

CPD Unit Review of the Year

2021



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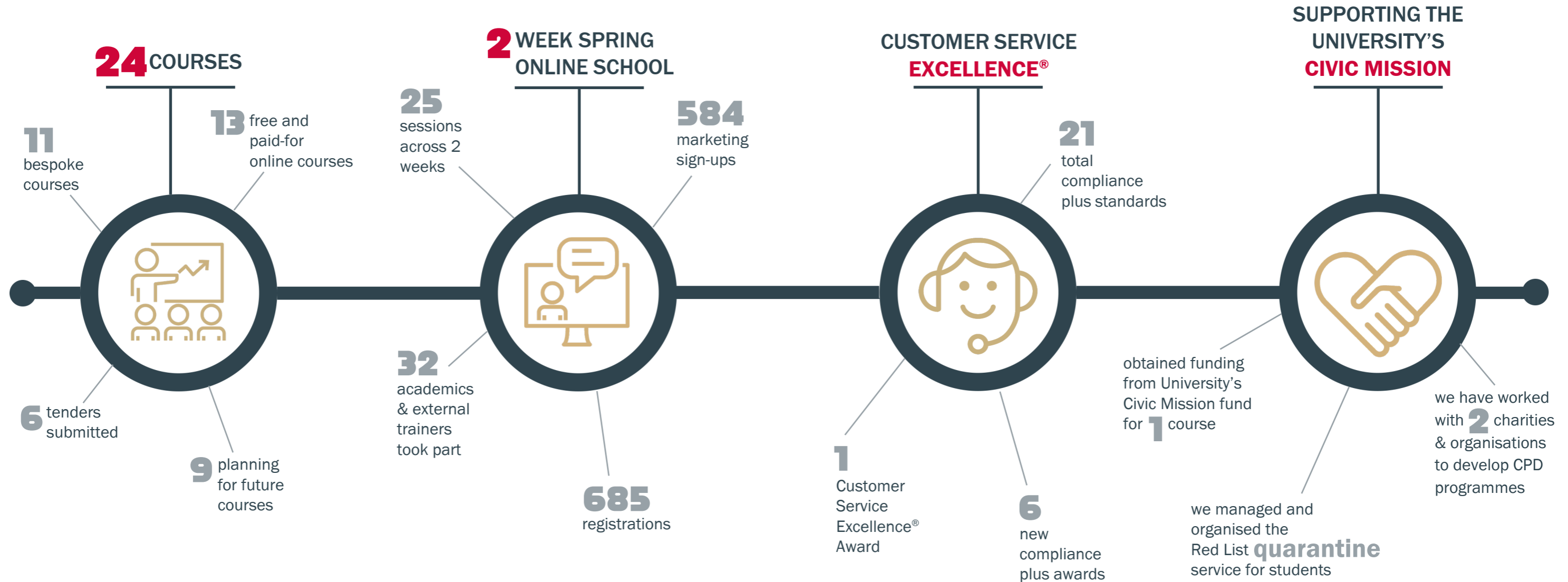
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The CPD Unit (L-R from top):

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2021 HIGHLIGHTS



Introduction



Clare Sinclair

Head of CPD Unit

I would like to start this review with thanks to all our learners, colleagues and stakeholders who have actively contributed and engaged in the professional development offered by the University this year.

The pandemic continued to create significant challenges, however our team worked hard to overcome these and seek out opportunities and new approaches that aligned to our objectives; to support academic Schools within the University to develop and deliver Continuing Professional Development (CPD) activities, and to engage with businesses and organisations to develop innovative learning solutions that meet requirements.

As we began 2021, the cloud of COVID-19 still loomed large. However, it was accompanied by a realisation that reforms we had made to pivot to online delivery and the new environment it had created for learners, had resulted in some opportunities and benefits. Out of the very difficult and challenging times had come a deeper understanding of what accessible, high quality online learning can look like. We have had the opportunity to maximise the potential of online CPD provision, and great examples of this can be seen across all three Colleges. Through the year we have supported and led where appropriate on submissions of tenders and proposals and demonstrated the impact of CPD activities via poster presentations and submission for a collaborative award in teaching excellence.

We celebrated a number of achievements, milestones and successes during the year. These include the additional six Compliance Plus awards in our annual Customer Service Excellence® (CSE®) assessment (taking us to the incredible total of 21 compliance plus awards), embedding our new course management system and the Spring Online School. We are also delighted to have won the CSE® award for Maintaining a Customer Focused Organisation, which acknowledges the work we did to support all our customer groups during COVID-19. It means a great deal to be recognised for our continued efforts to innovate and improve customer service, particularly during the pandemic

when so many of our planned programmes had to be entirely reconsidered.

The CPD Unit is leading on the skills work package for the CSconnected Strength in Places Fund, a £43M, 55-month project of strategic importance to the University and to the Welsh Government. In March, one of our team was seconded to work part-time on the project which aims to up-skill, re-skill and new-skill within the compound semiconductor sector. This is an example of how the world of work landscape is changing rapidly. New priority sectors like compound semiconductors are forecasting significant growth and there is therefore an urgent need to ensure it is resourced sufficiently. The University has key research areas which align well to the skills required in the future so we are well placed to develop and deliver the programmes required for a world of lifelong learning and continuing re-skilling.

In 2022 we will return to campus and move into our new home, sbarc|spark on Maindy Road. This impressive building is located at the centre of the University's Innovation Campus. Here we will be part of a community with many opportunities to enable us to deepen our connections and broaden our collaborations with colleagues and business.

Along with this move will be a more mobile and flexible way of working for us. The University is building on the lessons learned during the pandemic, and is embedding a blended approach to where work is carried out, whilst ensuring business needs are met. This will mean that the positives experienced during remote working will be maintained and dovetailed with the vision within sbarc|spark; to create a workplace that supports wellbeing, environmental sustainability, motivation, innovation and creativity.



CARDIFF UNIVERSITY'S MAIN BUILDING IN SPRING.

College of Arts, Humanities and Social Sciences (AHSS)



Dr Phil Swan
Business Development Manager
AHSS College

We have worked closely with our academic colleagues, clients, and programme partners throughout the year to create and deliver on CPD opportunities.

These have mostly taken the form of online delivery during the second year of the COVID-19 pandemic, with many of the face-to-face programmes that were either postponed or cancelled in 2020 now successfully adapted for online delivery. The CPD Unit has maintained the same high-quality level of support across all Schools and has taken a particularly notable role in supporting a range of online courses.

We have worked closely with several important charities and independent statutory bodies

throughout the year to deliver online courses. For example, we supported the School of Law and Politics to successfully tender for and deliver **Adult social care policy in Wales** training to the Equality and Human Rights Commission. We also delivered a bespoke **Taking training & shared learning online** course for Hub Africa Cymru.

