



Government
Events

Higher Education Data 2019: Utilising Data to Maximise Student Outcomes and Competitive Capabilities

Thursday 31st October 2019
Event Guide





Our Loyalty Discount

This discount entitles attendees to a 20% discount on any future conference being run by Government Events in the next 12 months. Please quote code Loyalty20 at the start of your booking.



How to Claim Your CPD Points

Regarding CPD credits, it is the individual delegate's responsibility to evaluate their learning and record it appropriately into their CPD portfolios according to your institute's requirements.

For this Conference, you are entitled to 8 CPD points.



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Welcome Letter

Dear Delegate,

Welcome to Higher Education Data 2019: Utilising Data to Maximise Student Outcomes and Competitive Capabilities conference.

This event you will hear from policy makers, experts and leading practitioners demonstrating the impact of data management and learning analytics on course design and delivery and how to excel in a competitive market. Learn how to embed evidence-based decision making at all levels of higher education to improve student outcomes and competitive capabilities.

Today you will have the opportunity to hear presentations from key organisations from higher and further education in addition to a series of case studies examining best practice in a range of settings.

If you have any questions or queries, please ask our onsite management team, who will be more than happy to help you. They are located at the registration desk.

We hope you have a rewarding and enjoyable day.

Yours Truly,

David Blake
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Our Future Events

Please look at our website, www.GovernmentEvents.co.uk,
to view our future events. These include:

[The Future of University and Business Collaboration: Developing World Class Public-Private Partnership](#)

Wednesday 6th November 2019, Central London

[Enhancing the Student Experience: Enabling Student Prosperity](#)

Tuesday 12th November 2019, Central London

[The 2nd Annual National Higher and Further Education Marketing and Communications Conference 2019](#)

Wednesday 27th November, Central London

[Working in Partnership to Improve Security and Safeguarding in Higher Education](#)

Thursday 30th January 2020, Central London

For any enquiries, please call 0330 0584 285 or email Enquiries@governmentevents.co.uk

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Agenda AM

09:30-09:40

Chair's Welcome Address

Dr Anita Jackson, Director of Planning and Student Information, University of Kent

09:40-10:05

Keynote Address: "Data Is A Great Servant But A Bad Master" – Exploring The Benefits and Limitations Of Data

Alex Bols, Deputy Chief Executive, GuildHE

10:05-10:30

Key Supporter Session: Don't Finish Your Career Before It Starts: Tackling Fraud In Higher Education Through Data Sharing

Tracey Carpenter, Member Relationship Manager, Cifas

10:30-11:00

Question and Answer Session

11:00-11:30

Refreshment and Networking Break

11:30-11:50

Case Study: Using Data To Influence And Shape Higher Education Policy

Rachel Hewitt, Director of Policy and Advocacy, Higher Education Policy Institute

11:50-12:10

Case Study: Developing An 'Analytics Mind-Set' At The Open University To Enhance Student Success By Embedding Evidence Based Decision Making At All Levels

Dr Simon Cross, Senior Lecturer, The Institute of Educational Technology, The Open University

12:10-12:30

Case Study: Ensuring Information And Data Compliance Across Higher Education

David Humphreys, Information Compliance Manager, Anglia Ruskin University

12:30-12:50

Question and Answer Session

12:50-13:40

Lunch and Networking

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Agenda PM

- 13:40-14:00** **Keynote Address: The Annual Student Academic Experience Survey (SAES): Pinpointing How HE Institutions Can Shape and Meet Student Expectations**
Jonathan Neves, Director of Business Intelligence and Surveys, Advance HE
- 14:00-14:20** **Case Study: Using Digital Experience Insights To Explore Student Perceptions Of The Digital Aspects Of Their Learning Experience**
Ruth Drysdale, Senior Co-Design Manager, Jisc
- 14:20-14:40** **Keynote Presentation: Using Undergraduate Statistics And Reports To Analyse Trends In Student Admissions**
Sarah Barr Miller, Head of Insight, UCAS Media
- 14:40-15:00** **Question and Answer Session**
- 15:00-15:30** **Refreshment and Networking Break**
- 15:30-16:00** **Structured Networking Session**
- 16:00-16:20** **Case Study: Using Insights And Analysis To Understand The Graduate Labour Market And The Outcomes Of UK First-Degree Students After Finishing University**
Naomi Oosman-Watts, Director of Data Insights, Association of Graduate Careers Advisory Services
- 16:20-16:40** **Question and Answer Session**
- 16:40** **Chair's Summary and Close**
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Key Supporter



Cifas is a not-for-profit fraud prevention membership organisation. We are the UK's leading fraud prevention service, managing the largest database of instances of fraudulent conduct in the country. Our members are organisations from all sectors, sharing their data across those sectors to reduce instances of fraud and financial crime.

