

CPD Unit Review of the Year



2020

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Introduction

We headed into January 2020 very optimistic. We had a busy year ahead, with international contracts signed or in progress for bespoke activities, bookings flowing in for our programme of scheduled short courses, and a number of responses to tenders in the pipeline. As the first few months of 2020 progressed, it became clear that COVID-19 was going to significantly change our plans; that we would have to review our priorities and adapt our working practices.

The tenacity and resilience of the team has shone through during the difficult times we've experienced this year. In March when we began working from home, we worked together to agree suitable new ways of working that would enable as much flexibility as possible, and allow everyone to support one another and be kind to each other through the many challenges – including sickness, home schooling, caring responsibilities and the general emotional rollercoaster that was going on around us.

We continued with our day to day responsibilities and members of the team also volunteered to support the urgent work to respond to the high volume of COVID-19 student and family enquiries. We also took the lead in the establishment of the University's Contact Tracing Support Team, administering the daily reports of students in Halls of Residence that had received a positive COVID-19 test.

While the pandemic has cast a shadow over the year, we have nevertheless celebrated many achievements, milestones and successes. These include 15 Compliance Plus awards in our annual customer service excellence assessment, implementation of our new course management system and our Virtual Summer School.

What follows in the pages of this first CPD Unit Annual Review, is a tour of the different aspects to our work during this unusual year. Some areas of our work will show a different emphasis to previous years, although our objectives have remained the same. They are to support academic Schools within the University to create and promote opportunities and pathways for Continuing Professional Development (CPD) learners, and to engage with businesses and organisations to develop learning solutions that meet their requirements.

As the year draws to a close, we know there will be further challenges ahead; however, we will lean into the positives of the situation where we see them. For example, we will begin 2021 with many new skills that we have gained due to the increased support we have provided to colleagues to develop and deliver online CPD courses. We have collaborated and connected with many new colleagues due to the range of projects we have been involved in, and we have experienced many positive health and wellbeing aspects due to remote working.

In 2021, we will ensure we position ourselves to easily engage with businesses and support them in their recovery plans for up-skilling and retraining as a result of COVID-19. In particular, we will do this by continuing to support the work in the University regarding flexible Postgraduate Taught/CPD activities and through our work in the Compound Semiconductor (CS) sector. This forms part of the successful UK Research and Innovation's Strength in Places Fund to build a world-leading cluster of excellence in CS technologies.

