



Birmingham Professional Forum

5 October 2012

Lee Sanders, Registrar and Secretary

Good News

- Research Grants up 55%
- Employability up 74% to 79%
- NSS up 85% to 88%
- Sunday Times League Table up 25th to 13th

Agenda

- Introduction – Lee Sanders
- Research update: recent successes and REF - Professor Adam Tickell
- Welcome 2012: welcoming students since 1900 - Dr Chris Twine
- Introducing the University School - Professor Richard Dunnill
- BUAFTAs 2013 – Carolyn Pike
- Questions

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Research matters!

B

Adam Tickell

PVC Research and Knowledge Transfer

Why research matters

- Key driver of the University's
 - Reputation
 - league tables
 - Income
 - around a third of total
 - Media coverage
- Affects our ability to attract outstanding students and staff
- Affects the feelings that our staff and students have about UB

Key challenge 1:

Research assessment

- Periodic reviews of quality of university research
 - All subjects/ all universities
- Historic and deteriorating performance until last exercise in 2008
 - But lots of genuine excellence
- Major efforts at University to reverse this pattern through
 - Closer management of submission to REF 2013
 - New interdisciplinary initiatives
 - New appointments

Key challenge 2:

Research income

- Competitively won research income is important:
 - The money underwrites our research infrastructure
 - Enables academics to produce world leading science
- UoB share of research grant income has
 - Fallen in 8 of last 10 years has progressively fallen
- But ...
 - New research grant awards rose by 50% last academic year
 - Against an exceptionally difficult background
 - Application numbers continue to rise
 - Outstanding professional support

Initiatives

- Major initiatives to enthuse and excite:
 - Strategic investments
 - National and international research collaborations
 - Birmingham Fellows
 - Improved support for research applications
- Improved external focus
- Celebrating our success
- PURE

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WELCOMING
STUDENTS
SINCE
1900



Chris Twine
Director, Student Services



Welcome 2012

Context

- Higher tuition fees and expectations
- New attendance reporting requirements
- Maintain a “welcome” for international students following London Met issue
- Creating the “Best Student Journey” at UoB



Welcome 2012

Communications

New for 2012...

- Creation of a Welcome brand to provide students with a mature, scholarly, and clearly identifiable University Welcome
- Launch of the Welcome staff resources website and brand tool kit:
<https://intranet.birmingham.ac.uk/as/studentservices/projects/welcomeresources/index.aspx>
- Launch of a new pre-arrival student communications campaign (PGT, PGR and UG specific)
- Better communications from Schools e.g. own induction webpages

Welcome 2012

Online developments

- Re-development and re-launch of the Welcome website (www.birmingham.ac.uk/welcome)
- Including new/revised areas:
 - Students with Children
 - International Students
 - Mature Students
 - Postgraduate Research Students
- Launch of the 'Where do I attend on my first day?' School / College programme induction timetable - identification of compulsory activities and events
- Enhanced social media (Twitter / Facebook)



Welcome 2012

Arrivals Weekend

- Mature UG students networking
- Students with Children
- Staying Local
- Campus Tours for parents and students
- Parents' Welcome Lounge
- Student Wellbeing Fair
- More HAS outlets open

Welcome 2012

Operations

- 4,200 students moved into UoB accommodation over 2 days
- 3,500 UK students received ID cards through the post ahead of arrival
- Nearly 5,000 further ID cards issued over Welcome
- Over 2,500 Right to Study and visa checks with international students
- 6,000 GRAB books delivered
- The launch of the Birmingham Foundation Academy
- ... and nearly 700 attending for free lunch at the Multi-Faith Chaplaincy!

Welcome 2012

Postgraduate focus

PGT events...

- PGT coffee and cakes mornings (20th & 21st Sept)
- PG cultural tours (19th Sept)
- Various social activities organised by the PGMSA (e.g. Film night, comedy night, trip to Stratford Upon Avon)
- PGT Induction sessions (after Welcome Week)

PGR events...

- PGR coffee and cake mornings (17th & 18th Sept)
- PG cultural tours (19th Sept)
- PGT Induction sessions (after Welcome Week)

Welcome 2012

Welcome Week highlights

- Vice Chancellor's Welcome Address (one per College)
- Welcome Hubs (UK and International/EU) and information tents
- GRAB-themed Activities (including chocolate tasting and cookery demonstrations)
- New Student Campus Tours
- International Student Welcome Reception
- Events at Halls of Residences: Cream Teas, Film Nights, Quiz Night, Casino and much more – focus on “alternatives” to alcohol-themed events!
- University Sports Fair
- Modules Outside of the Main Discipline Fair
- College and School –specific events
- Enhanced induction programmes and communications across all Schools

Welcome 2012

Feedback and evaluation

- What went well, what could be improved etc to Student Services by 15th October
- Student evaluations (quantitative and qualitative) underway
- Student survey analysis e.g. ISB
- Welcome Committee created reporting in to Education Committee
- Particularly interested in Schools / Colleges induction and welcome activities and exchanging of good practice across UoB



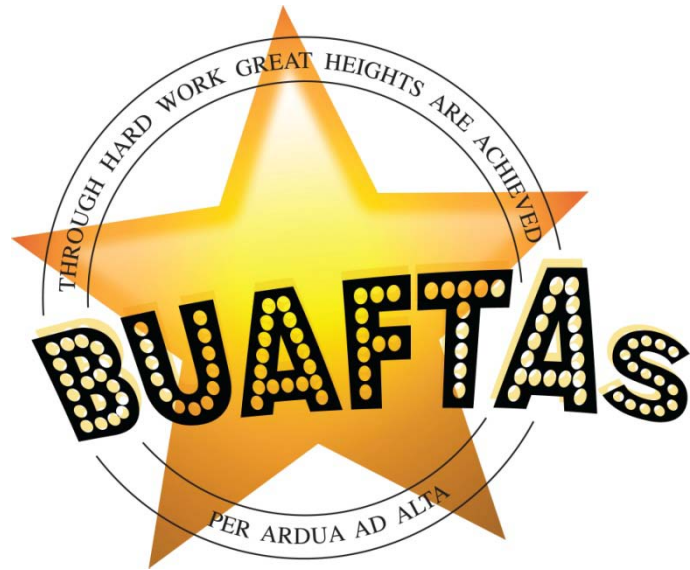
Welcome 2012

THANK YOU!

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Introducing the University School
Professor Richard Dunnill



BUAFTAs 2013

Carolyn Pike

2013 BUAFTA Committee Chair

Award Categories

Team Player of the Year

Team of the Year

Best Customer Service

Best Newcomer

Role Model of the Year

The Student Experience Award

Best Support for Research

Best Support for our Working Environment

Idea of the Year

The VC's Award



Who will get your vote?

Birmingham University Awards for Tremendous Achievement

Nominations are open from 1-26 October 2012

For more information about the BUAFTAs, visit our intranet site at;

<https://intranet.birmingham.ac.uk/staff/university/BUAFTAs>

e-mail us at buafra@contacts.bham.ac.uk

or speak to your local BUAFTA champion!



All nominators entered into a prize draw to win an iPad!



Questions?

Feedback and topic requests can be sent to:
internalcomms@contacts.bham.ac.uk

For the latest staff news and events visit:
intranet.birmingham.ac.uk