**North West Staff Development Group Retreat**

**A Ketso approach to the Student Experience**

Building on the summarised data from the NWSDG student experience questionnaire, a Ketso approach was used to explore and drill down into potential measures of success, current resources, new ideas and challenges that might support the future work of OD/LD/SD/HR colleagues in contributing to student recruitment, retention, personal development and employability.

There were four groups each considering a specific element of the student experience before moving on to read and comment on what a previous group had identified. Comments could be expressed by using coloured markers e.g.

* an exclamation mark to signify something was a priority (noted in red)
* a tick to show something as a particularly a good idea (noted in yellow)
* a triangle to indicate a concern/difficulty (noted in blue)

**Student Recruitment**

**Measures of Success (yellow leaves) –** what would success look like?

NSS scores and satisfied students

Hitting recruitment levels

Retention of student throughout degree – considered a good idea

**Existing Assets/Resources (brown leaves) –** how could these be used to achieve the measures of success?

Widening participation public engagement

Communications

Credibility of academic staff

Teaching skills

Working with student recruitment team – support development

Customer Service Excellence

Culture change programmes/consultancy senior management

Team development

Management & leadership development

MBTI/psychometrics

Attracting the right calibre of student to match institution – considered a good idea

Credibility of academic staff

Incentives, scholarships, bursaries & fee waivers

Destination surveys

**New Ideas (green leaves) –** orwhat could be done differently?

Establish USP’s for teaching courses

Facilitation of good practice communication

Marketing training, extending professionalism and spreading expertise

**Problems & Limits (grey leaves) –** what are the barriers to achieving the success measures?

Communication – sharing good practice

Culture – ‘selecting uni’s’

Complacency of established/big big universities

Private universities – threat/incentives

REF & balanced strategy

Perceptions about value for money – considered a good idea

Lack of performance management – can’t see the direct link!

**Retention**

**Measures of success –** what would success look like?

Improving NSS scores

High/improving retention rates

Higher student applications

University is recommended

Staffing engagement surveys & high retention rates

More student engagement within university policy

**Existing Assets/Resources –**

Good estate – identifying social, catering, open spaces – how are these supported by OD/LD/SD/HR?

Student attendance monitoring

Student Union consultation

High calibre academics

Good VLE & technology

Excellent tutorial support

Facilitation of leaders events to discuss going forward

Listening to the student voice and taking action ‘you said, we did’

**New Ideas** – or how can things be done differently?

Promote more supportive relationships with students

Support for meeting management

Excellent technological infrastructure

More democratic structures – involvement with students – considered a good idea – but how?

**Problems & Limits –** what are the barriers to achieving the success measures?

Reaching students who are in difficulties/at risk

Culture: contradicting priorities

Financial constraints – does this mean students’ finances – how linked to OD/LD/SD/HR?

**Personal Development**

**Measures of Success –** what would success look like?

Diversity/respect

Values/contribution

Self-awareness

Group working

Communication skills

Time/personal management skills

Independent study/research skills

Happiness! What’s it all about?

PDP/career destination

**Existing Assets/Resources –** how could these be used to achieve the measures of success?

Research skills programmes

Staff development programmes

Communications terminology – considered a priority - how do we get academics to engage in this?

**New Ideas –** or what could be done differently?

Repackage value for money

In-depth induction – assessment centres?

Self-assessment tools

Action Learning Sets – considered a priority

Exploit diversity of students

Personal development embedded in programmes – considered a good idea

Peer feedback – considered a good idea

Come Dine With Me – more information needed about this

**Problems & Limits –** what are the barriers to achieving the success measures?

Buy-in from academics’ ‘student expectations’

Pressure

Time & money

Conflicting priorities – real pressures

Good intentions

Parental expectations & behaviours

What are students’ expectations? What is all this? – considered a good idea – how do we support the ‘front line’ when we are once removed?

Students need for cash!!!

‘over’ supporting

Lack of perspective

Isolation/loneliness/social skills

Previously learned patterns of behaviour

**Employability**

**Measures of Success –** what would success look like?

Student retention improvement

Employed students – considered a priority

NSS results improvement

Students exhibiting transferable skills

Continued high ranking for employability in league tables – considered a good idea – a key institutional driver

Employing others

Wow employer forum industry

Beth Tweddle honourary fellow Alumni Activities

Students engaged in development activity for academic staff – considered a good idea – students are partners not just clients

**Existing Assets/Resources –** how could these be used to achieve success measures?

Excellent careers service

Build into assessment

Extensive use of work placements

Careers fairs – students not engaging

Universities are employers

Outdated resources hold you back

Learn to work with what you have

**New Ideas –** or what could be done differently?

Work experience

Working with ‘Career Ahead’

Internships

Student Mentor programme

Extend placements where practicable

Mock interviews

Work-based learning

Experiential learning – considered a good idea

Forum provision: academic awareness of supporting services e.g. careers

Duke of Edinburgh type awards in employability

Learning technology officers

LJMU’s Amazing Teacher Award – considered a priority

Alumni/Employers help devise and support curriculum

**Problems & Limits –** what are the barriers to achieving the success measures?

Student motivation

Careers Service

Subjects that are hard to match to employment

Parental expectations

Lack of understanding of what employability is

Buy-in from students

Tension between departments doing things & central careers service

Over supply of graduates e.g. nurses/teachers

Academic buy-in

Time to engage with development (academic)

Economy act for yourself or be acted upon?

Positive mental attitude (lack of)