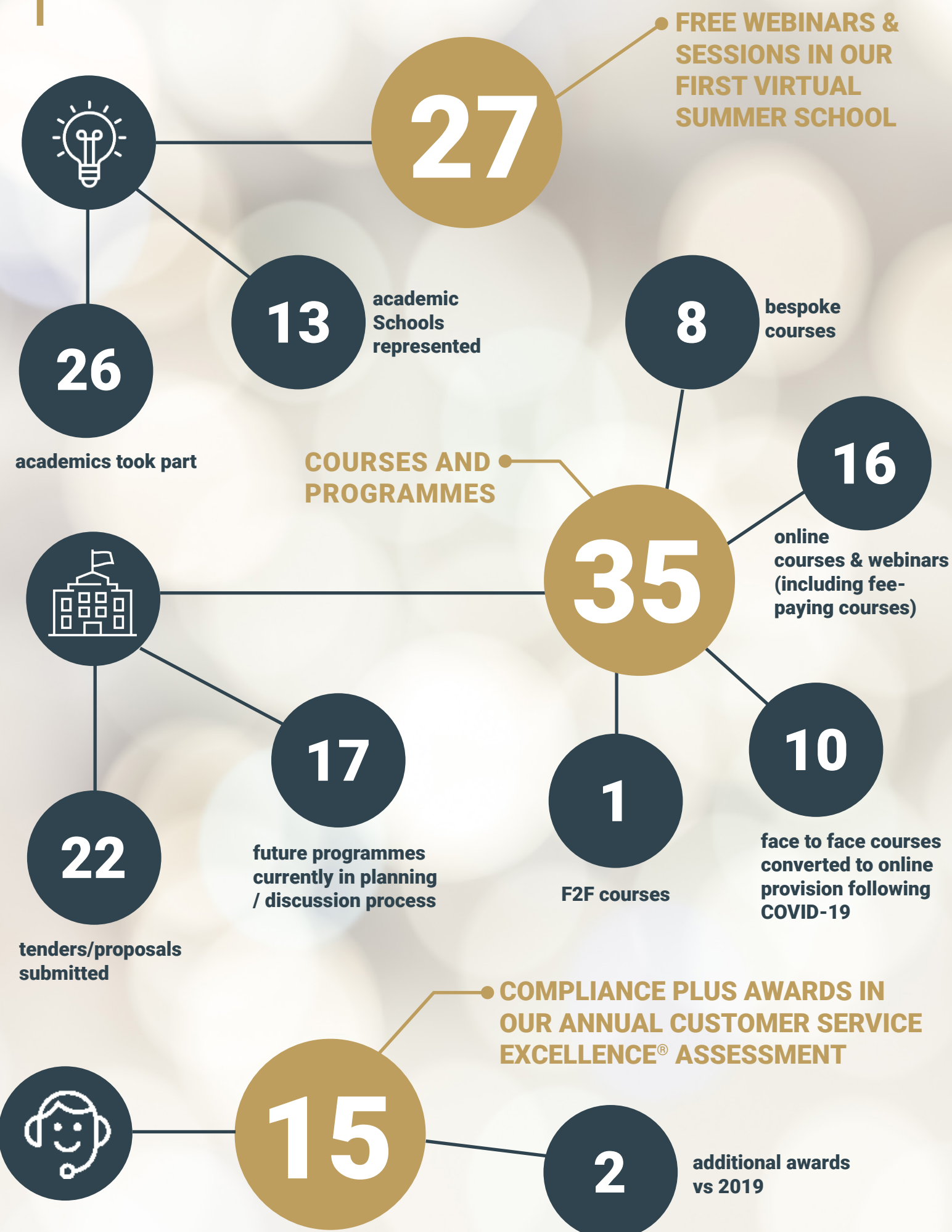
By the end of the year, we will be in our new home, the sbarc | spark building on Maindy Road. This state-of-the-art building is at the very heart of the Cardiff Innovation Campus and we are very proud to be part of its bright future.



The CPD Unit (L-R, from top)

Clare Sinclair, Head of CPD Unit
Claire Scott, Marketing & Communications Officer
Phil Swan, BDM - AHSS College
Charlotte Stephenson, BDM - BLS College
Mukta Khan, Administrative Assistant
Jess Gasson, Project Officer
Gail Thomas, Administration Officer
Kate Sunderland, BDM - PSE College

2020 Highlights



Business development

In 2020, business development activity in the CPD Unit has provided both challenges and opportunities. At the beginning of the year, face-to-face courses were going ahead as scheduled and we were working with several important organisations across the world to develop cutting-edge CPD provision for their staff; for example, the Government of Karala, British Council Vietnam, NHS Wales and the European Broadcasting Union.

In January, a delegation of senior academics from Xuzhou Medical University arrived in Cardiff to undertake the third iteration of the Innovative Teaching Practice Programme, delivered in partnership with the School of Social Sciences.

Their journey through the programme was to be a unique one, with the final weeks of teaching switched to an online delivery mode due to COVID-19. A sign of things to come in a year of change.

As COVID-19 developed into a global pandemic and lockdown came into effect, we had an intensive period of working with our customers to make decisions about adapting the courses for online delivery or postponing the courses to accommodate customers' home and work pressures.

We assisted several academic schools (eg School of Law and Politics, School of Journalism, Media and Culture, School of Social Sciences) with moving their face-to-face courses online to enable the continuation of income generation, dissemination of research, and responding to the immediate needs of the pandemic; for example, supporting the School of Medicine with a series of webinars in topics such as palliative care and community oncology.

As the year went on, the Business Development Managers (BDMs) improved their knowledge of developing online courses. Many of the offerings attracted large international audiences and enabled flexible delivery, flexible learning, scalability and efficiency (eg the Structural Geology course was accessed by 340 learners from over 35 countries).

