Student Education Service Update

November 2013

Andrew Parkinson
Welcome
Update on progress – Professor Vivien Jones
Training and development – members of the SES programme team
Customer relationship management (CRM) procurement – members of the SES programme team
Questions & answers
Next steps
Student Education Service Programme

Student Education Service Update

November 2013

Vivien Jones
Student Education Service Programme

Update

- Service vision and principles
- Delivering the vision – the SES programme
- Organisational development
  - Work underway
- Process and systems development
  - Work underway
- The Student Education Service
  - Teams
Vision

To deliver an exceptional student experience through a sector-leading, cross-university, integrated Student Education Service which

- is grounded in principles of quality, equity, consistency and opportunity for students and for its staff
- works in a fully integrated way to the highest service standards; and
- works in partnership with academic colleagues, other services and Leeds University Union, in support of the whole student experience, both curricular and co-curricular, in line with Leeds for Life
How the SES Programme will deliver the vision

The SES programme business case approved by VCEG in July sought funds to support the delivery of the SES vision under two major strands:

1. Organisational development
2. Process and systems development
1. Organisational development: work underway

Service leadership
- Director appointments (Admissions, Student Operations, Student Opportunity)
  - Offers made and informally accepted by successful applicants
- Appointment of the Chair of Student Support and Wellbeing
  - Panel to be held 15 November (internal appointment)
Service management

- Job titles for senior managers are now confirmed

Details on the programme website:
www.leeds.ac.uk/student_education_service

- Work to support Heads and senior managers to establish their new teams and strategic priorities.

- The Service’s infrastructure needs are being mapped out.
Service establishment

- **SES programme communications**
  - SES programme website
    - [www.leeds.ac.uk/student_education_service](http://www.leeds.ac.uk/student_education_service)
  - Regular email communications / SES update sessions for staff

- **SES website for students and staff**
  a single Service website which will provide comprehensive support and guidance to our students and staff is being developed for 2014/15
Service establishment

- **Service communications channel**
  for business as usual Service communications

- **Service look and feel**
  tone of voice guidance to support Service establishment – supporting consistency and professionalisation

- **Training programme**
  training needs analysis/staff survey – planned for November/December

- **Service standards and measures of success**
  work will being in January 2014 to develop an approach for the whole Service.
2. **Process and systems development: work underway**

- **Tactical initiatives** (pre- and post-application)
- **CRM procurement** to support admissions in the first instance, followed by the whole student journey (including on-course developments)
  - Microsoft/PriceWaterhouseCoopers announced as preferred supplier
  - Now in the ‘discovery phase’ with the aim of signing the full contract in January
Student Education Service Programme

**Process and systems development**

**Tactical initiatives** (pre- and post-application)

Work is progressing well on the following tactical initiatives:

- Outreach CRM
- International student deposits
- Access to Leeds
- Offer letter complexity

in addition to a number of small tactical projects
SES teams

Faculty Education Service Managers (FESMs) in place from January 2011

- Functional managers for admissions, assessment, programme support, quality assurance, student support (and others where there is particular local need) appointed
- School Education Service Managers appointed

3 new FESMs

- Engineering: Louise Powell
- Environment: Claire Ingle
- ESSL: Michael Byde

Student Education Service  working together to provide an exceptional Student Education Service
SES teams

Senior managers appointed over the last few months:
• Louise Banahene – Head of Educational Engagement
• Tessa Mobbs – Head of Programmes and Assessment
• Jenny Lyon – Head of Quality Assurance

All other Service Heads and senior managers have updated titles now – details available on the SES programme website.
Cross-Institutional Functional Management Teams (CIFMTs)

- One for each standard function: admissions, assessment, programme support, quality assurance, student support
- Bring together functional managers from each faculty with appropriate colleagues from central teams
  - To deliver and develop operational policies
  - To advise on policy development
  - To establish and develop the SES “one service” model
  - To provide an opportunity for genuine partnership working
  - To identify things we’re doing that we no longer need to do
Functional networks

- There will be a network for each functional area to:
  - encourage direct involvement of all SES staff
  - provide updates
  - share good practice

- Inaugural meeting of the Admissions Network held 23 October
  - Further information about the event on the SES programme website
Hopefully this is the start of many similar events. It has been great meeting up with people I haven’t spoken to in a long time. I’m really keen to find out who the CRM supplier is.

We’d like to hear about the bigger picture to improve our understanding of what’s happening. There have been so many changes we feel a little bit lost. We don’t really know what to expect, but it will be interesting to find out more about the functional managers.

I’m keen to get a coherent view of what is happening in admissions and to hear the public facts about how recruitment went this year.

What’s the network all about?
I feel like there’s been a big jump from before the event to after in terms of developing a shared understanding.

It’s brilliant that PGR will be included in an early phase of the CRM implementation; we need something just as much as everyone else!

More generally, the Student Education Service is providing a platform for colleagues to work more broadly, in my case across a federal Faculty. As long as we get communication going, then nothing can stop us!
Training and development

Penny Foster
Mark Lewis
Caroline Pearman
Customer Relationship Management (CRM)

Anthony Allen
Nev Rogers
Questions & Answers

All presenters and members of the SES programme team