

<b>Session Title:</b>	<b>Your sector needs you: valuing in-region recruitment staff</b>
<b>Speaker(s):</b>	<b>Gavin Spoors</b>
<b>Chair:</b>	<b>Clive Sheridan</b>
<b>Reporter:</b>	<b>Wisia Rossi</b>

<b>Speaker/Institution Bio/Information:</b>	<b>Schools and Colleges Engagement Officer at Norwich School of the Arts 6.5 years in industry</b>
<b>Overview/Aim of session:</b>	<ul style="list-style-type: none"> <li>• How regional recruitment is beneficial</li> <li>• Best parts of regional recruitment</li> <li>• The challenges of regional recruitment</li> <li>• How to overcome challenges</li> <li>• Regional top tips</li> </ul>
<b>Workshop Content</b>	<b>Workshop consisted of roundtable discussions.</b>
<b>Case Studies/Examples:</b>	<b>Workshop consisted of roundtable discussions.</b>
<b>Scenarios/Roundtable discussions:</b>	<ol style="list-style-type: none"> <li>1. <b>What parts of the job do you enjoy the most? What excites you?</b> <ul style="list-style-type: none"> <li>- To see the growth with the numbers and contacts.</li> <li>- To have local knowledge to share with managers.</li> <li>- No days are the same, they are able to grow schools and find trends that will benefit the university.</li> <li>- 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</li> <li>- Getting genuine scans and making a difference with the student journey such as open days and enrolls</li> </ul> </li> </ol>

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

