

UCAS MEDIA ADVISORY GROUP

TERMS OF REFERENCE

JUNE 2022

Security marking: PUBLIC

Document owner: Provider Engagement Coordinator

Background

UCAS Media is a commercial business that is wholly owned by the Universities and Colleges Admissions Service (UCAS). UCAS Media provides commercial consultancy, insights and marketing products and services to a varied customer base including Higher Education Providers and commercial brands that wish to engage with an applicant or student audience. As UCAS Media is a subsidiary of UCAS, which is a charity, its ethics, integrity and responsibility to its customers form an integral part of its ethos, which is particularly important as its largest audience is largely made up of young people. In order for its business principles to be aligned to UCAS' charitable aims and be in the best interest of applicants and students, UCAS Media operates within a strict customer framework.

Purpose

The purpose of the UCAS Media Advisory Group (the Group) is to support UCAS Media in its commitment to operate ethically, demonstrate integrity and act responsibly to its student customers (learners) and wider stakeholders. The Group will be advisory in nature, providing advice, where appropriate, to UCAS Media on its commercial services in order to:

- > safeguard UCAS' and UCAS Media's reputation and ensure that they are in line with UCAS' charitable objectives and they are not detrimental to applicants and students
- > provide insight and understanding into the impact of them on students, applicants and businesses
- > consider and develop business principles around them in relation to high risk sectors or different customers to support and develop UCAS Media's customer framework
- > The Chair will report the Advisory Group views and recommendations to the UCAS Media Board

UCAS Media's responsibilities towards the Group are to

- > Engage with the Group on the development of commercial services which have the potential to impact on reputation or ethics of the Company or the charity
- > Consider the recommendations of the Group and respond to its views and guidance
- > Respond to the Group feedback including outlining proposed actions
- > Recognise the Group as the formal channel for engagement related to the Company's commercial services

Membership

- > The Group will be made up of individuals with skills and experience who are able to provide insight and understanding into the impact of the commercial services that the Company delivers
- > The Group will have a minimum of 10 and a maximum of 15 members and include student representation and independent representatives from a range of sectors relevant to the Company's commercial services (e.g. finance, retail and marketing)
- > The Chair and Vice Chair of this Group will be chosen by the UCAS Media Board bi-annually.
- > Members should initially be appointed for a term of three years. Membership may be extended further on an annual rolling basis, subject to approval of the Group Chair.
- > Opportunities for new members will be made available on the UCAS and UCAS Media websites and communicated through other appropriate channels

Membership Responsibilities

- > The Group members would be expected to devote the required time to the role
- > Members should have an ongoing awareness of the Group and its recent discussions
- > Members are expected to engage and make a contribution to discussions at the Group meetings and other relevant activities as and when required
- > Members will keep the discussions and documents confidential

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 virtually twice a year usually in June and November.
- > 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.