

processfix

Autumn newsletter 2022

Welcome

Our world has changed in a very short space of time and so has our everyday behaviour. These changes have led to an increase in demand for many services. Although a good problem to have, it can be a double-edged sword for those responsible for running underlying processes.

On one hand these services are more popular than ever; they are providing benefits to their customers like never before. On the other hand, the increase in demand can be difficult to manage and have a knock-on effect across the supply chain.

In this newsletter Ella Kirkbride explains how a successful new marketing strategy at the University of Hull necessitated an immediate review of their admissions processes, alongside a wider consideration of the impact of increased applications across student services.

NEWSFLASH!

Nice, France – September 2022

Processfix Managing Director, Jules Cross cycles 1,000 km for Willen Hospice. To donate search for Willen Hospice Paris2Nice at justgiving.com.



Managing increasing demand at the University of Hull

Ella Kirkbride is the Head of Admissions at the University of Hull. Ella has been working in admissions for over seven years, having previously been involved with projects across other university supply chains where she gained an understanding of the entire student journey.



Why did you focus on admissions?

Our new marketing strategy has led to a huge rise in applications for postgraduate taught courses, rising fourteen-fold in the past two years! This is a good problem to have but required us to rethink not only our student recruitment processes, but the effect this would have across the organisation: from how many chairs are there in each classroom, to whether or not new courses should be offered, through to where will the students live. But the immediate impact was seen in admissions.

Did you start from scratch or adapt?

Not only had there been unprecedented growth in the number of applications, we also had a new system in place. We started by questioning whether or not we were using it to the best

effect, whilst considering what we might be able to do to change the way we work. A Processfix workshop was the obvious choice. It helped us to unpick all the elements of our service, from the change in systems, to the regulatory requirements, to the effect on people's behaviours. In developing the new process, we needed to ensure all the users were

"the outcomes have been far more than just a new process"

engaged and on-board. Although we had anticipated a big shift from the current process we realised many of the mandatory elements needed to stay, such as meeting the Home Office requirements for international students. Every other part of

the process was challenged as we designed a process to fit the new era.

How has this impacted the student journey?

As we operate on an annual cycle, we won't realise many of the benefits until next year. Yet, we are already seeing that by using the new process we are able to plan a lot earlier for the increase in demand and to meet the ambitious targets we have set going forward.

For the academic departments this means we are able to provide student lists at least six months in advance so they can start planning teaching and classroom space earlier. Meanwhile our students can access information sooner, enabling them to be at the front of the queue for visa applications.

What's next for the admissions team?

We have gained a lot of insight through the Processfix workshop and the outcomes have been far more than just a new process. The team has learnt how to identify which steps add value, which are waste and what types of waste they are.

We are now undertaking further Processfix workshops across both the undergraduate and research admission processes which will strengthen our knowledge and support our team to engage in critical reflection as we move forward.

Has this impacted the wider community?

I don't think anyone at the university was truly expecting such a response to our new marketing strategy, or realised the scale of the effort required to convert the applications into students. Everyone involved across the university has put in a lot of work. Now our challenge is to embed the new process and to continually improve what we do, so that it becomes business as usual.

About us

Organisations rely on processes to get things done. Often these simply evolve over time and become inefficient ways of working. Processfix bring powerful, proven and behaviour-changing techniques to bear in a professionally facilitated environment.

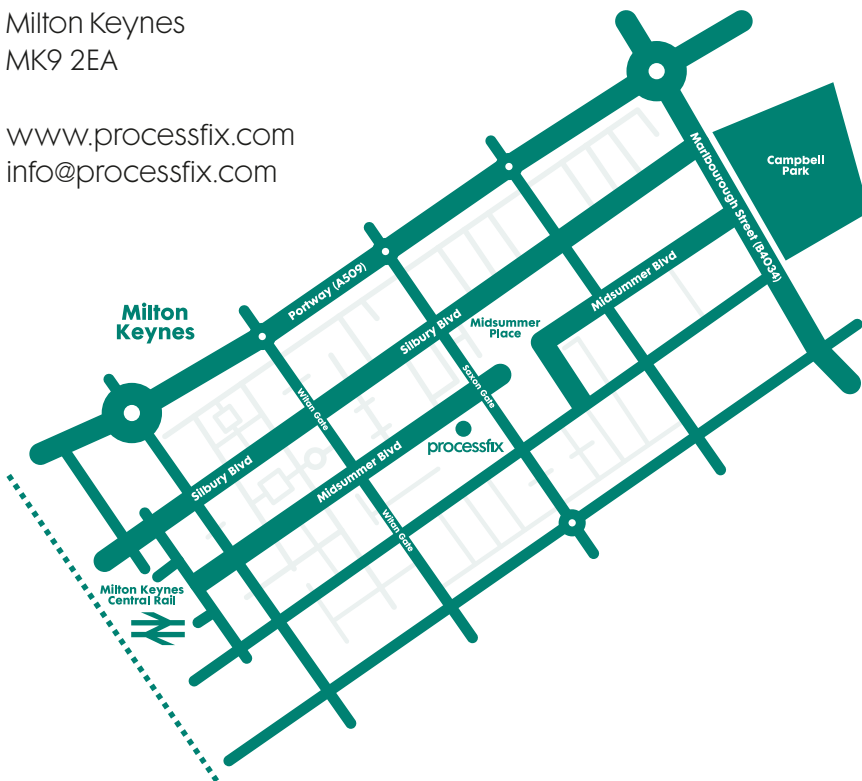
We focus on engaging your teams in their own improvement, empowering them to re-evaluate the way they do things and to develop new and improved ways of working that transform performance and deliver immediate results.

Whether you require rapid improvement workshop facilitation, an organisational wide process improvement programme or to develop and train your team. Processfix specialise in engaging your people, delivering immediate benefits and instilling continuous improvement across your organisation.

If you would like to find out how Processfix can benefit your organisation, please contact us at:

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And finally...

Warwick Business School refresh process improvement skills fifteen years after first Processfix workshop. Read all about it in the next newsletter.



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