HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Attracting the Right Applicants

Liam Owens – UK Chair

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Overview

- About HELOA
- Importance of effective IAG
- Right Vs Better
- Understanding…
  - Institutions
  - Students
  - Targets and challenges
- Importance of communications, importance of influencers
- Final thoughts

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

About HELOA

- Association has 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 remits

Our Purpose

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

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

- 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

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Our Mission Statement (2015)

HELOA will be one of the foremost, professional, member-led IAG Associations in the sector, collaborating closely with other Associations and Agencies and will make a significant contribution to the debate about Higher Education in the UK. With well developed collaborative working practices, HELOA will have an engaged and active member body who are well trained, professional and who are sector leaders in quality Information, Advice & Guidance.

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Importance of IAG

Both now and in the future…

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

I am committed to improving the information available to prospective students and their parents. Recently published research, commissioned by HEFCE, has identified information that students say they want, and a consultation – in the Autumn – will figure out how best to make that information available. ***It is in everyone's interest that students make well-informed decisions about what and where to study.*** Most young people say they do not regret their decision to go to university. Over a quarter of them say they do wish they had chosen a different course. This tells me that, once again, we need to do better on careers advice and information.

Willets – Sept 2010

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

“Students need access to high quality information, advice & guidance in order to make the best choices”

“Institutions have a responsibility to help students make the right choices”

Browne Report: October 2010

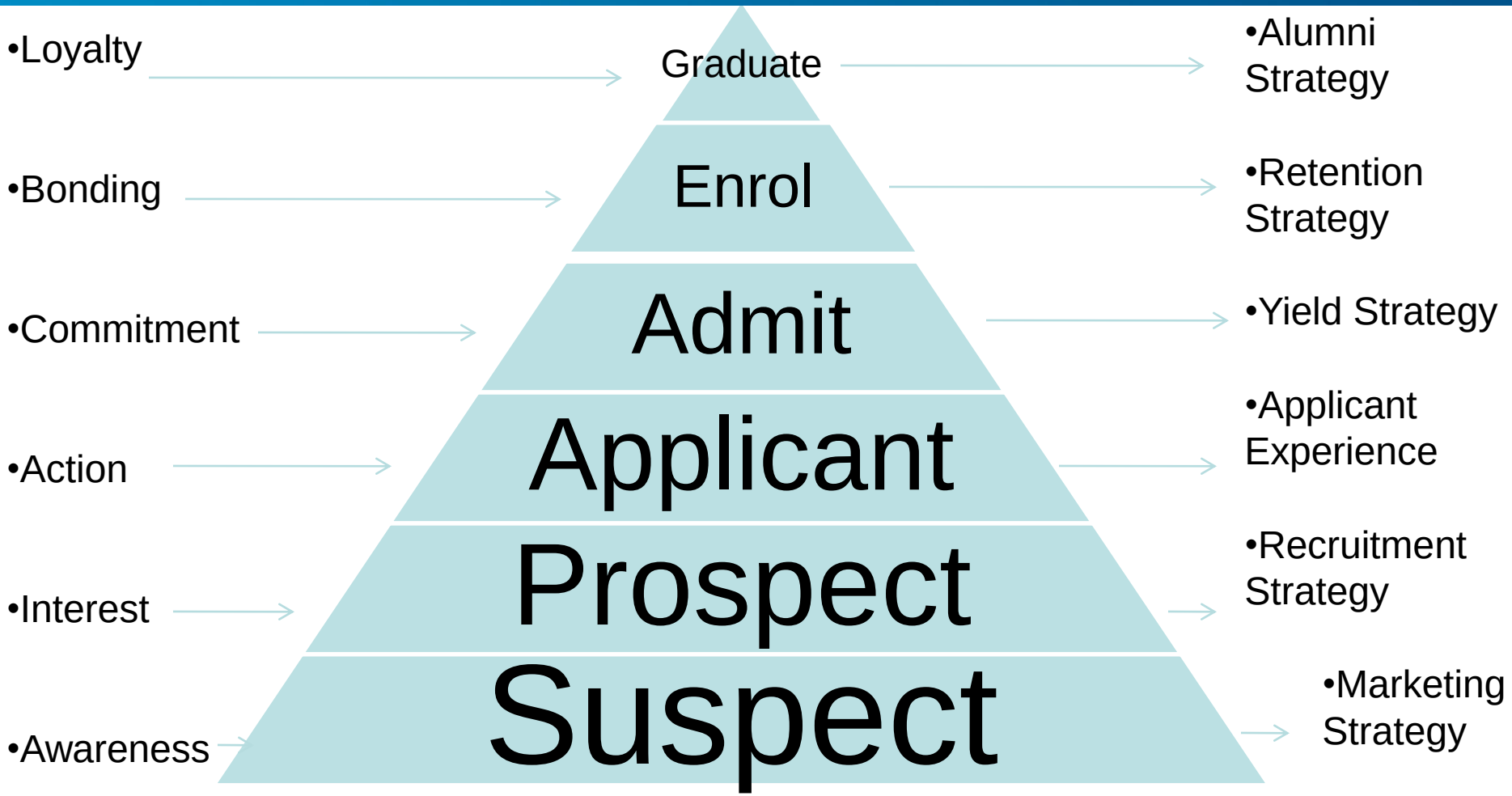
Right vs Better

The right students are not simply the ones who come and learn, but the ones who contribute something to the University and their peers at the same time…

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Attracting the ‘Right Applicants’

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION



HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Understanding Institutional Mission & Values and the ‘Applicant Experience’…

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

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

spa
Supporting Professionalism in Admissions

Understanding students and student success…

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Understanding funding challenges, recruitment targets and working backwards…

Importance of influencers and the clarity of message…

Easy answers?

Vision of the ‘right’ student (informed by HEI mission & academic department)

+

Influential marketing & communications messages

+

Effective outreach strategy

+

Robust, realistic & effective applicant experience (supported by influencers)

= ***the right student…?***

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Final thoughts….

Liam Owens – UK Chair
T: 01695 58 41 77
E: liam.owens@edgehill.ac.uk