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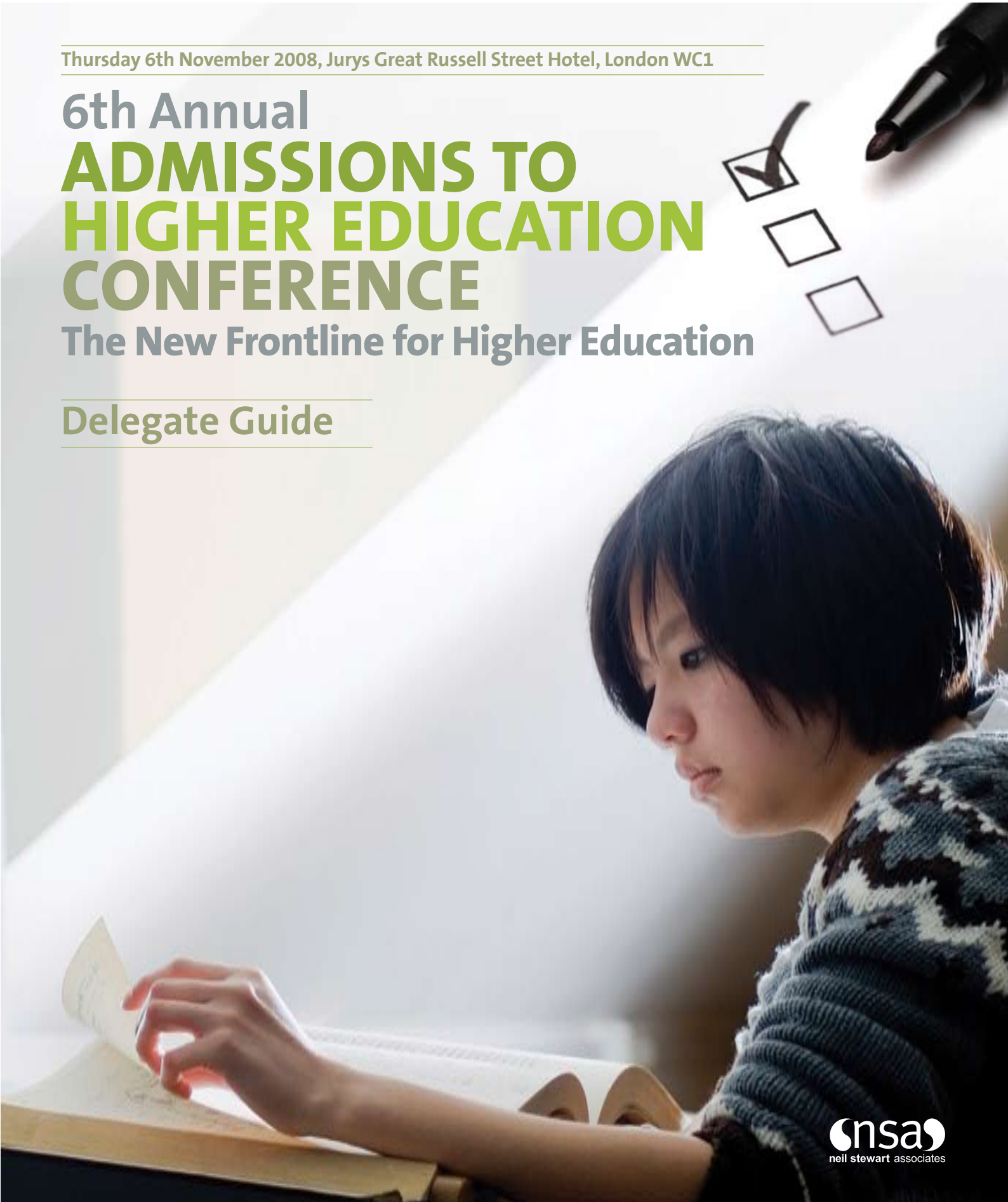
6th Annual ADMISSIONS TO HIGHER EDUCATION CONFERENCE

The New Frontline for Higher Education

Delegate Guide



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Foreword

Dear delegates

I am delighted to welcome you to the **6th Annual Admissions to Higher Education Conference**.

Today's discussion will explore how all universities and colleges need to prepare for demographic changes and how, as the traditional student cohort declines, recruitment, admissions and retention strategies will become critical to the stability and well-being of all HEIs.

