

Student Enquiries, Advice and Events Department Performance Standards

Service	Measure	Target	Result	Method	Comments
Email enquiries to the Campus Life Desk	We will supply an initial response to emails sent to: studentsupport@gcu.ac.uk within 3 working days	95%	Feb 2021 100% March 2022 100% March 2023 100%	Sample week	
The Campus Life Desk Helpline	Our service desk will be staffed as advertised, excluding planned closures.	100%	Feb 2021 100% March 2022 100% March 2023 100%	Sample week	
Student Funding Applications	Users will receive a response within 3 weeks of applying	95%	Feb 2021 98% March 2022 99% March 2023 100%	Sample week	
Digital Inclusion Applications	Users will receive a response within 3 weeks of the closing deadline	95%	Feb 2021 100% March 2022 100% March 2023 96%	Sample week	
Scholarship Applications	Users will receive a response within 3 weeks of the closing deadline	95%	Feb 2021 100% March 2022 100% March 2023 100%	Sample week	
US Federal Loan Applications	Users will receive a response within 3 weeks of applying	95%	Feb 2021 100% March 2022 100% March 2023 100%	Sample week	
Emails to the Funding Team	We will supply an initial response to emails sent to: funding@gcu.ac.uk ; scholarships@gcu.ac.uk ; usfederalloanadmin@gcu.ac.uk ; digitalinclusion@gcu.ac.uk within 5 working days	95%	Feb 2021 97% March 2022 98% March 2023 99%	Sample week	

Service	Measure	Target	Result		Method	Comments	
Increase awareness of the Funding Team	Monitor application and user stats	10%	Feb 2021	37%	Annual application levels		
			March 2022	39%			
			March 2023	30%			
Global Buddies	Feedback will be positive	90%	Feb 2021	100%	Annual statistics		
			March 2022	100%			
			March 2023	100%			
Increased downloads on Induction App	Monitor downloads on app	10%	Feb 2021	19%	Annual App downloads	2022: Decrease expected, as downloads from previous year were extremely high due to a full online delivery as a result of the COVID-19 pandemic 2023: Increase expected, due to increased volume of PGT students	
			March 2022	-23%			
			March 2023	26%			
Increased engagement on Induction App	Monitor engagement on app	10%	Feb 2021	10%	Annual guide sessions per users		
			March 2022	36%			
			March 2023	58%			
Email enquiries to the Accommodation Support Mailbox	We will supply an initial response to emails sent to: accommodation.support@gcu.ac.uk within 3 working days	100%	Feb 2021	100%	Sample week		
			March 2022	100%			
			March 2023	100%			