

The future of IAG

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About HELOA

- Association has over 800 members drawn from 138 Institutions across the UK
- Founded in 1990, HELOA operates in 9 Groups across the UK where members come together for training, networking and professional development
- Members typically operate in Education Liaison/Recruitment/Admissions/Marketing/WP remits

About HELOA

- Strong focus on 'regionality' in the Association
- Members have an excellent understanding of the issues in their local area
- Members work closely and have excellent relationships with other agencies and organisations

Our Purpose

- To promote entry to all sectors of Higher Education;
- To have concern for the nature and quality of the information and counselling given in the United Kingdom either directly, or indirectly to all potential students
- To support the professional development of the membership through providing appropriate high quality training and networking opportunities

Our Perspective:

- That fairness and transparency starts right at the beginning of the student journey
- That access to good Information, Advice and Guidance is essential
- That there must be no reality gap in the interplay between 'marketing materials' and effective 'information' which informs decision making

Information Advice & Guidance

Framework definitions

Information	Provision of information without any discussion of relative merits of options available for a particular individual.
Advice	Generally involves more interaction with individual or 'enquirer' (eg explaining and assisting with interpretation of information).
Guidance	More personalised, and 'client-centered' service offering comprehensive and impartial sessions; reflect, clarify needs with individuals, explore, assess and choose between options and develop action plans etc.

IAG needs to be:

- Impartial
- Timely
- Accurate
- Effectively delivered

Who are students talking to?

Parents / carers	88%
Friends	81%
Teachers	63%
Brother/sister	38%
Careers Adviser	31%
Other	3%
No-one	4%

Who is delivering IAG?

- Schools & College Careers Departments
- Teachers / Tutors
- Private providers
- Charities
- Universities
- The government

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