

Session Title:	Your sector needs you: valuing in-region recruitment staff
Speaker(s):	Gavin Spoors
Chair:	Clive Sherdian
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Speaker/Institution Bio/Information:	Schools and Colleges Engagement Officer at Norwich School of the Arts 6.5 years in industry
Overview/Aim of session:	<ul style="list-style-type: none"> • How regional recruitment is beneficial • Best parts of regional recruitment • The challenges of regional recruitment • How to overcome challenges • Regional top tips
Workshop Content	Workshop consisted of roundtable discussions.
Case Studies/Examples:	Workshop consisted of roundtable discussions.
Scenarios/Roundtable discussions:	<ol style="list-style-type: none"> 1. What parts of the job do you enjoy the most? What excites you? <ul style="list-style-type: none"> - To see the growth with the numbers and contacts. - To have local knowledge to share with managers. - No days are the same, they are able to grow schools and find trends that will benefit the university. - The little moments, knowing you are making a difference individually with students and have stories about students that make you feel like you have made a change - Getting genuine scans and making a difference with the student journey such as open days and enrolls

	<ul style="list-style-type: none"> - Having autonomy in the team to plan our calendar and have flexibility with the work life balance <p>2. Trouble getting into schools/colleges?</p> <p>Constantly tired on the road?</p> <ul style="list-style-type: none"> - Relationships with the schools, if someone leaves the school then you are redoing a relationship - Having a massive area that is hard to cover such a large land mass - Find it hard to compete with the local unis while being a distance away - Knowing your home institution, not just all the stats but also knowing the campus and feel comfortable walking around and booking rooms for events - Having a long gap of relationship management with schools when people leave the team. How to get in with a new face but the same uni - Building relationships from the ground up <p>3. What actions can you take? What work?</p> <ul style="list-style-type: none"> - FOMO – if you make them feel like they are missing out then they might try get you in with intel - Popping over to the school and drop of items for them like freebies and prospectuses. Try pop in if in the area - How to get in the school or contacts. Email contacts that are indirectly getting you in the school - The amount of admin, making sure setting aside hours for your admin time rather than being over worked on events - Struggle to build in depth contact, start with the ones you can get in and then build from that to expand the school contacts -
Questions and Answers:	
SummaryKey takeaways:	<p>Top tips</p> <ul style="list-style-type: none"> - It takes time, it can take 2 years to build a relationship! - Be kind to yourself, use that toil! - Be authentic in your delivery students know when its false - Do your homework, its not just numbers but what is happening in that area. Students change in different regions - Surround yourself with good people like with HELOA

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