

# External Engagement and Global (EEG)

## List of Service areas within Division

Strategic Marketing - EEG Partners, Market Research and Insight, Campaigns

Communications – Digital, Internal Comms, Press and Media, Public Affairs, Events, Design and Print service, student communications

Student Access, Recruitment and Admissions – Admissions, UK Student Recruitment Operations, Widening Access

Global Engagement – Global Partnerships, Global opportunities, ISR

Global Advancement – Fundraising, Alumni Development and Operations

## 1. Outline of the Service Delivery Model for services in this Division that will be organised around Faculty structures

*(This relates specifically to Faculty /PS partnership and identified teams and staff involved in these changes)*

Our service delivery model will be developed with the PVC Size and Shape principles as a foundation for delivery within Faculties, Schools and Departments. Our services will be coordinated by an embedded Business Partner role within each Faculty providing strategic alignment and accountability. The key elements of this role will be as follows:

- Will be Division wide, to create a divisional arrowhead and act as the strategic relationship manager
- They will be focussed on delivery of faculty strategic priorities and discussions on 'top 5' will happen there
- EEG SMG will work out resource allocation internally to support – ISR, SROPS, strategic Admissions, Internal Comms, PR, Fundraising, Alumni etc
- EEG areas will create wrap around with named internal support to create a team of 'go to' people internally – Vital for assurance that role can succeed
- EEG operational delivery areas will follow community of practise best practice
- Operate at SMG level in Division to match FEG interface

## 2. Will there be differences in service delivery between Faculties or associated Schools?

The primary interface for the Division will be through the Faculty structure and the established governance procedures implanted by the Faculty. However, as explained above our service delivery model will be flexible and resilient enough to react and be directed to the areas of greatest operational need. We will seek to continue to deliver a high level of service to Faculties and Schools where this is strategically and operationally required.

### **3. Are there any additional considerations for service delivery in Cornwall?**

We will establish a new role as Business Partner to align our service delivery with the strategic priorities of the Cornwall campus as identified through the DVC. As above, our service delivery model will be flexible and resilient and will be reactive to the needs of each Faculty and Cornwall as a distinct location with its own strategy, challenges and opportunities.

### **4. What are the wider implications of these changes on Divisional colleagues? (What are the anticipated or potential impact on the wider workforce i.e. support teams that operate under or alongside the core teams identified in point 1)**

With the introduction of our Campaigns and Student Recruitment Operations teams we have already started the process of organisational design that reflects the principles of flexibility, resilience, reduced bureaucracy and placing strategic and high value services close to the academic leadership within Faculties, Schools and Departments. We anticipate that we will continue to develop this approach where appropriate across a range of services that we deliver.

### **5. What additional impacts have been identified on any other interfaces e.g. other PS Divisions or Services?**

Our focus will remain on supporting other PS services and Divisions as we have previously with a view to continuously develop and evolve the service to meet the needs of our colleagues.

We will continue to support University high level projects with input and leadership as required.

We will remain the focal point of crisis communication, brand and senior leadership communications.

### **6. What aspects of service delivery are *not likely* to face Faculty Structures?**

Some EEG activities will continue to interface through to specific projects, subjects, departments or schools – for example Admissions processing (subject specific), WP (university level schemes), Events, Partnerships, Mobility, fundraising and alumni will continue to operate as they have done in the short term. Our PGR Admissions team will be aligned to level of study rather than a specific Faculty as the size of the team and variations in application volume mean that it would be difficult and perhaps more inflexible to dedicate specific staff to each Faculty. With regards to recruitment in this area, we have established a new PGR recruitment theme lead within our newly established Student Recruitment Operations Team. Again, this is not specific to each Faculty for similar reasons as above.

This will be under continual review as to what is working and what will need refining.