Bringing together senior managers from HE, FE and schools this important national event will consider the effectiveness of the changes made to admissions processes to date and anticipate future policy developments and their implications.

We are delighted that we will hear from a high-calibre line-up of speakers including:

Professor Les Ebdon, Vice-Chancellor, University of Bedfordshire and Chair, Universities UK student experience policy committee

Wes Streeting, President, National Union of Students (NUS)

David Turrell, Head, The Sir Bernard Lovell School and Chair of the Kingswood Partnership, Bristol

Janet Graham, Director, Supporting Professionalism in Admissions (SPA)

I hope you enjoy the conference. I look forward to hearing the discussion regarding the achievements to-date and the further work required to achieve a fairer, more transparent and efficient higher education applications system.

Marie Clark
Research and Development
Neil Stewart Associates

Contents

	Page
General Information	**2**
Agenda	**3**
Attendance List	**5**
Policyreview.tv Access Codes (download today's presentations online)	**8**
Speaker Biographies	**9**
Notes	**15**

6th Annual
ADMISSIONS TO HIGHER EDUCATION CONFERENCE
The New Frontline for Higher Education

Agenda
(Subject to change)

09:00 **Registration and refreshments**

SESSION ONE

09:50 **Welcome and introduction**
Mike Baker, Education Journalist and Broadcaster

10:00 **Changes to the admissions landscape**
Professor Les Ebdon, Vice-Chancellor, University of Bedfordshire and Chair, Universities UK student experience policy committee

10:20 **Enhancing transparency in admissions policies and procedures**
Janet Graham, Director, Supporting Professionalism in Admissions (SPA)

10:40 **Student admissions: building on ability and aspiration**
Wes Streeting, President, National Union of Students (NUS)

11:00 Questions and discussion

11:10 **Refreshments and networking**

SESSION TWO

11:30 **Partnerships with schools – implications for university admissions**
Dr Lee Elliot Major, Director of Research, The Sutton Trust

11:50 **The changing qualifications landscape: Introducing the Qualifications and Credit Framework**
Nick Juba, Strategic Manager of Qualifications and Credit Framework Implementation, Qualifications and Curriculum Authority (QCA)

12:10 **14-19 reforms what it means for schools**
David Turrell, Head, The Sir Bernard Lovell School and Chair of the Kingswood Partnership, Bristol

12:30 **HE perspectives on 14-19 reforms**
Delyth Chambers, Adviser to Department of Children, Schools and Families Higher Education Engagement Project

12:50 Questions and discussion

13:00 **Buffet Lunch**

SESSION THREE:

14:10 **Panel Discussion: The new markets for Higher Education Admissions**
In light of the predicted sharp decline in 18 to 20-year-olds to retain their market share and meet the government's 2020 target of 40% qualified to level four HE must continue to be opened up to new markets. Leading education thinkers will debate the key challenges and opportunities for HEIs.

Jill Johnson, Director of Policy and Communications, Universities and Colleges Admissions Service
John Storan, Co-Director and Regional Adviser for the South West, Action on Access
Jackie Powell, IAG and Transition Co-ordinator, Higher Futures Lifelong Learning Network
Ian Douglas, Senior Education Liaison Consultant, University of Hertfordshire and UK Chair, Higher Education Liaison Officers Association (HELOA)

15:00 **Refreshments and networking**

SESSION FOUR: KEY ISSUE SEMINARS

15:20 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. **Additional admissions testing**
   Paul Teulon, Head of Student Recruitment, University of Oxford
   Annie Doyle, Senior Project Officer, Supporting Professionalism in Admissions (SPA)

   BEDFORD 5 – LOWER GROUND FLOOR

2. **Universities and centralised decision making**
   Janet Graham, Director, Supporting Professionalism in Admissions (SPA)

   GEORGE V (MAIN AUDITORIUM) – GROUND FLOOR

3. **Peer to peer advice and student networking: How web 2.0 can influence admissions decisions**
   Virginia Isaac, Director of Business Development, Universities and Colleges Admissions Service (UCAS)
   Emerson Osmond, Special Projects Manager, Universities and Colleges Admissions Service (UCAS) Media

   BEDFORD 6 – LOWER GROUND FLOOR

4. **Bringing together IAG and university admissions**
   Andy Gardner, Careers Consultant, Institute of Career Guidance

   LIBRARY – FIRST FLOOR

16:20 **Close of conference**

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Speaker Biographies

Biographies are shown in the order they appear in the agenda

Mike Baker, Education Journalist and Broadcaster

Mike is an award-winning journalist, author, broadcaster, and consultant, specialising in education. He is a columnist for BBC News Online and for The Education Guardian. He also presents several series on Teachers' TV and writes an education blog at: http://www.mikebakereducation.co.uk

From 1989 – 2000, Mike was the senior Education Correspondent for BBC News, where he reported on all the big education issues for TV, radio and BBC News Online. He has appeared regularly on programmes such as TV's *10 O' Clock News*, Radio 4's *Today* programme, and Radio Five. Before that he was a Political Correspondent, Foreign Affairs Correspondent and Deputy Home News Editor for the BBC.