Throughout the UK, our experts and services help protect individuals and organisations from the growing and increasingly sophisticated threat of fraud and financial crime. Since 1988, Cifas has helped its members and customers protect themselves from billions of pounds worth of fraud losses.

With every organisation that becomes a Cifas member, or with whom we collaborate, we establish a tougher environment for fraudsters – both externally and within your organisation. Using the simple tools of communication and sharing information, we are able to shine a light on their activities for all our members and partners to see.

For members of the public we offer increased security against identity fraud, as well as expert advice on how to protect your personal data in our increasingly tech-reliant world.



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Events

Speaker Biographies

Anita Jackson

Director of Planning and Student Information, University of Kent

Anita Jackson is the Director of Planning and Student Information at the University of Kent. Anita has over twenty years' experience of working in higher education, gaining experience in different roles across the sector working for research intensive, small and specialist and modern metropolitan institutions as well as managing a research portfolio for EPSRC and being Deputy Manager of the RAE 2001. During this time Anita has coordinated institutional strategic planning, monitored corporate performance, developed risk management processes, initiated the development of business analytics, advised senior management on the implications of changing HE policy and ensured statutory compliance.



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09:30-09:40

Alex Bols

Deputy Chief Executive, GuildHE

Alex Bols is Deputy Chief Executive of GuildHE – one of the officially recognised representative bodies in UK higher education, representing 50 universities and colleges. He sits on various sector-wide groups including as a member of UK-wide Standing Committee on Quality Assessment, HEFCW's Quality Assessment Committee, the Home Office's Education Sector Forum and observing the QAA and AdvanceHE Boards.

He is Vice Chair of the Board of Governors at the University College of Osteopathy and on the Board of Writtle University College, and is an experienced school governor of almost 15 years and five schools, including currently Chair of Governors at Beacon High School, on the Board of the Islington Futures Federation of Schools and Bridge Satellite School. He is currently doing his Doctor of Education on student representation at UCL's Institute of Education. He was previously Executive Director of the 1994 Group, Head of Higher Education and Assistant Director (Research) at NUS and Secretary General of the European Students' Union.



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09:40-10:05

Tracey Carpenter

Member Relationship Manager, Cifas

Tracey is a Member Relationship Manager at Cifas and has worked in fraud for many years, with the majority of that time spent in Internal Fraud, which is where her passion is. Since joining Cifas, Tracey has worked hard to ensure that HR and Onboarding teams are aware of the risks that employment application fraud present to an organisation. Before joining Cifas, Tracey worked as an Internal Fraud Strategy Manager for Barclays Bank and managed the end to end Cifas processes, working closely with the HR, Onboarding, Legal and Data Privacy teams. Prior to becoming an Internal Fraud Strategy Manager, Tracey proactively monitored staff activity to identify and investigate internal fraud, and also identified and investigated Online Banking and Cheque fraud.



Government
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10:05 -10:30

Rachel Hewitt

Director of Policy and Advocacy, Higher Education Policy Institute

Rachel joined HEPI in November 2018, as Director of Policy and Advocacy. Prior to joining HEPI, Rachel held a number of roles at the Higher Education Statistics Agency (HESA), focused on data policy and governance and gathering requirements for information that could be met from HESA data. Rachel also lead on the review of data on graduate destinations and designed and implemented the new Graduate Outcomes survey. Rachel is a graduate of the University of Bath, where she also briefly worked with the careers department.



