The University of St Andrews

Student Services Strategy

2014-2017

<table>
<thead>
<tr>
<th>Values</th>
<th>Accessible</th>
<th>Holistic</th>
<th>Empowering</th>
<th>Empathetic</th>
<th>Fair</th>
<th>Positive</th>
<th>Professional</th>
<th>Relevant</th>
</tr>
</thead>
</table>

**IT - Engaging virtually**
- Increasing staff literacy.
- Seamless inhouse systems in back admin Services in adaptable formats.
- Speaking students’ language Use of IT.
- Self-help tools (LLTF).
- Social network development.
- Engaging with students in their format.

**Staff Development**
- Empowering staff to drive projects.
- Professional upgrading of qualifications.
- Displaying professional expertise.
- Increasing staff local collaboration.
- International cultural exchange projects.
- Encouraging cross university contact.

**Proactive Student Engagement**
- Outreach projects (community projects).
- Supporting intelligent ex-class time.
- Student experience development.
- Embracing diverse cultures.
- (student interest, international groups).
- Student integration and transition.
- (Orientation programme expansion).

**Working collaboratively**
- Supporting the Learner Ringfence (The Academic boundary project).
- Managing third party engagement (Delineating Parental roles).
- Local agency partnerships (Healthcare partnerships). Admissions/Development Projects.

**Ensuring Quality**
- Student satisfaction monitoring (Survey response).
- Expectation management.
- Choosing robust excellence standards.
- Benchmarking cross institutions.
- Retaining current ranking and improving.

**Working upstream**
- International pre-admissions collaboration.
- Preventative programmes of Wellbeing.
- Cross disciplinary team Comms.
- Emergency fast response - OOH.

**Maintaining Discipline**
- Structuring appropriate respect.
- Encouraging self-disciplining.
- Communicating the “tone”.
- Managing local town relations.

**Service Expansion**
- Leading student health partnership.
- Counselling specialism backup (bank).
- Postgraduate services specialism.
- Embedding of Support Advising model.
- Disability needs assessment clinics.