

# Improving Student Support

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CCCU IT Department's journey to  
becoming more inclusive

Helen Rudd  
IT Service Desk Manager





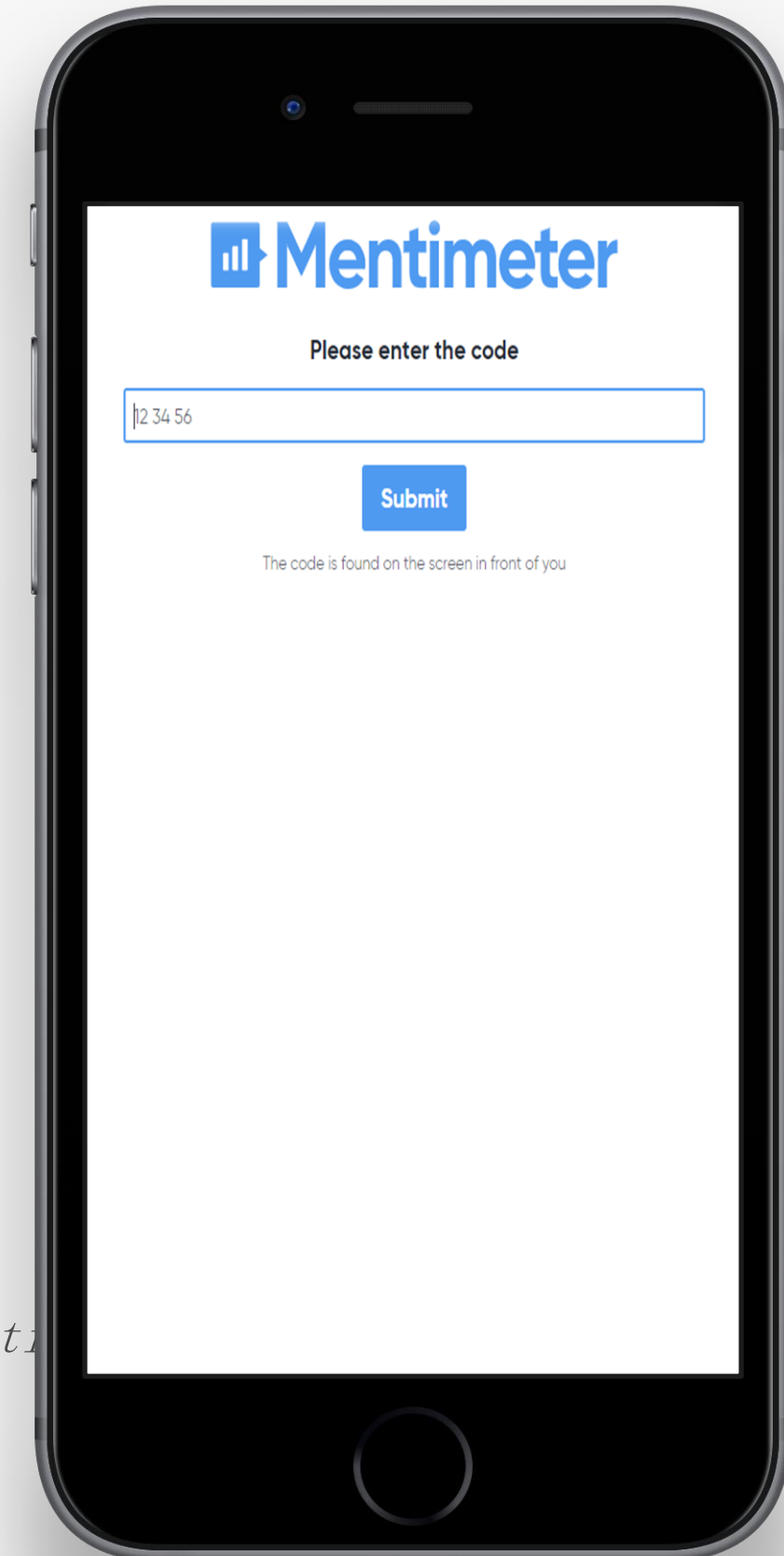
# Welcome to My Presentation



Before we begin...

1. Get out your phone and go to **menti.com**
2. Enter this code – **92 96 66**
3. Answer the 5 simple questions

*\*All answers are anonymous and results at the end of the presentation*





The only person that stops you doing anything  
is you!

