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# Broadcast National Conference Meeting Student Expectations Contract or Partnership

Tuesday 14 February 2012, Eversheds LLP Headquarters, London EC2



national union of students



In association with:



Hear **Peter Vicary-Smith, Chief Executive, Which?** discuss the challenge of providing information for prospective university students

Speakers include:

**Rob Behrens**  
Independent Adjudicator,  
the **Office of the Independent  
Adjudicator for Higher Education**

**Dr Andrew West**  
Director of Student Services, **University of  
Sheffield**; Chair, **AMOSSHE –  
the Student Services Organisation**

**Anthony McClaran**  
Chief Executive, **Quality Assurance  
Agency for Higher Education**

**Professor Julia King CBE FREng**  
Vice-Chancellor, **Aston University**;  
Member, **Browne Review**

## Why you must attend this event:

- Hear Anthony McClaran, Chief Executive, Quality Assurance Agency for Higher Education discuss whether the new quality framework will help enhance the student experience.
- Gain insight into the impact of the variable fees now being implemented and what expectations go with different pricing models whilst tracking and monitoring student feedback to anticipate problems and reputation risks.
- Discover the latest trends and developments in student complaints, appeals and alternate dispute resolution from Rob Behrens of the Office of the Independent Adjudicator for Higher Education (OIA).
- Hear from leading institutions who are taking real-time action and a proactive approach with complaints management.

With the implications of new variable tuition fees sinking in, presaging a new era of heightened expectations, universities must consider how student demand and expectations will change. With student complaints on the rise, even seemingly isolated cases have the potential to significantly detract from the institutional and the UK's reputation for excellence.

Set in the context of the Higher Education White Paper this national conference brings together policy makers, student support professionals, student representatives and senior HE administrators with legal experts and data mining professionals to consider the impact that the new financial situation will have on student behaviour and institutional response.





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# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One:

Available on [policyreview.tv](http://policyreview.tv)

### Setting the scene

- 09:50 Welcome and introduction from conference chair  
**Aaron Porter**, HE Consultant and Journalist
- 10:00 Ensuring student services deliver on student retention  
**Dr Andrew West**, Director of Student Services, University of Sheffield; Chair, AMOSSHE – the Student Services Organisation
- 10:20 Meeting student expectations in a new era  
**Professor Julia King CBE FREng**, Vice-Chancellor, Aston University; Member of Browne Review
- 10:40 Delivering on promises - what is in your student contract  
**Nicola Bennison**, Partner, Eversheds LLP
- 11:00 The role of alternate dispute resolution in the era of higher student fees  
**Rob Behrens**, Independent Adjudicator, the Office of the Independent Adjudicator for Higher Education (OIA)
- 11:20 Questions and Discussion

11:30 Refreshments, networking and exhibition

## Session Two:

Available on [policyreview.tv](http://policyreview.tv)

### Transparent information and responding to students

- 12:00 Institutional complaints and appeals procedures - a national approach  
**Huw Morris**, Academic Registrar, Swansea University; Chair, Appeals and Complaints Group, Academic Registrars Council
- 12:15 Understanding what students want and need – UK and International  
**William Archer**, Chief Executive, i-graduate
- 12:30 Stepping up to the challenge of providing information for prospective university students  
**Peter Vicary-Smith**, Chief Executive, Which?
- 12:45 Making sense of information about higher education  
**Rachel Winzer**, Director of Research, 1994 Group
- 13:00 Questions and discussion

13:10 Buffet lunch, refreshments and networking

## Session Three:

### Robust quality and student partnership

- 14:00 KEYNOTE ADDRESS:  
Will the new quality framework help enhance the student experience?  
**Anthony McClaran**, Chief Executive, Quality Assurance Agency for Higher Education
- 14:20 Marketing the partnership: managing our relationship with students  
**Professor Janice Kay**, Deputy Vice-Chancellor, University of Exeter; and Chair, 1994 Student Experience Policy Group
- 14:40 Can students be partners in a market system?  
**Usman Ali**, Vice-President, National Union of Students (NUS)
- 15:00 Questions and discussion

15:10 Refreshments, networking and exhibition

## Session Four:

### Key issues seminars

- 15:30 Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first-come, first-served basis and are subject to maximum capacities.

