








CPD Unit Review of the Year 2023










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MARKETING

-  **Social media**
Sharing on all channels, tagging in relevant contacts
-  **YouTube channel**
Adding to our suite of recordings
-  **Google Analytics**
Creating and managing advertising campaign
-  **Flyer/promotional material**
Designing bespoke leaflet to support campaign
-  **NEWS**
News article
Writing and publishing article/sharing to other Cardiff University web pages
-  **eNewsletter**
Creating tailored emails to our database and identified targets
-  **Case study**
Writing case studies for our web pages to promote programme

ADMINISTRATION/ PROJECT WORK

-  **Collaboration**
Working with Course Lead to reach their industry contacts
-  **Course bookings**
Enrolments via our Course Management System/Learning Central
-  **Research**
Identifying target contacts/organisations for promotion
-  **Administrative support**
Creating course packs/liasing with learners
-  **Video**
Working in collaboration to create asynchronous video content
-  **Event management**
On the day coordination - online hosting via Zoom/Teams, or face-to-face
-  **Project management**
Support throughout a programme, including liaising with speakers, organising catering, facilities, accommodation etc

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Introduction



Clare Sinclair
Head of CPD Unit

At the heart of Cardiff University's commitment to unlocking innovative solutions to complex problems is our dedication to equipping individuals and organisations with essential skills and knowledge to thrive. That's where the CPD Unit comes in – we work across the University, bringing together academics and private, public and third sectors to develop training to tackle some of the grand challenges facing society.

Among my personal highlights within this review: the first Csconnected courses coming off the production line, confronting an urgent need for skills training in the semiconductor sector in South Wales; a welcome return of international CPD activities, including a collaboration with the Pan African Society of Cardiology on a heart failure programme to improve patient outcomes and increase awareness of heart failure management; and our work with Cardiff Business School supporting the British Council in Ukraine to develop and deliver a professional development programme for higher education leaders as they prepare to re-build, transform, and reinvent the sector.

Throughout this review, you'll gain insights into the diverse range of CPD activities offered by the University, methodologies we employ to ensure effectiveness, and strategies we

implement to stay ahead in an ever-evolving educational landscape. Our work at the CPD Unit continually evolves to offer a service covering a vast breadth of activity; however, our objectives remain the same - supporting Academic Schools to create and promote opportunities and pathways for CPD learners, and engaging with businesses and organisations to develop professional development that supports their strategic objectives.

The sbarc|spark building, which sits at the centre of the University's Innovation Campus, has been our home since March 2022. We have gained tremendously from being based in this community – which is all about forging new possibilities through connections, creativity and curiosity. Our place within sbarc|spark enables us to work alongside research units, deepen our relationships with colleagues and broaden our collaborations with business. One such area we are exploring is with the Net Zero Innovation Institute, identifying postgraduate modules that can be used to upskill industry workers in areas like planning, energy, architecture, and supply chains.

On a personal level, we were devastated by the sudden death of a member of our team in October. Gail Thomas had been a part of the CPD Unit for over twenty years. Her kind and caring nature coupled

with her quick wit would always put people at ease and this was a great asset to the team. Gail made a huge difference to people we worked with both within, and outside the University. She is much missed.

Approaching 2024, we already foresee a busy year ahead, as we develop and nurture inter-disciplinary opportunities that support the University's strategic objectives. We have several international CPD projects at various levels of development – some contracts signed and others in progress for bespoke activities. The growth of our Csconnected suite of courses and expansion of our health related 'At the front door' programme will directly tackle skills shortages in South Wales and beyond, positively developing employability and attributes in vital sectors. We've started work on our revamped online CPD toolkit, aimed at supporting colleagues with advice, guidance and helpful tips on how to develop and deliver excellent CPD activities. Alongside this, we'll be relaunching our CPD Network, which will create a community of practice to share and learn from each other.

If you feel inspired after reading our review of the year, come and visit us for a chat at sbarc|spark. We'll show you around, grab a cuppa at the café and enjoy Cardiff's landmarks from the 6th floor balcony.



THE CPD UNIT
Team Away Day at Dŵr Cymru Welsh Water

Left to right:
Kate Sunderland, BDM - PSE College / CPD Project Manager - Csconnected | Jessica Gasson, Project Officer | Mukta Khan, Administrative Assistant | Charlotte Stephenson, BDM - BLS College | Phil Swan, BDM - AHSS College | Claire Scott, Marketing & Communications Officer | Clare Sinclair, Head of CPD Unit



How do universities stay relevant and evolve to fulfil a new role in society? How do we identify key future trends the world is likely to face, and develop strategies to not only tackle challenges but to embrace them? These are questions most universities, including Cardiff, are asking themselves.

It's key that we fulfil our social, cultural and economic obligations as an institution; intrinsic to that is supporting continuous lifelong learning. We help create meaningful training to allow local, national and international sectors to meet future challenges head-on - such as climate change, changing work environments and new technologies.

One approach is to partner, bringing together expertise from across the University to create real world solutions to problems. Whether that's cross-university collaborations, working with University Innovation Institutes (UIIs) and Research Institutes, creating bespoke programmes for private clients, or working with an international organisation like the British Council in Ukraine.

For example, previously we developed eVehicle and eMobility training videos for Cummins, using interdisciplinary expertise from across the University, including psychology, engineering, computer science, and business. In 2023, we handed the training materials to the company for them to upload to their learning platform, which is accessed by their 73,000+ staff globally. This training has helped achieve a new Knowledge Transfer Partnership, demonstrating how CPD activity can lead to other business engagement support offered by the University.

We also work closely with several of the newly-established UIIs to tackle global challenges through interdisciplinary approaches.

For example, we are collaborating with the Net Zero Innovation Institute to identify postgraduate modules from the University to upskill industry workers in areas like planning, energy, architecture, and supply chains.

Our work with the Digital Transformation Innovation Institute explored how the University can develop its offering to professionals in areas such as data science and cybersecurity, as well as open courses in topics including blockchain. Additionally, we supported a successful consortium tender submission for Cardiff Capital Region funds, in areas such as Digital Skills, Net Zero and Advanced Manufacturing. We are optimistic that our continued support will further enhance the University's ability to achieve its goals in these areas next year.

This year, we've developed our existing relationships with research units, broadening our role in their CPD output. For example, DECIPHer (Centre for Development, Evaluation, Complexity and Implementation in Public Health Improvement), based in sbarc | spark, delivers an annual suite of CPD courses. In 2023, DECIPHer expanded their programme and returned to face-to-face courses for the first time since the pandemic. We supported delivery, sharpening the customer journey, refining communications and further improving the booking experience.

Finally, we have worked closely with colleagues across the University in both academic and professional services, supporting the British Council in Ukraine to create and deliver a professional development programme for higher education leaders in Ukraine as they prepare to re-build, transform, and reinvent the sector after the war. The programme is led by Cardiff Business School and builds on their strong track record of delivering similar programmes for organisations in Vietnam, China, Kuwait, and India.

KEY COURSES

Leaders of University Transformation for Ukraine's Reinvention | For British Council Ukraine
A pilot leadership programme to help Ukrainian Higher Education Institutions consider their sector as the country rebuilds.

Collaborative Enquiry for Professional Learning | For Neath Port Talbot Local Authority
Working with teaching staff at 12 schools in Neath Port Talbot. Flexible, highly tailored content, encouraging staff to reflect on professional practice.

Vietnam HEI Gender Equality programme | For British Council Vietnam
Partnering with Universities Wales on a 27-month programme. Helping a Vietnamese higher education institute develop inclusive leadership and governance practice, focused on gender equality.

