

Policy  
Review

## 3rd Annual Conference

# Meeting Student Expectations

Students or consumers? A consumer revolution?

Tuesday 15th March 2011, Westminster Studio, London SW1

In partnership with:



Speakers include:

### Rob Behrens

Independent Adjudicator, the **Office of the Independent Adjudicator for Higher Education (OIA)**

### William Archer

Director, i-graduate

### Paul Bogle

University Solicitor & Clerk to the Governing Body, **Canterbury Christchurch University**

### Professor Mary Stuart

Vice-Chancellor, **University of Lincoln**

### Professor Julie Mennell

Deputy Vice-Chancellor (Academic), **University of Sunderland, THE 2010 Award Winner for Most Improved Student Experience**

### Usman Ali

Vice-President (Higher Education), **National Union of Students (NUS)**

Supported by:



1994 group >



Live and on-demand on [policyreview.tv](http://policyreview.tv)

All universities are making critical decisions about how to set fees and how to position themselves in the market.

Students have high expectations and with **student complaints on the rise**, even seemingly isolated cases have the potential to significantly detract from the UK's reputation for excellence in higher education. Will increased tuition fees be seen as a proxy for quality? What will be the expectation on the part of universities to raise their game?

Set in the context of the **Higher Education White Paper** this important national conference will bring together policy makers, student support professionals, student representatives and senior HE administrators and legal experts to **consider the impact that the new financial situation will have on student expectations and the possibility of greater "consumer protection" for students.**

For more information please visit:

[www.neilstewartassociates.com/jb300](http://www.neilstewartassociates.com/jb300)

Produced by:



**Can't get to London?**  
Attend a networking satellite conference

Please see inside for more details or visit the website



# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One:

 Available on policyreview.tv

### Setting the scene

- 10:00 Welcome and introduction from conference chair  
**John O'Leary**, Editor, Times Good University Guide
- 10:10 Students as consumers: the impact of Browne on complaints  
**Rob Behrens**, Independent Adjudicator, the Office of the Independent Adjudicator for Higher Education (OIA)
- 10:30 Institutional complaints and appeals procedures  
**Usman Ali**, Vice-President (Higher Education), National Union of Students (NUS)
- 11:00 Developing the student community, expectations, teaching and the whole experience of HE  
**Professor Mary Stuart**, Vice-Chancellor, University of Lincoln
- 11:20 Questions and discussion

11:30 Refreshments, networking and exhibition

## Session Two:

 Available on policyreview.tv

### Effective engagement

- 12:00 Measuring the value and impact of student services  
**Dr Andrew West**, Director of Student Services, University of Sheffield and chair AMOSSHE – the Student Services Organisation
- 12:20 Understanding what international students want and need  
**William Archer**, Director, i-graduate
- 12:40 Better information for prospective students  
**Rachel Winzer**, Director of Research, 1994 Group
- 13:00 Questions and discussion

13:10 Buffet lunch, networking and exhibition

## Session Three:

 Available on policyreview.tv

### Robust quality and procedures

- 14:00 Keynote address  
**Anthony McClaran**, Chief Executive, Quality Assurance Agency for Higher Education
- 14:10 How to handle student complaints in-house  
**Paul Bogle**, University Solicitor & Clerk to the Governing Body, Canterbury Christchurch University
- 14:30 Whole institution strategies to enhance the student experience.  
**Professor Julie Mennell**, Deputy Vice-Chancellor (Academic), University of Sunderland, THE 2010 Award Winner for Most Improved Student Experience
- 14:50 Questions and discussion

15:00 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.

- 1** Learning from and understanding your students - the key to partnership and co-production  
**Derfel Owen**, Development Officer (Students and Enhancement), Quality Assurance Agency for Higher Education
- 2** Academic tracking and performance – early intervention  
Check website for speaker updates
- 3** Exploring the 'value' of higher education – the key drivers of the variation in willingness to pay  
**Ben Marks**, Managing Director, Opinionpanel Research

16:30 Close of conference

Register online today:

[www.neilstewartassociates.com/jb300](http://www.neilstewartassociates.com/jb300)

Tel: 020 7324 4330 / Fax: 020 7490 8830

## Sponsorship and Exhibition Opportunities

To find out more about the bespoke packages on offer please contact **Marie Clark** on 020 7960 6849 or e-mail [marie.clark@neilstewartassociates.co.uk](mailto:marie.clark@neilstewartassociates.co.uk)

## Purpose of the Conference:

The Higher Education White Paper will establish a new framework and terms of trade between students and institutions; where students are prepared to challenge providers and be more assertive about their rights and the services that they receive. How are higher education providers preparing to respond?

