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Thursday 11th February 2010, London

Providing an Excellent Student Experience

Improving support and satisfaction to enhance the student journey

Expert speakers include:

Professor Sue Law

Director (Academic Practice)
The Higher Education Academy

Professor Janice Kay

Senior Deputy Vice-Chancellor
University of Exeter
and Chair
1994 Group Student Experience Policy
Group

Serena Trowbridge

Vice-Chair
National Student Forum

Professor Caroline MacDonald

Deputy Vice-Chancellor, Learning &
Student Experience
University of Teesside

Ian Robinson

Chief Executive, Student Union
Bath University

Phil Lomas

Department for Business
Innovation and Skills

Simon Wright

Director of Student Services
Swansea University and Chair of
AMOSSHE - The Student Services
Organisation

5 reasons to attend this event:

- Review the latest policy for providing and sustaining an excellent student experience
- Evaluate the relationship between the student as consumer and the institution as provider
- Improve the monitoring of student satisfaction to influence change in the student experience
- Understand employability in a shrinking recruitment market
- Learn best practice for providing students with timely, rich and comprehensive assessment and feedback

TO REGISTER:

Tel: **0845 056 8339** Fax: **020 7728 5299**

Email: educationconferences@emap.com

Online: www.emapeducation.com/experience

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Providing an Excellent Student Experience

Providing an excellent student experience is at the top of every institution's agenda.

Student opinion is now more important than ever and is a significant indicator of a successful university. Especially in this current climate of variable fees, better student choice and increased competition. Are you doing all you can to meet the increasing demand for student satisfaction?

As students have become paying customers, expectations of satisfactory experience and support have risen. Students now expect top quality accommodation, entertainment, academic spaces, libraries and high tech IT facilities and 24 hour access to all of these.

All of this places increased resource pressure on your institution and your focus now must be to develop university wide, sustainable strategies to enhance the student experience. The satisfaction of your customers is paramount to maintain and boost your market position. Understanding and asking your students what they want is becoming increasingly important.

Providing an Excellent Student Experience will provide delegates with the very latest policy developments and innovative practices to meet the increasing demand for student satisfaction.

It is essential that your institution creates an environment where students are impressed with the whole university experience. This is important for both the academic and social side, and is now not just a desirable but a prerequisite.

Who should attend this conference?

Providing an Excellent Student Experience will be of particular interest to those involved in any aspect of the student journey, including:

- Vice-Chancellors
- Principals and Deputies
- Pro Vice-Chancellors for Learning and Teaching
- Pro Vice-Chancellors for Student Experience
- Directors of Student Services/ Support
- Directors of the Student Experience
- Directors of Learning and Teaching
- Student Union General Managers
- Student Unions and Associations
- Heads of University Administration
- Academic Registrars
- Directors and Heads of Campus Services

Sponsorship Opportunities

As an exhibitor or sponsor at this conference, you will have access to a market comprised of senior figures within the education sector. You can develop your business and brand by:

- Sponsoring the event
- Advertising in the delegate documentation package

To enquire about these opportunities and more, please contact Matthew Turton on 020 7728 3739 or email matthew.turton@emap.com

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- 09:00 Registration
- 09:30 Chair's opening remarks
Simon Wright
 Director of Student Services
Swansea University and Chair of AMOSSHE - The Student Services Organisation
- 09:40 **Panel: Listening to the student voice to improve the student experience and understanding the relationship between the student and the institution**
- Improving the monitoring of student satisfaction and using the results to influence change in the student experience both academically and culturally
 - Providing students with opportunities to shape the provision of education going forward
 - The relationship between the student as consumer and the institution as provider
 - Students' expectations - what does it mean to be a consumer of education?
 - What needs to be communicated between the student and the institution to enhance the student experience?
- Philip Lomas, Department for Business, Innovation and Skills**
Serena Trowbridge, Vice-Chair National Student Forum
Professor Sue Law, Director (Academic Practice) The Higher Education Academy
Professor Geoffrey Channon, Pro V-C Learning Teaching and the Student Experience University of the West of England, Bristol
- 10:40 Question and answer session
- 10:50 Morning refreshments
- 11:10 **Putting an excellent student experience at the heart of your institution**
- Integrating campus facilities to embed a sense of community within your institution
 - Applying technology to shape the whole student experience: Using online to support students both academically and pastorally
 - Making best use of available resource
- Professor Caroline MacDonald**
 Deputy Vice-Chancellor, Learning & Student Experience
University of Teesside
- 11:40 **Marking the skills and successes students have achieved alongside their academic studies through award schemes**
- Where does the funding come from?
 - Measuring the skills that are transferable to the job market
 - Training and assessing: How to make the scheme assessable and accessible
 - Ensuring students have a broad range of experiences to enhance their offering
 - Working in partnership with employers to develop the award scheme
- Ian Robinson, Chief Executive - Student Union Bath University**
- 12:10 Question and answer session
- 12:20 Lunch

- 13:20 **Leading the way in employability in a shrinking recruitment market**
- Case study**
- Embedding a strategic employability approach within your institution
 - Developing curriculum alongside employers to increase employability
 - Communicating effectively with students to manage their expectations on your employability skills obligation
 - Managing the transition from higher education into the world of work: Working proactively with graduate recruiters to boost employability prospects
- Graham Nicholson**
 Director, Careers Service
University of Dundee
- 13:50 **Providing students with timely, rich and comprehensive assessment and feedback**
- Setting realistic targets for achievable turnaround time on assessed work
 - What are the alternative forms of delivering feedback?
 - Engaging and involving students in the feedback process to support learning
 - Achieving meaningful feedback and assessment to enable students to improve
- Professor Debra Humphris**
 Pro Vice-Chancellor Education
University of Southampton
- 14:20 Question and answer session
- 14:30 Afternoon refreshments
- 14:50 **Enriching personalised support for student learning**
- Using your student body to support the progress of their peers
 - Making better and smarter use of technology to support the student to staff ratio
 - Integrating research and teaching and learning: Assessing the resource opportunities that research students provide to support undergraduates
 - What counts as contact hours in this modern age?
- Kate Dodd**
 Academic Registrar
University of York
- 15:20 **Supporting the student journey in 2010 and beyond**
- Offering pastoral support, information and advice
 - Identifying the needs of specific groups of students to support a diverse student body
 - Working in partnership with student unions to boost student support and satisfaction
- Janice Kay**
 Senior Deputy Vice-Chancellor
University of Exeter
1994 Group Student Experience Policy Group
- 15:50 Question and answer session
- 16:00 Chair's closing remarks and close of conference

Forthcoming conferences:

Improving Progression Routes to Higher Education

Thursday 3rd December 2009, London
www.emapeducation.com/progression

Delivering Excellence in Teaching & Learning

Thursday 28th January 2010, London
www.emapeducation/teaching