He is a former Visiting Professor at the Institute of Education, London University, and has held Journalism Fellowships at the universities of Oxford and Michigan.
His publications include: 'Does Education Get the Media It Deserves' (2000), 'Who Rules Our Schools' (1994) and 'A Parent's Guide to the New Curriculum' (1992). He won the Ted Wragg Education Journalist of the Year Award in 2006.

He is a national judge for the Teaching Awards 2007, a member of the Nuffield Trust Education Advisory Committee, an Honorary Fellow of the Society of Teachers, a Trustee of the National Education Trust and the Villiers Park Educational Trust, and a Fellow of the Royal Society of Arts. Mike read English at Cambridge University and recently completed an MA in history at Kingston University.

Delyth Chambers, Adviser to Department of Children, Schools and Families
Higher Education Engagement Project

Delyth Chambers is an independent education consultant, who has had a long career in education, largely in higher education admissions and marketing.

Following a first degree in Geology and an MBA from Warwick University, Delyth Chambers' experience includes PR, a local education authority, a vocational examinations board and three universities. 13 years at the University of Birmingham, where she was Director of Admissions and Recruitment and Deputy Director of Marketing, was followed by 2 years at The University of Manchester as Director of Student Recruitment, Admissions and Widening Participation, establishing the service in the new university.

Delyth has taken a great interest in national developments in admissions and has been involved in a number of initiatives, working parties and advisory bodies nationally including discussions on the reform of national admissions processes, and the impact of pre-higher education curriculum change. She was chair and spokesperson for the Russell Group Universities Admissions Officers Group for a number of years.

Delyth Chambers Consulting was established in 2006 and provides services to a range of national organisations and individual institutions across the education sector. Delyth is currently working as an Advisor to the DCSF on the engagement of higher education in the 14-19 curriculum reforms, as Expert Advisor to the Admissions Reform Delivery Partnership and has a number of other clients in the higher education and school sectors.

Delyth is a member of the Council of AQA, a member of the QCA's advisory group on 14-19 reform and governor of a secondary school.

Ian Douglas, Senior Education Liaison Consultant, University of Hertfordshire and UK Chair, Higher Education Liaison Officers Association (HELOA)

Ian Douglas is the Senior Education Liaison Consultant within the Department of UK Recruitment and Access at the University of Hertfordshire and national chair of the Higher Education Liaison Officers Association. The association, which has more than 700 members from over 140 higher education institutions in the UK, is the professional body for staff who manage links with prospective university students and their families. Ian has worked at the University of Hertfordshire since 2000 and is currently undertaking an EdD (practice-based PhD) looking at student progression to higher education. His personal aim is to support students in making an informed and well-researched choice about the right course for them at the most appropriate institution. Prior to joining Hertfordshire he was Director of Students at Harrow College and has extensive experience of teaching and student support in the FE and secondary sectors. He has been Chair of Governors at Greenford High School, Ealing for the last 4 years.

Annie Doyle, Senior Project Officer, Supporting Professionalism in Admissions (SPA)

Annie was Admissions Officer at the University of York, before she took up her post at SPA in January 2007. Formerly she spent nearly four years at the University of Newcastle in project management and business systems analysis. While working at the University of Northumbria in 1997 she gained an MBA where her dissertation was on the response of the University to non-standard qualifications.

Key areas of work that Annie has been involved with since joining SPA include the following:

Admissions tests, Good Practice in Interviewing, SPA web content and development, Data and Statistics – investigating availability and use by HEIs, Conference attendance and presentations about SPA and good practice, HE and pre-HE visits and reports, Welsh matters and Scotland (east), 14-19 curriculum developments including vocational qualifications, Publications - Annual Review Report and SPA Fact Sheet, UCAS Tariff liaison.

