

skills4success

Case Study



Information4Transformation

Improving Student Admissions

Reason for Action:

In August 2014, the Admissions Team at the University of Warwick faced a number of issues that were contributing to a less than optimal student experience, notably:

- Response times to undergraduate student applications were taking an average of 56 days for home and overseas students
- Academic satisfaction with the service was running at 50%
- The number of applications processed was running at 760 decisions per week

In order to improve the situation a cross functional team held a Rapid Improvement Event (RIE) to agree key process improvements that could be introduced for the next academic year.

Results:

During the RIE the team identified the key changes that they collectively wanted to implement including a re-design of the current training programme to ensure that new staff joining the department could operate independently as quickly as possible. The changes that were identified during the workshop were then rapidly introduced and results monitored. As a result, the team were able to dramatically enhance the existing process to deliver the following results:

- An 82% reduction in student response times from 56 to 10 days
- A 39% increase in applications processed per week from 760 to 1061
- An improvement in academic satisfaction from 50%-100%

In addition, positive feedback from students applying to the University increased significantly, whilst the changes made to the training programme meant that new staff could become fully operational in a matter of weeks, as opposed to 3-4 months.

The team received national recognition for their efforts with the award of the Times Higher Education Leadership and Management Award for best Student Admissions department in 2015..

Skills4Success UK Ltd: www.skills-4-success.co.uk