Police Station Representative Accreditation Scheme (PSRAS) | School of Law and Politics
Continued to work closely with the academic School to manage bookings and improve customer experience as well as add a new programme to our customer management system (see marketing spotlight on page 5).

Foundation Improvement Skills course | For Scottish Fire and Rescue Service
Year 1 of a 3-year programme developed with Cardiff Business School, designed for uniformed and support fire service staff.

TENDERS WON

Leaders of University Transformation for Ukraine's Reinvention | For British Council Ukraine
We supported Cardiff Business School in winning this contract, which was delivered online to higher education leaders in Ukraine.

Academic Industry Partnerships (with University of South Wales as lead partner) | For Cardiff Capital Region
Consortium member for the Digital Skills workstream. Developing and delivering training in AI, data science and analytics, cloud, systems and infrastructure, cyber security and risk, and software development/engineering.

Digital Skills, Net Zero and Advanced Manufacturing Skills (with Cardiff and Vale Health Board as lead partner) | For Cardiff Capital Region
Partnered with other organisations to bid for the Academic-Industry Partnerships workstream. Enabling businesses to access academic research, development and innovation services to solve industry challenges.

PLANNING FOR 2024

Net Zero Masters Modules
Working with the University's Net Zero University Innovation Institute, we are collating a portfolio of net zero training for industry, derived from the University's existing Masters modules.

Service Design
1-day face-to-face course led by Cardiff Business School. Due to run in March 2024.

Executive Summer School For Xiamen University, China
Supporting Cardiff Business School to plan/deliver a 5-day residential training programme for up to 40 MBA learners. Includes interactive lectures and guest speakers.



SPOTLIGHT ON MARKETING AND COMMUNICATIONS SUPPORT

Working with the School of Law and Politics to transfer their Magistrate's Court Qualification (MCQ) programme to our course management system (CMS).

A crucial part of the MCQ project was a complete review of communications throughout the customer journey.

Over several weeks, we looked at every aspect of the programme. We broke down the various routes to accreditation, immersing ourselves in the complex process to ensure a smooth customer journey no matter which route the customer chose. We then mapped each possible path and incorporated it into the CMS.

We redesigned web pages and wrote new bilingual email communications for every step of the MCQ process.

We created a suite of branded materials in line with the University's guidelines. These included guidance notes, assessment instructions, and accreditation paperwork.

The MCQ is a complex programme with pre-requisites and requirements set out by the Law Society. We solved the problem of over-burdening candidates with information by stripping back the web pages and creating a user-friendly, visually stimulating Welcome Pack brochure, which captured all the relevant information in one place.

We also designed a helpful step-by-step booking guide, to provide additional assistance for candidates as they start their journey with us.

We look forward to MCQ bookings going live in early 2024. This project will create a smoother customer journey, considerably reduce administration, and ensure all University governance is followed.

PROJECT INCLUDED:

CUSTOMER EXPERIENCE
Analysed and rationalised customer journey.

STREAMLINED, CLEARER COMMUNICATION
Wrote/edited all communications for the whole customer journey.

SUPPORTING INFORMATION
Created suite of branded, bilingual supporting documents, in line with University's brand guidelines.

DESIGN
Created new welcome pack and booking leaflets to aid customer journey and reduce queries.

Case study - our developing relationship with School of Social Sciences

In the landscape of academia, Cardiff University aspires to be a beacon of accessibility and innovation, challenging the notion of elite ivory towers.

As a proud member of the esteemed Russell Group of Universities, we actively engage with businesses and champion innovation as integral components of our institutional vision.

At the heart of our commitment to bridging academia and industry is the CPD Unit. Our purpose: to identify professional development requirements in private, public and third sectors, acting as a gateway for organisations and individuals to access training opportunities based on academic research and teaching. Woven into this is our support of our University colleagues, enabling them to translate theoretical knowledge into practical, income-generating professional learning.

What's the secret? Developing trusted relationships.

One of our most enduring partnerships is with Professor Emmajane Milton and the School of Social Sciences. Together, we develop professional learning and mentoring programmes for educators, from large-scale residential programmes

for Chinese academics to online sessions supporting Newly Qualified Teachers in Wales during the pandemic, alongside sustained and tailored programmes for schools and local authorities exploring how best to support educational practice and learners in a dynamic and changing contexts.

Developing such an intricate suite of bespoke professional learning packages is rather like tending a garden: preparing the soil so flowers are planted in just the right conditions, with sun, shade and rain creating a harmonious habitat. Each plant requires individual care to nurture and grow, and it takes consistent attention for the garden to flourish. Like that garden, many colleagues must work together to create an evolving set of training programmes.

This is a story not only of the collaboration of the CPD Unit and academic team, but also of international institutions, over 100 University colleagues across diverse disciplines and services, local schools, funding partners and those attending our courses.

We adapt our services depending on the scope and scale of the project. A simple learning programme may require our significant involvement at the start, preparing contracts

and negotiating costs; we might not then be needed again until much later, when we offer promotional, administrative or on-the-day assistance. In contrast, in our most complex courses – such as a 3-month residential programme for senior Chinese academics tailored to their specific pedagogical specialties - our team is embedded from beginning to end.

When planning for the first such programme - for Guizhou University our Head of Department and Business Development Manager spent two years cultivating relationships with international partners, building contacts and exploring opportunities. We prepared costs and contracts, then worked alongside Emmajane Milton as she developed the structure of the course, which was uniquely tailored to meeting the client and ultimately their staff - our learners' - needs.

And this was just the beginning. At every step we identified opportunities to enhance the offer and create an enriching experience for our delegates. Liaising with various University departments, we developed a customised programme including observation and insight sessions, English language lessons and visits designed to immerse the group in Welsh culture.

Upon arrival in Cardiff, delegates were met by our Project Officer, who looked after them throughout, taking care of logistics and communications to deliver a holistic and coherent programme.

This strand of immersive training flourished over the next few years, and we ran further similar programmes, generating a total income of over £380k. Even two to three years on, participants rate the ongoing impact of the training highly - 90% of those surveyed in 2020 and 2021 judged the effect on introducing innovative practices in their teaching as outstanding or excellent.

Complex courses involving so many University departments require iterative, ongoing reflection to thrive and evolve. During each programme, our core delivery team considered every element, tweaking, adding, and taking away components in response firstly to participant feedback and secondly to meet the requirements of each new group.

Professor Kenneth Hamilton, Dean for International Partnerships said,

“The Innovative Teaching Practice Programme (ITPP) is one of the best things for the international strategy that has ever happened at Cardiff University. This has been made possible through the shared vision and values of the core team and their unwavering commitment to collaborative ways of working at every level of this innovative programme.”

As our international programmes flourished, we began exploring opportunities with two local primary schools after the first approached us for staff training. Although the proposed content was quite different, focusing as it did on developing educative mentoring skills to support professional learning rather than higher education teaching practices, our relationship with lead academic Professor Milton was by now so inherent that she trusted us when we brought her this new prospect. She said,

“The CPD Unit was essential in developing a complex suite of programmes such as we have done. Without their expertise, adaptability and practical skills we simply would not be able to offer such a rich and varied set of courses. Knowing that the team was on hand to develop an opportunity, honing details and arranging logistics along the way was invaluable, as was ongoing marketing, project management and administrative support.”