Professor Les Ebdon, Vice-Chancellor, University of Bedfordshire and Chair, Universities UK student experience policy committee

Professor Les Ebdon took up his appointment as Vice-Chancellor of the, now, University of Bedfordshire, in 2003. Since then he has led the University through a successful development programme, which has seen significant growth in student numbers to over 17,000 and a merger in August 2006 with the Bedford faculty of De Montfort University to form the new University of Bedfordshire. He is active regionally as the Chair of the Association of Universities in the East of England and as a Director of the Bedfordshire and Luton Economic Development Partnership. Nationally, he is the Chair of the university think-tank - Million+, a Board member of the Universities and Colleges Employers' Association, a member of the Universities UK Board, Chair of the Universities UK Student Experience Policy Committee, a member of the Universities UK Health and Social Policy Committee, a member of Universities UK Delivery Partnership Steering Group and a member of the Universities UK Expansion Project Steering Group. He serves as a member of the National Council for Educational Excellence, is a Board member of the University Vocational Awards Council, a member of the Parliamentary University Group Council, a Fellow of the Royal Society of Chemistry and a Fellow of the Royal Society for the Arts. He also serves on the Editorial Boards of the British Journal of Higher Education in Further Education, the Times Higher Education and two international editorial boards.

His research interests are in environmental analytical chemistry and his various contributions to sensor development and our understanding of the behaviour and importance of trace elements in the environment have led to some 270 learned publications and to several awards.

Andy Gardner, Careers Consultant, Institute of Career Guidance

Andy Gardner is the university and careers adviser for JFS School, Brent, and La Sainte Union Catholic Secondary School, Camden. He is also the Moderator of the Institute of Career Guidance HE Advisers' Community and is developing the unique 'Advisers Certificate: Applying to Higher Education' with LSBU.

His publications include: Co-author *University Interviews Guide* September 2004; Author *Higher-Education Advisers' Handbook: Practical Steps for One-to-One Guidance* March 2006 and he was a major contributor *Admissions to Higher Education: Advisers' Directory*, December 2007.

He is a regular speaker and trainer on Applying to HE issues for schools, Connexions and Aimhighers. Andy has been an independent university and careers adviser for ten years. Before this he was with the careers services in Camden (where he was a Schools Team Leader) and Newham for thirteen years. Over his career he has worked in twenty-six different secondary schools.

Janet Graham, Director, Supporting Professionalism in Admissions (SPA)

The SPA programme, funded by all UK funding councils, offers an invaluable and independent resource for HEIs that wish to maintain and enhance excellence in undergraduate admissions, widening participation and student recruitment, and leads on the future development of fair admissions and the dissemination of good practice. Janet was appointed SPA's first Director in May 2006.

Prior to this Janet Graham was Head of the University of Cambridge Admissions Office leading teams in admissions and data services, publications and information, and widening participation. Her previous experience includes 12 years at the University of Leicester, where she was Director of Admissions and Student Recruitment and the Widening Participation to HE project. In the 1980s she worked at Leicester Polytechnic in a variety of posts including Head of Admissions.

Janet is a member of the HE sector led Delivery Partnership on Improving the HE applications process and chairs its Entry Profiles Working Group and was a member of Professor Steven Schwartz's task group reviewing Admissions to Higher Education. Although SPA is based at UCAS and values the synergy of working closely with UCAS staff, it is **not** part of UCAS.

Virginia Isaac, Director of Business Development, Universities and Colleges Admissions Service (UCAS)

Formerly Director of Marketing and Communications, Virginia is now Director of Business Development at UCAS, the Universities and Colleges Admissions Service. This involves the development of key UCAS initiatives and contracts and new business streams, including UKPASS and Unistats. Virginia is also a Director and General Manager of UCAS' commercial subsidiary, UCAS Media Ltd. This is responsible for the delivery of a wide range of marketing services to both the education and commercial sectors. Key initiatives over the last year have included new data insight products and www.yougofurther.co.uk

Prior to joining UCAS in 1996, Virginia was Marketing and Training Manager for the educational database ECCTIS 2000. Before that she espoused self sufficient farming in the Brecon Beacons, wrote guide books and was a founder and director of Brecon Waters Ltd. As well as being a Director of UCAS Media, she is also a Director of Cheltenham Festivals, a Director of HERO and a Council Member of Cheltenham College.