*IT Service Desk Manager: Helen Rudd*

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I've worked at CCCU for over three years and moved here from Malaysia in South East Asia. I have no previous experience in Higher Education but have worked in primary and secondary education.

I came from a very corporate environment where I was a National Customer Support Manager supporting 10 million customers with VLEs and 4G connectivity

# About CCCU

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Canterbury City Campus



Medway Campus



Salomons Campus





# A Quick History

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Started by C of E as a teaching college, one of only two in the 20<sup>th</sup> Century, to supply college educated teachers

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## A Teaching College

*1962*



*1995*

## A University College

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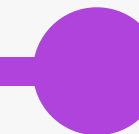
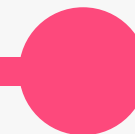
Our first step to full University status was awarded in 1995 and allowed us to grant our own degrees

Granted full University status in this year and Archbishop of Canterbury appointed Chancellor of the newly inaugurated CCCU

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## A University

*2005*

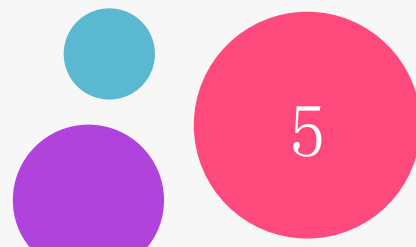


*2020 Onwards*

## A Medical University

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Working jointly with UoK we will become the only medical school within Kent, with our first intake Sept. 2020





# The IT Service Desk

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## 1<sup>st</sup> Line IT Support

First point of contact for staff and students for IT issues and requests

## Event Support

Co-ordination of event support and onsite out of hours support (rota)

## New Starters

Giving systems access for role as well as organising desktop provisions

## New Device Collection

New device collection service including full set-up service for customers

# Our Student Support History

2010

## i-zone Formed

A new one stop shop opened for students in our new library. IT do not deal directly with students

2016 Culture Change

## Begins

During this year the culture of the IT Department starts to change to incorporate students

2019 and Beyond

## Student IT Support

Now a student support service in our own right, dealing direct with students & continuously improving

## ITSD Formed for Staff

ITSD was formed in 2012 to support staff with IT to lessen the impact to i-zone

2012

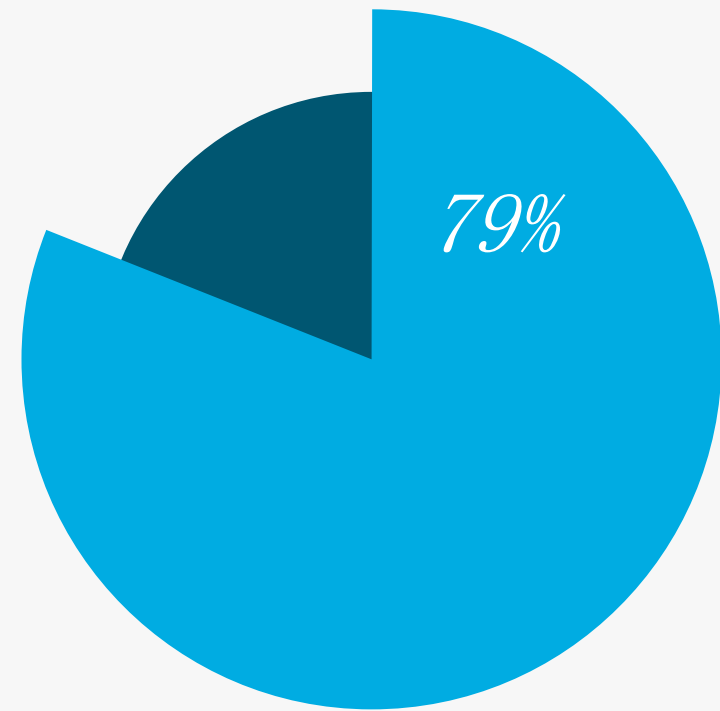
## IT Student Support Begins

The introduction of some student support services, such as IT training and new IT Hubs