Throughout the year we have worked with the Welsh Refugee Council to firstly deliver a bespoke version of our 'open' **Presentation skills** course, and then support the School of English, Communication and Philosophy with the delivery of a bespoke **Dealing with language barriers in refugee and asylum support work** programme, which received particularly favourable feedback.

We are further developing the relationship with the Welsh Refugee Council and are hopeful they will benefit from the new **Understanding Muslim Mental Health** MOOC currently in development from the Islam UK Centre (School of History, Archaeology and Religion) and supported by the CPD Unit.

In addition, we have assisted the School of Social Sciences in delivering a tailored programme for teaching staff at Roath Park Primary School to help them to have reflective conversations nested in a safe supportive professional learning and educative mentoring context. We have also supported the School in the current delivery of a **Developing Expertise** course available to newly qualified teachers (NQTs). This is fully subsidised by a fund within the University to support Wales' revival and renewal after the impact of the COVID-19 pandemic.

We have worked closely with the Executive Education team in the Cardiff Business School to continue the next round of Higher Education

leadership development programmes for the Vietnamese higher education sector through Universities Wales funded initiatives. This year they have delivered a bespoke programme for Da Nang University of Technology (UD-DUT) to help them develop a KPI (Key Performance Indicators) Framework to promote leadership and management. We continue to work with Universities Wales and recently collaborated to secure British Council funding to support the delivery of a blended programme in the UK and Vietnam once international travel can resume.

Finally, we have enjoyed strengthening our ties with our soon-to-be neighbours in sbarc | spark building by providing support with new and existing CPD provision to CASCADE (Children's Social Care Research and Development Centre), DECIPHer (Centre for Development, Evaluation, Complexity and Implementation in Public Health Improvement), and the Crime and Security Research Institute.

WE HAVE SUPPORTED THE COLLEGE IN A NUMBER OF PROJECTS, INCLUDING

12 SESSIONS FROM AHSS COLLEGE DURING OUR SPRING ONLINE SCHOOL

INCLUDING 6 EXECUTIVE EDUCATION SESSIONS

- HUMOUR AT WORK
- EFFECTIVE COLLABORATION
- MARKETING ANALYTICS
- CYBER SECURITY
- LEADERSHIP WITH POLITICAL AWARENESS
- LEAN IN THE ERA OF INDUSTRY 4.0

MARKETING SUPPORT INCLUDED:



- EXECUTIVE EDUCATION
- GOOGLE ADS CAMPAIGNS
- ADVICE AND SUPPORT ON UPDATING COURSE OUTLINES AND WEB PAGES
- SUPPORTING SOCIAL AND DIGITAL CAMPAIGN

- MARKETING CAMPAIGNS FOR DEVELOPING EXPERTISE AND DISCOVERING MUSLIMS CPD COURSES

- SUPPORTING HELP TO GROW: MANAGEMENT PROMOTIONAL CAMPAIGN

WE HELPED SECURE FUNDING FROM THE UNIVERSITY'S CIVIC MISSION FUND

to support the School of Social Science's **Developing Expertise** programme for NQTs & supply teachers in Wales



30 LEARNERS | 6 LIVE SESSIONS
SELF-DIRECTED LEARNING | ONLINE COURSE



KEY COURSES

DEVELOPING A KPI FRAMEWORK TO PROMOTE LEADERSHIP AND MANAGEMENT
UNIVERSITY OF DANANG - UNIVERSITY OF SCIENCE AND TECHNOLOGY (UD-DUT), VIETNAM | BESPOKE COURSE SPONSORED BY GLOBAL WALES (UNIVERSITIES WALES) | 2 LEARNERS

PRESENTATION SKILLS COURSE
SUBSEQUENTLY ALSO DELIVERED DEALING WITH LANGUAGE BARRIERS IN REFUGEE AND ASYLUM SUPPORT WORK
BESPOKE COURSE FOR WELSH REFUGEE COUNCIL | 20 LEARNERS

TAKING TRAINING & SHARED LEARNING ONLINE
BESPOKE COURSE FOR HUB AFRICA CYMRU | 8 LEARNERS

ADULT SOCIAL CARE POLICY IN WALES
BESPOKE COURSE FOR EQUALITY AND HUMAN RIGHTS COMMISSION | 10 LEARNERS

WRITING FOR THE PUBLIC
BESPOKE COURSE FOR ONS | 2 X 3 HOUR SESSIONS | 7 LEARNERS

DEVELOPING NEW RELATIONSHIPS



CASCADE ASSISTING WITH A PROPOSAL FOR MI TRAINING PROGRAMME FOR CHILD AND FAMILY SOCIAL WORK PRACTITIONERS

CRIME AND SECURITY RESEARCH INSTITUTE ASSISTING WITH THE ACCREDITATION OF THE UNIVERSITIES' POLICE SCIENCE INSTITUTE (UPSI) AND SOUTH WALES POLICE (SWP) POLICING FUTURES PROGRAMME

INFUSE (INNOVATIVE FUTURE SERVICES) PARTNERSHIP BETWEEN MONMOUTHSHIRE COUNTY COUNCIL, CARDIFF UNIVERSITY AND Y LAB | WE PROMOTED INFUSE CAMPAIGN TO OUR CUSTOMERS

WELSH REFUGEE COUNCIL WORKED THROUGHOUT THE YEAR TO DEVELOP BESPOKE TRAINING PROGRAMMES

College of Biomedical and Life Sciences (BLS)



Charlotte Stephenson
Business Development Manager
BLS College

It has been a busy year for professional development, with new innovative ideas coming to fruition. We are delighted that the College surpassed our initial annual projections for CPD delivery - a testament to academic staff who, despite increasing workloads, were keen to work on professional development that would support a workforce operating at the forefront of the pandemic.

At a time when most international work was unavoidably paused, it has been exciting to work with PASCAR (Pan African Society of Cardiologists) on an innovative **heart failure programme** aimed at cardiologists across Africa. A key part of this course was teaching participants ways to cascade their learning, thus impacting the wider heart failure team and not just the cardiologist who attended the course. Due to current travel restrictions, the second part of this course (a visit to Cardiff's mature heart failure centre) has been postponed but we are hopeful we will be able to welcome learners in 2022, along with a second iteration of this course.

Critical care teams have been hit hard by the pandemic. In response we worked with them to launch three critical care courses – **Sepsis, Organ Donation and Care of the Critically Ill** - adapting content from the MSc programme to offer self-directed learning online courses. This allowed learners to work through the content at their own pace with support from academics via discussion forums. The team plans to further enhance this programme with a new **Obstetrics** course in 2022.

We continued to support the School of Medicine to offer free webinars aimed at those working across primary care; the **Community Oncology** series proved highly popular and impactful. We ran a series of five weekly lunchtime webinars, each covering diagnosing and managing a different cancer.

