

Learning Services: Key Performance Indicators

Value Statement: Customer Excellence: our product is high quality support and resources		Intended direction	Value 2013/14	Value 2014/15	Value 2015/16	Value sought 2016/17
KPI 1: Learning Services is the preferred place (physical and virtual) for study, support and resources	Satisfaction reported by the NSS	↑	4.21	4.26	4.35	4.37
	Satisfaction reported by the internal 1st and 2nd year survey	↑	4.03	4.17	4.26	4.28
	Learning Services customer satisfaction	↑	n/a	93.30%	n/a	94%
	Number of visits to Learning Services libraries (footfall all sites)	↑	555,123	550,768	541,249	542,000
	Number of demand driven print and electronic purchases (new)	↑	n/a	n/a	1,062	1,200
	Section requests for eBooks	↑	2,170,293	2,508,476	3,187,618	3,200,000
	Full text eJournal article requests	↑	759,493	781,559	935,420	940,000
	Number of unique users of the Learning Services website	↑	54,830	61,937	62,584	63,000
	Number of page views of the Learning Services website	↓	414,569	377,622	367,500	367,000
	Number of unique page views of the Learning Services wiki	↑	8,904	7,394	6,458	6,600
	Number of attendees at scheduled Learning Services staff development sessions	↑	319	458	537	545
	Number of students attending Learning Services academic skills activities (all)	↑	8,576	9,463	9,094	9,150
	Number of students receiving specialist SpLD study skills support	↑	258	269	300	310
Number of hours of specialist SpLD study skills support delivered	↑	1,939	1,845	2,196	2,206	
Value statement: Operational excellence: our operational systems are customer focused and effective		Intended direction	Value 2013/14	Value 2014/15	Value 2015/16	Value sought 2016/17
KPI 2: Learning Services facilitates engagement with the learning and research environment	Average Learning Edge Bb 9.1 unique active users (per month)	↑	14,121	14,506	14,791	14,800
	Average monthly active users of Bb mobile learn app	↑	5,479	7,040	10,402	11,000
	Average monthly daily log ins to Learning Edge Bb 9.1	↑	3,602	4,017	4,229	4,300
	Downloads of items in the repository (new)	↑	n/a	n/a	28,000	29,000
	Number of deposits in the repository (new)	↑	n/a	n/a	1,253	1,450
KPI 3: Learning Services provide value for money	Customer satisfaction recorded with classroom support service	↑	n/a	n/a	90%	91%
	Average cost per section requests for eBooks	↔	4p	4p	4p	4p
	Average cost per full text article request for eJournals	↔	68p	66p	45p	45p
	% of reading lists versus live modules	↑	55%	54%	60%	62%
	% of visitors finding the answer within the Ask Us knowledge base	↑	40.90%	54.85%	57.70%	59%
Value statement: Staff engagement: our staff drive our customer and operational excellence improvements		Intended direction	Value 2013/14	Value 2014/15	Value 2015/16	Value sought 2016/17
KPI 4: Staff are proud of the Service and willing to go the extra mile	% of staff reporting praise for a job well done in a University staff survey	↑	87%	91%	91%	92%
	Number of positive comments relating to staff submitted via feedback schemes	↑	9	13	14	15
	Number of Learning Services staff attending internal University staff development sessions	↑	97	93	141	145
	Number of staff engaged in professional development programmes (new)	↑	n/a	n/a	n/a	10
	Number of staff delivering sessions at external events and conferences	↑	20	20	22	23
KPI 5: Learning Services staff are engaged in customer liaison	Attendance at programme and Faculty boards	↑	96	111	64	70
	Number of attendees at Learning Services bespoke staff development sessions	↑	185	207	114	120
	Number of followers on Twitter (new)	↑	n/a	n/a	n/a	2,500
	Number of digital campaigns designed to increase customer engagement using a range of platforms (new)	↑	n/a	n/	n/a	10