Learning Services: Key Performance Indicators

Value Statement: Customer Excellence: our product is high quality support and resources	Intended direction	Value 2014/15	Value 2015/16	Value 2016/17	Value sought 2017/18
Satisfaction reported by the NSS	↑	4.26	4.35	4.22	4.35
Learning Services customer satisfaction	↑	93.30%	n/a	92.70%	n/a
Number of visits to Learning Services libraries (footfall all sites)	↑	550,768	541,249	578,600	570,000
Number of demand driven print and electronic purchases	↑	n/a	1,062	1,291	1,500
Section requests for eBooks	↑	2,508,476	3,187,618	3,509,728	4,000,000
Full text eJournal article requests	↑	781,559	935,420	1,173,709	1,400,000
Number of unique users of the Learning Services website	↑	61,937	62,584	43,409	45,000
Number of page views of the Learning Services website	↑	377,622	367,500	341,794	335,000
Number of unique page views of the Learning Services wiki	↓	7,394	6,458	8,894	10,000
Number of attendees at scheduled Learning Services staff development sessions	↑	458	537	604	650
Number of students attending Learning Services academic skills activities	↑	9,463	9,094	12,318	13,000
Number of students receiving specialist SpLD study skills support	↑	269	300	272	300
Number of hours of specialist SpLD study skills support delivered	↑	1,845	2,196	1,723	2,200

KPI 1: Learning Services is the preferred place (physical and virtual) for study, support and resources

Value statement: Operational excellence: our operational systems are customer focused and effective	Intended direction	Value 2014/15	Value 2015/16	Value 2016/17	Value sought 2017/18
Average Learning Edge Bb 9.1 unique active users (per month)	↑	14,506	14,791	14,636	14,700
Average monthly active users of Bb mobile learn app	↑	7,040	10,402	8,866	10,000
Average monthly daily log ins to Learning Edge Bb 9.1	↑	4,017	4,229	4,472	4,500
Downloads of items in the repository	↑	n/a	28,000	67,942	156,905
Number of deposits in the repository	↑	n/a	1,253	872	999
Customer satisfaction recorded with classroom support service	↑	n/a	90%	N/K	92%
Average cost per section requests for eBooks	↔	4p	4p	4p	4p
Average cost per full text article request for eJournals	↔	66p	45p	59p	60p
% of reading lists versus live modules	↑	54%	60%	57%	60%
% of visitors finding the answer within the Ask Us knowledge base	↑	54.85%	57.70%	54.65%	58.00%

KPI 2: Learning Services faciltiates engagement with the learning and research environment

KPI 3: Learning Services provide value for money

Value statement: Staff engagement: our staff drive our customer and operational excellence improvements	Intended direction	Value 2014/15	Value 2015/16	Value 2016/17	Value sought 2017/18
% of staff reporting praise for a job well done in a University staff survey	↑	91%	91%	N/K	91%
Number of positive comments relating to staff submitted via feedback schemes	↑	13	14	37	37
Number of Learning Services staff attending internal University staff development sessions	↑	93	141	379	380
Number of staff engaged in professional development programmes (new)	↑	n/a	n/a	4	6
Number of staff delivering sessions at external events and conferences	↑	20	22	22	25
Attendance at programme and Faculty boards	↑	111	64	81	90
Number of attendees at Learning Services bespoke staff development sessions	↑	207	114	72	130
Number of followers on Twitter (new)	↑	n/a	n/a	1897	2500
Number of digital campaigns designed to increase customer engagement using a range of platforms (new)	↑	n/a	n/a	10	12

KPI 4: Staff are proud of the Service and willing to go the extra mile

KPI 5: Learning Services staff are engaged in customer liaison