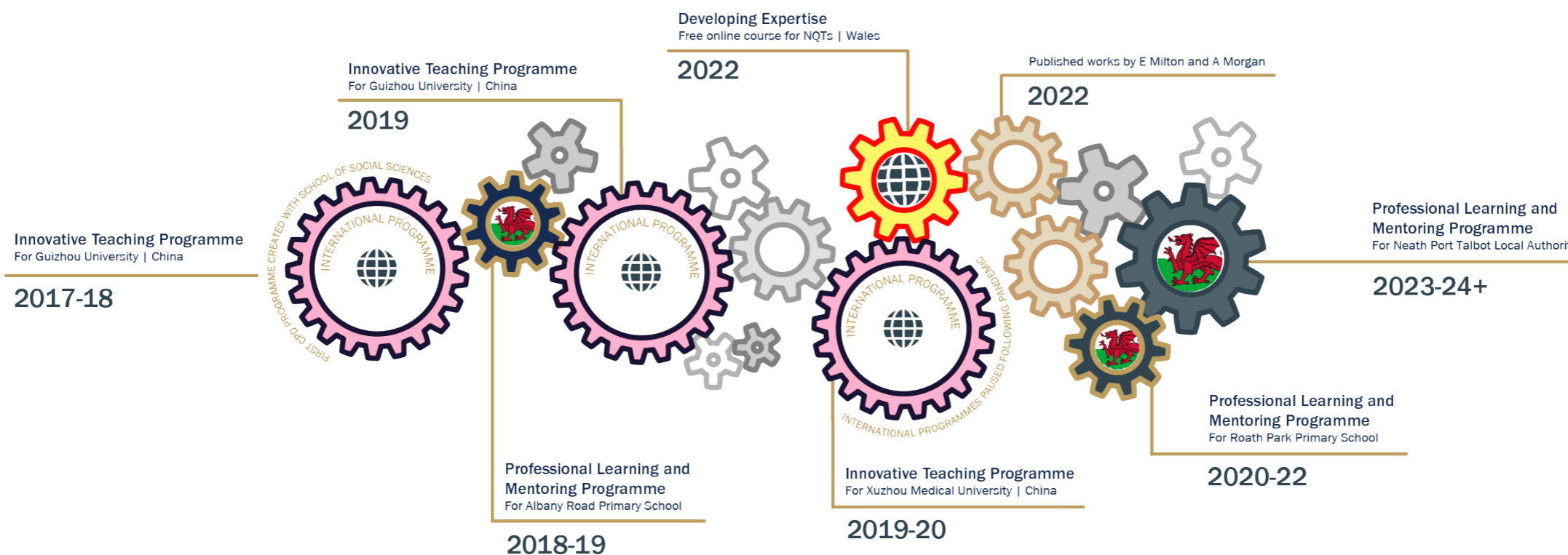
Then, in March 2020, Covid hit. All international programmes were halted and naturally, courses running in partnership with local schools were affected. The impact on teachers became increasingly apparent; In response to Newly Qualified Teachers in Wales missing out on physical placements due to ongoing restrictions, Emmajane and her colleagues Dr Alex Morgan and Heather Pennington proposed an online programme to

support them on navigating the changed educational environment. Speed and adaptability were vital, as was pivoting to support an online programme format. Within three months we had secured funding from the University's Research Wales Innovation Fund Strategy and implemented a marketing campaign, leading to more than 100 registrations.

Later, as restrictions eased, we worked with Emmajane and Alex to develop a Collaborative Enquiry for professional learning programme for Neath Port Talbot Education Service supporting 24 staff from 12 schools across the local authority.

As we reach the end of 2023, what comes next? While we continue to nurture our Welsh projects, international residential courses (particularly with Chinese institutions) have so far been difficult due to Covid restrictions.

As the world re-opens, these programmes are starting to return. Rather like the gardener, we have been cultivating the ground, knowing that at the end of this very long winter, there will be green shoots of recovery. By keeping in touch with international partners and evaluating the ongoing impact on past participants' educational practice, we hope this area of work will grow.





Charlotte Stephenson
Business Development Manager
BLS College

The story of 2023 in the BLS College could be aptly summarised as hard work paying off! It's been a year where we've reinforced relationships and collaborations established before and during the pandemic, where we've consolidated our successes, and where new projects have come to fruition.

One of our most anticipated projects was a bespoke Heart Failure CPD programme with the Pan African Society of Cardiology (PASCAR), which began life before the pandemic. Due to travel restrictions, a planned visit to the Heart Failure Centre at the University of Wales Hospital was postponed to the end of the programme, and in 2023 we were delighted to welcome delegates to Cardiff. Read more about this on pages 10-11.

We also worked closely with the School of Medicine's Palliative Care team, continuing to work towards becoming the UK's premier provider for palliative care training; this year we secured further funding for free-to-attend webinars, which in turn increased our subscribers on our YouTube channel where we host recordings as an online CPD resource tool. We achieved combined

attendance and YouTube views of almost 2,500 across the programme.

Our aim for this year's programme - to reflect the changing landscape of clinical practice post Covid-19, addressing specific professionals including district nurses and care home staff. Following the palliative care webinars, the European Association of Palliative Care (EAPC) invited us to submit an abstract, demonstrating the effectiveness of online webinars.

In 2024, we plan to dovetail this CPD strand with our expanding portfolio of 'At the front door' courses, launching courses that examine the particular challenges faced by front line workers.

It is essential to listen to our partners and prospective customers to develop meaningful, impactful CPD that meets their needs. Following the peak of Covid, organisations within the biomedical and life sciences sector continue to work under considerable time restraints, particularly those on the medical and healthcare front line. However, we are also seeing a move towards demand for in-person courses that promote networking, sharing ideas and collaborating. To this end, we're beginning to move towards more face-to-face based activities, often with an element of online study that can be completed flexibly.

Further successes during 2023 include revamping the critical care CPD short course programme, to meet the clinical need for training around rehabilitation in the critically ill.

We supported the adaptation of MSc content (from the MSc in Critical Care) to suit CPD learners and offered the programme in the most flexible way possible - a week-long self-directed study course with a live online session incorporated into the programme. Add to this a new course in nutrition and the critically ill, and we now have a robust group of courses, positioned as a bitesized introduction to the MSc.

As we look forward to 2024, we expect to launch multiple 'At the front door' courses, including topics such as Airway and Point of Care Ultrasound.

TENDERS

Psychological Services Education and Training | For NHS Wales
5 year contract to devise and deliver several Masters/Doctoral level programmes in clinical psychology and psychological therapies practice.

Community Nursing | For NHS Wales

(Awaiting decision)
We assisted with the tender to gain a place on the organisation's framework. To develop and deliver specialist community and public health nursing CPD programmes. Aimed at general practice, community mental health, and community children's nursing professionals.

PLANNING FOR 2024

'At The Front Door' series
Planning new courses for 2024, including Palliative Care, Point of Care Ultrasound (PoCUS), Airway and Community Oncology.

Exploring new ways to work with the **School of Healthcare** and expand their range of CPD programmes.

KEY COURSES



Introduction To Dermoscopy
12-week online course.
For doctors and specialists caring for patients with skin lesions.



Introduction To Hair & Nails Dermoscopy
16-week online course, developed in response to a need for skills in diagnosing melanoma in hair and nails.



Advanced Therapy Medicinal Products (ATMP)
Funded by Wellcome Trust.
Resource materials designed for researchers and developers.



Major Trauma Life Support (MTLS)
A new blended learning course, created in partnership with South Wales Major Trauma Network, created to meet the urgent need for increased trauma education in the acute care setting.

