Theory of Change to Review and Evaluate WP Activity	WP
Amanda Bishop and Tammy Thiele, University of Warwick	
This interactive session will explore the use and practical application of Theory of Change for reviewing, and designing interventions and associated evaluations. As part of this, we will look at aligning these with targets defined in institutional Access and Participation Plans.	

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4.6 Creating Compelling Business Cases	All
Gary Argent, Graduate Transitions Limited	
As the internal competition for funding becomes ever more fierce it is important to think about how you can write and present business cases that make a compelling argument for investment in your department. Drawing on experience gained as Director of Careers, Student Development and Outreach at City University London Gary will show you how to create strong business cases, explaining the approach he took which resulted in the service more than doubling in size over four years. We will look how to prepare the ground before you present your case, discuss the role of your strategy, and think about how the right communication style enables you to engage your stakeholders more effectively. You will leave the session with a better understanding of how to write successful business cases which refer to institutional objectives to demonstrate return on investment, helping you to get the funding you need to build your service.	

Friday 17th January – Workshop Five – 11AM

5.1 Capturing and Applying the Student Voice Throughout the Recruitment Journey	All
Matthew Usher, Bournemouth University	
We'll look at all the different insights we have at our fingertips and how to meaningfully use and apply these to enhance the applicant journey and ensure every touchpoint responds to user insight.	
5.2 Supporting BTEC Student	WP
Chris Bayes, Alex Blower and Rebecca Sykes, NEON Working Group	
This session will provide an overview of the work of the National Educational Opportunities Network (NEON) working group to support the progression of BTEC students into higher education (HE). Established in September 2018, and organised by Lancaster university. The Group has focused on two specific workstreams; one led by Into University & University of Leeds focusing on provision of effective Information, Advice & Guidance materials for BTEC students and their teachers. The second workstream led by Lancaster University and NERUPI (Network for Evaluating & Researching University Participation Interventions) has used the NERUPI Framework to map existing activities to support BTEC students taking place at each stage of the Student Lifecycle.	
5.3 UCAS Sync - What Do You Need to Know?	SR
UCAS	
UCAS is launching a new application management service, UCAS Sync (formerly known as AMS) in May 2020. This is our biggest development project to date and it is integral that HELOA colleagues have the opportunity to understand the new features and benefits of the system. This workshop will enable delegates to understand what is changing in order that they can support teachers, advisers, applicants and pre-applicants accordingly.	
5.4 NCOP Phase 2: Target Wards, Outreach Hubs, 'What Works?'	WP
Helen Smith, NCOP York & North Yorkshire	
This workshop will provide a brief overview of Phase 2 of the National Collaborative Outreach Programme before exploring how Outreach Hubs are enabling the creation of synergies with other partners and stakeholders operating within the region. It will also share how the increased focus on demonstrating evidence of impact is informing both outreach interventions and staff development.	
5.5 What Do Students Want When it Comes to University Marketing?	Marketing
A variety of Student Ambassadors from different universities	
Ask the panel of student ambassadors your marketing questions. Prospectuses vs mini guide? How often is too often for emails? Why aren't they following you on social media?	
5.6 Student Ambassador Schemes - Sharing Best Practice and Getting the Most From Your Ambassadors - Sponsored by Unibuddy	All
Session sponsored by Unibuddy.	
Looking at the various different types of Student Ambassador scheme with the opportunity to share best practice on attracting the best student ambassadors, why to have ambassadors, areas where they can be most effective and how to support them in their own development. Including an introduction to emerging trends in student advocacy and peer-to-peer recruitment and marketing from our session sponsors Unibuddy.	

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