

## **Faculty of Humanities**

### **Director of Faculty Operations PSS CoreMunicate – March 2016**

#### **Progress:**

- **University Review of Student Marketing, Recruitment and Admissions**

As highlighted in the University Coremunicate, the findings of the University's Review of Student Marketing, Recruitment and Admissions have now been released.

Within Humanities we have undertaken a significant amount of activity over the last few years to develop our capabilities in delivering effective services across Student Marketing, Recruitment and Admissions. We have appointed dedicated School Marketing Officers, established a Faculty Portfolio Advisory Group and routinely monitor our student intake through the Faculty Intake Management Group. Colleagues within Recruitment and Admissions teams within Schools have also been working hard to ensure we recruit sufficient high-quality students to meet our ambitious targets and we have a very strong base from which to build upon.

For Humanities, the objective of the implementation will be about improving effectiveness and efficiency even further. Whilst there will be a period of change, the scope and scale of which is still to be determined, there is a real opportunity to look at what we do and deliver a step change in performance in the future. In the meantime, we need to remain focused on delivering business as usual and this will be a consideration as we begin to determine how we implement the recommendations.

A Faculty Implementation Group will be set up and will meet as soon as possible to agree a project plan, which will include timescales for delivery and arrangements for communicating and consulting with staff.

- **Faculty review of Communications and Marketing Functions in Alliance MBS and the Faculty Office**

Over the last 12 months I have also undertaken a parallel review of Communications and Marketing functions within the Faculty Office and Alliance Manchester Business School (AMBS).

This review was commissioned in response to the departure of the Global Director of Marketing, Communications and Recruitment within AMBS and the development of a more strategic approach to communications and marketing across the Faculty, and University more broadly.

During this review, staff and senior stakeholders from within AMBS, the Faculty and University were interviewed, alongside benchmarking evidence gathered from other Business Schools. This showed that there is currently a lot of good work across both the Faculty and AMBS teams with some informal integration and cross-team working already in place. It also highlighted that we need to develop a much more strategic and joined-up approach to communications and marketing activities to ensure potential benefits of sharing practice and developing common approaches and infrastructure can be realised.

As a result, the AMBS Communications, Marketing and Recruitment Team and the Faculty Communications and Marketing Team will now be aligned within a single reporting structure.

This will see the team looking after AMBS continue to be based in the School, under the direction of the Head of AMBS Communications and Marketing who will report to the Faculty Head of Communications and Marketing.

The Faculty implementation of the University Recruitment, Marketing and Admissions review will consider programme marketing and recruitment within AMBS, alongside the other four Schools within Humanities.

- **Student Lifecycle Programme**

Colleagues may already be aware of the Student Lifecycle Programme, a major project to scope out our requirements across the whole of the student lifecycle over the next ten years. The first stage in the project involves a 'scoping project' to map out the student lifecycle and all key business processes, identifying opportunities for greater effectiveness and efficiency, and working towards a new Student Information System (SIS) to support these processes. From our Faculty, Rosie Williams (Head of School Administration, SEED) is closely involved in the University project group.

People from across several function areas may be asked to attend workshops and other meetings throughout the process. I would like to ask you to make time to attend these, even if they take place at relatively short notice. Once the new Student Information System is rolled out, the benefits to our students, as well as front-line staff who work with them, will be considerable.

**People:**

Catherine Tansey

- Catherine Tansey, Head of School Administration, Social Sciences, will be retiring on 31<sup>st</sup> March after 38 years of service at the University. I would like to take this opportunity to thank Catherine for her contribution to the University over this time, and particularly for her contribution to the Faculty of Humanities and School of Social Sciences over the last 12 years. I am sure that you will join me in wishing Catherine all the best for her retirement.

Faculty PSS Leadership Team Changes

- As noted in a previous CoreMunicate, on the 1<sup>st</sup> April Alison Wilson will move from the role of Head of School Administration, School of Law to take up the role of Head of School Administration, School of Social Sciences. At the same time, Emma Rose will move from the role of Head of Faculty Teaching and Learning Support Services to take up the role of Head of School Administration, School of Law, and will be replaced by Carol Rowlinson who is currently Head of Student Experience, Faculty of Life Sciences. I am sure that you will join me in wishing them well in their new roles.

Communications and Marketing

- Emma Kelly has left her role in the Communications and Engagement Team to take up a new role as Communications Officer in the Global Development Institute (GDI). This is a two-year secondment, and we will shortly advertise for a replacement.

### Research Support Services

- Three new Research Support Officer appointments have been made: Lucy Valentine is joining Alliance MBS from EPS's Research Finance team, Leo Tarasov is joining the AL Hub from the Alliance MBS PGR team, and Susie Chesher is also joining the AL Hub from Anglia Ruskin University.

### **Russell Ashworth**

Director of Faculty Operations