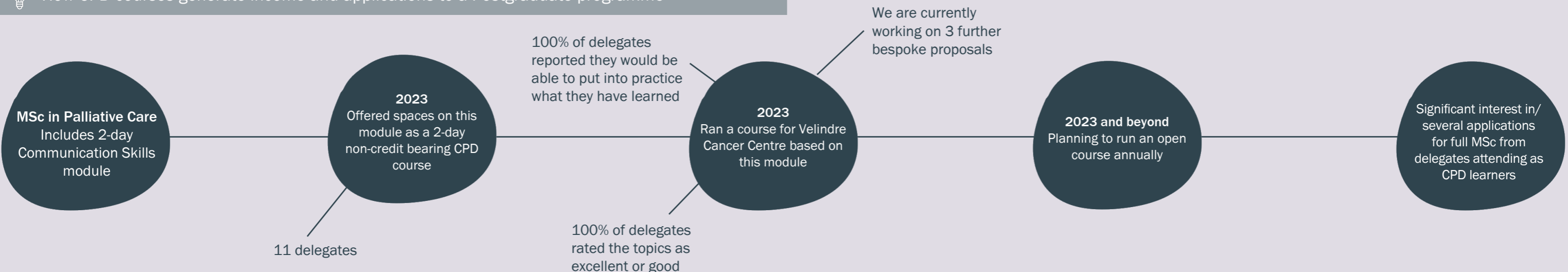


Law At The Front Door
The first of the planned suite of 'at the front door' courses; this session demystifies medicolegal scenarios, and advises practitioners on support available from their Medical Defence Organisation.



Palliative Care Webinar series
A series run over the course of a year, funded by Cardiff and Vale Health Board and led by practitioners from Velindre Cancer Care, Cardiff University and Ty Hafan. Each series is designed to support different professionals, which in 2023 included care home staff and community nurses.

How CPD courses generate income and applications to a Postgraduate programme



SPOTLIGHT ON:
Heart Failure CPD programme funded by The Pan African Society of Cardiology (PASCAR)

In one of the first post-Covid international CPD visits to Cardiff, cardiologists from across Africa spent a week at the University and University of Wales Hospital (UHW) Cardiff, experiencing how an established heart failure facility operates.

The programme, created jointly by the University and PASCAR (The Pan African Society of Cardiology), aims to address concerning levels of heart disease in Africa, upskilling

cardiologists to improve patient outcomes and increase awareness of heart failure management.

The visit to Cardiff allowed the cardiologists to experience a 'mature' heart failure centre, immersing them in the day-to-day operations of such a facility. Activities included attending patient panels, observing clinical sessions and practical workshops, supplemented by masterclasses on subjects such as communication skills and imaging. The week-long residential visit

was the final element of the CPD programme, mainly conducted online due to the pandemic. UHW staff, University academics and the visiting cardiologists agreed that meeting in person - sharing ideas and making connections - was hugely beneficial. One delegate reported he had secured a supply of pacemakers to distribute to patients, something they had not had access to before.

The programme team, including Charlotte Stephenson, the CPD Unit's Business Development Manager for BLS College, is now exploring further funding opportunities to continue running the CPD programme. The Heart Failure CPD programme is recognised as an essential project with practical, real-world impact.



“The increasing rates of heart failure in Africa are a growing concern in need of thorough and urgent investigation...as one of those from the diaspora, and as a former Health Minister in the Welsh Government, this is an issue which I take great interest in. You have my full support for the work you are doing here in Wales, in healthcare settings in Africa, and across the world, and I'm really proud that Cardiff University is facilitating such an important programme.”

Vaughan Gethin
Minister for the Economy of Wales

The programme attracted delegates from across the continent of Africa.

SPOTLIGHT ON MARKETING AND COMMUNICATIONS SUPPORT

We worked closely with the BLS College on a variety of projects, using carefully selected tools and tactics to raise awareness of courses, and increase bookings.

Actions included:

TARGETED AND PERSONALISED E-NEWSLETTERS
Including courses in our monthly e-newsletter (to almost 4,000 subscribers) as well as more targeted e-newsletters to those interested in medical CPD courses, previous delegates, and local stakeholders such as health boards and GP surgeries.

SOCIAL MEDIA
We created campaigns across our various platforms, tagging relevant accounts and generating interest in CPD activity across the College.

OPTIMISING WEB COURSE PAGES
Regular reviews of course outlines, aims and objectives, to ensure courses provide accurate, reliable and engaging content.

IMPROVING CUSTOMER JOURNEY
We audited all email communications to find ways to improve the customer journey. We created personalised communications, identifying 'pain points' in the booking process, simplifying correspondence where necessary to provide the best possible customer experience.

GOOGLE ADVERTISING
Where we felt additional budget could help the viability of a course, we created supporting Google Advertising campaigns.

Example: MTLs
1 month campaign, 9,207 advert clicks, generated 152 visits to course web page and 16 bookings. ROI of over £5,000.

YOUTUBE CHANNEL

We have created a library of bite-sized free CPD on our YouTube channel that showcases expertise and research from across the University.

Videos can have long-term impact, generating views over several years.

We also use our YouTube channel to increase the reach of programmes such as the free palliative care webinar series - it is a fantastic tool to raise awareness of our exceptional palliative care training.



*Data from January - December 2023



Kate Sunderland
 CPD Project Manager: CSconnected
 Business Development Manager:
 PSE College

One of the University's strategic priorities is the up-skill, new-skill, re-skill agenda - and professional development is a pivotal tool to support growth and match skills demand with supply. We are key to the development of CPD activities that up-skill existing employees, re-skill professionals from related sectors and provide new skills in key research and technology areas.

This is an essential part of the CSconnected UKRI Strength in Places Fund (SIPF) project, in which we lead the CPD work package. There is a shortage of workers with appropriate skills to support the growth of the compound semiconductor sector in South Wales. The SIPF project aims to increase skills capability, and support plans for accelerated organic growth and inward investment.

Our focus is on developing CPD activities to help meet this need, and we've spent much of 2023

preparing the launch of the first phase of short courses. See pages 16-17 for more information.

The University is helping to develop exceptional facilities to cement South Wales' position as a leading force in the sector. A recent visit for a CPD meeting by a CSconnected cluster partner led to an impromptu tour of the Institute for Compound Semiconductors (ICS); examples like this underscore the University's commitment to fostering collaboration - this visit not only showcased our state-of-the-art facilities but also illuminated the potential for innovative partnerships and knowledge exchange within the community.

Elsewhere in the PSE College, we have helped develop a new relationship with a leading global mining company, adding to the wider impact and success of the online 'Structural Geology for Exploration and Mining' course (see more on pages 14-15). The company heard about the course via a speaker at an international

conference; as a result, we delivered a bespoke version of the course to employees based in Australia.

As part of the University's focus on promoting flexible learning, we've continued to support professional students to access standalone modules on the MDataGov programme, with the option of accumulating credits towards a postgraduate qualification.

Our annual Higher Education Business Community Interaction (HE-BCI) return showed a healthy increase in CPD activity across the PSE College (see full report on pages 22-23). Looking ahead, we are confident that this figure will continue to rise as we further nurture relationships with colleagues across the College and externally. We are on course to launch several new courses under the CSconnected SIPF project to further support the upskill, new skill, reskill agenda and we are excited to see the outcome of developing relationships with partners in the cluster.



