





Introducing our Chair for the Forum...



### Jeff Grabill Deputy Vice Chancellor -Student Education

University of Leeds



**UNIVERSITY OF LEEDS** 

## **SPEAKERS**



Quintin McKellar Vice-Chancellor and Chief Executive

University of Hertfordshire

University of Hertfordshire UH



David Green
Vice-Chancellor and Chief
Executive
University of Worcester

UNIVERSITY of WORCESTER



**Steve Olivier Principal and Vice-Chancellor** Robert Gordon University Aberdeen

ROBERT GORDON



**Liz Bacon Principal and Vice-Chancellor**Abertay University

Abertay University



Adrian Ellison
Pro-Vice-Chancellor People
and Digital
University of West London

UNIVERSITY OF WEST LONDON



Nick Creagh Chief Data Officer University of East London

University of East London



**Simon Parkes Chief Operating Officer**University of Lincoln





Geyv Kathoke Chief Business Intelligence Officer

University of Nottingham



University of Nottingham



Clare Peddie
Vice-Principal Education (Proctor),
Deputy Chair of the UK Quality
Council

University of St Andrews





Matthew Andrews
Chief Operating Officer and
Pro-Vice-Chancellor Student
Experience

University of Gloucestershire UNIVERSITY OF



Antony Moss
Pro-Vice-Chancellor Education
and Student Experience
London South Bank

London South Bank University



Tiger Wang Chief Technology Officer

Architectural Association School of Architecture





Chief Commercial Officer University of Nottingham



University of Nottingham

UK | CHINA | MALAYSIA



Denise Baker Pro-Vice-Chancellor/Dean College of Health, Psychology and Social Care

University of Derby





**Stewart Ross Deputy Chief Operating Officer**University of Leeds





James Hargrave
Director of IT and Digital
Services
St John's College,
University of Cambridge



Kay Yeoman
Associate Pro-Vice-Chancellor
Learning and Teaching
Enhancement

University of East Anglia **U** 

University of East Anglia



Claire Barton Assistant Principal HE

Nottingham College

NOTTINGHAM COLLEGE



Jenny Clough

**Director of Student Services** Manchester Metropolitan University





Nahida Shabbir
Deputy Director of Student
Services (Education)
Manchester

Manchester Metropolitan University





Kieran Dye Deputy Director Commercial Marketing and Growth

University of Notthingham

**Charlie Wilson** 

Member of the UK

Strathclyde Students'

Quality Council

Union



STRAIN Strathclyde Students' Union



Joanna Voulgaropoulou
Head of School | Management
Coventry University London

Coventry | London



Kathy Carruthers Head of Libraries and Student Support

University of Gloucestershire

UNIVERSITY OF GLOUCESTERSHIRE



Joanna Francis
Quality Improvement Manager
for Higher Education and Adults
Nottingham College
NOTTINGHAM
COLLEGE

Vice President Education, Student



For more information please visit www.educationstrategyforum.com

E: info@ahmediauk.com T: 01293 850300







## MAIN THEMES

- Automation in Action -Drive Profit from Progress
- Optimise Services
   Through Digital

   Innovation
- Engage, Learn, Grow -The Future of Personal Tutoring
- Building a Holistic Student Support System

- Data for Growth -Maximising Institutional Value
- Tomorrow's Technologies -Inside the Digital Futures Lab
- The International Edge -Strategies for Student Attraction
- HE Meets High Returns with Al Investment







## DE VERE COTSWOLD WATER PARK HOTEL

Set among the honey-coloured villages and gently rolling hills of The Cotswolds, De Vere Water Park is a hotel as spectacular as its surroundings. In the heart of the 152 lakes that spread across the unique Cotswolds Water Park, this is a place where modern design effortlessly combines with its natural surroundings.







## **EVENT AGENDA STRATEGY NIGHT LIVE**



Introducing our Chair for Strategy Night Live...



