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**HELOA UCAS PRODUCT DEVELOPMENT GROUP**

**TERMS OF REFERENCE**

**REMIT**

The primary remit of the Product Development Group is to work collaboratively with UCAS to provide constructive feedback on and suggest and action improvements to the UCAS network of products and services to ensure students are able to make informed decisions. The HELOA Group representation will enable co-ordinated input from all Members. HELOA and UCAS representatives will table key items for discussion throughout the cycle to enable active HELOA Member input as well as to allow sharing of sector expertise with UCAS. The Group will also facilitate pilots of UCAS products and services where applicable and relevant for it to do so.

Discussion topics may include, but will not be limited to:

* UCAS Application Process and Systems
* Clearing
* Events and Conferences (note, the HELOA/UCAS Events Working Group will discuss exhibitions at length)
* The impact of the PQA/PQO consultation/reform
* Data and Insight

Teacher and Adviser products and resources

**MEMBERSHIP**

The Product Development Group Membership shall comprise:

* Chair (Membership Engagement Manager (UCAS) appointed by the Executive);
* UK Vice Chair for Partnerships;
* A representative from each HELOA Group
* Lead representative from UCAS
* Representatives, related to the agenda, from UCAS

The HELOA Executive will appoint a Chair, in the role of Membership Engagement Manager (UCAS), with considerable experience of UCAS products and services and experience of chairing similar discussion groups or working Groups. The Chair shall normally serve for a period of three years. However, the HELOA Executive may review the Chair annually; and/or invite a Chair to extend their term by a further one, two or three years at a time.

HELOA Groups will appoint a representative for the Product Development Group who is actively involved in UCAS products and services in their role at their institution. If more than one individual volunteers, a vote will be held amongst the HELOA Group. Votes will be administered by the HELOA Group chair and will normally run for at least 2 working weeks, with each institution able to submit one institutional vote. Representatives shall normally serve for a period of two years. Representatives are permitted to serve for more than one term, but must be appointed by their HELOA Group in accordance with the aforementioned process.

Representatives are expected to attend all meetings of the Product Development Group as well as all HELOA Group meetings in order to ensure consistency and adequate information sharing and input from groups. If a representative is unable to attend more than one Product Development Group meeting or more than one HELOA Group meeting within one academic year, their continued representation of their HELOA Group will be re-considered going forward. Continued representation from a member will be mutually agreed by the HELOA Group Chair and the UCAS Product Development Group Chair. If a representative is no longer suitable, a new HELOA Group representative will be elected by the voting process outlined above.

All Product Development Group Members are expected to liaise with their incoming/outgoing counterpart (wherever possible) to allow for briefing and handover in the interests of continuity.

UCAS representatives, relevant to the agenda, will attend each of the Product Development Group meetings. It is recommended UCAS determine a lead member to coordinate attendance.

**MEETINGS**

The Product Development Group will normally meet approximately five times a year (every 8-12 weeks). Meetings of the Product Development Group will be online by default. If meetings are required to take place in person, the Membership Engagement Manager (UCAS) must have this agreed by the HELOA Executive before confirmation.

The Product Development Group may be required to meet online outside of the scheduled meetings to discuss extraordinary matters and other business will be attended to by circulation. UCAS representatives will be invited to attend all online meetings, with representation at additional meetings as appropriate.

The Product Development Group may also co-opt members or invite other interested parties to attend meetings as appropriate.

**REPORTING**

* Product Development Group representatives will liaise with their HELOA Group both prior to and following each meeting or item of business by circulation. This will be done in a timely manner with deadlines discussed and agreed with their HELOA Group Chair.
* The Vice Chair for Partnerships will report to the HELOA Executive and HELOA UK Committee.
* The Vice Chair for Partnerships and the Membership Engagement Manager (UCAS) will liaise with UCAS as appropriate.
* The UCAS lead representative will give feedback to UCAS and HELOA Members in the agreed timeframes, with provisions made for reporting outside of scheduled meetings.
* A report will be produced for each HELOA AGM by the Membership Engagement Manager (UCAS) in collaboration with UCAS representatives.

**CALENDAR OF BUSINESS**

Meeting agendas will not follow a set pattern or contain standing items but will be led by discussion points relevant to either a) the time of year, b) popularity amongst Group representatives or c) popularity amongst HELOA Group or Conference discussions and activities

It is anticipated that the Product Development Group will be ongoing, with no fixed end date. Should the Product Development Group cease to be required, the Membership Engagement Manager (UCAS) will make a recommendation to the HELOA Executive.

**UCAS ENGAGEMENT**

The aim of the Product Development Group is to support constructive and meaningful engagement with UCAS regarding products and services provided for students and their influencers. As such, the Product Development Group meetings should consist of UCAS representatives with relevant working knowledge of the items being discussed at the following meeting. It is recommended UCAS determine a key contact for HELOA for the Product Development Group.

As part of this Product Development Group, UCAS will endeavour to:

* Advise the Chair and the Vice Chair for Partnerships of any agenda items UCAS wish to discuss in a timely and effective manner;
* Seek HELOA Member advice and input into key elements of UCAS products and services, but not limited to; product pilots, insight and resource feedback, case studies and student participation in activity (e.g UCAS Conferences)
* Where possible, discuss significant changes to UCAS products and services in advance with HELOA Members.

As part of this Product Development Group, HELOA Members will endeavour to:

* Actively feedback on UCAS products and services, allowing input from all HELOA Groups encompassing all HELOA member institutions;
* Actively canvass HELOA Group opinion on items requested by UCAS meeting representatives and feedback effectively within the timeframe agreed with the UCAS staff member
* Disseminate appropriate messaging from UCAS via the HELOA network. This will be actioned in a timely manner by either the Chair or Vice Chair for Partnerships;
* As appropriate, engage in development of key areas of UCAS products and services, such as data and insight, Clearing Plus and Apply 2022 as a core focus group for UCAS.

UCAS engagement and representation at the Product Development Group will be reviewed annually in Spring, along with meeting dates, in order to ensure continued effective engagement with HELOA and UCAS representatives. Meeting dates will be agreed to by all Members at this time.

**CONVENTIONS OF BUSINESS**

* Meeting dates for the following cycle will be agreed, annually, in Summer
* Business conducted by circulation will, wherever possible, have a response time of at least one week.

Elliot Newstead, Membership Engagement Manager (UCAS), October 2022