Specifically this conference will:

- Map and understand the **latest trends and developments in student complaints and appeals**
- Hear from leading institutions who are taking **real-time action and a proactive approach to complaints management**
- 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
- **Hear from students about what they want to know about their courses** and what is most important: the cost of the course, how satisfied other students were or what proportion of graduates have got jobs
- Set out strategies to **enhance student engagement and collaboration** with student unions and student services
- Understand the importance of an effective **student engagement cycle**
- Show the **critical role 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:

- 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
- **Directors and Heads of:**
  - > Quality Assurance
  - > Student Services/ Support
  - > Student Experience/ Affairs/ Welfare
  - > Student Liaison Officers and Relations Advisors
  - > Communications and Marketing
  - > International
  - > External Relations
- Student Mediation Officers
- Student Advisors and Information Managers
- Complaints Managers
- Appeals Managers
- In-House Legal Advisors
- Solicitors
- Disability Co-ordinators and Equality Managers
- General Managers of Student Unions
- Elected Union Officers
- Member of Governing Bodies in Higher Education
- **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? Time poor? Diary clash?

Attend a regional satellite conference near you

Can't get away, can't afford the time or full cost? Need network feedback? Attend a regional satellite conference!

- See and hear all the speakers and interact remotely
- Receive all the back-up papers and research
- Network with your peers, benchmark your own work and make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just **£195.00 + VAT** (£234.00). See the conference website for locations near you or complete the booking form.

## Host your own satellite conference:

- Become our local partner
- Policy Review works with regional and local partners to create a satellite conference featuring the live conference broadcast and debate relating to your region
- Could you benefit from hosting a satellite event?
- If you have a lecture theatre, council chamber or board room with simple internet and projection you could be our local partner

For more details contact **Natasha McDonough** by email: [natasha.mcdonough@policyreview.tv](mailto:natasha.mcdonough@policyreview.tv)

## Watch online

Keep up to date with the policy insight you need

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep – ideal for management and staff briefing
- Unique insight into the choices and dilemmas policy makers and managers face
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The live broadcast and access to the video archive costs just **£99 + VAT** (£118.80)

# 3rd Annual Conference

## Meeting Student Expectations

### Students or consumers? A consumer revolution?

Tuesday 15th March 2011, Westminster Studio, London SW1

## To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

**Fax:** 020 7490 8830

**Online:** [www.neilstewartassociates.com/jb300](http://www.neilstewartassociates.com/jb300)

**Post:** Neil Stewart Associates Ltd, 10 Greycoat Place, Westminster, London SW1P 1SB

Alternatively call us on **020 7324 4330** or email us at [customer.services@neilstewartassociates.co.uk](mailto:customer.services@neilstewartassociates.co.uk)

## Delegate Information

jb300

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector:  Health  Social Care  Central/Regional Government  Local Government  Education and Skills  Commercial  
 Non Departmental Public Body / Association or Membership Organisation  3rd Sector Organisation  Criminal Justice

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below

Signature

**HOW TO PAY** Please tick the relevant box below

Invoice Please send an invoice to:

Purchase order number (if relevant)

Cheque I enclose a cheque for £ \_\_\_\_\_ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:



Please debit: £ \_\_\_\_\_ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: \_\_\_\_\_ Expiry date of card: \_\_\_\_\_

Maestro Issue No: \_\_\_\_\_

Name (as on card): \_\_\_\_\_

Issuing Bank: \_\_\_\_\_

Cardholder's address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Signature: \_\_\_\_\_

**ADDITIONAL REQUIREMENTS** Please indicate any additional requirements below

## Delegate Rates

Please select the relevant rate from the list below

### Full Rate -

Commercial Sector

£599.00 + VAT @ 20% (£718.80)

### Reduced Rate -

Universities, Colleges, Local Authorities, Central Government Departments and Agencies, Non Departmental Public Bodies and other Public Sector Organisations

£389.00 + VAT @ 20 % (£466.80)

### Supported Rate -

Schools, Voluntary Organisations, Trade Unions

£240.00 + VAT @ 20% (£288.00)

The above fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation. **Shared places are not permitted.**

## Seminar Selection

You may attend one seminar in Session Four.

Places are allocated on a first-come, first-served basis.

Please circle your choice below:

### Session Four:

Seminar	1	2	3

### Live viewing

I am unable to attend this event in person please register me for:

Live streaming at £99.00 + VAT (£118.80)

### Satellite conference

£195.00 + VAT (£234.00)

Venues to be announced

### Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on [www.policyreview.tv](http://www.policyreview.tv). If you do not wish to be filmed, your voice recorded or your photograph taken please email [customer.services@neilstewartassociates.co.uk](mailto:customer.services@neilstewartassociates.co.uk) giving your name and the conference you will be attending.

### Data Protection

The personal information you provide will be held on a database by Neil Stewart Associates Ltd. By registering for a conference, Neil Stewart Associates and its subsidiary companies can provide you with information relating to your booking and other services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates. Your details may also be made available to other carefully selected companies.  
 Please tick here if you do not wish to receive information from third parties.

### Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.