2017

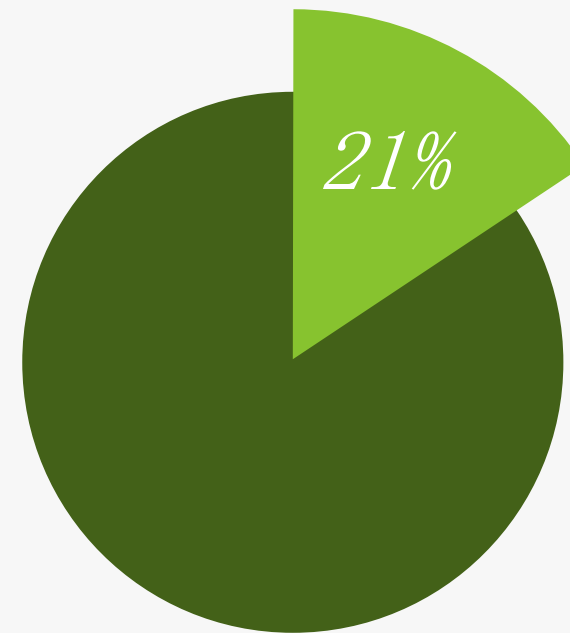
# Our Student Population

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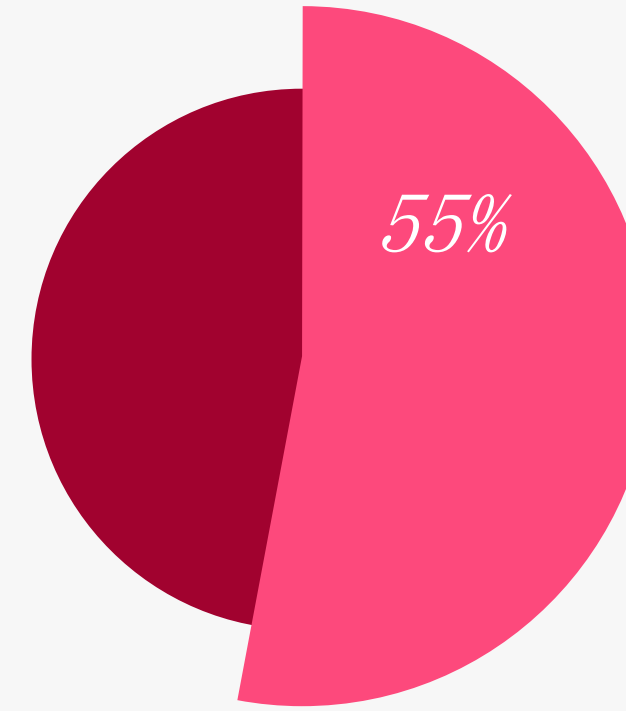
## Undergrads

Nearly 80% of our student population are studying for undergrad qualifications and professional upskilling



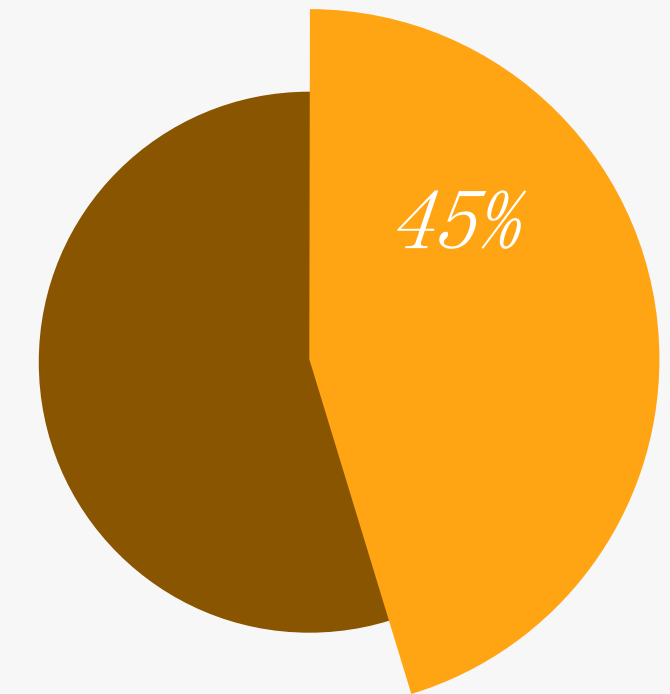
## Postgrads

With just over 20% of our population postgrads this is a growing area for our University, especially in taught qualifications



## 18 - 24 Years

Only 55% of our students in this age group, which is low when compared with other HE institutions and the sector



## Over 25s

Running a lot of health and education courses we have a high % of mature students who are upskilling or changing career





# Why did we do this?



## Students are now customers

In a recent OfS report IT was the 3<sup>rd</sup> most valued part of University life, just behind teaching. We needed to raise our game to meet this level of expectation



## We weren't inclusive

With a large part of our student body on placements or with other life responsibilities our support wasn't inclusive and didn't meet their needs. We needed to change to become more inclusive



## We were ready

After being a 3\* SDI accredited desk for 3 years, working hard to build up our reputation and profile we were ready to take on the challenge of fully supporting our students.

