Learning Services: Key Performance Indicators

Value Statement: Customer Excellence: our product is high quality support and resources	Intended direction	Value 2012/13	Value 2013/14	Value 2014/15	Value sought 2015/16
KPI 1: *Learning Services is the preferred place (physical and virtual) for study, support and resources* — Satisfaction reported by the NSS	↑	4.19	4.21	4.26	4.3
Satisfaction reported by the internal 1st and 2nd year survey	↑	4.03	4.03	4.17	4.2
Learning Services customer satisfaction	↑	n/a	n/a	93.3%	n/a
Number of visits to Learning Services libraries (footfall all sites)	↔	533,486	555,123	550,768	570,000
Section requests for eBooks	↑	1,807,133	2,170,293	2,508,476	3,000,000
Full text eJournal article requests	↑	643,813	759, 493	781,559	800,000
Number of unique users of the Learning Services website	↑	32,856	54,830	61,937	70,000
Number of page views of the Learning Services website	↓	417,430	414,569	377,622	300,000
Number of unique page views of the Learning Services wiki	↑	7,627	8,904	7,394	9,000
Number of attendees at scheduled Learning Services staff development sessions	↔	322	319	458	460
Number of students attending Learning Services academic skills activities (all)	↑	8,361	8,576	9,463	10,000
Number of students receiving specialist SpLD study skills support	↑	168	258	269	300
Number of hours of specialist SpLD study skills support delivered	↔	1,422	1,939	1,845	1,900

Value statement: Operational excellence: our operational systems are customer focused and effective	Intended direction	Value 2012/13	Value 2013/14	Value 2014/15	Value sought 2015/16
KPI 2: *Learning Services facilitates engagement with the learning & research environment* — Average Learning Edge Bb 9.1 unique active users (per month)	↑	13,410	14,121	14,506	14,000
Average monthly active users of Bb mobile learn app	↑	4,221	5,479	7,040	7,000
Average monthly daily logins to Learning Edge Bb 9.1	↑	3,327	3,602	4,017	4,500
Customer satisfaction recorded with classroom support service	↑	85.71%	n/a	n/k	90%
KPI 3: *Learning Services provide value for money* — Average cost per section request for eBooks	↔	4p	4p	4p	4p
Average cost per full text article request for eJournals	↔	74p	68p	66p	65p
Percentage of reading lists versus live modules	↑	51%	55%	54%	60%
Percentage of visitors finding the answer within the Ask Us knowledge base	↑	n/a	40.90%	54.85%	60%

Value statement: Staff engagement: our staff drive our customer and operational excellence improvements	Intended direction	Value 2012/13	Value 2013/14	Value 2014/15	Value sought 2015/16
KPI 4: *Staff are proud of the Service and willing to go the extra mile* — Percentage of staff reporting praise for a job well done in a University staff survey	↑	n/k	87%	91%	95%
Number of positive comments relating to staff submitted via feedback schemes	↑	n/k	9	13	14
Number of Learning Services staff attending internal university staff development sessions	↑	90	97	93	100
Number of staff delivering sessions at external events and conferences	↑	n/k	20	20	25
KPI 5: *Learning Services staff are engaged in customer liaison* — Number of attendees at Learning Services bespoke staff development sessions	↑	330	185	207	250
Number of programme and Faculty Board meetings attended by Learning Services staff	↑	n/k	96	111	120