Jill Johnson, Director of Policy and Communications, Universities and Colleges Admissions Service (UCAS)

Jill is currently Director of Policy and Communications at UCAS with responsibility for the following: Policy – all initiatives which impact upon UCAS and the services it offers to key stakeholders; communications – both external and internal, and publications; data collection of courses and HE institutional information, and its transmission and communication; the manipulation, analysis and communication of applicant information and statistics; external relations with universities, colleges and other key stakeholders in matters relating to progression into HE including all curricular issues, those pertaining to the UCAS and satellite systems, widening participation, information, advice and guidance and research; tariff development; professional development and training and the UCAS International Office.

Jill is also a member of the Directorate of the Nuffield 14-19 Review.

Nick Juba, Strategic Manager of Qualifications and Credit Framework Implementation, Qualifications and Curriculum Authority (QCA)

Nick has worked for the past five years on the reform of the qualifications framework and wider qualification system in the UK. His current responsibilities include leading on the design and development of the new Qualifications and Credit Framework that will underpin qualifications achievements in England, Wales and Northern Ireland. He is also responsible for the articulation and alignment between UK and emerging European framework on behalf of QCA.

While Nick's educational background is predominantly in the work-based, vocational and life long learning he has also worked for the European Commission on a range of projects including teacher training, labour mobility and transferable skills. A committed life-long learner Nick has recently completed a Masters Degree at Birkbeck College, University of London, and an introductory car mechanics course at Tower Hamlets College.

Dr Lee Elliot Major, Director of Research, The Sutton Trust

Lee Elliot Major is Director of Research at the Sutton Trust, a charity that aims to improve social mobility through education. He is currently serving on the Academic Reference Group for the forthcoming Government White Paper on social mobility. The Trust's report on improving university applications from state schools in disadvantaged areas was produced for the Higher Education strand of the Prime Minister's National Council for Educational Excellence.

Lee was previously an education journalist, working for the Guardian and Times Higher Education Supplement. He has a PhD in theoretical physics from Sheffield University.

The Sutton Trust provides educational opportunities to young people from non-privileged backgrounds. It was set up by the philanthropist Sir Peter Lampl, and has allocated over 20 million pounds on research and practical projects during the last decade.

Emerson Osmond, Special Projects Manager, UCAS Media

Emerson Osmond, Special Projects Manager UCAS Media, with over 8 years experience working in the student marketing space, is responsible for the running and future development of one the UK's largest student only networking sites www.yougofurther.co.uk Emerson is a keen embracer of all elements of social media and how social media could be affecting students making decisions about where to apply to higher education.

Jackie Powell, Information Advice & Guidance Transition Co-ordinator, Higher Futures Lifelong Learning Network

Higher Futures is one of 30 Lifelong Learning Networks - partnerships of further and higher education providers, funded by HEFCE to support the progression into higher education of vocational and work-based learners.

As well as working with universities and colleges directly, Jackie is involved with a wider network of organisations including training providers, employer organisations, LSC, Connexions and a 14 - 19 diploma development consortium.

Jackie was originally a sixth form teacher, later moving into Further Education where she has held management positions with various responsibilities including Curriculum teams, Student Services, Information, Advice and Guidance and HE admissions. She has a longstanding interest in widening participation issues and facilitating entry to Higher Education.

Jackie has a degree in Sociology and Education from the University of Sheffield, a postgraduate Diploma in Careers Guidance, and is a member of the Institute of Career Guidance.

John Storan, Co-Director and Regional Adviser for the South West, Action on Access

Professor John Storan is Director of Continuum, the Centre for Widening Participation Policy Studies at the University of East London.

He is also Director of Action on Access, the national Co-ordination team for widening participation. As founding Chair of the Forum for Access and Continuing Education (FACE) he represents communities of practitioners involved in Access and Widening Participation from throughout the UK and internationally.

In 2001, he was made a Professorial Fellow at the University of Manchester Institute of Science and Technology (UMIST), and has been an influential regional and national figure on Lifelong Learning and Widening Participation in HE. Over recent years he has been advising and supporting the Higher Education Funding Council for England (HEFCE), Learning and Skills Council (LSC) and the Department of Employment and Learning, Northern Ireland(DELNI).

John also has wide international experience as a result of his keynotes and conference inputs and involvement in European research and development projects. John is an active member of the European Universities Continuing Education Network (EUCEN) and a former Council member.

Wes Streeting, President, National Union of Students (NUS)

Wes Streeting is President of the National Union of Students, a full-time elected position responsible for representing more than 7 million students and 600 students' unions across the Further and Higher Education sectors.

