

HE MARKETING SERVICES ADVISORY GROUP

TERMS OF REFERENCE

JUNE 2021

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Purpose

The purpose of the HE Marketing Services Advisory Group ('the Group') is to provide UCAS with a robust and representative voice of its members and the sector, to champion consultation with the sector, and to advise and make recommendations to UCAS on proposed changes to products and services relating to the UCAS HE Marketing Services specialism.

- > Be advisory in nature with the purpose of providing specialist advice to UCAS.
- > Represent sector interests and ensure that the impact of changes are anticipated and adequately communicated to institutions and the sector.
- > Reinforce the understanding of the customer experience in UCAS ensuring that UCAS changes that have an effect on customer processes, procedures, and practices are fully considered and understood.
- > Consider and help prioritise changes to be made to UCAS products and services ensuring the full impact of any change is designed, articulated, and assessed.
- > Discuss, debate, and make recommendations to UCAS on wider marketing, data and sector issues.
- > Ensure UCAS is aware of the needs of the sector, and developments within it.
- > Be involved in UCAS conferences.

Membership

Membership of the Group will be drawn from a range of provider types within UCAS membership (including representation from a range of different types of universities and colleges, relevant geographical areas and specialisms), reflecting differing experiences and expertise.

- > The Group is expected to comprise of up to 22 members.
- > The term served by group members will be reviewed on an ongoing basis and will be renewable for up to 3 years.
- > Expressions of interest will be made available on the UCAS website and communicated through the appropriate channels.
- > Members of the group will be listed in the groups and forums section of the UCAS website, along with its terms of reference and meeting minutes.
- > If unable to attend a meeting, members are to advise UCAS and provide a deputy if possible. Members of the Group who miss two consecutive meetings could be at risk of automatic resignation from the Group through non-attendance. Absence will be reviewed on a case-by-case basis.

- > Members who resign or who have been automatically resigned from the Group should be replaced at the next annual cycle of replacement.

Group Chairs:

- > The group Chair will be selected from the group's existing membership.
- > Members will be asked to express an interest in chairing the group.
- > If more than one expression of interest is received, the group will be asked to vote on their preferred new chair.
- > The new chair will be agreed and in place for the meeting preceding the end of the term of the outgoing Chair to ensure consistency.
- > The Chair's term of service shall be 2 years.

Responsibilities

- > Require that UCAS considers and responds to any representations made by the Group.
- > Be expected to represent a range of views from different stakeholders acting as representatives of the sector.
- > Members must use the current UCAS systems and products.
- > The Group shall not be responsible for building a sector consensus.
- > Members are expected to feedback to the sector through their own networks and user groups.

Secretariat

UCAS will provide the secretariat to support this meeting who shall endeavour to ensure that:

- > Minutes are circulated no later than four weeks after each meeting and subsequently published on the UCAS website.
- > Agendas and papers are received by all members no later than five working days prior to meetings.
- > Meetings are scheduled up 6 months in advance.
- > Members of the group and their Chair are listed on the Groups & Forums sections of the UCAS web pages, along with terms of reference, agendas and meeting minutes.

Proceedings

- > The Group will meet either face-to-face or virtually at least three times per year usually in February, June and October.
- > The Group may also be required to take part in virtual activity between meetings. This that could involve attending Group specific webinars, or discussions via emails or Teams.
- > Meeting agendas will be set and agreed with the Chair.
- > Minutes will be approved by the Chair and then the Group via email.
- > Confirmed minutes of meetings will be circulated to the Group and published on the Groups & Forums section of the UCAS website. Notification of the availability of minutes will be included in the earliest available Correspondents' Bulletin.

Annual Review

The Group will review its effectiveness and Terms of Reference on an annual basis to ensure that they remain fit for purpose.

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HE Marketing Services Advisory Group membership matrix

Name	Provider	Email
Sam Uzzell (Chair)	University of Surrey	s.uzzell@surrey.ac.uk
Beverley Hoare	University of Bedfordshire	Beverley.Hoare@beds.ac.uk
Charlotte Wilson	Lancaster University	charlotte.wilson@lancaster.ac.uk
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