19 August 2013

Dear colleagues

With the implementation of the Student Education Service (SES) well under way, here as promised is a further bulletin to update you on the progress that has been made in a number of key areas:

- Recruitment of the SES senior leadership team
- Student Education Service progress
- New Service roles
- Faculty Education Service Manager recruitment
- Customer Relationship Management (CRM) Procurement update
- Admissions briefing session – 23rd October 10-1pm
- SES all staff updates – dates for your diary

Recruitment of Student Education Service senior leadership team
We have started the process to recruit the SES senior leadership team and adverts for the three Directorships – Student Operations, Student Opportunity, and Admissions – will be published in the national press and online between 19 August and 20 September. These will direct potential applicants to a specially-developed ‘micro-site’ (www.makeyourmark.leeds.ac.uk/) which will give further information about the posts and how they fit into the developing Student Education Service. Please feel free to explore the site and to encourage your teams to do the same.

The role of Chair of the Student Support and Wellbeing Management Team will be advertised internally at the same time.

Student Education Service progress
From the beginning of the new semester, there will be a number of team changes with new titles to reflect the developing SES team configuration.

However, although the titles might be changing, it is important to let you know that the people you deal with on a day-to-day basis will remain the same.

As you may be aware, the Student Education Service is made up of four areas – Student Recruitment, Student Operations, Student Opportunity and Student Support and Wellbeing. I have described below how teams will be gradually brought together within these areas:

Student Recruitment will include:
- Admissions (formerly part of Student Administration)
- Educational Engagement (schools liaison and outreach; formerly part of Access and Community engagement)
- Marketing
- International Market Development (formerly International Office)

Student Operations will comprise the following areas, formerly part of Student Administration:
- Student Finance
- Points-based Compliance (PBS)
- Programmes and Assessment
- Student Support and Counter Services
- Postgraduate Research Support

Plus
- Quality Assurance (formerly Academic Quality and Standards Team in Learning and Teaching Support)

Student Opportunity
• **International Opportunity** (incorporating Study Abroad and Global Community activities)
• **Employability** (incorporating the Careers Service)
• **Student Opportunity and Enhancement** (formerly Learning and Teaching Support and incorporating Leeds for Life activities, including Volunteering which was formerly part of Access and Community Engagement).
• **Digital Learning**

**Student Support and Wellbeing**
• Disability Support (Disabled Student Assessment and Support, formerly part of Equality)
• Student Counselling
• International Student Support (including visa support)

**Service infrastructure** support including health and safety, training and development for the Service, HR, finance, procurement, student systems support and Service communications.

The table below summarises some of these changes

<table>
<thead>
<tr>
<th>Previous team</th>
<th>New SES team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access and Community Engagement</td>
<td>Educational Engagement and Student Opportunity (incorporating Volunteering)</td>
</tr>
<tr>
<td>International Team: International Office, Study Abroad Office, International Student Office</td>
<td>Student Recruitment (International Market Development), Student Opportunity (International Opportunity), and Student Support and Wellbeing</td>
</tr>
<tr>
<td>Central Student Administration</td>
<td>Student Operations, with Admissions moving to Student Recruitment</td>
</tr>
<tr>
<td>Learning and Teaching Support</td>
<td>Student Opportunity and Enhancement</td>
</tr>
<tr>
<td>Academic Quality and Standards Team</td>
<td>Quality Assurance – part of Student Operations</td>
</tr>
</tbody>
</table>

We will keep you updated regularly as the Service progresses.

**New Service roles**
We are appointing two new senior roles within the Service: Head of Educational Engagement and Head of Student Programmes and Assessment.

The Head of Educational Engagement will play a key role in ensuring the recruitment of a high-quality cohort of students from all backgrounds and will lead the development and delivery of the University’s policy on outreach and engagement with the education sector.

The Head of Student Programmes and Assessment will be responsible for administrative and operational functions that support the student experience, particularly in the areas of assessment and programme support, and for managing the teams supporting those activities.

Applications for the former role have now closed. The second post is currently being advertised internally with a closing date of 3rd September.

**Faculty Education Service Manager recruitment**
Three of our original Faculty Education Service Managers are moving on to other roles within the Student Education Service. As previously reported, Jenny Lyon has been appointed Head of Quality Assurance, while Paula Dunn and Emma Cordell are being seconded to the SES programme team to work on admissions and the SES website respectively. The opportunities created by these moves will be advertised shortly and if you would like any further information please contact Jo Squires, HR Manager for Environment: j.m.squires@adm.leeds.ac.uk.
Customer Relationship Management (CRM) Procurement update
Following the first stage of the tender process, the SES Strategy & Design Group have agreed to take 3 suppliers through for further consideration.

As part of this next stage, colleagues who have an interest in the student journey, particularly student recruitment and admissions, will have the opportunity to attend presentations by these shortlisted suppliers.

The suppliers will be demonstrating how their solution will deliver against a number of pre-described scenarios relating to recruitment and admissions (UG, PG and PGR students) and how their customer relationship management (CRM) solution would support the whole student lifecycle.

Immediately after each session, as part of the decision making process, participants will be asked to complete an evaluation of the supplier’s product. If you wish to attend, it’s therefore important that you are able to commit to attending all three sessions.

The presentations will take place over three days in early September
– Supplier 1: 3rd September, 10am to 12.30pm
– Supplier 2: 4th September, 10am to 12.30pm
– Supplier 3: 5th September, 10am to 12.30pm

Location: All three presentations will take place in Engineering (Houldsworth) LT A (2.23)

Further information: For more details please contact Jacqui Massey - CRM Project Team j.p.massey@leeds.ac.uk

Confidentiality: At the moment the identity of the bidding suppliers is confidential as a number of business sensitive discussions are still ongoing.

The final procurement decision will be made by the Student Education Service Steering Group in late September. Ideally, a preferred supplier will be identified at that point and we will be starting system configuration work during October. A number of colleagues from across the Service are involved in the ongoing procurement process.

Anyone who would like more information on the CRM system procurement please contact Richard Clarke (Purchasing) r.clarke@adm.leeds.ac.uk.

Admissions network briefing session
23rd October - 10am to 1pm
The admissions network will bring together admissions practitioners from all areas of the University to share best practice for all cohorts and discuss the latest developments in admissions.
At this event you will be able to find out more about:
– 2013 recruitment activity;
– new marketing and communication activities;
– tactical improvement initiatives for the coming cycle;
– the admissions operating model implementation plan and the latest developments in the purchase of the new CRM system.

To book a place on this event please contact: Naomi Tickhill n.r.french@lubs.leeds.ac.uk

SES all staff updates – dates for your diary
In addition to these regular email bulletins, we shall be holding a series of briefing sessions for all staff during next year to keep you up to date with SES developments. Further details, including venues, will be published shortly.

Session 1
   a) 5 November  9.00am – 10.30am OR
   b) 14 November 1.00pm – 2.30pm

Session 2
   a) 3 March      2.30pm – 4.00pm OR
   b) 10 March     11.00am – 12.30pm

Session 3
   a) 11 June      2.00pm – 3.30pm OR
   b) 23 June      2.00pm – 3.30pm

Best wishes.

Vivien

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