

Admissions and Offer-Making – Best Practice and Communications

Friday 27 May 2016, Rosehill Conference and Training Centre, Cheltenham

The HELOA Professional Development Conference (formerly known as the Experienced Practitioners' Conference) provides an opportunity for higher education practitioners to attend workshops and discussions on a particular topic relevant to our work in schools liaison. The upcoming PDC will focus on best practice in admissions and offer-making, and how we as schools liaison professionals can best communicate decisions made by our institutions.

Speakers will include representatives from UCAS and SPA, as well as a variety of UK higher education institutions, and the day will include a tour of the UCAS offices.

This conference is suitable for anyone with an interest in admissions who would like to engage in discussion and debate about different philosophies around admissions policy, and their effects on the work we do with prospective applicants.

Provisional programme

09:30 **Arrival and refreshments**

10:00 – 11:00 **Tour of UCAS offices (also available at the end of the day)**

11:00 – 11:15 **Welcome**

11:15 – 12:15 **Qualification Reform and the New UCAS Tariff**

Ben Jordan, Senior Policy Executive, UCAS

12:15 – 12:45 **Admissions Trends: An overview of trends in the latest admissions cycle**

UCAS Analysis and Research team

13:00 – 14:00 **Lunch**

14:00 – 14:45 **Panel session: Different practices in offer making and the effect on applicants**

A panel of representatives from SPA and higher education institutions with various different policies and philosophies on offer making, including discussion on standard offers, unconditional offers, contextualised offers, and differentiated offers based on participation in WP programmes.

14:45 – 15:15 **Group discussion**

Delegates break into groups to analyse their own institutional admissions policies, exploring the pros and cons of different types of offer-making, and the effects on outreach, schools liaison and communication with applicants

15:15 – 15:30 **Refreshment break**

15:30 – 16:15 **Discussion feedback and a look to the future**

16:15 – 17:15 **Tour of UCAS offices (also available at the beginning of the day)**

17:15 **Conference ends**