**Kate O'Riordan Pro-Vice-Chancellor of Education and Students, and Professor of Digital Culture** University of Sussex



**Registration and Networking Reception** 17:00 - 18:00

18:00 - 18:15

**Drinks Reception** 





**MEET THE SPEAKERS** A fun and interactive way to meet the speaker faculty

20:00 - 21:30

**Networking Dinner** 





## **EVENT AGENDA DAY ONE - 27th FEBRUARY**

08:00 - 08:30 Registration and Networking Reception

08:30 - 08:40 Chair's Opening Remarks



Jeff Grabill
Deputy Vice
Chancellor Student
Education
University of Leeds



08:40 - 09:00

### **Digital Futures at the University of West London**





Adrian Ellison
Pro-Vice-Chancellor
People and Digital
University of West
London

The integration of digital technology has been integral to the University of West London's (UWL) approach to education, and underpins everything they do. Key initiatives include their five-year strategic plan, Impact 2028, and the creation of a dedicated Digital Futures Strategy. This forward-thinking approach has led to the opening of their state-of-the-art Digital Futures Lab, and a curriculum transformation in which AI is now fully embedded.

In this session, Adrian will outline their strategy, and how all academic staff at UWL have received comprehensive training in generative AI, covering the technology's strengths and limitations, ethical considerations, and best practices for enhancing teaching and learning environments. They will demonstrate the advantages of implementing similar initiatives within your own institutions to effectively integrate AI into your pedagogical approaches.





09:00 - 09:20



Quintin McKellar Vice-Chancellor and Chief Executive University of Hertfordshire

# **International Engagement - Enriching Universities and Driving Global Progress**

International engagement provides a perspective of progress and innovation beyond parochial and national horizons. International students develop their own human capital and bring different cultural backgrounds, which may be strengthened or challenged by their experiences, and can challenge the beliefs of domestic students. The estimated financial benefits of international students to the UK was \$37.4 billion in 2021/22. Upon their return, they may even contribute to social policies of home and host countries.

At the University of Hertfordshire, international student numbers have grown from 8,692 in 2020/21 to 16,820 in 2022/23, now representing the fourth largest destination in the UK for international students. They have 8 overseas partners, and have recruited as many international students in January 2024 as they did in 2023, bucking a downward trend in the sector. This session will explore their approach and how you can mirror this success in your own institution.



09:20 - 09:40 Solution Provider Case Study

09:40 - 10:00



Nick Creagh Chief Data Officer University of East London

## **Smart Solutions - Innovating Through Centralised Systems**

The University of East London (UEL) have adopted a cloud-based approach, developing a data lake to centralise data management by breaking down silos and making structured and unstructured data easily accessible across departments. This system streamlines operations, enhances research capabilities, and supports advanced analytics, machine learning, and real-time insights, enabling the University to innovate and make informed decisions more efficiently.

In this session, Nick will outline UEL's journey, focusing on how the initiative drives value through enhanced data integration and governance. He will address the steps taken to align with current and upcoming regulatory standards, and highlight challenges such as security, data integration, and scaling the platform to meet evolving needs.



10:30 - 11:00

**Business Meetings** 



#### 11:00 - 11:20

### **How AI is Driving Efficiency and Learning**



Claire Barton Assistant Principal HE Nottingham College



Joanna Francis
Quality
Improvement
Manager
for Higher
Education and
Adults
Nottingham
College

At Nottingham College, the implementation of TeacherMatic's Al software has transformed operations by automating tasks, such as lesson planning, resource creation, and assessments. This allows staff to focus more on teaching and student engagement, and has had positive impacts on staff time, with notable improvements in efficiency and productivity.

This session will outline the scale of the implementation and the process of upskilling to maximise the software's potential. Claire and Joanna will share the benefits to students and staff, including more personalised and diverse learning experiences and a reduction in workload. She will provide insights into how integrating Al into the classroom can streamline education while maintaining quality teaching standards..



#### 11:20 - 11:40

### **Solution Provider Case Study**

#### 11:40 - 12:00

## Implementing Al-Powered Solutions - Smart Support for Modern Students



Matthew Andrews Chief Operating Officer and Pro-Vice-Chancellor Student Experience University of Gloucestershire



Kathy Carruthers Head of Libraries and Student Support University of Gloucestershire

The University of Gloucestershire has introduced a new student support model for the 2024/25 academic year, aimed at increasing access to support services. The model operates on a three-layer structure and includes the addition of Nova, an Al-powered digital assistant, capable of answering student queries instantly and providing around-the-clock support for a wide range of issues.