By working with staff from across the University, the BDM role has enabled UK public sector employees to take modules on a standalone basis from the MSc Data Analytics for Government programme. This activity is critical to the University's Strategic Partnership with the Office for National Statistics.

The first CPD Virtual Summer School provided all BDMs with multiple prospecting leads with external organisations, resulting in several exciting new relationships.

The BDMs have supported a number of strategically important, high-value bids, such as Strength in Places, Pfizer Clinician course, UKRI Innovation Scholars, and HEIW Education and Training.

As the year came to an end, business development activity is responding well to the increased demand from public procurement tenders, inbound enquires, and opportunities presented by academic colleagues. We are hopeful that many of the benefits and learnings from online delivery will carry into future years with a more blended approach.

Please note

For the purposes of this review, 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 which may not have an active involvement in delivering.

Please also note, during this annual review we refer to HE-BCI data for 2019-20. HE-BCI data reported for the academic year, rather than the direct period that we are reporting on in this annual review.

College of Arts, Humanities and Social Sciences



Dr Phil Swan

Business Development Manager
AHSS College

In the early part of the year, we were involved with two major international programmes. The first was an Innovative Teaching Practice Programme for Xuzhou Medical University (led by School of Social Sciences). 16 Chinese academics took part in this bespoke 3-month programme, designed to assist the development of learning, teaching and pedagogical practice.

The second programme was a Higher Education Leadership Development programme, delivered by the Executive Education team in Cardiff Business School, for senior management staff from five Vietnamese universities. We were able to work with the sponsors of the programme (British Council Vietnam and Universities Wales) to quickly adapt the delivery of the programme to an online format, creating a bespoke, high-quality learning experience.

Although we have worked hard to adapt the delivery of other international programmes in light of COVID-19 (eg. the second part of a two-part student union leadership programme for the Government of Kerala (India) and a computational and data journalism course for the European Broadcasting Union (School of Journalism, Media and Culture)), they have sadly been postponed to 2021.

We provided significant support to academics in the School of History, Archaeology and Religion (Islam-UK Centre) in planning, delivering and promoting their new 'Muslims in Britain' online course for teachers, and accompanying free teaching resources.

In addition, we have supported the School of Social Sciences in delivering reflective practice courses to the staff at two local primary schools.

We supported the Executive Education team in Cardiff Business School to respond to a wave of training tenders from NHS Wales to help them respond to the challenges of the pandemic. We have also worked closely with Executive Education to help market their suite of courses (eg Lean Six Sigma and the Executive MBA) resulting in a raised brand awareness and increased course bookings.

CPD activity in AHSS College has proven resilient and adaptive to the challenges faced by the pandemic. We have worked closely with our academic colleagues, clients, and programme partners throughout the year to innovate and adapt our programmes. We have maintained the same high-quality level of support across all Schools and have broadened the CPD offering of the College into new and exciting areas.



2020 HIGHLIGHTS

INNOVATIVE TEACHING PRACTICE PROGRAMME FOR XUZHOU MEDICAL UNIVERSITY (SCHOOL OF SOCIAL SCIENCES) **16 LEARNERS**

LEADERSHIP DEVELOPMENT PROGRAMME FOR VIETNAMESE ACADEMICS - CONVERTED TO ONLINE FOR SECOND PART OF PROGRAMME (CARDIFF BUSINESS SCHOOL)

LEADERSHIP PROGRAMME FOR INDIAN STUDENT UNION (AND FUTURE PUBLIC SECTOR) LEADERS (CARDIFF BUSINESS SCHOOL) | **30 LEARNERS**

MENTOR A BUSNES BUSINESS WRITING SKILLS COURSE | **15 LEARNERS**

PRESENTED AT BRITISH COUNCIL UNIVERSITIES WALES VIETNAM CONFERENCE

FREE ONLINE COURSE ON CULTURE, 'COMA' AND THE MEDIA (SCHOOL OF JOURNALISM, MEDIA AND CUTURE)

