



Broadcast National Conference

Reforming Higher Education Admissions

What the Admissions Process Review means for the future of admissions

Tuesday 24th April 2012, Westminster Studio, London SW1

Supported by:

UCAS

HELOA
HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Speakers include:

Mary Curnock Cook OBE

Chief Executive, UCAS

Rama Thirunamachandran

Deputy Vice-Chancellor,

Keele University;

Chair, **UCAS Admissions Process Review Steering Group**

Paul Travill

Registrar, **University of**

Wolverhampton; Chair,

Academic Registrars Council

Janet Graham

Director,

Supporting Professionalism in Admissions Programme (SPA)

Andy Westwood

Chief Executive,

GuildHE

Mike Nicholson

Director, Undergraduate Admissions,

Recruitment & Access,

University of Oxford



Supporting Professionalism
in Admissions

Both the Browne Review and Higher Education White Paper signalled the need for change in higher education admissions. Now the findings from the **UCAS Admissions Process Review** provides a sound evidence base to move the debate forward and consider how proposed changes will affect institutional practice.

With more scrutiny on higher education admissions than ever before, and institutions facing the need to ensure that the process is managed fairly, this is a timely moment to consider how institutional practice can be changed and improved.

The debate over the possible introduction of Post Qualification Application, and the most effective use of contextual data will also be examined.

This conference brings together leaders in admissions in higher education to provide you with the policy insight and management strategy and new techniques you need for success in an increasingly challenging discipline.

For more information please visit:

www.neilstewartassociates.com/jb322

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Agenda (subject to change)

09:00 Registration, refreshments and exhibition

Session One:

Available on policyreview.tv

Setting the scene

- 09:50 Welcome and introduction
Aaron Porter, HE Consultant and Journalist
- 10:00 Keynote address:
Where next for admissions in HE – the UCAS Admissions Process Review
Mary Curnock Cook OBE,
Chief Executive, UCAS
- 10:20 Change and reform: how are institutions working towards fairer admissions?
Janet Graham, Director, Supporting Professionalism in Admissions Programme (SPA)
- 10:40 The case for reforming HE admissions in a new era
Rama Thirunamachandran, Deputy Vice-Chancellor, Keele University; Chair, UCAS Admissions Process Review Steering Group
- 11:00 Questions and discussion

11:15 Refreshments, networking and exhibition

Session Two:

Available on policyreview.tv

Practical solutions for implementing and improving admissions

- 11:45 Ensuring admissions reform can be implemented effectively at institutional level
Paul Travill, Registrar, University of Wolverhampton; Chair, Academic Registrars Council
- 12:05 Putting the applicant at the heart of the admissions system
Mike Nicholson, Director of Undergraduate Admissions, Recruitment & Access, University of Oxford
- 12:25 Using contextual data to make admissions fairer
Dr Tony Hoare, Director of Widening Participation Research Cluster, University of Bristol
- 12:45 Questions and discussion

13:00 Buffet lunch, networking and exhibition

Session Three:

Ensuring reforms are fit for purpose

- 14:00 How admissions reform cannot forget non-traditional students
Andy Westwood, Chief Executive, GuildHE
- 14:15 Ensuring HE admissions reform is evidence-based and learning from the Delivery Partnerships Group
Fiona Waye, Policy Adviser, Universities UK
- 14:30 Communicating with potential students and parents
Liam Owens, Head of Student Recruitment, Edge Hill University; Chair, Higher Education Liaison Officers Association (HELOA)
- 14:45 Implications of reforms to A-level on undergraduate admissions
Delyth Chambers, Consultant, Delyth Chambers Consulting
- 15:00 Questions and discussion

15:15 Refreshments, networking and exhibition

Session Four:

Key issues seminars

- 15:35 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

Is university worth it? Education liaison and outreach case study

Chris Martin, Education Liaison and Outreach Manager, University of Portsmouth
Louise Bushnell, Student Finance Information Officer, University of Portsmouth

2

Virtual Postgraduate Open Day - innovative case study from Teesside University

Sarah Smith, Recruitment Co-ordinator, Teesside University

3

Starting from scratch: what new admissions processes need to deliver for your institution