SPOTLIGHT ON MARKETING AND COMMUNICATIONS SUPPORT

The journey to launching Phase 1 CSconnected SIPF CPD courses - writing website content, analysing and refining the customer experience, opening bookings - and promoting to industry partners and beyond.

We supported the launch of Cleanroom Protocols, the first Phase 1 CPD course in the CSconnected UKRI Strength in Places Fund (SIPF) project.

Key actions included designing the course outline, customer communications and supporting promotional activity in such a way that they can be repurposed for the remaining Phase 1 courses when they are rolled out in early 2024.

RE-DESIGNING CUSTOMER JOURNEY
 As this suite of courses is offered on-demand (rather than via scheduled online/face to face sessions) we designed new customer communications, considering each step of the booking journey to ensure our messaging is relevant and concise. We also adapted our

Terms and Conditions to reflect this new type of programme, and reviewed how course information would be displayed on our website.

TARGETED AND PERSONALISED E-NEWSLETTERS
 In the lead-up to the launch of Cleanroom Protocols, we included the course in our regular e-newsletter (to almost 4,000 subscribers) as well as creating a bespoke, targeted e-newsletter to cluster partners, encouraging them to include the course in their induction/on-boarding programmes.

SOCIAL MEDIA
 We created campaigns across our various platforms, tagging relevant accounts and generating interest in the courses.

NEWS ARTICLES AND FLYERS
 In partnership with CSconnected, we promoted Cleanroom Protocols and the other upcoming courses (Introduction to Compound Semiconductor Electronics, and Introduction to Compound Semiconductor Photonics) via news stories on our website, and an industry flyer distributed at national conferences.

KEY COURSES



Introduction to Structural Geology for Exploration & Mining
 Online course introducing structural geology in the context of exploration and mining.

Also offered as an annual closed course for a global mining company since 2020, and Agnico Eagle since 2023.



Introduction to Geographical Information Systems (GIS) for Earth and Environmental Scientists | Initially developed for UNESCO
 Online course launched this year, designed to help practitioners produce maps, and visualise and analyse a variety of spatial data.



Introduction to Cleanroom Protocols
 The first in a suite of online CPD self-directed courses, offered as part of the CSconnected SIPF project.

PLANNING FOR 2024

Online/blended courses developed with CSconnected cluster partners
 Four CPD courses are in development (as part of CSconnected Strength in Places Fund (SIPF) project):

- Introduction to Compound Semiconductor Electronics
- Introduction to Compound Semiconductor Photonics
- Introduction to Etching: Theory
- Introduction to Wire Bonding.



YOUTUBE CHANNEL

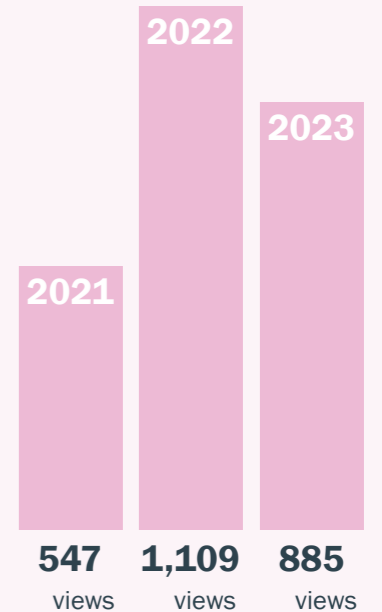
The most viewed video on our YouTube channel is from the PSE College: Introduction to Structural Geology for Exploration and Mining.

This video, promoting the benefits of the course, is consistently the most popular on our channel, and has been viewed in countries such as Brazil, Zimbabwe and Zambia.

Our YouTube channel has 427 subscribers.

We gained 160 new subscribers, and our videos were viewed 7,127 times in 2023

188.5 viewing hours since 2021



*January - December 2021, 2022 and 2023



SPOTLIGHT ON:

Structural Geology for Exploration and Mining (SGEM) short course

We had the pleasure of speaking with lead academic, Professor Tom Blenkinsop to discuss why this course first came about and the impact of training on participants and academics.

What was your main motivation behind developing this course?

Having worked in and around structural analysis for the last 30 years, I wanted to share my experience more widely, particularly around the systematic approach I've developed to deal with structures like lineations, folds, and shear zones. An online short course was a very convenient approach, and it also meant I could measure impact from my research.

What has surprised you about the success of this course?

We have been astonished by the demand, which has exceeded all expectations.

Since we ran the first course in March 2020, the CPD Unit has enrolled close to 450 people, from more than 20 different countries, as widespread as Africa and Australia.

Recently, we delivered a bespoke version for a leading global mining company that we had not worked with before. The company approached us after hearing about the course from a speaker at an international conference.

The live sessions have been a particular highlight, providing a personal touch to complement the e-learning materials.

It's fascinating to hear about the experiences and problems of geologists from all over the world. Solving problems of where ore bodies are, and how they formed, will be critical to providing the minerals needed for net zero.

Tom, we've talked about the positive impact this course has had on its participants, such as teaching geologists with varying levels of experience how to implement a unified and systematic approach to structural analysis. Could you give us some insight into how the course has helped to support your academic work more widely?

The CPD Unit's support has enabled me to explore the course's potential, strengthen existing links with industry, and create new relationships. For example, based on my approach an international mining company has adapted their workflows, and I was able to evidence this in my successful 2021 REF submission, 'Going for Gold'.

During lockdown, we made the course content available to undergraduate students to supplement their learning. We are now also sharing SGEM's sister course (Introduction to Geographical Information Systems for Earth and Environmental Scientists) with students, further enhancing their learning experience at Cardiff University.

Finally, are there any new developments coming up?

