**PROFESSIONAL SERVICES SATISFACTION SURVEY**

**International Development and External Affairs**

**March 2013**

This is the first time that IDEA, as a somewhat recently formed department, has both taken part in the survey and feedback has been received about the department. I have had some time to reflect on the results but at this time have not shared widely with the team. However, it is the intention to do so with the whole team. I have made some general comments below based on my reflections on each of the areas where feedback was received and then in more detail in the action plan.

It is evident from the majority of the comments that many aspects of the work within IDEA are unknown and that as a new department there does not seem to be a clear rationale for many in the University community as to why the areas in IDEA were brought together. I am pleased that both certain individual members of the team along with functional areas have been acknowledged for their skills, customer focus and professionalism and will pass on these comments directly.

On the suggestions for improvement I would like to explore them a bit more, as comments to improve sponsorship seem to be attributed by one area and comment in particular. It is clear however, that we need to look at ways of increasing our profile and description of what we do, and make it clear as to who deals with what in the department. It might be of interest that many in the University still refer to the fundraising function in IDEA as the Development Dept and I am sure is the same with International and Marketing and Communications.

**Response Areas**

Importance

The survey indicates that compared to other service areas IDEA is relatively small and therefore is perhaps not seen as important to staff’s daily activities. However, given that both international recruitment and marketing and communications in particular, affect many aspects of the University this is an area we will focus on to better understand why it is not seen as important. In past experience it has been primarily due to lack of knowledge of what IDEA is responsible for.

Engagement

It is positive to see that of those in the University that IDEA has engaged with there is a strong feeling that we both consult and engage with the internal clients that we serve.

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| Culture  Given that the primary focus of our work is to deliver to a diverse client base within the University it is extremely encouraging to see that we do deliver with a customer focus and display a high level of professionalism.  Information  This is an area we will focus on to ensure that where we have information readily available for clients it is both accessible and relevant.  Delivery  As indicated this score could have a direct correlation to the low number who either perceives IDEA is important or use the service but it will be reviewed.  Timeliness  Again although small in number it is positive to see that those who do engage with IDEA believe we do so in an efficient and timely manner with some slight exceptions.  Over the coming year there are many activities around the celebrations of the University’s 50th anniversary, the launch of a fundraising campaign and other activities that will provide an opportunity for IDEA to showcase their work and engage with the University community at all levels.  Out of interest and in response to some specific comments in the survey, when IDEA was formed we did conduct road shows at each campus to showcase our work and both the Director, Assistant Directors and other staff meet regularly with Deans, Assistant Deans, Heads of School and other staff at the coal face either lecturers and researchers. Again perhaps they do not recognise that these staff are part of IDEA but associate them to their function of fundraising, PR etc.  The Marketing and PR team in particular assert great effort to engage with the faculties, schools, institutes in pursuit of good news stories for the intranet, media and also to promote in publications. It is often the same people who come forward and perhaps we can review the approach to obtaining this information but we will require the academic units to assist in letting us know what is happening in their areas.  **Karen Cairney**  **Director, International Development &External Affairs** |  |
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| **PROFESSIONAL SERVICES ACTION PLAN** | |  |  |  |
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| **FOR PERIOD OF: CALENDAR YEAR 2013** | | **AREA: IDEA** | | |
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| **ACTION** | **PRIORITY** | **TO BE ACTIONED BY** | **DEADLINE DATE** | **REVIEW (impact of effectiveness of actions)** |
| **Communication** |  |  |  |  |
| Provide positive feedback to specific individuals and areas that have been mentioned in the Survey. | High | Director | 13/3/2013 | Supports IDEA’s objective of celebrating success and motivating individuals within the team |
| Review intranet to determine improvements that can be made to increase awareness of work and provide clear direction for those seeking to connect with IDEA | High | Assistant Director Marketing & Communications | 28/06/2013 | Relevant information on IDEA and clear direction as to who to contact will create better efficiencies in delivery of service and increase awareness of IDEA in the University |
| Develop a plan of engagement with the University community around the plans for the 50th anniversary and fundraising campaign. Create a campaign taskforce with representation from all areas in the University | High | Director and Assistant Director IDEA | 1/07/2013 | Awareness created at all levels of both IDEA but also the role that IDEA plays in raising funds for the University and the impact this has on students, staff etc |
| Review the client brief process to ensure that it takes into consideration feedback from others and demonstrate that it has been reviewed and actioned | Medium | Assistant Director Marketing and Communications | 30/05/2013 | Create a smoother flow for requesting work and provide opportunity to consider feedback from clients |
| Review the customer approach of the digital media team to determine where improvement can be made on service and delivery | High | Assistant Director Marketing and Comms/Head of Digital Comms | 30/05/2013 | Improved service delivery |
| **General** |  |  |  |  |
| Review what research activities are promoted either through news stories, fundraising projects etc to ensure a more well rounded approach and consideration of all areas | Medium | Director | Ongoing | Provides a greater opportunity for more exposure to all areas |
| Review the approach to obtaining information from the academic units to ensure a broader reach such as stories, projects etc | Medium | Director | Ongoing | Broader reach and identify new areas of focus |
| Increase profile and exposure of IDEA and its functions and team through a strategic approach of engagement with the University | High | Director and SMT | Ongoing | Greater awareness of the service that IDEA provides and its value to the University |
| **ACTION** | **PRIORITY** | **TO BE ACTIONED BY** | **DEADLINE DATE** | **REVIEW (impact of effectiveness of actions)** |
| **Processes** |  |  |  |  |
| Make processes transparent in all communications and supportive through clear identification of appropriate contact | High | Director and Senior Managers | Ongoing | Creates efficiency, transparency and a more customer focussed approach |
| Review intranet for clarity and appropriateness of information available to clients looking to access IDEA’s service and update where appropriate | High | Head of Digital Communications | Ongoing | Provides clearer direction to clients and ease of access to IDEA staff and services |
| **Service** |  |  |  |  |
| Review current process of recruitment of international student on campus and make recommendations to ISG on how to maximise potential and address current decline | High | Assistant Dean International | 1/06/2013 | Clear strategies for recruitment integrated with faculty efforts |
| **Learning and Development** |  |  |  |  |
| Embed in PDR process and L&D plans focus on customer service and delivery | Medium | Managers | 31/07/2013 | Enhance the customer experience. |