Following our work on measuring and evaluating the impact of these webinars, we were asked to submit a poster presentation to the RCGP (Royal College General Practitioners) annual conference. We presented on **Evolving and**

evaluating a national community oncology course during the COVID-19 pandemic. Evidence from our impact surveys conclusively demonstrates that impactful, virtual, accessible CPD successfully enhances the learning and practice of primary care teams, the benefits of which were still seen 11 weeks post session. We will be running a further series in 2022.

Following the 2020 palliative care webinar series we submitted a poster presentation to IAPCON (Indian Association of Palliative Care) on **Community palliative care education in a pandemic**, highlighting that quality and interactive education can be produced and delivered at pace via virtual platforms.

We have supported academics to adapt courses in order to run them during the pandemic. For example, the previously blended learning programme **Problem Solving in Paediatric Palliative Care** was offered as a fully online course. Participants reported that the switch to online did not affect the quality of teaching or their learning experiences.

We have also supported the planning and development of new courses, including **Communications tools for palliative and end of life care**, based on the Cardiff 6-point Toolkit (a collection of effective communication skills).

We are also excited about the upcoming **Introduction to Dermoscopy Hair & Nails** course, which will run in Spring 2022. We have known there is a market for this course for some time, and have supported the School of Medicine on the content, set-up and promotion. This course compliments the incredibly popular and successful bi-annual **Introduction to Dermoscopy** online short course.

With an increasing repertoire of projects and opportunities in the pipeline, 2022 looks set to be another important year. We aim to continue enhancing existing CPD programmes and developing new activities, thanks in large part to the strong relationships we have established across the College.

WE HAVE SUPPORTED THE COLLEGE IN A NUMBER OF PROJECTS, INCLUDING

9 SESSIONS FROM BLS COLLEGE DURING OUR SPRING ONLINE SCHOOL

8 FROM SCHOOL OF MEDICINE INCLUDING:

PLANNING FOR PALLIATIVE AND END OF LIFE CARE

MAINTAINING AND PROMOTING SKIN HEALTH

ADAPTING DIABETES EDUCATION FOR SERVICES IN A POST-PANDEMIC ERA

PUBLIC INVOLVEMENT IN UNIVERSITY RESEARCH AND TEACHING

2 WOMEN'S HEALTH SESSIONS

684 TOTAL VIEWS ON YOUTUBE



MARKETING SUPPORT INCLUDED:

DERMOSCOPY HAIR AND NAILS
• INTERNATIONAL CAMPAIGN VIA GOOGLE ADS, SOCIAL & PRINT MEDIA

TAILORED E-CAMPAIGNS FOR MEDICAL CPD COURSES

SPECIAL ACHIEVEMENTS

INVITED TO SUBMIT TWO POSTER PRESENTATIONS:

INDIAN ASSOCIATION OF PALLIATIVE CARE COMMUNITY PALLIATIVE CARE EDUCATION IN A PANDEMIC | HIGHLIGHTING THAT QUALITY AND INTERACTIVE EDUCATION CAN BE PRODUCED AND DELIVERED AT PACE VIA VIRTUAL PLATFORMS

ROYAL COLLEGE GENERAL PRACTITIONERS - RCGP ANNUAL CONFERENCE
EVOLVING AND EVALUATING A NATIONAL COMMUNITY ONCOLOGY COURSE DURING THE COVID-19 PANDEMIC | DUE TO OUR WORK ON MEASURING AND EVALUATING THE IMPACT OF COMMUNITY ONCOLOGY WEBINAR SERIES

PLANNING FOR 2022

COMMUNICATION SKILLS (PALLIATIVE CARE) NEW COURSE | CURRENTLY PLANNING COURSE CONTENT & PLANNING MARKETING CAMPAIGN

CRITICAL CARE PROGRAMME PLANNING TO ENHANCE THE CRITICAL CARE PORTFOLIO WITH A NEW COURSE IN OBSTETRICS

INTRODUCTION TO HAIR AND NAILS DERMOSCOPY WORKING ON A NEW 16-WEEK COURSE TO LAUNCH IN 2022 | MARKETING & PROMOTION CAMPAIGN LAUNCHED IN LAST QUARTER OF 2021

KEY COURSES

DERMOSCOPY TASTER SESSION
BESPOKE COURSE FOR GPs | 1 DAY COURSE
UPSKILLING DOCTORS IN USE OF DERMATOSCOPE & ASSESSING SKIN LESIONS | 27 LEARNERS

HEART FAILURE COURSE IN ASSOCIATION WITH PASCAR
UPSKILLING CARDIOLOGY TEAMS IN PAN-AFRICA TO ACT AS LOCAL CHAMPIONS IN HEART FAILURE MANAGEMENT | PART 1 DELIVERED IN 2021, FACE TO FACE ELEMENT PLANNED FOR 2022 | 12 LEARNERS

BIOSIMILARS WEBINAR SERIES FOR PHARMACISTS ACROSS THE MIDDLE EAST
EXAMINING ECONOMIC & CLINICAL VALUE OF BIOSIMILARS TO HEALTHCARE SYSTEMS | 129 LEARNERS

MACHINE LEARNING WITH BIOMEDICAL APPLICATIONS WEBINAR
A FREE SESSION ON COMPLEX NETWORKS OF DIFFERENT ORGANS, CELLS & PROTEINS THAT PROTECT THE BODY FROM ILLNESS | 31 LEARNERS

COMMUNITY ONCOLOGY WEBINAR SERIES FREE PROGRAMME AIMED AT PRIMARY CARE, PARTICULARLY DURING THE PANDEMIC | 546 YOUTUBE VIEWS | 366 ATTENDEES

INTRODUCTION TO DERMOSCOPY 12-WEEK COURSE | 186 LEARNERS ACROSS 2 INTAKES

College of Physical Sciences and Engineering (PSE)



Kate Sunderland

Business Development Manager
PSE College

Despite ongoing global lockdown restrictions, 2021 has been another successful year for professional development at the College. It's been great to see the ongoing demand for existing activities, such as the successful online Structural Geology course, as well as to have the opportunity to develop new offerings and work with new CPD clients such as United Nations Educational, Scientific and Cultural Organisation (UNESCO).

A key focus this year has been supporting the skills work package of CSconnected Strength in Places Fund (SIPF), a £0.5M work package of a £43M 55-month project to develop a global advantage in a leading key enabling technology – compound semiconductors. (See pages 12-13 for details).

Other exciting activities have included working with UNESCO; academics from the School of Earth and Environmental Sciences equipped geoscientists working in the southern African region with the skills to produce a pilot atlas on sustainable mining. This 4-week online course formed part of UNESCO's International Geoscience Programme, whose mission includes promoting sustainable use of natural resources and advancing new initiatives related to geohazards risk mitigation.

This is a great example of research and academic excellence creating impact through CPD activities.