**A** Whole institution strategies for enhancing the student experience

**Gwen van der Velden**, Director of Learning and Teaching Enhancement, University of Bath  
**Matt Benka**, Vice President Education, University of Bath Students' Union

**B** Academic tracking and performance – early intervention

Check website for speaker updates

**C** New solutions for information for prospective students

**Johnny Rich**, Editor, Push

16:30 Close of conference and end of broadcast

All delegates receive free post-event access to filmed plenary sessions

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## Purpose of the Conference:

Delegates to this event will examine how universities and colleges can monitor and track student expectations, understand perceptions and reputation. We will look at how colleges and universities can identify issues and tackle them.

How will management expect academics and support services to raise their game – and how will that be measured? Consideration will also be given to how new initiatives such as Student Charter and the Key Information Set will provide a platform for institutions to provide more transparent information about the courses on offer, and how they will relate to rising expectations.

### Specifically this conference will:

- Examine the expectations of privately funded students in new public private collaborations.
- Understand the expectations of employer-funded students and their sponsors.
- Examine the role of the regulators and if changes need to be made in a post-White Paper environment.
- Set out best practice in the use of student charters and other student agreements.
- Discuss to what extent the new Key Information Sets will provide more transparent information about courses and help form more realistic expectations for students.
- Hear from students about what they want to know about their courses and what is most important: including the cost of the course, how satisfied other students were and what proportion of graduates have got jobs.
- Set out strategies to enhance student engagement and collaboration with student unions and student services and academics.
- Understand the importance of an effective student engagement cycle.
- Map the critical contribution that student support professionals and student representatives play in an age of higher tuition fees and more student choice.
- Provide an opportunity to consider how to ensure the most effective and efficient complaints management procedures at your institution.
- Provide an opportunity for networking and sharing good practice for all those involved in understanding student expectations, managing demand and facilitating outstanding student experiences.

## Who should attend:

This list is not exhaustive but gives an indication of past attendees' job titles

- Vice-Chancellors and Principals
- Pro Vice-Chancellors and Deputy Vice-Chancellors
- University Governors and Secretaries
- Registrars and Heads of University Administration
- Academic Deans
- Deans of Faculties
- Deans of Students
- College Principals
- Complaints
- Appeals Managers and Officers
- In-house Legal Advisors
- Solicitors
- Disability Coordinators and Equality Managers
- General Managers of Student Unions
- Elected Union Officers
- Members of Governing Bodies in Higher Education

### Directors and Heads of:

- Quality Assurance
- Student Services/ Support
- Student Experience/ Affairs/ Welfare
- Student Liaison and Relations
- Communications and Marketing
- International
- External Relations
- Student Mediation
- Student Advice and Information

### This conference may also be of interest to:

- Trade Unions Representing Staff in Higher Education
- Educational Development Managers
- Heads of Careers & Employability Services
- Civil Servants
- Think Tanks
- Academics



Can't attend?  
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Diary clash?



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All you need is:

- a computer with flash installed, an up to date browser and fast broadband internet access
- a projector or an LCD screen to display the live conference stream
- a space in which to host the event – a boardroom or lecture theatre would be perfect



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### Group licences - per person

1-2 viewers £99.00 + VAT (£118.80)  
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# Broadcast National Conference

# Meeting Student Expectations

## Contract or Partnership

Tuesday 14 February 2012,  
Eversheds LLP Headquarters, London EC2

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jb316

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Full Name

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The above fees include all day access to the event, available  
conference papers, buffet lunch and refreshments, for registered  
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## Seminar Selection

You may attend one seminar in Session Four.

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### Session Four:

Seminar      A                      B                      C

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