

TRANSFORMING OUR PROFESSIONAL SERVICES



UCL

A SUMMARY OF FEEDBACK RECEIVED ABOUT THE COMMUNICATIONS AND MARKETING PLUS NETWORK (CAM+) SERVICE DESIGN DURING THE TOPS ENGAGEMENT PERIOD (SEPTEMBER-DECEMBER 2017)

THE ENGAGEMENT PERIOD- WHO, WHEN AND WHY?

During the autumn term (2017), we published the [TOPS Emerging Ideas](#) and ran a series of engagement activities to discuss and receive honest and open feedback on these. During this time, the TOPS Programme team carried out **95 engagement sessions** and acquired feedback from other channels, such as online surveys and feedback to the TOPS mailbox. We have now collated **1712 pieces of specific feedback** from across these channels. This feedback relates to the emerging ideas and service designs for the various Professional Service areas, the wider TOPS programme and specific department or faculty implications. All of the feedback received has been systematically recorded.

The engagement of UCL staff and their contributions throughout this feedback process have been invaluable and provided the TOPS Programme Team, Professional Services Leadership Team and Senior Management Team with important insights from the people who engage with our professional services on a daily basis. This has helped us to:

- understand views and perceptions on the TOPS design emerging ideas
- understand the impact these ideas may have on roles, departments or faculties
- improve these designs and develop the wider TOPS implementation plan.

WHAT HAVE WE HEARD ABOUT CAM+ SERVICES PROPOSED SERVICE DESIGN?

In addition to the original direct input to the workshop and world café sessions, feedback relating specifically to CAM+ Services across the various engagement channels represents **3%** of all feedback received in the autumn term. We have collated and analysed these responses to identify themes that we have heard repeatedly. In the case of CAM+ Services these responses have been overwhelmingly positive and can be categorised into two key themes.

1) UCL stakeholders are mostly positive about the direction of travel for CAM+ and the emerging ideas for this service

In the feedback the TOPS Programme received during the autumn term engagement period related to CAM+ Services, UCL stakeholders were extremely positive about the proposed ideas and believe these will enable greater consistency and professionalism in CAM+ activities.

2) UCL stakeholders feel that the proposed service design could make more reference to academic research

Some UCL stakeholders have provided feedback that suggests the proposed service design for CAM+ does not deliver specific action points in relation to the attraction of academic researchers. While they are predominantly positive about the suggestions for student recruitment they feel that equal emphasis should be placed on the CRM tools for ensuring the best academic minds are choosing UCL over industry or other institutions.

WHAT HAPPENS NEXT?

The process of collecting the feedback has been invaluable and contributed significantly to the work of the TOPS Programme team. The feedback has been shared with the Service Leadership Teams for each professional services area. Any decisions for if, how or when the service designs may change will be made by a representative group of colleagues from across the university.

While the formal feedback collection process has now been completed we still welcome any comments you may have about the TOPS Programme and these can be emailed to the TOPS inbox at tops@ucl.ac.uk