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11:30-11:50





Dr Simon Cross

Senior Lecturer, The Institute of Educational Technology, The Open University

Dr Simon Cross is a lecturer at The Open University (UK). His current research interests include embedding open and online learning, the contextualised experience of MOOCs, VR, student experience and perceptions of learning gain and assessment, learning design, and mobile learning. He is an academic author on the university's MA in Online and Distance Learning and has led projects aligned to strategic learning and teaching programmes. Simon has worked on nine externally funded projects since joining the university and has presented at many international conferences.



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11:50-12:10

David Humphreys

Information Compliance Manager, Anglia Ruskin University

David is Information Compliance Manager with Anglia Ruskin University and is the University's Data Protection Officer. Responsibilities include supporting and monitoring University compliance for Data Protection, Freedom of Information and other access to information legislation, and Records Management. David has over 20 years' experience of working in Local Government as a Records Manager and an Information Governance specialist and is a member of the Information & Records Management Society (IRMS). Anglia Ruskin is based in Chelmsford, Cambridge, Peterborough and London with a number of partnerships across the UK, Europe and the world.



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12:10-12:30

Jonathan Neves

Director of Business Intelligence and Surveys, Advance HE

Jonathan joined Advance HE in 2015, bringing with him 16 years' experience in insight and market research. Jonathan began his career with TNS in London and has worked for market research agencies Quaestor and Optimisa, and also clientside at The Co-operative, before specialising in Education, spending 8 years heading up research & insight at Learndirect, the UK's largest online learning and apprenticeship provider. Jonathan graduated from the University of Liverpool with a degree in Geography and is a full member of the Market Research Society.

Heading up the insights and student surveys portfolio at Advance HE, Jonathan leads the reporting and coverage of the Student Academic Experience Survey (co-published with the Higher Education Policy Institute), and is responsible for the overall strategy for the UK Engagement Survey as well as the Postgraduate Taught and Research Experience Surveys (PTES and PRES). Jonathan is also working across the sector collaborating on the use of the UK Engagement Survey within Learning Gain pilots.



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13:40-14:00

Ruth Drysdale

Senior Co-Design Manager, Jisc

Ruth has been part of Jisc's digital student experience team since 2009 and researches students' expectations and experiences of the digital environment in further and higher education. The Group works closely with UK colleges and universities to carry out action research, and develop ICT advice and guidance, products and services. Ruth now also manages Jisc's new Digital experience insights service. This is a collection of student and staff surveys that investigate their attitude about their digital learning environment. Prior to Jisc, Ruth worked in various commercial organisations (including developing their CRM applications) and the IT department for University of West of England as a manager for their strategic student experience programme.



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14:00-14:20



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Sarah Barr Miller

Head of Insight, UCAS Media

Sarah joined UCAS Media in 2017 as Head of Insights, applying her decade of working in data and analysis at a senior level, to launch a highly successful new consultancy service for the business.

A self-titled data geek, Sarah's passion has always been about helping businesses, whatever their sector, understand how the data they hold can be used to take action. Since joining UCAS Media, she's leading the charge to get the sector, in a swiftly changing market, to see how data used to its full potential could make a real difference to strategic planning and tactical action.



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14:20 – 14:40

Naomi Oosman-Watts

Director of Data Insights, Association of Graduate Careers Advisory Services

As Data Insights Director for the Association of Graduate Careers Advisory Services (AGCAS), Naomi leads on the representation of the association in all matters of careers related data.

She chairs the AGCAS Data Insights Group and sits on the HESA Graduate Outcomes steering group on behalf of the association representing the voice of Higher Education Careers Services.

Her role involves supporting the membership to engage with policy around careers and employability related data and supports the dissemination of information about graduate destinations measures to careers services across the UK. She has specific expertise in the use and management of data for careers services in the UK

Naomi is also Assistant Director in the Careers Service at Newcastle University, this role involves a strategic contribution to shaping the service as part of the senior management team and leading one of the three functional areas within the careers service overseeing the whole spectrum of information, advice and guidance as well as customer service, IT systems and data management including responsibility for the Graduate Outcomes survey.



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16:00-16:20



Thank you for attending our conference.

We hope you found the day interesting and insightful. Speaker presentations will be made available to download on completing the post show survey which will be emailed to you within one week after the event.

We wish you a safe journey home.

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T: 0330 0584285 W: www.GovernmentEvents.co.uk