This session will outline the strategic drivers behind this change, focusing on how the University identified the need for a more scalable support system, the considerations taken in the design of the model, and the practical steps involved in the implementation. Join Matthew and Kathy to learn how these integrations can enable universities to meet the evolving needs of students, and explore the future potential of AI in student support services.





12:05 - 13:00

**Group 1 - P2P Connect Speed Networking** 



12:05 - 13:00





Antony Moss Pro-Vice-Chancellor Education and Student Experience London South Bank University

London South Bank University is driven by the belief that 'good people in the right places create good things'. Creating an educational environment which promotes excellence in experience and outcomes, while meaningfully supporting student wellbeing and mental health, cannot be achieved without taking a whole-institution perspective.

This session will emphasise the importance of investing time and resources in initiatives that promote access and participation for all students, and will encourage you to share your experiences in creating a supportive environment where positive practices can thrive. We will also explore some of the common barriers to driving changes which meet the ever-changing needs of students.

This session will be set in an interactive format, whereby Tony will encourage conversations around your thoughts, challenges, questions, and examples to build a shared retrospective board as a useful takeaway.

Discussion points include:

- · What are the key reasons for prioritising student wellbeing in educational settings?
- How can institutions effectively allocate time and resources to implement a comprehensive strategy that enhances educational excellence, supports student wellbeing, and eliminates risks to equality of opportunity?
- What does it really mean to take a whole-institution approach to student development and support?



LSBU LSBU

13:00 - 14:00

**Networking Lunch** 



14:00 - 14:55 Group 2 - P2P Connect Speed Networking





14:00 - 14:55



Antony Moss Pro-Vice-Chancellor Education and Student Experience London South Bank University

## **Group 1 - Group Discussion Student Wellbeing - A Whole Institution Approach**

London South Bank University is driven by the belief that 'good people in the right places create good things'. Creating an educational environment which promotes excellence in experience and outcomes, while meaningfully supporting student wellbeing and mental health, cannot be achieved without taking a whole-institution perspective.

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LSBU LSBU

15:00 - 15:45

**Business Meetings** 





#### 15:50 - 16:10 **Future Learning Spaces - Learning and Teaching Reimagined**



**Zuby Ahmed** Associate **Professor of Game Design** and College **Academic Lead** for Employability University and Mobility Birmingham City University



Xi Guo **Senior Lecturer** in Computer **Games Technology** Birmingham City

Since the COVID-19 pandemic, there has been an accelerated shift towards digital transformation in Higher Education (HE). Increasingly, institutions are exploring innovative ways to reach their students, using current and emerging technologies such as AI and eXtended Reality (XR, including Virtual Reality, Augmented Reality, and Mixed Reality) as alternatives to physical presence. Together with gamified learning materials and methods, these technologies increase engagement among students who have grown up in the digital era. This shift presents new opportunities for HE to bring together people from all walks of life, fostering a new digital society.

In this session, Zuby and Xi will showcase their research, which focuses on how technologies such as extended reality and Al could transform HE by reshaping how educators and learners engage with immersive technology enhanced learning with pedagogical methods. They will showcase the 'Xtended BCU' project, which focuses on building digital education readiness and redefining current teaching models to create a positive impact on education, training, and learning for Generation Z and beyond. They will also showcase the Employability Lab project, which uses Al and Virtual Reality to facilitate a training process that improves students' soft skills and confidence. as they progress in their careers.



16:10 - 16:30 **Solution Provider Case Study** 

16:35 - 16:55 Solution Provider Case Study - Stream 1/2/3/4

17:00 - 17:45 **Business Meetings** 







### 17:45 - 18:15

### The Evolving Impact of AI on Education -**Challenges and Opportunities**





**Adrian Ellison Pro-Vice-**Chancellor People and Digital University of West London



**Liz Bacon Principal and Vice-Chancellor** Abertay University





**Nick Creagh Chief Data** Officer University of East London



and Digital **Services** St John's College, University of Cambridge

Join this panel of experts in a thought-provoking discussion to hear their views on AI, providing valuable insights into the rapidly evolving landscape of the technology with education.

