

HELOA Professional Development Conference

Project management: Steps to success in Student recruitment and Outreach.

Thursday 15th September, Crowne Plaza Birmingham

- 9.30 am **Refreshments**
- 10:00 am **Conference welcome**
- 10:05 am **An introduction to effective project management, *speaker TBC***
This session will be an introduction and overview to project management, and the essential steps and key skills needed.
- 11:00 am **Refreshment break**
- 11:15 am **Session 2**
Working with academic colleagues to deliver WP strategies and ideas, *Amanda Bishop, University of Warwick*
For the last three years the role of WP Faculty Coordinator has existed at Warwick to strengthen relationships with academic departments and faculties. This session will share ideas, tips and insights into how to maintain relationships, co-collaborate projects and build on developing widening participation strategies.
Or
Data analysis pt 1 - *Al Blackshaw, University of Strathclyde (30 capacity)*
In this workshop you will be introduced to some key aspects of data analysis in Excel. After learning some data cleaning and collation techniques, you will create an interactive data dashboard displaying various types of charts. This is a practical session and as such it is essential that you bring a laptop with Microsoft Excel installed. An external mouse is also recommended although not essential. This session is aimed at beginners.
- 12:15 pm **Lunch**
- 1:00 pm **Evaluation session - *Katie Jones, The Brilliant Club***
In this session, Katie Jones will share how The Brilliant Club's team of experienced social researchers have been working with universities to develop and restructure programmes to meet their APP aims, and demonstrate how to create frameworks that meet new OfS guidance.
or
data analysis pt 2 - *Al Blackshaw, University of Strathclyde (30 capacity)*
This is a continuation of the previous data analysis session.

2:00 pm **Comfort break**

2:10 pm **Strategic planning, *Stephanie Lee***

This session will introduce participants to strategic planning and the steps involved in developing a strategic plan. Participants will be invited to apply the principles of strategic planning to student recruitment and widening participation activity through discussing relevant scenarios. By the end of the session, participants will have considered different approaches to planning which can be implemented back in the workplace.

3:10pm **refreshment break**

3:25 pm **Student market insight session, *Speaker TBC***

This session will offer an updated market insight of the HE sector, and open discussions on next steps in project planning with colleagues across the sector.

4.20 pm **conference close**