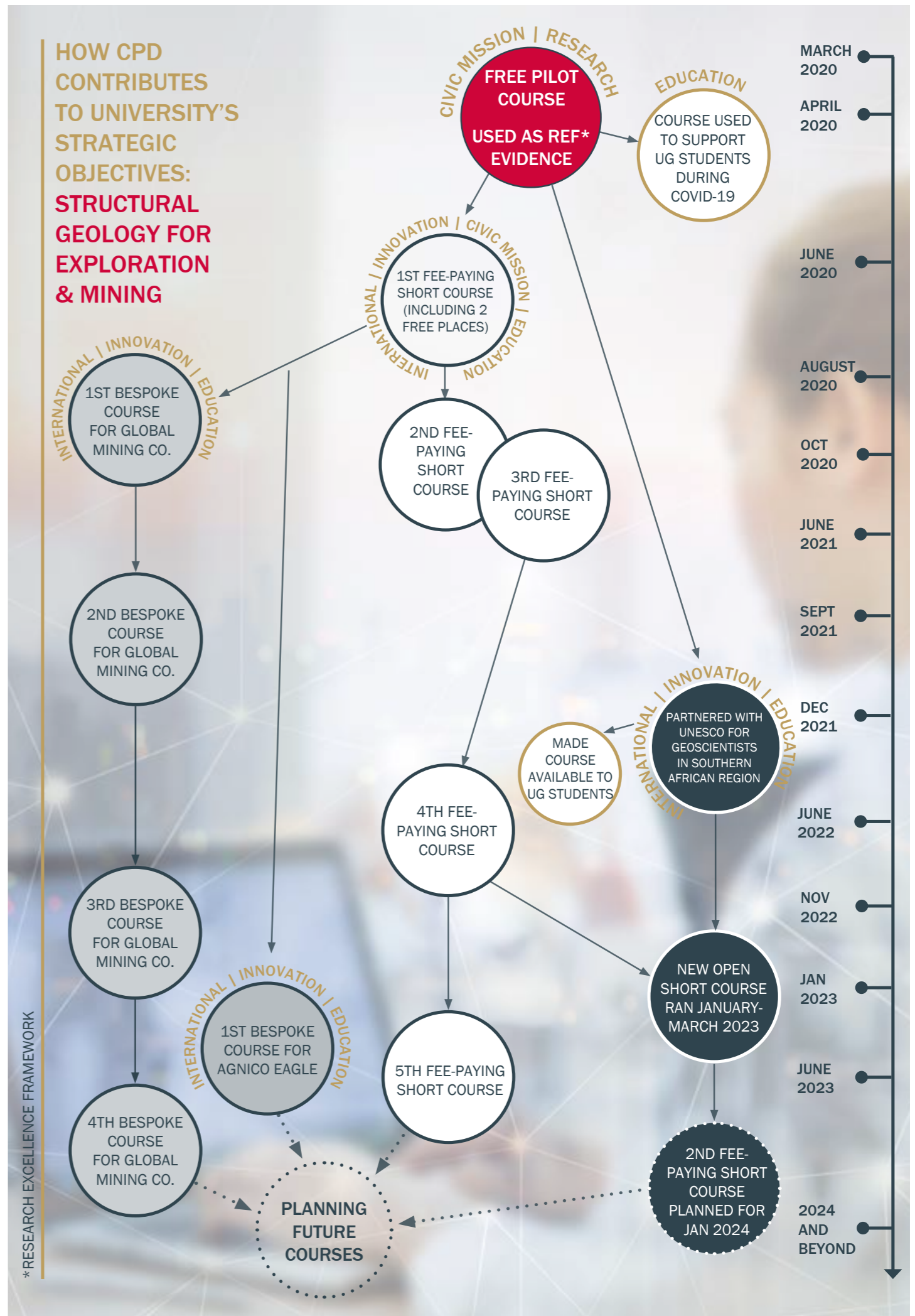
Yes! In late 2023, with the support of the Learning and Teaching Academy, we upgraded the course by moving it over to the University's updated virtual learning environment.

This will significantly enhance the learner experience, with new smart features and a more cohesive course journey. For example, delegates will now find it easier to track their progression through the course, and content will be presented in a more user-friendly way.

We have courses planned for 2024 and we're planning an international campaign to reach new organisations interested in this topic.



Geologists on a site visit in Australia.





Kate Sunderland
 CPD Project Manager: Csconnected
 Business Development Manager:
 PSE College

The Csconnected UKRI Strength in Places Fund (SIPF) project continues to deliver on its brief to create a package of CPD courses to support the growth of the compound semiconductor sector in South Wales.

As we prepared to launch the first suite of online CPD courses, Csconnected cluster partners met to attend in-person pilot planning events. This collaboration was invaluable to help our academic colleagues hone and refine learning content and ensure courses will be relevant and provide real value to the industry.

We engaged an external creative company to produce interactive

eLearning materials for each of the new courses. Investing in this expertise to create specialised, immersive videos is key to positioning the University as a global provider of training for the compound semiconductor sector.

We worked with the external agency and our academics to develop content, edit each video (working on areas such as subtitling, branding and signposting to additional resources) and finesse content to focus on key learning outcomes.

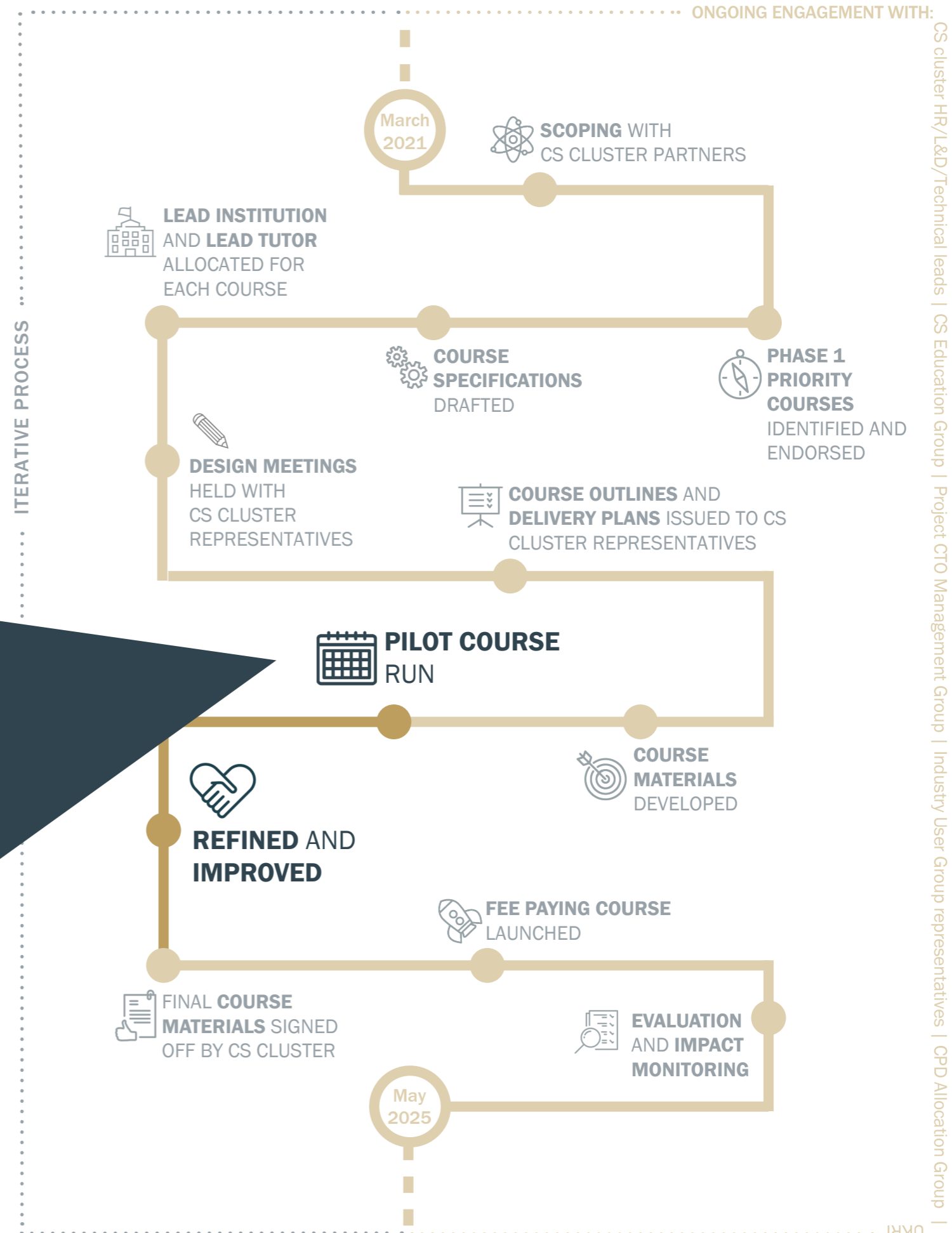
By mid 2023, Cleanroom Protocols was open for bookings, and a further two courses (in Compound Semiconductor Electronics and

Photonics respectively) will go live early in the new year.

In addition to the launch of the CPD suite of courses, other collaborations between the University and Csconnected cluster partners resulted in a grant award of £4.1M for Csconnected Place Based Impact Accelerator (PBIA). Substantial funding is now in place to support skills generation, including supplementing existing CPD activities through the Csconnected SIPF project.