Another area of growth has been the uptake of flexible postgraduate taught modules from the MSc Data Analytics for Government (MDataGov). This is the second year of offering modules on a standalone basis for professional development purposes and uptake has more than doubled, with some CPD students returning for further study. The MDataGov - including flexible provision - is a key deliverable of the University's Strategic Partnership with the Office of National Statistics (ONS). The CPD Unit continues to project manage the MDataGov contract, working with the School of Mathematics, the School of Computer Science and the School of Social Sciences.

Conversations have taken place in other areas of strategic importance to the University, around supporting the skills agenda of the Wales Data Nation Accelerator and a potential Wales Cyber Innovation Hub. Support was also provided to help the School of Computer Science & Informatics develop and offer a new CPD course in Web Application Security. In addition, work is ongoing with the Sustainable Transport cross-disciplinary research group around the development of CPD activities in eVehicles and eMobility, which will support the government's low carbon agenda and important targets around net zero.

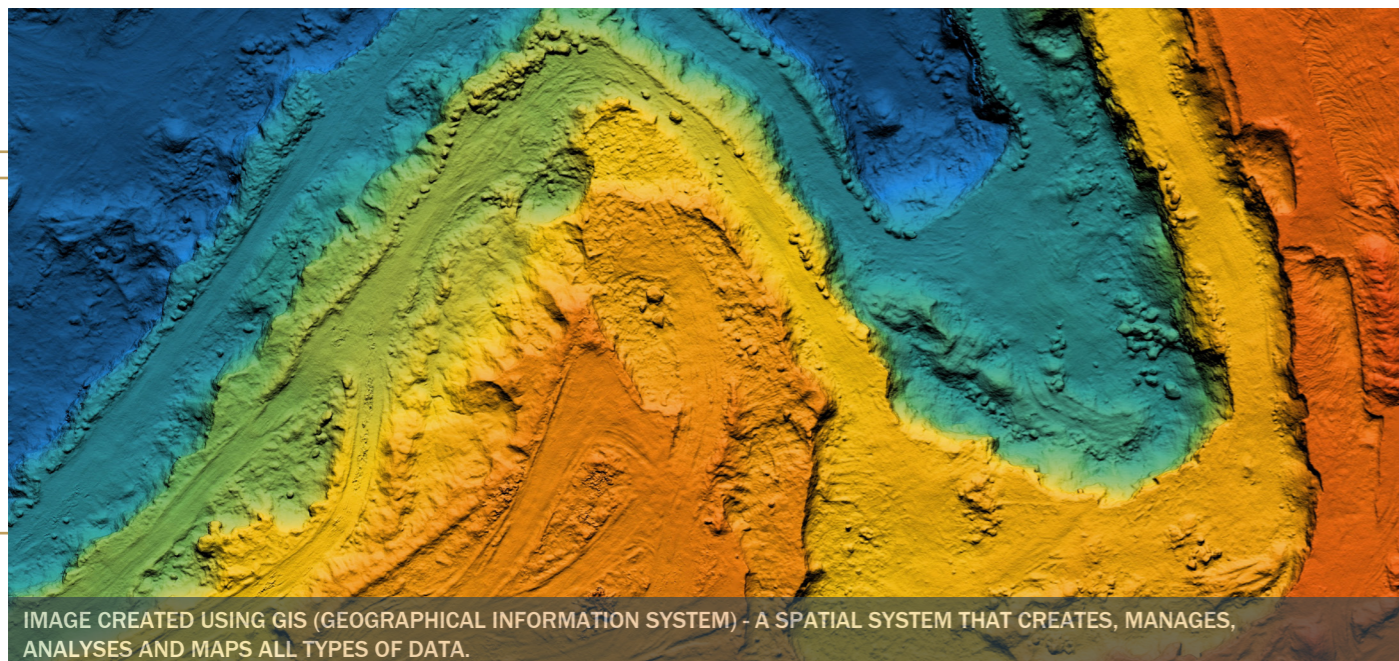


IMAGE CREATED USING GIS (GEOGRAPHICAL INFORMATION SYSTEM) - A SPATIAL SYSTEM THAT CREATES, MANAGES, ANALYSES AND MAPS ALL TYPES OF DATA.

WE HAVE SUPPORTED THE COLLEGE IN A NUMBER OF PROJECTS, INCLUDING

4

SESSIONS FROM PSE COLLEGE DURING OUR SPRING ONLINE SCHOOL

WEB APPLICATION SECURITY (SCHOOL OF COMPUTER SCIENCE AND INFORMATICS)

PASSIVE COOLING (WELSH SCHOOL OF ARCHITECTURE)

STRUCTURAL GEOLOGY FOR EXPLORATION AND MINING (SCHOOL OF EARTH AND ENVIRONMENTAL SCIENCES)

ETHICS IN AI (SCHOOL OF COMPUTER SCIENCES AND INFORMATICS)



MARKETING SUPPORT INCLUDED:

UNESCO COLLABORATION
• DESIGNED PROMOTIONAL BOOKLET

ARCHITECTURE STANDALONE PGT MODULES
• INCLUDED IN POSTGRAD NEWSLETTER

ONS | MDTAGOV PGT MODULES
• UPDATES TO WEB PAGES
• SOCIAL MEDIA CAMPAIGN

CSCONNECTED
• CREATED VISUAL GRAPHICS FOR CPD SCOPING REPORT

HIGHLIGHTS

COLLABORATION WITH UNESCO
ONLINE COURSE IN SUSTAINABLE MINING | DELIVERED TO GEOSCIENTISTS IN THE SOUTHERN AFRICAN REGION | 50 LEARNERS

STRUCTURAL GEOLOGY ONLINE COURSE
2ND ANNUAL CONTRACT WITH NEWMONT USA LTD | 42 LEARNERS

ONS STRATEGIC PARTNERSHIP
INCREASED DEMAND FOR MDTAGOV CPD MODULES | 25+ CPD STUDENTS VS 10 IN 2019-20

CPD SCOPING REPORT FOR CSCONNECTED
A KEY DELIVERABLE OF THE £0.5M SKILLS WORK PACKAGE UNDER STRENGTH IN PLACES FUND

KEY COURSES

STRUCTURAL GEOLOGY ONLINE COURSE HAS NOW RUN 6 TIMES SINCE 2020 | DELIVERED TO OVER 300 LEARNERS FROM AROUND THE WORLD

BASIC COMBUSTION & SAFETY COURSE
BESPOKE COURSE FOR TATA STEEL | COVERING CURRENT SOCIETY & INDUSTRIAL NEEDS FOR COMBUSTION | 23 LEARNERS

LOAD MODULATED BALANCE AMPLIFIERS (LMBA)
BESPOKE COURSE FOR QORVO | COVERING THE RECENTLY INTRODUCED LMBA | 10 LEARNERS

PLANNING FOR 2022

PLANNING NEW E-VEHICLES & E-MOBILITY COURSE FOR BESPOKE CLIENT
A POTENTIAL CROSS-COLLEGE COLLABORATION

PYTHON COURSE FOR LARGE PUBLIC SECTOR ORGANISATION
A POTENTIAL NEW COURSE TO RUN IN 2022

WEB APPLICATION SECURITY COURSE
5-WEEK PROGRAMME | COLLABORATION BETWEEN INDUSTRY AND SCHOOL OF COMPUTER SCIENCES & INFORMATICS

CSconnected Strength in Places Fund



Kate Sunderland

CPD Project Manager
CSconnected

The CPD Unit is leading on the Skills Work Package for CSconnected Strength in Places Fund (SIPF). CSconnected SIPF is a £43M, 55-month project part-funded through UK Research and Innovation's flagship Strength in Places Fund and focuses on strengthening an emerging regional community in South Wales around advanced semiconductor materials, research and manufacturing.

