

Keynote:

Tuesday 7th September 13:45-14:15

How do we use data in our HEPs to evaluate practice?

[Helen Higson OBE](#),

Professor of Higher Education Learning and Management,
[Aston Business School](#):



Helen Higson has just returned as Professor of Higher Education Learning and Management at Aston Business School, after 10 years as Aston University's Deputy Vice-Chancellor. She is a board member of Advance HE and the Society for Research in Higher Education (SRHE), and has been involved in TEF panels since their inception. In 2011 Helen was awarded an OBE for services to higher education, she is a National Teaching Fellow and a Principal Fellow of Advance HE. Her research is in intercultural and employability competencies, widening participation and the management of higher education.

We all know that work based and placement learning provides students who engage, with *real world* experiences, and the opportunity to gain transferrable skills directly relevant to their graduate roles. Within Higher Education, the importance of their work can be missed or not fully understood by those who do not work in the area. When allocating resources, management teams rely on data to inform their decisions. Within the context of the above, Helen will guide us to determine what is the best data or argument to present or focus on, to ensure you are able to make a robust argument which highlights the importance and value of work based and placement learning and enable you to ***persuade your VC that placements and work based learning are worth the investment.***