

processfix

Spring newsletter 2024

Welcome

After ten years, 50 open days and 25 award wins, Charlotte Renwick's time as Director of Marketing, Recruitment and Admissions at Leeds Beckett University has drawn to a close.

During her tenure, Charlotte led the re-invention of the admissions service through a series of Processfix workshops.

Like individuals, organisations must continuously adapt to thrive. In this quarter's newsletter, Charlotte describes how her team stayed ahead of changes occurring across the sector by anticipating the transformation of the international applicant landscape.

Successful management of change requires a strategic mindset, an openness to new ideas and a willingness to take calculated risks. Organisations that prioritise these qualities stand a better chance of thriving in the long term. With this in mind we wish Charlotte all the best as she moves in to her new role at Aston University.

NEWSFLASH!

Southampton, UK – April 2024
VTCT launch programme of processfix workshops to deliver world-class vocational training.



Leeds Beckett University stay ahead in a rapidly changing sector

Until last month Charlotte Renwick was responsible for student recruitment and marketing strategy alongside her leadership of the Marketing, Recruitment and Admissions teams at Leeds Beckett University. Before taking up her new role at Aston University, Charlotte reflected on her work with Processfix to streamline their admissions service following a rapid rise in applications across the sector.

"I had been at Leeds Beckett University for almost a decade, prior to which I was Head of Marketing and Communications at the University of Bradford. Over this time we saw a rapid increase in the volume of applications, particularly from international applicants."

"Our aim was to speed up offer-making so that our applicants received a quicker response and we could deliver the excellent level of customer service that we strived for. We also wanted to make sure our processes were as smooth and efficient as possible, removing the need for any unnecessary emails and spreadsheets."

"I was introduced to Processfix by Ella Kirkbride from the University of Hull. Ella had worked with Processfix in her role as Head of Admissions and was able to share how the approach had successfully led to the improvement of their processes."

"During our first workshop in May 2023 we reviewed the direct application process. This was the process followed by our international applicants, postgraduate taught UK applicants, and part-time undergraduate applicants."

"We brought together a team from across the university including admissions and student records, along with



representatives from our academic departments and IT. During the workshop we were able to see where there was duplication of effort, unnecessary delay and frustration amongst applicants who could be asked to provide the same information multiple times."

"By the end of the workshop we had designed a much smoother, quicker and more efficient process with half the number of steps. One of the key outcomes was realising that our existing applicant journey did not capture all of the interactions if they were subject to more than one check, for example if they needed a fee status assessment or a DBS check."

"To implement our new process we agreed on a variety of actions, with short, medium and longer-term improvement goals. We have already provided training to enable colleagues to carry out fee assessment in admissions."

"Some of the longer-term actions related to making adjustments to our existing systems, for example better integrating our Customer Relationship Management system with our student records system, so we worked with colleagues across IT and other related areas to achieve these changes."

"By the end of the workshop we had designed a much smoother, quicker and more efficient process"

"Processfix workshops formed part of a much broader strategy at Leeds Beckett University, steered by colleagues from across the organisation to ensure we delivered improvements which gave maximum value. Since the first Processfix workshop we have now completed another workshop on the UCAS process, implementing solutions ahead of the next application cycle."

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.

And finally...

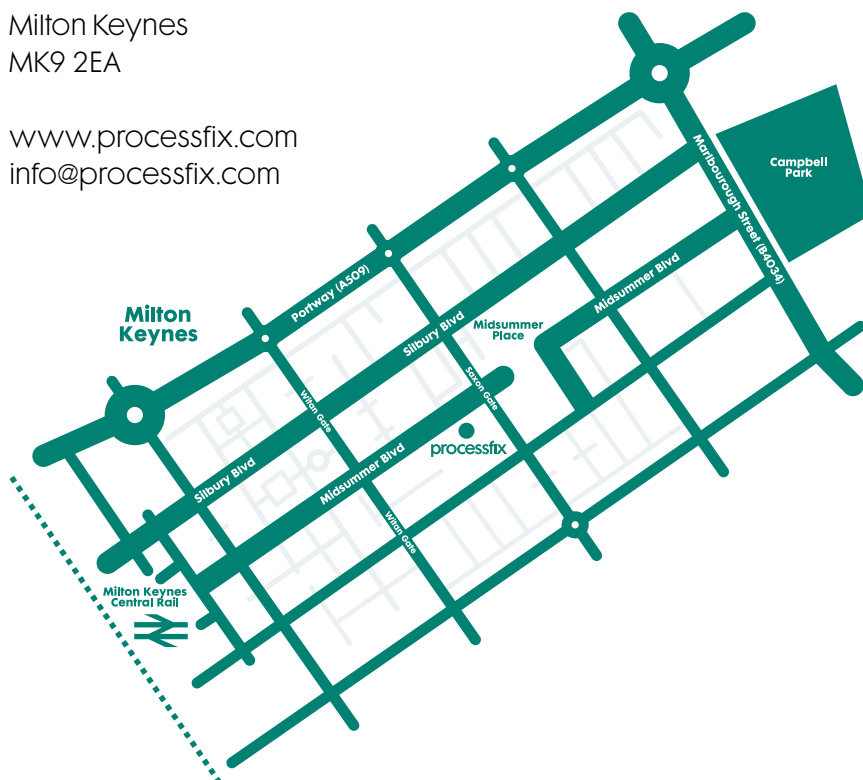
Twelve years since their first rapid improvement workshop, the University College of Estate Management provide Processfix training for 45 new team members



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

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