

**A brain to pick, an ear to listen and a push in the right direction?**

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*A brain to pick, an ear to listen and a  
push in the right direction*

**UKAT Annual Conference 2017**

**Melissa Jacobi and Vicky Norman**

# Overview

- Introductions
- Sheffield Hallam University Context
- BSc (Hons) Sport Business Management  
Academic Professional Advisor process
- Current challenges
- New inclusions for 2017/18
- Picking *your* brains...

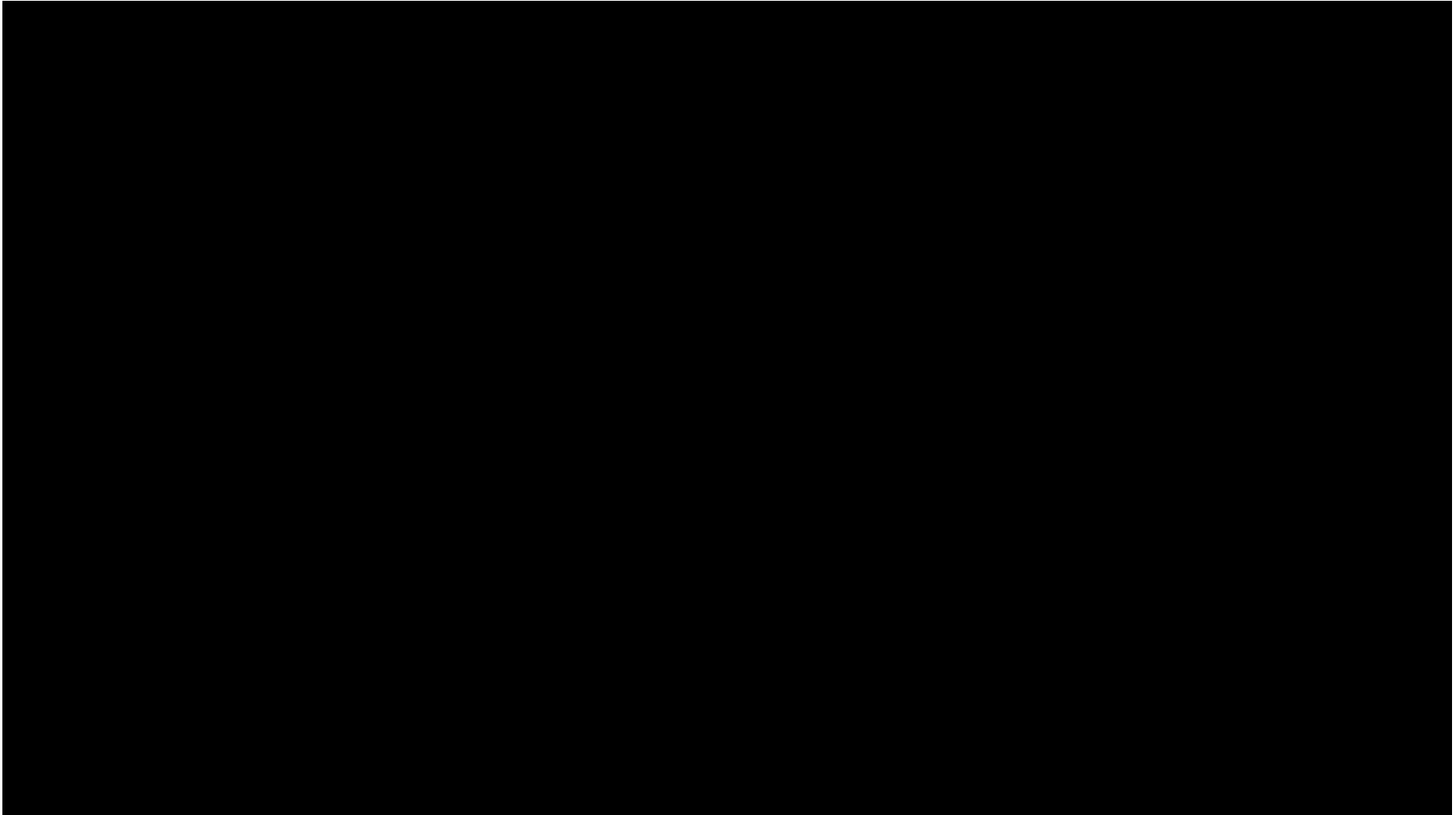
# Sheffield Hallam University (SHU)

- In 2015 SHU introduced the **Academic and Professional Advice Framework**.
  - It is benchmarked against Chapter B4 of the UK Quality Code for Higher Education
  - Also relates to the 2011 NUS charter focusing on Personal Tutor Support in Higher Education.
- Key principle is that each student will have a named Academic Advisor.
- Faculties and Departments free to apply principles at local level.

*"If the chemistry between the student and the APA is right, it can really make the difference"*

*2016 SBM Graduate.*

# The SBM Way



# Challenges

- Engagement of some students with the process
- Allocation of the right staff to the right student
- Student as a consumer - Do they see the value?
  - Some do, some don't.

## New ideas for 2017/2018

- More robust evaluation at 3<sup>rd</sup> year to help provide rationale for further changes
- Enhanced APA related induction activities - more alignment and promotion of the APA processes at induction.

# Over to you....

## **Group 1**

**How would you get better student engagement in this model?**

## **Group 2**

**What type of student support activities do you offer at your HE institution?**

