

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% April 2024 100%	Sample week	
Emails to the Fit to Sit Mailbox	We will supply an initial response to emails sent to: fittosit@gcu.ac.uk within 3 working days	95%	April 2024 95%	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% April 2024 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% April 2024 100%	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% April 2024 95%	Sample week	

Service	Measure	Target	Result		Method	Comments
US Federal Loan Applications	Users will receive a response within 3 weeks of applying	95%	Feb 2021	100%	Sample week	
			March 2022	100%		
			March 2023	100%		
			April 2024	100%		
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%	Sample week	
			March 2022	98%		
			March 2023	99%		
			April 2024	98%		
Increase awareness of the Funding Team	Monitor application and user stats	10%	Feb 2021	37%	Annual application levels	2024: 25% decrease in funds received from the Scottish Government
			March 2022	39%		
			March 2023	30%		
			April 2024	4%		
Global Buddies	Feedback will be positive	90%	Feb 2021	100%	Annual statistics	
			March 2022	100%		
			March 2023	100%		
			April 2024	100%		

Service	Measure	Target	Result	Method	Comments
Increased downloads on Induction App	Monitor downloads on app	10%	Feb 2021 19% March 2022 -23% March 2023 26% April 2024 -1%	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 Decrease expected due to the launch of the Student App
Increased engagement on Induction App	Monitor engagement on app	10%	Feb 2021 10% March 2022 36% March 2023 58% April 2024 48%	Annual guide sessions per users	
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% March 2022 100% March 2023 100% April 2024 100%	Sample week	