Agenda

- **Introduction** – Lee Sanders, Registrar and Secretary

- **Aston Webb Student hub** – Ben Bailey, Director of Student Services

- **Engaging with the city and the region** – Dr Catherine Staite, Director of INLOGOV & Cathy Gilbert, Director of External Relations

- **A fresh approach to student satisfaction** – Jo Kite, Director of Communications & Professor Anthony Arnull, Director of Education, College of Arts & Law

- **Relaunching the Birmingham Professional** – Mark Senior, Assistant Registrar

- **Questions**
Aston Webb
Student Hub

Ben Bailey – Director of Student Services

www.studenthelp.bham.ac.uk
Hub Service Model

- Functional – Issue or service function required
- Self-help and Self-service
- Some help - Skilled Student Information Team
- Specialist services
- Underpinned by CRM System – KANA
Hub 2020

- Maximise benefits
- Add value
- Realise efficiency
Some Headline Data

- 82% of Knowledge Base Articles utilised
- Top four - Welcome & Registration, Student Support, Student Administration, Visas & Immigration
- Over 50% of visits have been for ID cards, Letters and transcripts
11,240 students served or capacity of no.1 court at Wimbledon
317,930 unique page views

equivalent to the population of Iceland
44,392 contacts received in KANA

Maximum capacity at Villa Park = 42,788
The Regional Agenda

Cathy Gilbert,
Director of External Relations
Catherine Staite,
Director of INLOGOV and Reader in Public Management
• Key Organisations and their Geographies
  – Public Sector Bodies
  – Higher Education Sector Organisations
• The Importance of the Regional Agenda
• Regional Priorities
• The University’s response and engagement
Key organisations and their geographies

- Birmingham City Council
- Greater Birmingham & Solihull LEP
- West Midlands Combined Authority
- Midlands Engine
Birmingham City Council and West Midlands Combined Authority
Midlands Engine
Why is this all so important to the region?

• Government rhetoric around localism and desire to rebalance the economy
• Strong Northern Powerhouse brand
• £8 billion devo-deal for the West Midlands
• A West Midlands Metro Mayor in 2017
• Development of the Midlands Engine
• Regional Science and Innovation Audits
Why is it so important to UoB?

• Founding Principle of Civic Responsibility
• Thought leadership
• Access to funding
  – Devolved budgets
  – Central budgets
  – Inward investment
• Influence the debate
  – A ‘convener’
Key Themes

Regional Priorities

- Energy - ERA
- Life Sciences
- Transport
- Access to Finance (SMEs)
- Promotion (Trade and Investment)
- Innovation
- Economic Planning and Job creation
- Housing
- Mental Health
- Land Use
- Innovation

Economic Planning and Job creation

Housing

Mental Health

Land Use

Promotion (Trade and Investment)

Energy - ERA

Access to Finance (SMEs)

Transport

Life Sciences

Regional Priorities
Our response

• Regional Engagement Group and E4I
• Research and Teaching Partnerships
• Cultural Engagement
• Birmingham City Council Civic Group
• City-REDI working with the WMCA
• Business Organisations
Catherine Staite, Reader in Public Management and Director
Working together make important things happen
Working together to support BCC and the West Midlands

CityREDI: Supporting growth

INLOGOV: Supporting partnership and improvement

PSA: Supporting UoB collective action in support of BCC
A new approach to NSS

Professor Anthony Arnull, Director of Education College of Arts and Law
Jo Kite, Director of Communications
Introduction – National Student Survey

- NSS is an annual survey of final year u/g students about their experience of their courses.
- Commissioned by HEFCE and conducted by Ipsos MORI.
- NSS matters because the results are made public.
- They affect our position in league tables and our capacity to recruit sufficient numbers of well qualified students.
- In 2015, we set ourselves a target of 90% for overall satisfaction, but only achieved 88%.
Free text comments

Considerable degree of local variation, with much good practice.

Free text comments:

“**Intellectually stimulating, staff really helpful** in general, always opportunities to learn.”

“**Great overall content of the course, really enjoyed it** and feel I have developed skills, which will help me in the future.”

“**The teaching is fantastic. All the lecturers are so passionate** about their subject and that really comes through. This makes me keen to learn and means that **they always make lectures interesting.**”
But more units moved down than up.

“Panopto should be used more as having recordings is very helpful for revision.”

“Canvas makes it easy to access course material. Not all lecturers upload sufficient resources to Canvas.”

“The deadlines are all around the same time and should be spread out more.”

“I would prefer to have essays back before I hand new ones in to see if my style needs to improve.”
A new approach

New approach needed to break through 90% barrier.
Emphasis on improved communications and local ownership by:
• Heads of School
• Heads of Department
• Heads of Education.

New initiatives to supplement local analysis and action plans.
NSS 2016 – Local ownership and management

To include:

• Mixed year feedback groups with rapid response mechanisms, so that gripes can be dealt with promptly.
• Monitoring quality of module sites on Canvas.
• Strong encouragement to staff to use Panopto lecture recording system.
• Student assessment of quality of personal tutoring.
• Monitoring the timeliness and quality of academic feedback.
NSS 2016 – Communication & Engagement

- Content and messaging plan tailored for local delivery
- Student-led communications
- Digital first approach
- Face-to-face feedback
- Promotion of NSS – incentive to participate early
- Use Birmingham Student Survey as ‘early warning’
- Longer-term approach to student communications and engagement
New campaign

DID YOU KNOW...

We’re investing £1 million in key Wi-Fi network areas, allowing each person to connect up to three devices at once.

Look out for this logo, it shows we’ve gone 3 to 1

DID YOU KNOW...

When it opens at Easter our new gym will be one of the largest in Europe, with 225 stations.

Join today at www.sport.bham.ac.uk
DID YOU KNOW...
There are now 129 bookable PC’s in the main library?
To reserve yours visit www.mypcbooking.bham.ac.uk
Relaunching the Birmingham Professional

Mark Senior, Assistant Registrar
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

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