HELOA

HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

HE and Schools Partnerships

IAG in an age of austerity

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About HELOA

- Association has over 800 members drawn from 142 Institutions

- 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

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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

HELOA’s Governing Constitution sets out three purposes for the Association:

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- 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

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Key challenges for IAG

- Cuts to Local Authority Connexions Services
- Statutory duty to teach careers education repealed
- Ambition to extend CEG to 18 dropped
- Range, scope (and effectiveness) of new all-age careers service (April 2012)

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Key challenges for IAG

- End of Aimhigher, EMA changes and travel to learn fund will impact on learners
- HE funding pressures (and structural reorganisation)
- Younger age groups: aspiration and awareness raising
- Vocational learners – work experience/work-based learning (Wolf Report)

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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.

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Students making their choices in a changing policy context

And we don’t know what the policy is yet…

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Behaviours and trends….

- Public funding for courses will cease (with the exception of some STEM subjects)
- Other subjects (particularly Arts, Humanities and Social Sciences) will be heavily dependent on their attractiveness to students
- A trend driven towards vocational courses?

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A good Applicant Experience

- Mutually beneficial to both the Applicant and HEI
- Prepares, informs and provides equality of opportunity
- **Should accurately match the student's aims, abilities and aspirations with the character of the Institution**
- Therefore improves student retention and enhances the strategic mission of the Institution

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Supporting Professionalism in Admissions

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Easy answers…?

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