DEVELOPING CPD COURSES WITH THE CSCONNECTED CLUSTER

The world's first compound semiconductor cluster



In 2023, we primarily focused on running pilots, and refining learning materials and content for three Phase 1 courses:

- we hosted 3 in-person pilot courses, inviting representatives from several cluster partners to each session
- academics delivered the course to cluster partners, who provided valuable feedback
- this collaborative approach helped identify areas to tweak and improve, to ensure courses are relevant and meaningful for industry
- once we had finalised course materials, we engaged an external creative agency to help bring the learning materials to life using animation, filmed sessions and engaging and interactive content

Online and recorded CPD activities

Over the past few years there has been a huge shift to online and blended professional development.

Although we hope the pandemic is now behind us, several changes in business practice and ways of working established during that time remain, and it looks likely that online or blended CPD will continue to be a key trend.

Feedback from businesses and organisations suggests that the flexibility afforded by online provision can be a real benefit, particularly in professions such as medicine or healthcare where it can be challenging to commit to a specific training date.

The new suite of bitesized online CPD courses developed with CSconnected (see pages 16-17 for details) demonstrate the demand for short, online asynchronous learning materials.

Blending asynchronous content with live online or in-person sessions certainly has a place in the modern professional development portfolio, and this is something we have embraced more than ever in 2023.

The School of Medicine and School of Healthcare Sciences have both incorporated insights gained during the pandemic to inform their future programmes and also produced several online webinar programmes, funded by local health boards and charities, offered free for the end user. We worked with course teams to apply for and secure funding, administered bookings, hosted the sessions, and added the recordings to our YouTube channel.

Recordings of free webinars are a fantastic promotional resource, providing a bite-sized idea of research and innovation happening at the University.



WEBINARS AND ONLINE COURSES

We facilitated a webinar series for medical professionals, sponsored by Cardiff & Vale Health Board to allow us to offer free sessions.

Our team also supported several academic Schools to plan and deliver online courses. We prepared learning platforms and supported the production of asynchronous teaching materials, including editing and subtitling the recordings.

Additional services included marketing and promotion to secure bookings, event management, and post-course impact analysis.



AUDIO VISUAL RESOURCES

2023 has been a pivotal year for creating exciting, innovative video content for CPD activities.

We have worked closely with and learned from the LTA and an external creative agency to develop skills in creating valuable video content.

We are currently working with CSconnected Strength in Places Fund (SIPF) to develop video content for courses launching next year.



YOUTUBE CHANNEL

DURING 2023, OUR AUDIENCE WATCHED

781 HOURS

AND VIEWED **7k** TIMES VIDEOS

Our YouTube channel provides a useful CPD resource for academics to showcase their professional development work.

Our video library is also a valuable source of bitesized CPD for individuals and organisations, and can be used to promote the research and expertise available at the University.

We have created several playlists, which we promote via social media and targeted eNewsletters.



Find us on YouTube!
Scan this code or visit youtube.com and search for @cardiffuniCPD

January - December 2023

Achievements in customer service

Exceptional customer service is at the heart of everything we do. We are delighted to have been awarded 24 Compliance Pluses at our Customer Service Excellence® (CSE®) assessment, a record result that showcases our continuing high standards of customer care.

CSE® is a rigorous assessment scheme, backed by the Cabinet Office, and comprises 57 standards across five key areas of customer service.

Achieving the CSE® standard involves the annual completion of a comprehensive application and collation of supporting evidence, followed by a day-long assessment. In order to be awarded the standard, organisations must pass each of the 57 standards; if they demonstrate achievements over and above the required threshold, an organisation can be awarded a 'compliance plus' for that standard.

We have improved each year, increasing our compliance plus standards from 15 in 2020 to 24 in 2023. We are thrilled to hold so many compliance pluses, as it truly marks how hard we work to provide an excellent experience for all our customers.

Throughout the year, we set challenging measures for all aspects of our work, meeting regularly as a team to discuss customer experiences and expectations, and share insights and good practice. We constantly monitor what is working and what could be improved.

This collaborative process is incredibly valuable to ensure all team members feel empowered to make changes or improvements to maintain an excellent level of customer service. In 2023, we also made the space for a team away day, giving ourselves time to explore our service in a productive, informal way.

We are evolving how we work with academic Schools, advising, coaching, and in a growing number of cases helping them improve customer experience by streamlining and analysing the booking and course management process.

For example, we extended our partnership with the School of Law and Politics professional development team. We led on an ambitious, complex project involving several team members, to transfer their Magistrates Court Qualification programme to our course management system. (Read more about this on page 4-5.)

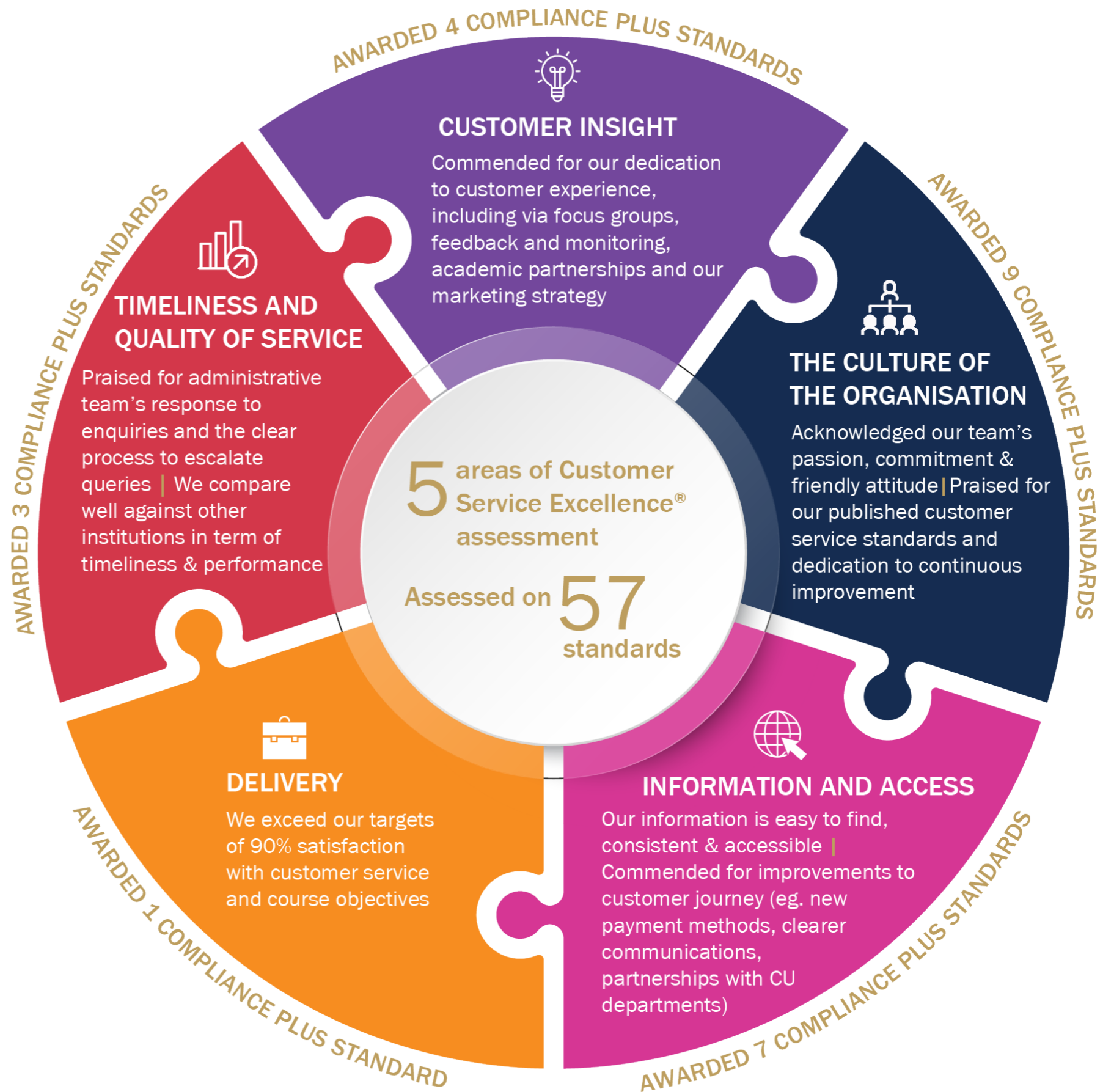
We administer bookings for much of the CPD activity delivered by Schools across the University. We also support research units like the Centre for Development, Evaluation, Complexity and Implementation in Public Health Improvement (DECIPHer) to offer an annual suite of CPD courses.

