

Communicating with potential students and parents

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

- 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

Communicating with students and parents:

- Communicating effectively with students is becoming increasingly difficult as 'channels of choice' multiply.
- Parents as well as students are at 'different places' in their knowledge and understanding of higher education.
- It is becoming harder to distinguish between 'official' information and informal/peer-led advice and guidance.

Who should I firm and who should I make my insurance?

I was just hoping the ##### community could help me decide which university I should firm and which one I should make my insurance in regards to which universities will offer me the best life chances and employability. The subject I have applied to study is Philosophy, with one exception being ##### in which I've applied to study a sandwich course, (Politics and Philosophy). Below are my offers and the requirements.

University - V501 - 240 UCAS points.

University of ##### - V500 - 300 UCAS points.

University of ##### - LV25 - 240 UCAS points.

College (University of #####) - V500 - 300 UCAS points.

University College - V500 - 240 UCAS points.

Thank-you in advance for any input given, whether it be a simple recommendation or any other type of guidance your help is much appreciated.

Some views:

- That access to good Information, Advice and Guidance is essential –that it is consistent – and that advisors and influencers can accurately signpost to validating sources of information
- That there must be no reality gap in the interplay between ‘marketing materials’ and effective ‘information’ which informs decision making
- That the sector doesn’t focus solely on ‘information’

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