SUPPORTED DEVELOPMENT OF PILOT 'DISCOVERING MUSLIMS IN BRITAIN' PROGRAMME WHICH WENT ON TO BECOME A FEE-PAYING COURSE (ISLAM-UK CENTRE, SCHOOL OF HISTORY, ARCHAEOLOGY & RELIGION)

PROFESSIONAL LEARNING AND EDUCATIVE MENTORING PROGRAMME FOR ROATH PARK PRIMARY SCHOOL (SCHOOL OF SOCIAL SCIENCES) | **20 LEARNERS**

WE LED A PROJECT TO SUPPORT THE CONVERSION OF 7 COURSES, INCLUDING DEVELOPING ADMINISTRATIVE PROCESSES TO STREAMLINE ENROLMENT (SCHOOL OF LAW AND POLITICS) | **260 DELEGATES**

HE-BCI INCOME IN 2019/20 WAS £2,898,145 (23,946 LEARNING HOURS). INCOME HAS ONLY DROPPED MARGINALLY, DESPITE COVID-19.



KEY TENDERS

EXPERT LEAN COURSE **150 LEARNERS | RESPONSE DELAYED DUE TO COVID-19**

UKRI DATASCIENCE BID (WITH PSE COLLEGE) **C. 120 LEARNERS | NOT AWARDED**

LEADERSHIP & MANAGEMENT TRAINING - WELSH GOVERNMENT SPONSORED BODIES **NOT AWARDED**

NHS WALES LEADERSHIP MASTERCLASSES **RESPONSE DELAYED DUE TO COVID-19**

NHS WALES HEIW HEALTH PROFESSIONAL EDUCATION AND TRAINING BID (WITH BLS COLLEGE) **AWAITING RESPONSE**

College of Biomedical and Life Sciences



Charlotte Stephenson

Business Development Manager
BLS College

In 2020, and in response to COVID-19, we have largely shifted our focus to converting face to face courses into online provision. Despite the pandemic and the obvious impacts on those working in medicine and healthcare, we have been able to provide support to ensure that CPD activity continued by either converting courses to online, or new courses being developed as a response to COVID-19. We also found that those working in the medical and healthcare field in 2020 had little or no time to devote to CPD; in response, we have developed shorter bite-sized CPD online sessions.

Many colleagues across the College (particularly in the School of Medicine and the School of Healthcare) have been very keen to deliver free resources, including webinars and Q&As, to support front line colleagues and workers during COVID-19. The impact of COVID-19 has been felt across primary care, with changes in referral pathways, and referrals to oncology drastically dropping. We have supported the development of short online webinars to ensure much-needed CPD and updates to primary care staff continued, resulting in positive impacts on patients.

We worked extensively with the School of Medicine on plans for a Heart Failure Cardiology course to be delivered in Cardiff and across Africa, which is designed to enable delegates to cascade this vital and much needed content across their practices.

We managed a Dermoscopy taster session for ABUHB, which we converted to online; this has been very well reviewed by participants and a number of them have expressed an interest in attending the full Introduction to Dermoscopy course. We are also able to demonstrate that the programme has enhanced and improved attendees' skills and knowledge.

In the early part of the year, we liaised extensively with academics from the Schools of Medicine, Healthcare and Pharmacy to support a 3-month bespoke programme for Xuzhou Medical University; this was led by academics from Social Sciences but BLS College academics provided opportunities for observations and ran sessions in innovative teaching practice in medical/healthcare, all of which were essential to the success of the programme.



PLANNING FOR FUTURE COURSES

3 CRITICAL CARE COURSES - IN SEPSIS, ORGAN DONATION AND REHABILITATION **DUE TO RUN IN SPRING 2021**

NEW DERMOSCOPY HAIR & NAILS ONLINE COURSE, BASED ON SUCCESS OF EXISTING COURSE **REQUIREMENT IDENTIFIED IN HOT CLIMATES**