The project's primary aim is to develop a global advantage in compound semiconductors (CS), which will allow the UK to increase trade globally in critical sectors such as communications, 5G, autonomous and electric vehicles and medical devices.

The Skills Work Package has deliverables in Continuing Professional Development (CPD) and in the coordination of education and outreach initiatives. This package is essential to help overcome the skills barriers that are currently limiting the growth of the CS cluster.

Without new CPD and skills initiatives there is real risk of a labour market mis-match between demand and supply of appropriately trained workforce. A strong CPD and skills offering will also help to attract inward investment into the region whilst enhancing existing and establishing new UK supply chains that will incorporate CSconnected technologies.

Kate Sunderland (one of the CPD Unit's Business Development Managers) has been on secondment (80%) since March 2021 to coordinate the strategic planning and development of CPD activities for the cluster, and is working closely with CSconnected on skills education and outreach initiatives.

An aim is for CPD activities to reach more than 1,000 semiconductor professionals by 2025, including employees from supply chain organisations. It is also important that a solid foundation be established for further CPD and skills activities after the lifetime of CSconnected SIPF.

We have established relationships with all 12 partners in the SIPF consortium and with the CS Education Group, which acts in an advisory capacity for the CS cluster and for CSconnected SIPF.

We have undertaken mapping and desk-based data collection to synthesise prior skills initiatives and the policy landscape. We have conducted interviews and issued questionnaires to the industry partners to learn about their products and services, their HR and L&D practices and to identify their CPD and skills needs.

We then pulled the findings together into a CPD Scoping Report, which identifies commonality of CPD needs across the cluster and makes a series of recommendations about which CPD activities should be prioritised for development using the SIPF funding. We have presented the findings to the CS Education Group and to the Chief Technology Officer's Management Group, for formal sign-off.

There are twelve recommendations in the report. The first is to develop and pilot Introduction to Compound Semiconductors, with content also covering semiconductors and photonics. The second is to develop and pilot Cleanroom Protocols, and the third is to develop and pilot training in semiconductor manufacturing technologies.

The intention is for the first three CPD activities to be piloted by late Spring 2022 and offered out on a chargeable basis soon after.

These courses will form part of a CPD Conversion offering, to help re-train employees recruited from related sectors, and some of the content should also be re-purposed for a CPD for Teachers/ Careers Advisors/Youth Influencers course as well as for wider outreach and engagement activities.

CSCONNECTED STRENGTH IN PLACES FUND IN NUMBERS

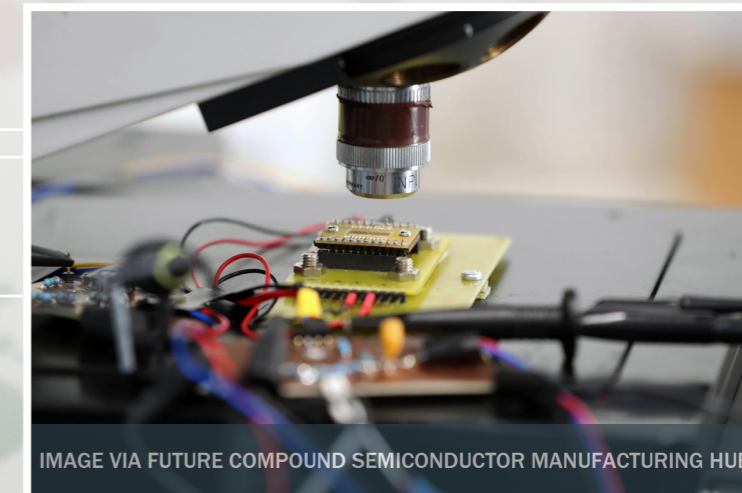


IMAGE VIA FUTURE COMPOUND SEMICONDUCTOR MANUFACTURING HUB

£0.5M LEADING ON SKILLS WORK PACKAGE, VALUED AT £0.5M

£43M PART OF CSCONNECTED SIPF £43M, 55 MONTH PROJECT

1,000 AIM TO REACH MORE THAN 1,000 SEMICONDUCTOR PROFESSIONALS BY 2025

12 DEVELOPED RELATIONSHIPS WITH ALL 12 CSCONNECTED PARTNERS

12 CSCONNECTED CPD SCOPING REPORT MAKES 12 RECOMMENDATIONS

3 AIMING TO PILOT FIRST 3 COURSES BY SPRING 2022

Customer service improvements, adding value and supporting the University's strategic vision

In 2021, we have further shown our commitment to improving our services, adding value for our customers and colleagues, and supporting the University's strategic objectives.

After five years of maintaining the **Customer Service Excellence (CSE) standard®**, continuous improvement of our customers' experiences and expectations is at the core of what we do; our move to online delivery has caused us to reflect even more than usual on what we do and how it impacts our customers. This year, we are thrilled to have been awarded a further 6 Compliance Plus standards (recognition of exceeding expectations in a specific requirement), bringing our total to 21. We were also awarded a CSE® Award for Maintaining a Customer Focused Organisation, which particularly praised our work during COVID-19.

A major focus this year has been the implementation of our new **Customer Management System**. We are now able to provide a more streamlined service for customers, with tailored communications, simpler registration processes, and less administration. We are getting to know our customers better - which also allows us to communicate with them on CPD activities they are particularly interested in. We are able to offer our colleagues enhanced support, including improved learner communications, a payment portal, sophisticated reporting and features such as automatic distribution of certificates. We are planning further improvements in 2022, including rolling out new functions allowing customers to purchase relevant supporting course materials.

We collated a joint submission by the CPD Unit, School of Social Sciences and English Language Programme Division for a **Collaborative Award for Teaching Excellence (CATE)**. This process required us to reflect deeply on the previous iterations of the international Innovative Teaching Practice Programme, including our evaluative methods. We will take the learning from this process forward when planning other CPD programmes.