He was elected to the post in April 2008 with a convincing majority, having previously served for two years as the union's Vice-President for Education. Wes read history at Selwyn College, Cambridge and was President of Cambridge University Students' Union from 2004-5 before being elected to the NUS National Executive Committee as a non-portfolio member for 2005-6.

Wes has a strong interest in education policy, particularly on widening participation, and has held a number of positions within the higher education sector, notably membership of the 'Burgess Group' on measuring and recording student achievement and the Quality Assurance Framework Review Group. He was a non-executive director of the Office of the Independent Adjudicator for Higher Education from 2006 to 2008 and has been a non-executive director of the Higher Education Academy since 2006. He continues to serve on the HE sector delivery partnership steering group on HE admissions reform and the UK HE High Level Policy Forum on Europe and is a board member of the European Students' Union (ESU). Wes Streeting is also a non-executive director of Endsleigh Insurance Ltd. as well as the NUS' trading arm NUS Services Ltd.

Paul Teulon, Head of Student Recruitment, University of Oxford

After attending a state school, sixth form college and FE college in East London, Paul completed his first degree in Economics & Management at Fitzwilliam College, Cambridge. He was then appointed as the first Schools and Colleges Liaison Officer based in the Cambridge Undergraduate Admissions Office. During this time he developed a wide range of interactive school liaison and WP initiatives including summer schools. In May 2003 he started work at Oxford and is now the head of the Student Recruitment service at the University responsible for the provision of high quality information, advice and guidance to students applying from the UK the EU and beyond. Until recently he served as the UK Treasurer on the executive of the HELOA (Higher Education Liaison Officers Association) and also sits on the UCAS/DfES curriculum development group. He has recently contributed towards the development of the tariff of the A* grade. He is a governor at a local community school (John Mason, Abingdon) and has also recently completed a second degree in Mathematics in his spare time.

David Turrell, Head, The Sir Bernard Lovell School and Chair of the Kingswood Partnership, Bristol

David Turrell has been the Headteacher of The Sir Bernard Lovell School since 1995. He chairs the Kingswood Partnership, a 14-19 Pathfinder, he is a Becta Consultant and a member of the QCA 14-19 Advisory Committee, the Nuffield 14-19 Review Body and works with the DCSF on the 14-19 Reform programme. David is also a member of the ELOS Management Group examining 14-19 education across 20 European countries. He has also co-ordinated an International Networked Learning Community and a European Project for Languages. He has worked internationally for several years co-ordinating work in France, Italy, Malta and Australia.

Ends

Notes

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Paul Marshall, Executive Director, 1994 Group

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Mike Lee, Former Director of Communications and Public Affairs, LONDON 2012

NOVEMBER

Thursday 20th - 6th Annual Effective Marketing in Higher Education Conference

New Connaught Rooms, London WC2
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http://www.neilstewartassociates.com/jb256

Wednesday 26th - Enhancing the Student Experience Conference 2008

Ibis Hotel, London Earls Court SW6
Sponsored by: **1994 Group**
Supported by: **National Union of Students (NUS), The Higher Education Academy**
http://www.neilstewartassociates.com/jb253

DECEMBER

Tuesday 9th - Higher Education and 14-19 Reforms

Royal College of Obstetricians and Gynaecologists, London NW1
Supported by: **1994 Group, Learning and Skills Council (LSC)** and **Action on Access**
http://www.neilstewartassociates.com/jd210

2009

JANUARY

Thursday 29th - 7th Annual Postgraduate Conference

Central London
Supported by: **National Union of Students (NUS)** and **The UK Council for Graduate Education (UKCGE)**

FEBRUARY

Wednesday 25th - 4th Annual Student Retention and Progression in Higher Education

Central London

theguardian
The Higher Education Summit 2009
3rd annual summit for higher education leaders
Monday 2nd and Tuesday 3rd February 2009, QEII Conference Centre, Westminster
www.hesummit.com
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The Higher Education Summit 2009

3rd annual summit for higher education leaders

Monday 2nd and Tuesday 3rd February 2009,
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www.hesummit.com

Choices Beyond 2010

"We need to decide what a world-class HE system of the future should look like, what it should seek to achieve, and establish the current barriers to its development"

Rt. Hon. John Denham MP
speech to the Wellcome Collection announcing the HE Debate, February 2008

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S. Dutton
The Open University

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