COMMUNITY ONCOLOGY WEBINARS, CONVERTED TO A SERIES OF ONLINE SESSIONS **DUE TO RUN FEB-MARCH 2021**

PROBLEM SOLVING IN PAEDIATRIC CARE - CONVERTED TO ONLINE **DUE TO RUN MARCH 2021**

CREDIT-BEARING LIFESTYLE MEDICINE COURSE

WOMEN'S HEALTH POSTGRADUATE STANDALONE MODULE

RADIOLOGY SHORT COURSE

PUBLIC HEALTH SHORT COURSE

HEART FAILURE CARDIOLOGY SHORT COURSE



2020 HIGHLIGHTS

INTRODUCTION TO DERMOSCOPY (SCHOOL OF MEDICINE) | **2 INTAKES | 149 LEARNERS** AND DERMOSCOPY TASTER SESSION FOR ABUHB | **20 LEARNERS**

MEDICINES USE REVIEW (SCHOOL OF PHARMACY AND PHARMACEUTICAL SCIENCES) - CONVERTED TO ONLINE) | **2020 - 17 LEARNERS | 2021 - UP TO 32 LEARNERS**

MANAGED MEDICAL / HEALTHCARE CONTRIBUTION TO A 3-MONTH INTERNATIONAL INNOVATIVE TEACHING PRACTICE PROGRAMME FOR XUZHOU MEDICAL UNIVERSITY | **16 LEARNERS**

MANAGED DEVELOPMENT OF MEDICAL EDUCATION AND RESEARCH IN THE UK COURSE FOR JILIN UNIVERSITY (WITH SCHOOL OF MEDICINE) **DUE TO TAKE PLACE IN 2020 - DELAYED DUE TO COVID-19, NOW PLANNED FOR 2021 | 31 LEARNERS**

SECURED FUNDING & RAN 2 SUCCESSFUL WEBINARS AS PART OF ADULT LEARNERS' WEEK

RAN A SERIES OF 5 FREE PALLIATIVE CARE WEBINARS **916 ATTENDEES | 122 YOUTUBE VIEWS**

OVERSAW PLANNING / DELIVERY OF DIABETES WEBINAR SERIES FOR MIDDLE EAST PARTICIPANTS | **2 SESSIONS | 399 LEARNERS**

COLLABORATED WITH ACADEMICS TO PRODUCE NEW PROMOTIONAL BOOKLETS TO SHOWCASE CPD ACROSS THE SCHOOL OF MEDICINE AND THE PALLIATIVE CARE DEPARTMENT

SUBMITTED PFIZER TENDER ON 'LIVING WELL WITH OSTEOARTHRITIS PAIN' **WORKED WITH A MULTIDISCIPLINARY TEAM | NOT AWARDED BUT RECEIVED EXCELLENT FEEDBACK.**

College of Physical Sciences and Engineering



Kate Sunderland

Business Development Manager
PSE College

Despite the pandemic and global lockdown, 2020 has been a successful year for professional development at the College. One of the most notable developments is the way that CPD is now becoming embedded into significant research bids.

The award of the Compound Semiconductor Strength in Places Fund bid includes a £1M work package dedicated to skills, which the CPD Unit is leading on over the next 55 months. We are working in partnership with CSconnected Ltd and this work package will put the CPD Unit at the centre of engagement with the other CS cluster organisations, their wider supply chain, local HE and FE institutions and the Cardiff Capital Region.

This model of embedding skills into University research bids is also being considered by the Data Nation Accelerator and we have started to work with them on the skills agenda.

One of the biggest successes in 2020 has been the delivery of the new online short course in 'Structural Geology for Exploration and Mining' (School of Earth and Environmental Sciences). We worked closely with the School to plan and promote this course, delivering a pilot in March, followed by two iterations of the fee-earning course during 2020. We also secured a closed version of the course for leading mining company Newmont USA Ltd.

For the academic year 2019-20 the HE-BCI data shows a total of 852 learner days, which is up significantly on last year (275 learner days). The total income was just slightly down, at £20,834 compared with £25,410 in 2018/19.



