

Learning Services: Key Performance Indicators

Value Statement: Customer Excellence: our product is high quality support and resources	Intended direction	Value 2015/16	Value 2016/17	Value 2017/18	Value sought 2018/19
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KPI 1: Learning Services is the preferred place (physical and virtual) for study, support and resources	Satisfaction reported by the NSS	↑	4.35/5	85.3%	88.7%	89.8%
	Learning Services customer satisfaction	↑	n/a	92.70%	n/k	93%
	Number of visits to Learning Services libraries (footfall all sites)	↑	541,249	578,600	535,000	Catalyst
	Number of demand driven print and electronic purchases	↑	1,062	1,291	1,321	1,400
	Section requests for eBooks	↑	3,187,618	3,509,728	2,707,987	3,000,000
	Full text eJournal article requests	↑	935,420	1,173,709	1,373,580	1,500,000
	Number of page views of the Learning Services website	↓	367,500	341,794	210,274	200,000
	Number of unique page views of the Learning Services wiki	↑	6,458	8,894	12,754	15,000
	Number of attendees at scheduled Learning Services staff development sessions	↑	537	604	412	500
	Number of students attending Learning Services academic skills activities	↔	9,094	12,318	13,126	13,000
	Number of students receiving specialist SpLD study skills support	↔	300	272	262	275
Number of hours of specialist SpLD study skills support delivered	↔	2,196	1,723	1,428	1,700	

Value statement: Operational excellence: our operational systems are customer focused and effective	Intended direction	Value 2015/16	Value 2016/17	Value 2017/18	Value sought 2018/19
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KPI 2: Learning Services facilitates engagement with the learning and research environment	Average Learning Edge Bb 9.1 unique active users (per month)	↔	14,791	14,636	13,888	14,000
	Average monthly active users of Bb mobile learn app	↑	10,402	8,866	1,693	Withdrawn
	Average monthly daily log ins to Learning Edge Bb 9.1	↔	4,229	4,472	4,293	4,200
	Downloads of items in the repository	↑	28,000	67,942	184,942	200,000
	Number of deposits in the repository	↑	1,253	872	959	1,000
	Customer satisfaction recorded with classroom support service	↑	90%	n/a	78.2%	90%
KPI 3: Learning Services provide value for money	Average cost per section requests for eBooks	↔	4p	4p	4p	4p
	Average cost per full text article request for eJournals	↔	45p	59p	62p	62p
	% of reading lists versus live modules	↑	60%	47%	54%	60%
	% of visitors finding the answer within the Ask Us knowledge base	↑	57.7%	54.65%	48.6%	55%

Value statement: Staff engagement: our staff drive our customer and operational excellence improvements	Intended direction	Value 2015/16	Value 2016/17	Value sought 2017/18	Value sought 2018/19
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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	↑	91%	n/k	88%	90%
	Number of positive comments relating to staff submitted via feedback schemes	↑	14	37	10	20
	Number of Learning Services staff attending internal University staff development sessions	↔	141	379	488	450
	Number of staff engaged in professional development programmes (new)	↔	n/a	4	8	10
	Number of staff delivering sessions at external events and conferences	↑	22	22	15	20
KPI 5: Learning Services staff are engaged in customer liaison	Attendance at programme and Faculty boards	↑	64	81	95	100
	Number of attendees at Learning Services bespoke staff development sessions	↑	114	72	162	170
	Number of followers on Twitter (new)	↑	n/a	1897	2,179	2,500
	Number of digital campaigns designed to increase customer engagement using a range of platforms (new)	↑	n/a	10	10	12