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Professional Development Conference

Collaboration, Tuesday 11th February 2025, 9.30 - 15.30

The Milner York Hotel, York

9.30- 10:00 **Registration opens**

10.00 - 10:10 **Welcome**

A brief introduction to the exciting day ahead from our HELOA Professional Development Conference Manager, Rachel Clenton.

10.10 - 11:00 **Delivering Catch up Reading Interventions - A Partnership Project, Anna Bradley, University of Cumbria**

We have delivered and conducted a high quality evaluation of a reading project developed and delivered in partnership between Hello Future (Uni Connect in Cumbria) and the University of Cumbria Outreach Team. The evaluation showed positive impact in year 7 learners in Cumbria and forms part of Hello Future's wider attainment raising programme.

11.00 - 11:15 **Comfort Break**

An opportunity for you to network with our PDC sponsors Unifrog and enjoy some refreshments!

11.15 - 12:15 **“Scot... Collaborate and Listen!” Keir Robinson UK Undergraduate Recruitment Manager, The University of Edinburgh & Jenny Patterson, Heriot - Watt University**

The Scottish Universities Tour of Northern Ireland has been running for nearly 3 decades! It is always successful and one of the highlights of the year for Uni reps and teachers alike! The concept is simple – share resource, divide efforts and cover as much ground as possible. Join us in our workshop where we will explain how we are able to cover thousands of miles, thousands of hot leads and 60+ schools covered on a with a relatively small human and financial resource. We will explain what the project is, how it works and the secret sauce to collaboration – spoiler alert – hard work and a pretty clear MoU is all you need!

12.15 - 12.45 **Networking: Scenarios**

In this session, you will have the opportunity to look at different scenarios centered around the importance of collaboration. You will work as a team to problem solve and provide suitable solutions to the scenarios you have been given!

12.45 - 13.45 **Networking Lunch**

An opportunity for you to network with fellow colleagues, regional HELOA group members and our PDC sponsor Unifrog.

13.45 - 14.45 **Collaborating with academics and faculty teams for subject success, Megan Soley, University Partnerships Coordinator & Lydia Derbyshire, HE Partnerships Manager, Unifrog**

“Loved the city, would’ve applied there and then until we went to the subject talks and... saw a presentation read from a screen”, an Open Day review.

Does this sound a little too familiar? Forging strong relationships with your university’s departments, faculties and academics can have an incredible impact on your recruitment activity - and prevent situations like this one from happening to you. In this workshop with Unifrog, we’ll explore how to successfully collaborate with faculty teams from across your university to put together quality subject sessions, campus visits, webinars and more. Featuring real examples of amazing subject activity from Unifrog, actionable plans, and the opportunity to share best practice with your peers across the sector.

14.45 - 15.00 **Comfort Break**

A final opportunity for you to network with our PDC sponsors unifrog and enjoy some light refreshments.

15.00- 15.30 **Closing reflections - key takeaways**

This session will focus on the work taking place in the previous session, to share what you have accomplished throughout the day, listen to fellow delegates on their ideas and tasks and/or finish up the practical task of the day. What can you put in practice following today’s session?

15.30 **Finish**

*Programme is subject to change