Over the past year we have had the opportunity to support the wider community in a variety of ways; securing funding from the University's Civic Mission strand has allowed us to work with difficult-to-reach sectors, such as the **Developing Expertise** course for newly qualified teachers in Wales.

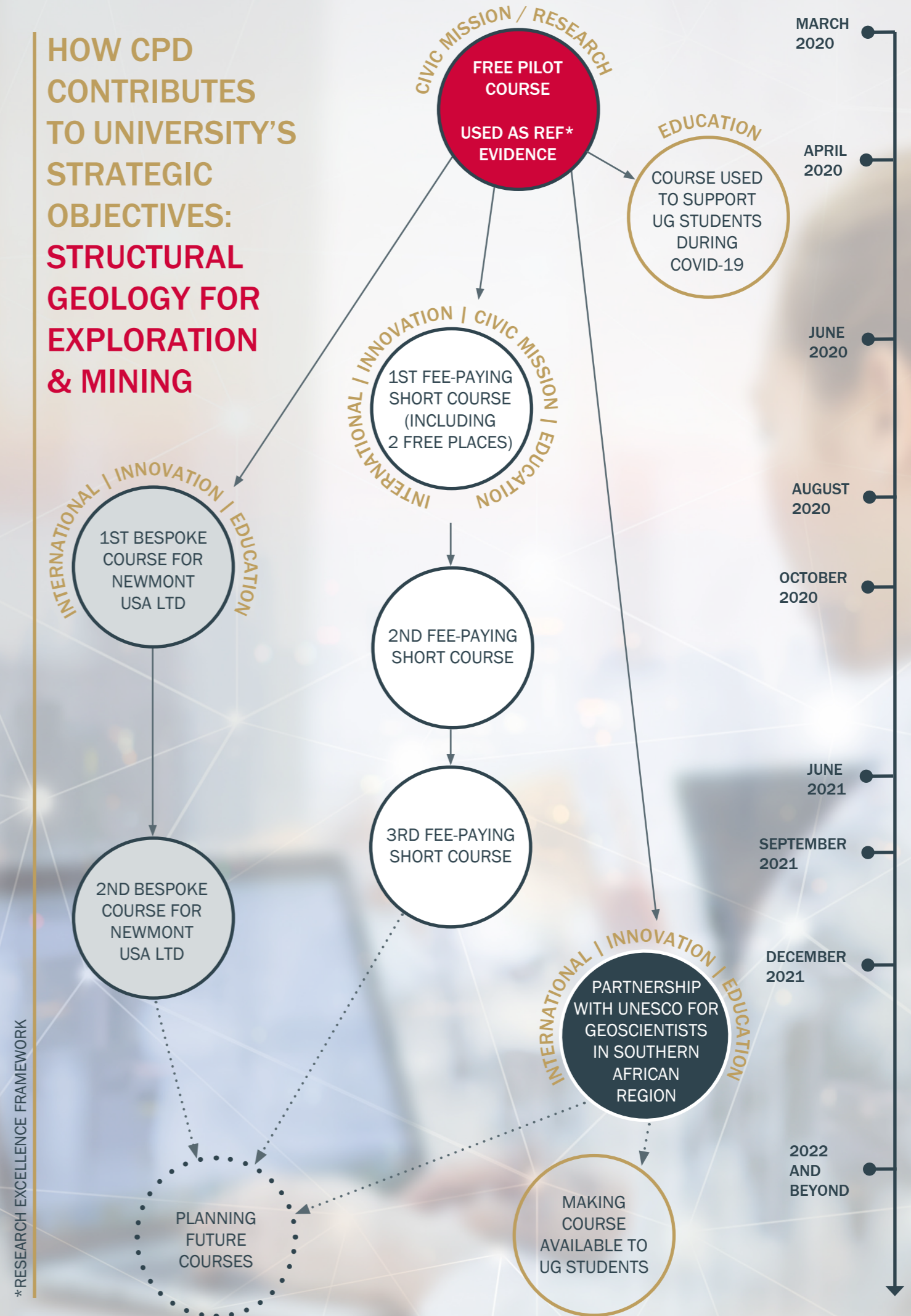
We further supported the University's Civic Mission strand with our work on the **Spring Online School** programme. This provided free CPD webinars during an extremely challenging year. Read more about this on pages 18-19.

The CPD Unit was asked to establish and oversee a programme of 'check-in' calls as part of the COVID-19 support service. Check-in calls were made to students arriving in the UK for the 21/22 academic year from 'red list' countries, who were therefore required to enter a managed quarantine hotel. Delivery of this service included recruiting and training volunteers from across the University.

We are particularly proud of the **Structural Geology for Exploration and Mining** course, created by the School of Earth and Environmental Sciences. This has evolved from a free pilot (arranged to provide evidence for Research Excellence Framework (REF)) to a chargeable short course attracting bookings from across the world. It has also been developed as a tailored programme for Newmont USA (Ltd), a global mining company. The course was also used during the first lockdown to provide additional support for undergraduate students.

Our collaboration with UNESCO has also been key this year. UNESCO is helping to drive sustainable mining practices through the International Geoscience Programme (IGCP), which includes activities such as the University's **GIS Techniques for Mapping and Sustainable Mining** online course. UNESCO's IGCP mission includes promoting sustainable use of natural resources and advancing new initiatives related to geohazards risk mitigation.

HOW CPD CONTRIBUTES TO UNIVERSITY'S STRATEGIC OBJECTIVES: STRUCTURAL GEOLOGY FOR EXPLORATION & MINING



WE CONTINUALLY AIM TO MAKE IMPROVEMENTS TO OUR SERVICE, TO ADD VALUE FOR ALL OUR CUSTOMER GROUPS



We have continued to roll out our **customer management system**, which allows us to get to know our customers better, and communicate with them on topics they are interested in



We have secured **funding** from the University's **Civic Mission** strand to develop new CPD courses



We have **simplified** processes such as payments and invoicing in order to **streamline** the customer's journey



We **won** a **CSE®** award for maintaining a **customer focused** organisation

We now hold

21

compliance plus awards as part of the internationally renowned **Customer Service Excellence Standard®**, up from 15 in 2021



We established and managed the **Red List Quarantine** service, providing **support and guidance** for **international** students arriving in the UK during COVID-19



New CMS features implemented in 2021 include automated **eCertificates**, pricing schemes and **discounts**, tailored communications, and a **user dashboard** for customers to track their bookings



We gather useful customer data and preferences in order to better **communicate** with them about the CPD opportunities they are **interested in**



We have worked in **collaboration** with academic Schools and **charities** to deliver online courses - organisations include Hub Africa Cymru and Welsh Refugee Council

We will continue to innovate and improve our services. Plans for 2022 include re-examining our **evaluation** process and incorporating **impact surveys**, as well as multiple new functions to our CMS to further refine our **customers' experience**



Spring Online School

Following the huge success of our Virtual Summer School during the first lockdown, we ran a similar online CPD programme in spring 2021. We worked closely with academics and colleagues from across the University to develop and deliver a two-week programme of live and pre-recorded webinars, Q&As and free content.