Discussion points will include:

- How can we ensure that subscription-based AI services don't widen the digital divide for students?
- What are the ethical considerations of the technology, particularly around balancing fair use and intellectual property rights?
- Will Al reduce workforce numbers, or instead make things easier in the workplace?
- How can we train staff to engage with Al-savvy students and alleviate fears about the technology?















## Winedown Workshop Fizz and Bizz, join our relaxed fun end to the day. Canapés | Cocktails | Conversations

18:15 - 18:45



Joanna
Voulgaropoulou
Head of School
| Management
Coventry
University London

### Workshop One Leading Teams in Challenging Times

In the current climate it is important that our leadership teams show resilience and adaptability. From the shift to online learning, the financial pressures exacerbated by global events, and the need to maintain student engagement and wellbeing, leaders must be equipped with innovative strategies and a forward-thinking mindset.

This session will explore the essential qualities and approaches required to lead teams effectively during these turbulent times. We will explore the significance of transparent communication, cultivating a supportive and collaborative culture, and how to get and stay in sync.

This discussion aims to empower leaders to inspire their teams, foster resilience, and drive positive outcomes despite adversity by sharing practical insights and sector examples.





18:15 - 18:45



Denise Baker
Pro-ViceChancellor/
Dean College
of Health,
Psychology and
Social Care
University of
Derby

## Workshop Two Exploring the Future of Apprenticeships in Higher Education

Apprenticeships have become an established part of many Higher Education providers' portfolios, but changes to policy and shifting government priorities have created an unpredictable landscape. This session will offer opportunities to explore best practice in a dynamic and uncertain world in which HE needs to adapt to sustain.

Collectively, we will discuss:

- · How can apprenticeship models adapt to meet rapidly changing industry demand?
- How can HE seek sustained engagement with industry, develop meaningful career pathways for learners and meet employers' skills needs?
- What is the potential impact of funding and policy changes for stakeholders and how can these risks be mitigated?









18:15 - 18:45



Stewart Ross Deputy Chief Operating Officer University of Leeds

## **Workshop Three Service Transformation in HE - Strategies for Better Outcomes**

Leaders in professional services are navigating a challenging time, with increasing pressure to reimagine services in order to reduce costs, enhance delivery, and boost performance.

In this workshop, Stewart will reflect on the University of Leeds' efforts to improve efficiency and enhance the value provided by their professional services within a large, complex institutional environment. Drawing on his experience leading transformations and operating model changes at Leeds and other institutions, Stewart will guide participants through discussions on tactical and strategic approaches to resetting services. Together, explore how to deliver better outcomes for students and academics.





18:15 - 18:45



James Hargrave
Director of IT
and Digital
Services
St John's College,
University of
Cambridge

## Workshop Four Beyond Technology - Navigating Culture and Communication

Cambridge Colleges, steeped in centuries of tradition, face unique challenges when implementing digital transformation projects. James will share a case-study example from their ongoing digital transformation, inviting discussion on managing culture change and the importance of effective communication throughout the process. He will offer a platform for participants to share their own experiences and strategies for success.

#### We will discuss:

- How to engage and inspire your people to embrace new developments and ensure broad support for change
- How to develop an effective communication strategy and build a network of champions to keep everyone informed
- How to properly communicate the 'what, where, when, how, and why' of the changes











18:45 - 19:00 Coffee & Networking Break - Day 1 Close



20:00 - 20:30 **Drinks Reception** 



**20:30 - 22:30 Networking Dinner** 







## **EVENT AGENDA DAY TWO - 28th FEBRUARY**

08:05 - 08:20 **Coffee & Networking** 



### 08:20 - 08:40

## **Leading Through Change - Lessons from Robert Gordon University**





Steve Olivier
Principal and
Vice-Chancellor
Robert Gordon
University
Aberdeen

The university sector in the UK is facing mounting financial pressure, with over 80 institutions now reportedly engaging in significant cost-saving exercises and some reporting job reductions of up to 15%. This stems from factors largely outside the sector's control, such as anti-immigration rhetoric, visa restrictions for international students, intensified global competition for their recruitment, and inflationary pressures impacting university costs.

