

**ANNUAL CONFERENCE 2012**  
**University of Chester**  
**Wednesday 28 March – Thursday 29 March 2012**



**‘Meeting Change with Change – the Chameleon Effect’**

The title of this year’s Conference is *‘Meeting Change with Change: The Chameleon Effect’*. It comes in the wake of a year that has seen significant higher education policy change; the introduction of higher tuition fees, reductions in teaching budgets, launch of the White paper, publication of the Research and Innovation Strategy and the introduction of a core and margin model. With the outcomes of the Technical Consultation still pending, we are about to enter a year of heightened competition with uncertain student and patterns of demand in a climate where only speculation surrounds the longer term strategy for student number allocation and control. With such continuous change, how can we as institutions not only keep up but adapt to our new environment?




Edge Hill University

**Dr John Cater, Vice Chancellor**  
**Edge Hill University**




**QAA**

**Dr Jayne Mitchell, Director of Research,**  
**Development and Partnerships, QAA**




**Andy Westwood, Chief Executive, Guild HE**



**Universities UK**

**Jeremy Holmes, Chief Operating Officer, UUK**




**HIGHER EDUCATION** *hefce*  
**FUNDING COUNCIL FOR ENGLAND**

**Ian Lewis, Head of Finance, Hefce**




**tda**

**Tom Glover, Funding and Market Management**  
**Director, TDA**



**Chris Jeffries, Workforce Programme Director**  
**North West, Workforce and Education, NHS & SHA**




**Dechlan Jarrett, Student President, University**  
**of Chester**




**n u s**  
**national union of students**

**Graeme Wise**  
**Assistant Director (Policy), NUS**




**UNIVERSITY of Cumbria**

**Helen Fleming, Director of Marketing & Recruitment, University of Cumbria**



**UNIVERSITY of Cumbria**

**Professor Sandra Jowett, PVC (Academic), University of Cumbria**



**UCAS**

**Dr Mark Corver, Head of Analysis & Research, UCAS**



**EVERSHEDS**

**David O’Hara**  
**Senior Associate, Eversheds**



**JISC advance**

**Guy Lambert, Managing Director of JiscAdvance**

# PROGRAMME

<b>WEDNESDAY, 28 March 2012</b>	
Sponsors - Provelio, Eversheds, JISC Advance Nexus, The Leadership Foundation for Higher Education	
10.00am	Registration and arrival refreshments
11.00am	<b>Welcome and introduction</b>
11.15am	<b>Session 1: Keynote – Higher Education 2012: Present tense, future imperfect?</b> <i>Dr John Cater, Vice Chancellor, Edge Hill University</i>
11.45am	<b>Session 2: Prioritising quality in a competing agenda</b> <i>Dr Jayne Mitchell, Director of Research, Development and Partnership, QAA</i>
12.15pm	<b>Session 3: Policy and business challenges in the new HE environment</b> <i>Andy Westwood, Chief Executive, GuildHE</i> <i>Jeremy Holmes, Chief Operating Officer, UUK</i>
12.45pm	<b>Question &amp; answer session</b>
1.00pm	LUNCH
1.45pm – 3.15pm	<b>Sessions 4-6: Financial landscape</b> <i>Jan Lewis, Head of Finance, Hefce</i> <i>Tom Glover, Funding and Market Management Director, TDA</i> <i>Chris Jeffries, Workforce Programme Director North West, Workforce and Education, NHS &amp; SHA</i>
3.15pm	<b>Question and answer session</b>
3.30pm	TEA/COFFEE
3.45pm	Discussion Groups & Feedback
4.30pm	<b>Session 7: Students at the heart of the system</b> <i>Graeme Wise, Assistant Director (Policy), NUS</i> <i>Dechlan Jarrett – Student Union President, University of Chester</i>
7.00pm	Evening Reception (sponsored by JISC Advance Nexus)
7.30pm	Dinner and Bar - (Dress code: smart/casual)
<b>THURSDAY 29 March 2012</b>	
8.00am	Breakfast
9.15am	<b>Annual general meeting</b>
9.45am	<b>Session 8: Standing out from the crowd</b> <i>Helen Fleming, Director of Marketing &amp; Recruitment, University of Cumbria</i>
10.15am	<b>Session 9: Student recruitment 2012: Demand, trends and reform</b> <i>Dr Mark Corver, Head of Analysis &amp; Research, UCAS</i>
10.45pm	<b>Question and answer session</b>
11.00am	TEA/COFFEE
11.15am	<b>Session 10: Student retention strategies</b> <i>Professor Sandra Jowett, PVC (Academic), University of Cumbria</i>
11.50am	<b>Session 11: UKBA Regulations: Strategy, inspection and risk</b> <i>David O'Hara, Senior Associate, Eversheds</i>
12.25pm	<b>Session 12: Using technology for happier students and leaner institutions</b> <i>Guy Lambert, Managing Director of JISC Advance</i>
13.00pm	Lunch & Departure