

HELOA New Practitioner's Conference

Online

Tuesday 2 June and Wednesday 3 June

Tuesday 2 June

12:30 Welcome and introduction

12:45 Overview of the current HE sector - Jonny Atkinson, HELOA UK Chair

The conference will kick off with an update on the challenges we work with as higher education professionals and some of the issues we need to take into account when planning for projects and work over the next academic cycles.

13:15 Your experiences so far – sharing your challenges and successes

An opportunity to speak with other delegates working in a similar area to yourself about your experiences so far.

13:45 Student finance - Ahmar Ehsan, Student Loans Company

Student finance is a hot topic and changes each year. This session will provide delegates with an overview of the financial support available to students when applying to university. There will also be an update on the changes that have recently come into practice and an opportunity to ask more detailed questions.

14:45 Break

15:00 Building and maintaining effective relationships with schools and external partners - Victoria Hill and Emily Cannon, University of Warwick

An introduction to establishing and maintaining relationships with key contacts and stakeholders in schools and with external providers. The session aims to share insight on examples of best practice and top tips that can be used in your current role in the current climate and in the future.

15:45 Presentation skills - Marie Storrar, University of Edinburgh

This session will explore a series of recommendations for the creation and delivery of successful and engaging presentations. Areas will include: Presentation types, Drafting content, Structure and flow, Removing the crutch - getting the words OFF the screen, Ways to keep it engaging, Sourcing materials (images and video) and Finding your voice.

16:30 Round table discussion

- a) Student finance
- b) Building effective relationships
- c) Presentation skills
- d) Working with academics
- e) Changing sectors

17:30 End of day one - breakout rooms close

Wednesday 3 June

9:00 Conference reopens

9:15 Widening access to university as a tool to address educational inequality -

Alex Blower, Southern Universities Network

This session will examine the role of widening access to HE in efforts to increase social mobility and address inequality of opportunity in education. Drawing on his doctoral research and experience from several years of working in outreach roles, Alex will illustrate some of the challenges facing the sector and ask what we, as practitioners, can do about them.

10:00 UCAS - Samantha Sykes, UCAS

This session will cover a brief update on recent changes due to the current situation before moving on to look at some key UCAS features and support available, including Clearing Plus, the UCAS Hub and resources for teachers and advisors to support the end of the 2020 cycle and the 2021 cycle.

10:30 Break

10:45 Engaging with prospective students remotely - presented by Emma Froud

Emma will discuss how you can remain constantly adaptive with the ways in which you're engaging with prospective students in the digital world. She'll draw upon the experiences of Unibuddy's 300 partners globally to provide some top tips on what we know is working well, and how you can deliver this digital first approach effectively. Emma will outline how you can showcase the voices of your institution online: from outreach staff, to ambassadors, to academics. Drawing upon the 3 million+ messages shared on our platform Emma will also share how Gen-Z are engaging with new initiatives, including an insight into trends in student messaging on our platform.



11:30 Round table discussion

- a) Widening access to university as a tool to address educational inequality
- b) UCAS
- c) Engaging with students remotely
- d) Making the most of a temporary contract
- e) Work life balance

12:15 Lunch

13:00 Introduction to safeguarding and child protection - Robert Keniwell, Ann Craft

Trust

When working with students, it is important to know the latest information regarding safeguarding. This session will cover the basics of safeguarding and child protection, including some case studies.

13:45 How HELOA can support you - Reena Kaur, UK Vice-Chair (Training)

A short overview of who HELOA is and the opportunities available to you as a member of the association.

14:00 Round table discussion

- a) Engaging with students remotely
- b) Introduction to safeguarding and child protection
- c) Working with student ambassadors
- d) Working with primary school
- e) Working remotely

15:00 End of day two - breakout rooms close