Steve will outline a practical approach to change leadership that has resulted in significant savings, ensuring that progress is tracked effectively by accurately defining the problem and developing a target operating model. He will emphasise the role of agile project management in maintaining flexibility, alongside restructuring efforts aimed at driving transformational change and positioning for future growth. Throughout, Steve will underscore the need for clear communication and gaining community support, whilst placing particular focus on the human element to ensure a balanced and empathetic approach to leadership.





#### 08:40 - 09:00

### **Value First - A Product Approach to Data Strategy**



Geyv Kathoke Chief Business Intelligence Officer University of Nottingham

Data is everywhere, with many institutions inundated in a surfeit of dashboards, yet still struggling to understand why they aren't progressing. Truly exploiting the value of data to achieve organisational goals comes from alignment with strategic objectives and investment in key pillars that span vision, capability, operating models, governance and culture.

This session will outline how successfully advancing your organisation's data culture extends further than investing in technology. By thinking of data as a product, we can ensure that initiatives deliver outcomes that go beyond generating dashboards and lead to informed decision-making. Geyv will demonstrate how this approach is being put into practice at the University of Nottingham, who are positioning data as a strategic asset to ultimately drive organisational success.



### 09:00 - 09:20

### **Driving Efficiency Through Digital Transformation**



Kay Yeoman Associate Pro-Vice-Chancellor Learning and Teaching Enhancement University of East Anglia

Digital innovation continues to evolve, reshaping HE and creating a range of opportunities and challenges to navigate. This session will explore the impact of adopting Software as a Service solutions, with a focus on governance and the roles of staff beyond the IT department.

Kay will underscore the importance of streamlining business processes and reducing inefficiencies through examples such as the implementation of student placement and timetable management systems. She will offer insights on navigating digital transformation whilst increasing institutional effectiveness, highlighting key strategies to drive innovation in education.





### 09:20 - 09:40 ROUNDTABLE DISCUSSIONS - A Platform for Open Exchange

What should institutions be doing to increase graduate employability?



Hadi Abulrub
Deputy Director for
Internationalisation and Marketing
University of Bristol



Are Universities missing a trick on how AI can make their organisations more efficient?



**Claire Harding Director of Operations**LIBF



How do you navigate the minefield of ensuring a culture of inclusion permeates through your whole organisation?



Suzanne O'Brien Faculty Strategic Lead for Equity and Inclusion Canterbury Christ Church



How can universities empower students to take control of their own learning journeys?



**Aled Davies Director of Postgraduate Teaching**Cardiff University



Can learning experience and employability enrichment through industry integration into learning programmes be beaten?



**David Oloke Chief Academic Officer**NMITF



What will the future look like for the "human marker" amid the onset of automation to marking and assessment?



Navdeep Chouhan Director of Online Programmes University of Law



Why should we not be scared of the rise of Al but embrace it?



Carlo Harvey
Professor of Digital Art, School
of Digital Art
Manchester Metropolitan University





### 09:40 - 10:00 Commercialism - An Opportunity or a Threat?



Jo Simpson Chief Commercial Officer University of Nottingham



Kieran Dye
Deputy Director
Commercial
Marketing and
Growth
University of
Notthingham

Against the backdrop of increasing financial pressures, both on student income and rising costs, educational institutions need to find ways to drive new, and leverage existing, streams of income, whilst being innovative around their cost base. This session will talk through the key components of an effective commercial strategy, the potential pitfalls and the balance to be struck without compromising key purpose.

Jo will include case studies across a number of areas, including strategic partnerships, 'sweating' University assets, and cost reduction strategies. She will provide attendees with a better understanding of 'the art of the possible', including appropriate language to use when trying to secure buy-in and embed a commercial strategy with commercialism at its heart - in the face of resistance and traditional thinking.



10:05 - 10:25 Solution Provider Case Study - Stream 1/2/3/4

10:30 - 11:30

**Business Meetings** 



11:35 - 12:05

**Efficiency Brunch** 



Topic led roundtables around efficiency challenges in your organisation





#### Th!nk Tank - STREAM ONE 12:10 - 12:30

## The Rising Importance of Student Partnership in Quality



**Clare Peddie Vice-Principal Education** (Proctor), **Deputy Chair of** the UK Quality Council University of St Andrews



**Charlie Wilson** Vice President **Education**, Student Member of the UK Quality Council Strathclyde Students' Union

Investment in maintaining effective quality assurance (QA) and quality enhancement mechanisms has become critical in today's internationally competitive landscape. Ensuring quality requires significant resources, prompting education providers to consider how to best streamline processes without compromising standards or the student experience.