# Getting Feedback

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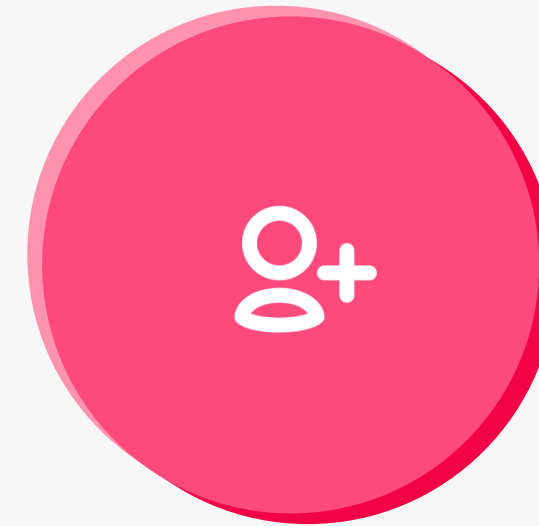
## Design

3 events, in 3 different venues across two campuses in only 6 weeks. Coffee, cake and a chat with prize draws and games



## Promotion

Promotion was key. We created posters, digital signage, faculty meetings, blog posts, SU groups, and many more to get noticed



## Action

We involved the whole IT team including our director, and we served coffee and cake to nearly 300 students at our events



## Results

All feedback was themed, and these formed the basis of the support we would provide and how we would provide this for them





# Business Case

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## Student Experience

Make sure you speak to the student experience as every opportunity. This is given the highest priority in HE, so make sure it benefits this area

## Know your audience

Make sure your business case speaks to your audience. If you have a mixture of academic and business, then make sure you appeal to both cultures

## Less is More

Do not include more than three options in your business case. Include a do-nothing option, the option you want and another that isn't as good as yours

# What did we Build?

## 1 Flexible Opening Hours

We extended our opening hours to include evening and weekends, giving a more flexibly available support service when students needed it

1

## 2 Peer to Peer Support

Research shows students react better to support from their peers, so we employed students to work our extended opening hours

2

## 3 Employability Skills

We also provide lifelong employability skills to the students we have employed, giving them customer service and digital literacy skills

3

## 4 A More Inclusive Service

Providing a service that works with most of our student population and all students to get the help and support they need with IT

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# The Challenges

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## Changing Culture

Changing the culture, both internally in IT and externally, that we do provide support for students was a hard one to overcome and is still ongoing. Having support from SMT level down helped to ease the pain of this change



## Timescales

Due to the length of time it took to get approval for funding and for the improved services this ate into our timescales to set this up. Also trying to employ students in the summer months is difficult leaving a short time to train them before starting



## Getting Funding

The current financial climate at our University makes procuring funds for new initiatives difficult and we did not get as much funding as we wanted, which meant we had to amend our plan for the planned hours we wanted to extend student support



## Getting Students to Talk

Trying to get students to talk to us proved more difficult than we thought, and we had to adapt during the events to accommodate this culture by going to the students instead of them coming to us and getting feedback that way

# IT Student Support – The Future

## More Feedback Sessions

Gathering more feedback from our customers is a continuous process, giving us insight into improvements



## Improved Self-Help

We are moving more towards a self-help culture and building good knowledge delivered by the right method is priority

## Self-Service Portal

In the 2<sup>nd</sup> half of the academic year we will be launching our self-service portal to students for IT support



## Live Chat

Alongside the self-service portal we are looking to launch a live chat service with peer support from the students we employ





# Key Takeaways

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'The only person who never makes mistakes is the person who never does anything.'

*Vladimir Lenin*

- 1 **Business Case** – This must be tailored to your audience and benefit the student experience
- 2 **Best Practice** – Never be afraid to use best practices from the private sector if they will work for you
- 3 **Customer** – Do not be scared to use the word customer in the HE environment
- 4 **Employ Students** – Use your students to provide support and give insight into your customers
- 5 **Try New Things** – Just because it's been done the same way for 10 years doesn't mean it's the right way to do it now



# The Results

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Let's have a look at the results of the mini poll!

# Thank You!

Any Questions?



*For more information please get in touch – [helen.rudd@canterbury.ac.uk](mailto:helen.rudd@canterbury.ac.uk)*