



HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Selection and Admissions

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HELOA is the professional association of staff in higher education who work in the field of education liaison, providing guidance and information to prospective higher education students, their families and advisors. Established in 1990, the Association has approximately 900 members from 135 higher education institutions across the UK. Our members work in a wide range of functions within universities, covering schools and colleges liaison, student recruitment, widening participation, external relations, marketing, publications and publicity, and student services. What binds the membership together is our commitment to encouraging high standards of professionalism amongst our members. Our members are spread across all stages of university careers, including graduate-entry Officers and Assistants, to Heads of department and Directors. HELOA members are actively in contact with prospective students on a daily basis, working with students from primary school to sixth form, and prospective students within the community and business/industry.

HELOA members support the availability of clear information about admissions requirements, and selection procedures, for entry to higher education in the UK. Students should be able to access feedback on admissions decisions.

Principles: Selection and Admissions

1. Information about entry requirements to university should be clear and transparent on university websites, prospectuses, and on the UCAS Course Search.
2. Universities should make opportunities available for students to access information and guidance about admissions and selection procedures.
3. Universities should be transparent about their selection processes.
4. Where interviews and tests are used to differentiate candidates and/or used in the offer-making process, clear information should be easily accessible to all candidates and these selection methods should be used only in a genuinely selective process. Where there are costs to take the test this should be clearly set out, along with any fee waiver or bursary schemes to defray costs. Examples of test papers and questions should be provided as a free resource where this would assist candidates in preparing for the tests.
5. Fair admissions plays a key role in widening participation to higher education.
6. HELOA members, both individual and institutional, should seek to provide potential applicants, their parents and advisors with the best possible information, advice and guidance to assist them in making the most appropriate decisions for their future. Members should seek to recognise the role that they play in dispelling myths about higher education which exist in the public domain.
7. In advising potential applicants, HELOA members shall ensure that they do not provide information or advice that is inaccurate, incomplete or out of date.
8. HELOA members should ensure that they do not say or do anything that might be construed as negative towards, or biased against, other institutions or courses.
9. HELOA members should ensure that all institutional representatives, whether or not they are HELOA members, are aware of the existence and contents of the HELOA Good Practice Guidelines.
10. HELOA members should seek to keep themselves fully up to date with developments in Higher Education and related sectors and pass this information to students, their parents and advisors, where relevant.

11. HELOA members should be able to effectively signpost potential students to authoritative sources of information and guidance if they themselves are unable to assist with questions or queries.