We included carefully chosen sessions that had an onward journey - as tasters for a planned/existing CPD activity, or topics that enabled us to test the market for a potential programme/course.

This approach allowed us to provide existing and potential customers with free CPD content during a challenging time as well as promoting upcoming professional development activities.

We created a marketing campaign to support the programme; we designed a specific identity for the Spring Online School, full of bright colours (using Cardiff University branded colourways) and a striking logo, to evoke festival line-ups and encourage engagement. We used a suite of informal icons to create visual representations of the sessions, allowing users to quickly and easily identify what the topics were. This slightly more informal approach was also designed to minimise any apprehension that users may have (eg 'is this level too advanced for me') and to reflect that these were accessible, bite-sized taster sessions.

We also created tailored communications for each session, which were sent to all attendees as well as those who registered but could not attend the live session.



Clare Scott

Marketing and Communications Officer



Jessica Gasson

Project Officer

We placed particular emphasis on promoting our YouTube channel - having received feedback during the programme that some people were unable to attend a live lecture (for example key NHS workers) but were still very keen to not miss a session. We therefore made recordings of each session available immediately, and promoted this to all registrants as well as our wider social media audience. The YouTube views have been one of the biggest successes of this programme and we are planning to incorporate this into future CPD online courses to add value for customers.

We conducted evaluations after the event, and received some excellent results. 94% of respondents rated content and delivery as excellent to good, and awareness of the CPD Unit rose 32% compared to before the programme began.

We also gathered useful data including job roles of registrants, and areas of CPD they are interested in, to assist in planning future CPD activity.

Social and digital media results were excellent, with a 581% increase in Twitter profile views, and 1,027 views of the news page on our website.



581% INCREASE IN PROFILE VIEWS COMPARED TO 2020

231 RETWEETS (UP FROM 43 IN 2020)

522 LINK CLICKS (UP FROM 52 IN 2020)



1,062 VIEWS

43 NEW FOLLOWERS

TOP VIEWS:

- Feeding Tube Withdrawal
- Structural Geology
- Women's Health



1,027 PAGE VIEWS

863 UNIQUE PAGE VIEWS

4.34 MINS SPENT ON PAGE (AVERAGE)

79% OF USERS REGISTERED FOR THE PROGRAMME

32% BRAND AWARENESS OF CPD UNIT UP 32% FOLLOWING PROGRAMME

SPRING ONLINE SCHOOL PROGRAMME IN NUMBERS

685

REGISTRATIONS

584

REGISTRANTS SIGNED UP TO FUTURE MARKETING UPDATES FROM THE CPD UNIT (85%)

25

SESSIONS WERE HELD OVER 2 WEEKS

32

ACADEMICS AND EXTERNAL TRAINERS TOOK PART

10

ACADEMIC SCHOOLS REPRESENTED ACROSS THE UNIVERSITY

94%

OF RESPONDENTS RATED THE CONTENT AND DELIVERY AS GOOD TO EXCELLENT

Marketing and Communications



Clare Scott

Marketing and Communications Officer

2021 has been another very challenging year, and the pandemic has undoubtedly impacted our planned marketing and communication strategy. Nevertheless, we have achieved some excellent results, particularly supporting the CPD Unit to develop new relationships both internally and externally.

We supported academics from Schools across all three Colleges as they created new courses and CPD activities, implementing effective marketing plans and providing promotional advice.

We created high quality marketing materials, including e-newsletters, booklets and print media. We provided in-depth research into appropriate promotional channels for several courses, including a new online international-facing programme (**Introduction to Hair and Nails Dermoscopy**).

We continued to grow our social and digital audience. We are seeing fantastic social media engagement with other departments at the University, who retweet and share our content daily. The **Spring Online School** was a particular success - read more about this on pages 18-19.

We published 23 news stories and 3 case studies, showcasing new courses, excellent feedback from participants, and free professional development content from across the University.

We worked closely with the administration team to roll out new features via our **Customer Management System** to improve our customers' experience of working with us. Examples include re-designed certificates, refining communication, and a review of the customer journey. We are now able to tailor communications to our audiences based on their interests and preferences, which also helps us to build a sophisticated picture of our customers and their requirements.

We produced complex graphics and visual aids for several projects led by other members of the team or the wider University, including the **CSconnected CPD Scoping report**, and the **Collaborative Award for Teaching Excellence (CATE)** submission.

We promoted the CPD Unit's continuous strive for improvement in services and customer experience. We ran a social media campaign called #AlwaysImproving to showcase developments, and we have promoted our success in the **Customer Service Excellence®** standards and awards ceremony.

We continue to develop relationships across the University, promoting programmes such as the **Help to Grow: Management** scheme (Cardiff Business School), and strengthening ties with internal colleagues in areas such as Alumni, Innovation Network, School of Medicine, and School of History, Archaeology and Religion.

As part of our internal communication and support of the University's drive to achieve carbon net zero, we again represented Senghennydd Road building for the **Green Impact Award** programme. We achieved a Bronze Standard for improving and promoting sustainability.

Looking ahead to 2022, we will be producing an updated marketing and communication strategy to clearly define our audience and how best to reach and engage with them. Insights gathered via our CM system, as well as data from our virtual schools and other programmes will help inform the new strategy.

We hope that international programmes will be able to resume next year, and we are currently working on the next phase of our international campaign, engaging with key partners across the University to reach this audience.

Another key objective is to engage with more of our internal colleagues and continue raising the profile and benefits of offering CPD to an external audience. We will be moving into the showcase sbarc|spark building in early 2022, which will further enable us to strengthen ties with academic groups within the University, and external innovative businesses and organisations who will be sharing the space. We will support the CPD Unit in developing these relationships in order to reach a still broader audience.