We are in talks with Cyber Innovation Hub to transfer their CPD programme to our course management system in early 2024.



SPOTLIGHT ON: Achievements in Customer Service Excellence® assessment

The CSE® Standard covers 5 areas, comprised of 57 standards, which must be passed to achieve the assessment. We were allocated the highest possible award (Compliance Plus) in 24 of these standards, demonstrating our deep and continued commitment to customer service that is recognised as exceeding expectations.



CPD activity across the University

This overview provides details of the annual Higher Education Business and Community Interaction (HE-BCI) survey, which, amongst other things, reports on CPD delivered to an external audience, by colleagues across the University.

In the 2022-23 period*, we saw a stabilisation of both learner days and income. In the last couple of submissions, we have recorded large increases, following a significant drop due to the pandemic. This year, income has increased by 10% and learner days are at -5%.

The CPD Unit is responsible for collating and reporting data in relation to all Cardiff University CPD provision and submitting to Research and Innovation Services (RIS) for the final University submission.

The HE-BCI survey is an annual statutory return, which all Higher Education Institutions in UK are required to submit to HESA. It measures the volume and direction of interactions between UK Higher Education Institutions and business and the wider community.

The survey covers six broad areas: strategy, infrastructure, intellectual property, social community and cultural regeneration, education, and CPD. CPD is defined as 'training programmes for learners already in work who are undertaking the course for purposes of professional development/up-skilling/workforce development'.

For the purposes of reporting CPD for HE-BCI, the data can include non-credit-bearing courses and some credit-bearing modules - for example, standalone Postgraduate modules.

PSE College income increased by **150%** vs 2021-22

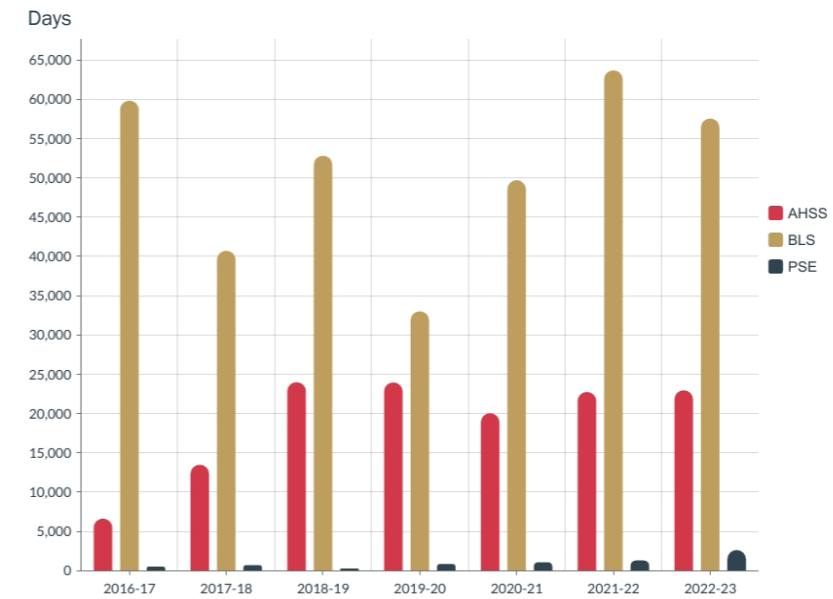
10% increase in income across the University vs 2021-22

Summary of CPD learner hours and income across the University during 2022-23 academic year vs previous years

	Learner hours (8 hours per day)	% difference	Income	% difference
2022-23	85,200	-5%	£7,903,582	10%
2021-22	89,629	22%	£7,209,159	20%
2020-21	73,240	20%	£6,008,763	22%
2019-20	61,136	-23%	£4,943,351	-24%
2018-19	79,861	39%	£6,470,192	33%
2017-18	57,436	-18%	£4,881,130	-11%
2016-17	70,020	106%	£5,497,922	83%
2015-16	33,919	96%	£2,998,670	17%
2014-15	17,333		£2,566,255	

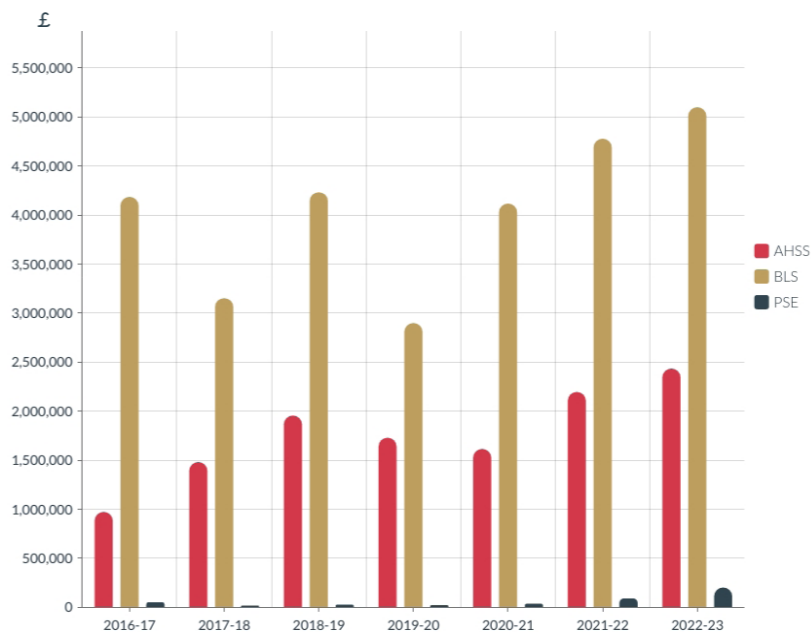
*Please note, we refer to HE-BCI data for an academic year, rather than the calendar year that we are reporting on in this annual review.

Learner Days



	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	% difference
AHSS	6,621	13,486	23,991	23,946	20,033	22,745	22,954	1%
BLS	59,826	40,721	52,804	33,004	49,691	63,669	57,540	-10%
PSE	517	695	275	852	1,069	1,287	2,623	104%

Income



	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	% diff.
AHSS	£971,650	£1,479,913	£1,955,487	£1,727,809	£1,614,865	£2,196,455	£2,434,751	36%
BLS	£4,184,313	£3,152,409	£4,232,047	£2,898,145	£4,115,907	£4,777,395	£5,098,839	16%
PSE	£51,465	£15,920	£25,410	£20,834	£35,497	£90,452	£201,105	155%

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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