

**ENGAGING
WITH LEADERS
IN HIGHER
EDUCATION**



**LEADERSHIP OF THE
STUDENT EXPERIENCE**

SUPPORTING YOUR STRATEGY

**Leadership
Foundation**
for Higher Education



LEADERSHIP OF THE STUDENT EXPERIENCE

SUPPORTING YOUR STRATEGY

Higher education is now acutely aware of the need to develop a strategic approach to the student experience that supports the institution's corporate strategy. This means that the institution must define measures of success for the student experience, set out an agenda for action and establish a mechanism for monitoring progress. But how do you assess the success of your method? Benchmarks and targets are set but all too often we become too close to the topic and lose the ability to really assess the results. An outside view from someone who is immersed in the needs of higher education and the students can be a key asset, providing options and alternatives to current strategy. This critical friend can help support, advise, inspire, review, facilitate or just be an independent sounding board.

OPTIONS FOR SUPPORTING HIGHER EDUCATION

The Leadership Foundation is now able to provide consultancy support to help institutions develop the leadership of their student experience. We have drawn together a team of consultants – several of whom work in student experience roles in leading institutions – to advise and support you in thinking about how your leadership of the student experience can be enhanced.

The issues that our consultants can provide support on would be completely tailored to your requirements, but typical issues might be:

- Helping you consider about or review your institution's strategy to ensure it has the quality of the student experience as a major driver
- Supporting your thinking about the development and review of academic planning and academic quality so that it contributes to a distinctive student experience
- Advising you on the establishment and maintenance of procedures and systems which will deliver the highest standards of teaching and learning within academic programmes
- Helping you engage with students so that they can play an active part in shaping their learning experience
- Facilitating the various parts of the institution that contribute to the student experience to work together more effectively

At the heart of a successful approach is listening to students, analysing what they are saying, and creating strategies that are based on that evidence. Our consultants will be able to work with you on this in a number of ways:

- Reviewing your approaches for the student voice in your strategy and advising on ways that it could be enhanced
- Reviewing the implementation of your strategy to identify lessons learned and practical ways in which it can be made more robust
- Facilitating groups of leaders in your institution to come together to identify ways in which your student experience can be enhanced
- Reviewing the data that you use to measure the success of your strategy to ensure that it is robust and meaningful
- Bringing together groups of students to provide feedback on the experience they have received in order to identify the issues that need to be picked up and taken forward

THE AUDIENCE

Typically this type of consultancy would be for individuals, groups or teams engaged in developing the student experience strategically, operationally or as part of a review.

OUR TEAM

We have a number of experienced consultants who are able to help with a full range of leadership challenges associated with the leadership of the student experience. These include:

Tricia King



Tricia's unique background as an experienced senior team member and a high-profile global higher education marketing and communications expert means she can offer expert advice on the interface between student experience, institutional strategy and success. Tricia is pro-vice-master for student experience at Birkbeck, University of London which has boasted the best student experience in London since the National Student Survey began.

John Lakin



John is a highly experienced adviser with over 30 years experience in the sector. He has advised BIS, the Student Loans Company, UCAS and individual HEIs on how to improve the student experience and make services more student-centric, both for UK and for international students. John was formerly head of higher education consulting for PricewaterhouseCoopers.

Maxine Melling



Maxine has worked in a leadership capacity in higher education for over 20 years, specifically as a leader of large and multiply converged professional services. She has considerable experience of cross-university change management and has led a number of institution-wide review and re-structuring projects relating to ensuring excellent student services. Her external work has included institutional and service team review. Maxine is currently based at Liverpool John Moores University.

Aaron Porter



Aaron is widely respected as an expert on the student experience having been president of the National Union of Students, and previously for two terms as vice-president responsible for higher education. He has served as a board member for the Higher Education Academy, UCAS and the OIA, as well as being the first NUS President invited as an observer to the Hefce Board.

Jan Wilkinson



Jan has been leading student-centred services in a broad range of universities for over 20 years, and has been working in the sector for over 30. A librarian by background, Jan's experience spans small college to polytechnic, to a number of large research institutions including the LSE, University of Leeds, and the British Library. She has also taken on previous consultancy roles for JISC, Hefce and a number of UK universities. Jan is currently based at the University of Manchester.

CONTACT US FOR MORE INFORMATION

If you are interested in the **Leadership of the Student Experience** and would like further details about the ways in which we could provide consultancy support to your institution please contact:

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OTHER REFERENCE MATERIAL

Developing the whole student: leading higher education initiatives that integrate mind and heart

Dr Kathleen M. Quinlan, Oxford Learning Institute, University of Oxford (Stimulus Paper, December 2011)

Internationalising the Curriculum: Design, Delivery and Innovation

Nicola Sayers, HULT International Business School (Case study report. To be published)

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