This Th!nk Tank session will invite you to explore how involving students in OA processes can enhance efficiency and improve the educational experience. Discuss how leveraging existing frameworks, such as the UK Quality Code and Scotland's Ambition for Student Partnership resource, can help to provide a structure for the maintenance of high-quality standards across the sector.







#### 12:10 - 12:30

**Liz Bacon Principal and Vice-Chancellor** Abertay University

### Th!nk Tank - STREAM TWO The Advancement of AI - Exploring the Impact on the Future of **Education**

Advancements in the capabilities of technology are broadening the possibilities for humanmachine collaboration, allowing for more seamless interactions than ever before. We can now work with AI as genuine co-creators, generating text, images, tables, and videos in real time. AI assistants have already demonstrated their potential to boost productivity and are poised to become an integral part of the workplace.

Join this Th!nk Tank session to debate the implications of these developments for teaching and learning, and consider the essential skills and knowledge students will need to thrive in this fast-changing digital world.







12:10 - 12:30



Tiger Wang Chief Technology Officer Architectural Association School of Architecture

## Th!nk Tank - STREAM THREE Transforming Payment Processes with Data and Automation

Enhancing the student fee payment experience is crucial for building positive relationships between institutions and students, so how can we streamline payment confirmation and financial audits to create a more efficient process?

The Architectural Association has implemented a successful digital transformation project, automating labour-intensive processes with data-driven solutions. This initiative includes an end-to-end digital system for student fees, covering all aspects of fee management from generation and collection to matching and compliance checks.

Join Tiger for a collaborative discussion on executing and managing change, sharing insights on developing a more user-friendly student fee payment experience through an exchange of ideas and best practices.





12:10 - 12:30



Simon Parkes Chief Operating Officer University of Lincoln

## Th!nk Tank - STREAM FOUR Addressing the Affordability Crisis - Strategies and Solutions

This Th!nk Tank will examine the affordability of HE from student and government perspectives, sparking meaningful dialogue and encouraging diverse viewpoints on how to navigate the complexities of financial barriers in the sector.

Discussions points include:

- The impact of tuition fees on student access and equity
- Government funding strategies and their effectiveness in supporting HE affordability
- The role of scholarships and financial aid in alleviating student debt
- Perspectives on balancing quality education with financial sustainability







#### 12:30 - 12:50

### **Transforming Academic Support - The MMU Approach**



Jenny Clough Director of Student Services Manchester Metropolitan University



Nahida Shabbir Deputy Director of Student Services (Education) Manchester Metropolitan University

Manchester Metropolitan University (MMU) has recently undertaken a university-wide review of their Personal Tutoring Framework, resulting in the implementation of their new academic support model. The framework is based on a co-delivery model of personal tutoring by professional services and academic tutors to allow students to benefit from the expertise that both partners can bring. This is designed to enhance engagement, progression and retention by providing a streamlined approach to academic support.

Jenny and Nahida will share their insights and key metrics on leading this significant change across MMU, as well as the academic support model that is now in operation. They will highlight the highs, the lows and lessons learnt from leading such a large-scale strategic change as well as the positive impact on the student experience.



#### 12:50 - 13:10

## **Graduate Success - Navigating the Employability Landscape**





David Green
Vice-Chancellor
and Chief
Executive
University of
Worcester

Improving student and graduate employability is a pressing concern for university leaders, as employment prospects are crucial to students' success. The government's annual tables on graduate outcomes and guides on employment and skills development highlight the significance of this issue.

As competition for students, placements, and partnerships with major for-profit companies intensifies, David will draw from his extensive experience in HE to explore potential pathways to enhance employability. This session will examine effective strategies and offer useful takeaways to identify the necessary actions moving forward.



13:10 - 13:20

**Chair's Closing Remarks** 

13:20 - 14:20

**Networking Lunch** 