SPECIALIST MARKETING SUPPORT

DEVELOPING EXPERTISE (SCHOOL OF SOCIAL SCIENCES)

ISLAM UK CENTRE (SCHOOL OF HISTORY ARCHAEOLOGY AND RELIGION)

PROBLEM SOLVING FOR PALLIATIVE CARE (SCHOOL OF MEDICINE)

TAILORED MARKETING PLANS | HIGHLIGHTS INCLUDE SOCIAL AND DIGITAL CAMPAIGNS AND E-CAMPAIGNS

INTRODUCTION TO HAIR AND NAILS DERMOSCOPY (SCHOOL OF MEDICINE)

DEVELOPED A TAILORED INTERNATIONAL MARKETING PLAN | HIGHLIGHTS INCLUDE TRADITIONAL MEDIA, GOOGLE CAMPAIGN

EXECUTIVE EDUCATION AND CARDIFF BUSINESS SCHOOL **HIGHLIGHTS INCLUDE MULTIPLE GOOGLE CAMPAIGNS | SUPPORT FOR HELP TO GROW CAMPAIGN**

SPECIAL ACHIEVEMENTS

LED THE GREEN IMPACT SUBMISSION FOR SENGHENYDD ROAD BUILDING ACHIEVED BRONZE STANDARD FOR 2ND YEAR

CONTRIBUTED TO CUSTOMER SERVICE IMPROVEMENTS RESULTED IN ADDITIONAL COMPLIANCE PLUS STANDARDS IN CSE® PROGRAMME AS WELL AS A CSE® CUSTOMER SERVICE AWARD



PLANNING FOR 2022

MARKETING AND COMMUNICATIONS STRATEGY USING INSIGHTS FROM CMS AND VIRTUAL CPD SCHOOLS

INTERNATIONAL MARKETING CAMPAIGN EXPLORING WAYS TO REACH INTERNATIONAL ORGANISATIONS

INTERNAL MARKETING CAMPAIGN DEMONSTRATING VALUE OF CREATING CPD ACTIVITIES & SUPPORT AVAILABLE FROM CPD UNIT

SBARC|SPARK WORKING COLLABORATIVELY WITH OUR COLLEAGUES IN THE CARDIFF INNOVATION CAMPUS



sbarc|spark set to open new doors



Clare Sinclair
Head of CPD Unit

We are preparing to move into the new state-of-the-art sbarc|spark building in early 2022. sbarc|spark contains the world's first Social Science Research Park (SPARK) and is located at the heart of the University's £300m Innovation Campus at Maindy Park.

I feel very fortunate that the CPD Unit has such an exciting opportunity to look forward to when we go back to work on campus. There have been many challenges over the last two years as we worked from home, and therefore moving into sbarc|spark building is a welcome fresh start. We will be co-located with more than 400 social science researchers, enterprising students, and University staff along with up to 400 collaborators from business and society. Working within this community will ensure that the CPD activities that we initiate and support will be inspired by the latest research and be responsive to business need.

The building has been purposely designed to develop and nurture a culture of collaboration. Its unique look is based on the idea of an uneven

stack of books to symbolise a different way to think and be in the University. Set over seven storeys and united by a centrepiece oculus 'social' staircase, sbarc|spark will create a vibrant, attractive, and stimulating environment to encourage out-of-the-ordinary creative thinking and shared conversations. The CPD Unit will be located on the ground floor, along with our colleagues from research commercialisation and impact, and business engagement and partnership teams.

The building will also include lettable office space, conference/event space for up to 190 people and a top floor with a high-end event space and boardroom opening out to a balcony boasting great views across the city.

We are incredibly proud to be part of this showcase campus and the University's bright future of innovation. Come visit us and we'll show you around.



VISUALISATION OF SBARC|SPARK BUILDING, PART OF THE UNIVERSITY'S INNOVATION CAMPUS ON MAINDY ROAD.

2021 Financial summary

This overview provides further details of income generated during the period, as well as a breakdown of tenders submitted.

For the purposes of this report, we are reporting on CPD work that the CPD Unit was directly involved with. Please note the HE-BCI figures quoted in this review take into account

professional development across the University, which we are responsible for collating but we may not have an active involvement in delivering.

Please also note, we refer to HE-BCI data for the 2020-21 academic year, rather than the calendar year that we are reporting on in this annual review.

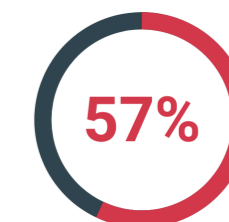
Income - CPD courses

Course type	Total	Value
Bespoke courses	11	£62,900
Open free and paid-for courses	13	£283,422
	24	£346,322

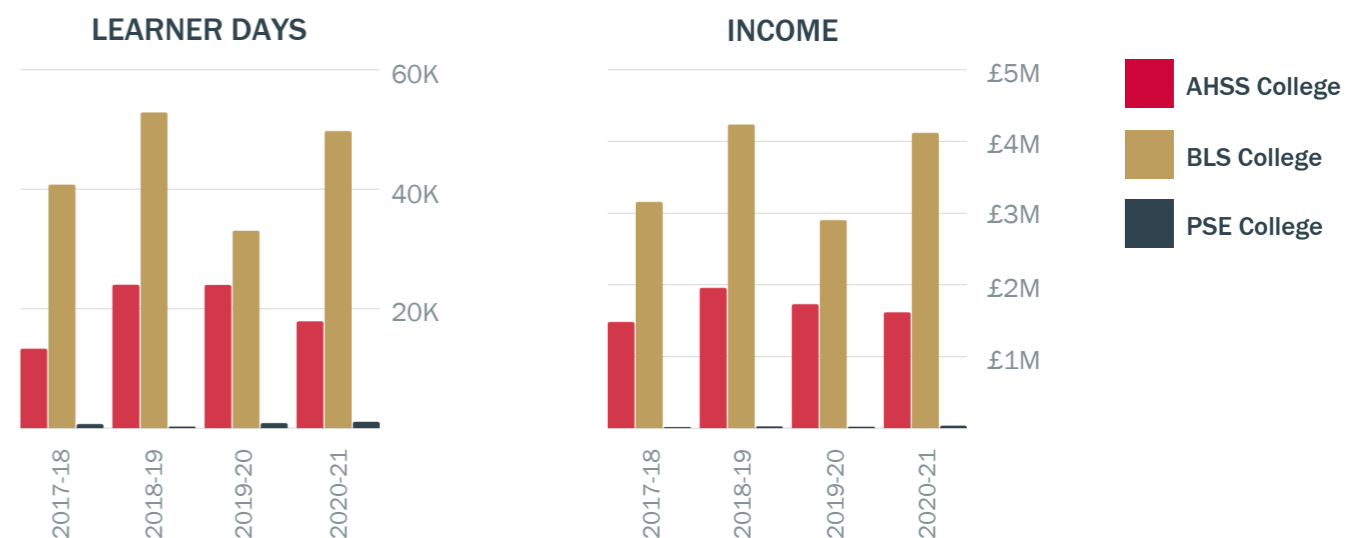
Tenders submitted

	Number of opportunities	Value
Won	4	£1,527,150
Lost	2	£117,185
Withdrew	1	£400,000
Total opportunity bids	7	£2,044,335

TENDERS WON %



HE-BCI data 2020-21



Wales Centre for Pharmacy Professional Education (WCPPE) and Postgraduate Medical and Dental Education (PGMDE) transferred into the NHS as part of the new organisation Health Education and Improvement Wales (HEIW) in Sept 2018. Their figures have been removed to aid comparison across the years.

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