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

16:30 Close of conference

All delegates receive free post-event access to filmed plenary sessions

Register online today:

www.neilstewartassociates.com/jb322 / Tel: 020 7324 4330 / Fax: 020 7490 8830

Purpose of the Conference

Specifically this conference will enable you to:

- Provide strategic insight into the implications of the White Paper on Higher Education for admissions policies and processes
- Consider what the UCAS Admissions Process Review means for the future
- Improve the efficiency and effectiveness of the admissions office in your college or university
- Provide the key policy updates in admissions policy and assess their impact on higher education admissions processes and the implication of Post Qualification Applications models
- Help HEIs to review their admissions strategies to respond to students from across the four nations and with other qualifications, including international baccalaureate
- Set out new ideas to respond to wider participation pressures and the demands for "fairness"
- Recognise the importance of the admission process as the first "student experience" which can determine whether the offer is accepted and impact the shape of the institution
- Highlight the differing experiences of HE institutions in an increasingly pressured environment, with possible new FE and private provider competition
- Discover how to widen participation with mature and non-traditional entry in an environment where over-subscription is an ongoing issue
- Share experiences and good practice through interactive seminars examining key issues
- Take advantage of significant networking opportunities with those working in the admissions field

Who should attend:

From Higher Education:

- Vice-Chancellors and Pro Vice-Chancellors
- Rectors
- Principals of HE Institutions
- Directors and Heads of Admissions
- Admissions tutors and staff
- Heads of Student Recruitment
- Deans and Heads of Faculty
- Academic Registrars
- Directors of University Registry
- Directors and Heads of Widening Participation
- Aimhigher/Outreach Coordinators and Managers
- Schools/Education Liaison Managers
- Directors of Marketing
- Heads of Student Finance

From Further Education and Schools:

- Principals and Chief Executives of FE Colleges
- Deputy, Assistant and Vice Principals
- Directors of Higher Education in Colleges
- Admissions Directors and Managers
- Headteachers
- Heads of Sixth Forms
- Senior Tutors
- Heads of 14-19
- Careers Services and Advisers
- IAG Advisers
- Access to HE Coordinators

From Local Authorities:

- Members and Officers with responsibility for education and skills
- Directors of Education
- Chief Education Officers
- Student Finance Managers
- Student Support Managers
- Directors of Policy

Sponsorship and Exhibition Opportunities

This conference will attract a diverse audience of top level decision-makers and key policy professionals, from both the public and the private sector. Sponsoring or exhibiting at this event will ensure your organisation leadership positioning amongst this key target audience.

To find out more about the bespoke packages on offer please contact **Katrina Wright** on **020 7324 4330** or e-mail katrina.wright@neilstewartassociates.co.uk



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Time poor?
Diary clash?



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Individual licences

£99 + VAT (£118.80)

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All you need is:

- a computer with flash installed, an up to date browser and fast broadband internet access
- a projector or an LCD screen to display the live conference stream
- a space in which to host the event – a boardroom or lecture theatre would be perfect



Watch in groups

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To discuss this further please call

020 7183 7783

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1-2 viewers **£99.00 + VAT (£118.80)**

3-9 viewers **£89.00 + VAT (£106.80)**

10-19 viewers **£79.00 + VAT (£94.80)**

20-29 viewers **£65.00 + VAT (£78.00)**

Reforming Higher Education Admissions

What the Admissions Process Review means for the future of admissions

Tuesday 24th April 2012, 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/jb322

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

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Delegate Information

jb322

Brochure no.

WEB

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

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£549.00 + VAT (£658.80) by 9 March 2012

£599.00 + VAT (£718.80)

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

£339.00 + VAT (£406.80) by 9 March 2012

£389.00 + VAT (£466.80)

Supported Rate -

Schools, Voluntary Organisations, Trade Unions

£190.00 + VAT (£228.00) by 9 March 2012

£240.00 + VAT (£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

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20-29 viewers @ £65 + VAT (£78.00) per person

I would like to register _____ online viewers

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Please complete the delegate information section of this form for each viewer when registering your licence(s). You can do this by photocopying this form or sending a full list to customer.services@policyreview.tv

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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. If you do not wish to be filmed, your voice recorded or your photograph taken please email customer.services@neilstewartassociates.co.uk giving your name and the conference you will be attending.

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