MANAGING A STUDENT VALUE PROPOSITION

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Why the language of Value?

- 2012, KIS and all that
- Competition and Distinctiveness
- A catalyst for internal renewal

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The Explicit and the Implicit:

- How much of your proposition is up-front and auditable?
- Is it all deliverable for all modes and through all programmes?
- Does it apply to your students in other settings whether UK or Overseas?

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Sunderland’s Experience

- There always was a proposition: it was spread around different vehicles and statements of expectation
- It was not a coherent basis for planning, development and monitoring
- Much of it was weakly evidenced

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The Sunderland Commitment

- The right programme
- Quality of teaching and learning
- Employability
- Support and Responsiveness

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Making it happen
– beating the Hargreaves Paradox

- Portfolio review
- Benchmarking the UG offer
- Learning and Teaching initiatives
- Student Union engagement: a powerful student voice
- Workstreams led at a high level
- Priorities for management and leadership agendas

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Some barriers to cross:

- De-mystifying the core transactions
- Making peer observation and development a natural process
- Harmonise the accountabilities with the intentions

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The Goal

- A more coherent proposition for intending students and University partners
- A secure hinterland for publicity, marketing and student facing narrative
- A framework for academic planning and portfolio review
- Confidence in our offering

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