

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 2015/16
KPI 1: <i>Learning Services is the preferred place (physical and virtual) for study, support and resources</i>	Satisfaction reported by the NSS	↑	4.19	4.21	4.26	4.35
	Satisfaction reported by the internal 1st and 2nd year survey	↑	4.03	4.03	4.17	4.26
	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	541,249
	Section requests for eBooks	↑	1,807,133	2,170,293	2,508,476	3,187,618
	Full text eJournal article requests	↑	643,813	759,493	781,559	935,420
	Number of unique users of the Learning Services website	↑	32,856	54,830	61,937	62,584
	Number of page views of the Learning Services website	↓	417,430	414,569	377,622	367,500
	Number of unique page views of the Learning Services wiki	↑	7,627	8,904	7,394	6,458
	Number of attendees at scheduled Learning Services staff development sessions	↔	322	319	458	537
	Number of students attending Learning Services academic skills activities (all)	↑	8,361	8,576	9,463	9,094
	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	2,196
	Value statement: Operational excellence: our operational systems are customer focused and effective		Intended direction	Value 2012/13	Value 2013/14	Value 2014/15
KPI 2: <i>Learning Services facilitates engagement with the learning & research environment</i>	Average Learning Edge Bb 9.1 unique active users (per month)	↑	13,410	14,121	14,506	14,791
	Average monthly active users of Bb mobile learn app	↑	4,221	5,479	7,040	10,402
	Average monthly daily logins to Learning Edge Bb 9.1	↑	3,327	3,602	4,017	4,229
	Customer satisfaction recorded with classroom support service	↑	85.71%	n/a	n/k	90%
KPI 3: <i>Learning Services provide value for money</i>	Average cost per section request for eBooks	↔	4p	4p	4p	4p
	Average cost per full text article request for eJournals	↔	74p	68p	66p	45p
	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%	57.7%
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 2015/16
KPI 4: <i>Staff are proud of the Service and willing to go the extra mile</i>	Percentage of staff reporting praise for a job well done in a University staff survey	↑	n/k	87%	91%	91%
	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	141
	Number of staff delivering sessions at external events and conferences	↑	n/k	20	20	22
KPI 5: <i>Learning Services staff are engaged in customer liaison</i>	Number of attendees at Learning Services bespoke staff development sessions	↑	330	185	207	114
	Number of programme and Faculty Board meetings attended by Learning Services staff	↑	n/k	96	111	64