



HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Student Recruitment Activity

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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 have direct contact with students considering higher education, and recognise that they have a commitment to providing information, advice and guidance to all prospective students. All HELOA members support the belief that everyone should have access to information to make an informed choice about higher education.

HELOA members are involved in a range of activities, including careers conventions and education fairs, talks and workshops in schools and colleges, on-campus events, and summer schools, amongst others. HELOA recognises that each member institution will organise and participate in activities that meet institutional strategic priorities of student recruitment and widening participation; however each institution and HELOA member recognises the importance of promoting education as an opportunity rather than simply individual institutions. In advising applicants, HELOA members ensure that they do not provide information or advice that is inaccurate, incomplete or out of date; and that they do not do or say anything that might be construed as negative towards other institutions or courses.

HELOA members are committed to following Good Practice Guidelines, outlining their responsibility to provide high-quality, impartial information, advice and guidance.

Principles: Student Recruitment Activity

1. Information about higher education should be provided freely by universities and higher education institutions, without bias. Information should be impartial and should be provided on the basis of the information being used for students to make the right decisions for themselves.
2. Student recruitment activity should be organised on the basis of providing high-quality information about opportunities within higher education.
3. All prospective students should have access to high-quality information, advice and guidance, regardless of their ability to pay.
4. All university representatives participating in student recruitment activity should be able to answer a wide range of questions about their university. Areas include: course information, entry requirements (including an awareness of different qualifications), fees and financial support, the student experience, employability, and opportunities for working whilst studying.
5. Higher education can and should be a positive experience for all who participate in it. Universities should be accurate in the information they provide to ensure that students are able to make appropriate decisions about their HE options.
6. HELOA members involved in student recruitment activity should be able to provide information about university bursaries, scholarships, and other financial support.

7. HELOA recognises that students, who could be considered as being from a non-traditional/widening participation background, may be studying within any pre-HE educational establishment in the UK. All recruitment work in schools and colleges should therefore reflect that some students may need additional information, advice or guidance to make decisions about progressing to higher education.
8. 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.
9. In advising potential applicants, HELOA members shall ensure that they do not provide information or advice that is inaccurate, incomplete or out of date.
10. 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.
11. 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.
12. 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.
13. 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.
14. HELOA members and their institutions should aim to only attend UK events and conventions that visitors may attend free of charge, and where the cost to institutions is not prohibitive or exclusive.