2020 HIGHLIGHTS

COMPOUND SEMICONDUCTOR STRENGTH IN PLACES FUND BID - LEADING ON SKILLS WORK PACKAGE

ONS STRATEGIC PARTNERSHIP - CPD MODULES FROM MDTAGOV DELIVERED **10 UK PUBLIC SECTOR EMPLOYEES | SUPPORTING FLEXIBLE MSC FROM SEPTEMBER 2021**

FEEDBACK FROM STRUCTURAL GEOLOGY COURSES USED TO SUPPORT REF 2021 IMPACT CASE STUDY

UNESCO PROPOSAL DEVELOPED FOR ONLINE COURSE IN SUSTAINABLE MINING

PLANNING FOR NEW ONLINE COURSE IN WEB APPLICATIONS SECURITY IN 2021

SCHOOL OF COMPUTER SCIENCES & INFORMATICS - TO BE DELIVERED JOINTLY WITH INDUSTRY



KEY COURSES & TENDERS

COMPOUND SEMICONDUCTOR STRENGTH IN PLACES FUND BID. WORKING WITH 12 PARTNERS FROM HE & FE INSTITUTIONS AND INDUSTRY ON SKILLS ELEMENT OF THE BID

STRUCTURAL GEOLOGY FOR EXPLORATION AND MINING (SCHOOL OF EARTH AND ENVIRONMENTAL SCIENCES). OPEN ONLINE COURSE RAN x3 FOR 300 LEARNERS FROM OVER 30 COUNTRIES. **CLOSED VERSION OF COURSE PROVIDED TO 40 LEARNERS FROM NEWMONT USA LTD**

UKRI BID - INNOVATION SCHOLARS: DATA SCIENCE TRAINING IN HEALTH AND BIOSCIENCE (SCHOOLS OF COMPUTER SCIENCE & INFORMATICS, MEDICINE - WITH CARDIFF METROPOLITAN UNIVERSITY)

COMPOUND SEMICONDUCTOR ELECTRONICS AND PHOTONICS 1-DAY COURSE ADAPTED TO ONLINE DELIVERY FOR ROCKLEY PHOTONICS (SCHOOLS OF ENGINEERING AND PHYSICS)

VIRTUAL CPD SUMMER SCHOOL - SCHOOL OF ARCHITECTURE (3 SESSIONS), SCHOOL OF COMPUTER SCIENCE (2 SESSIONS), SCHOOL OF EARTH AND ENVIRONMENTAL SCIENCES (1 SESSION)

THE 6 SESSIONS ATTRACTED A TOTAL OF C. 200 ATTENDEES

Virtual Summer School June 2020

When the UK entered lockdown and face to face teaching was suspended due to COVID-19, we wanted to create a free CPD programme in order to support businesses and individuals at such a difficult time.

We worked closely with academics and external CPD tutors to devise a week-long programme of live and pre-recorded webinars, Twitter Q&A takeovers and other content from across the University.

13

ACADEMIC SCHOOLS TOOK PART, WITH MOST SESSIONS FROM:



SCHOOL OF MEDICINE



SCHOOL OF HEALTHCARE



WELSH SCHOOL OF ARCHITECTURE



SCHOOL OF COMPUTER SCIENCE AND INFORMATICS

3,373

registrations across all sessions

764

unique registrations

1,140

attendees across all sessions

461

unique attendees

27

sessions in total from:

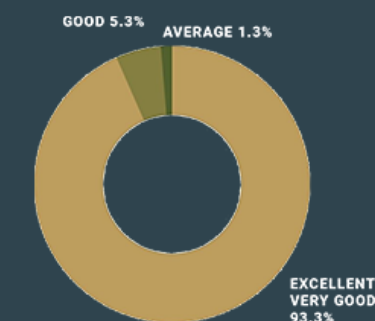
26

academics

4

CPD tutors

PEOPLE RATED DELIVERY AS:



PEOPLE RATED CONTENT AS:



WEBSITE RESULTS

(May - June 2020)

NEWS ARTICLE PAGE VIEWS 2,076

CONVERSION RATE 41%
(from news article to registration/sign up)

MARKETING NEWSLETTER 89% SIGN-UPS
(of those who completed post-programme survey)

SOCIAL MEDIA RESULTS

(May - June 2020)

NEW FOLLOWERS 108

TWITTER IMPRESSIONS 150,000

PROFILE VISITS (TWITTER) 1,436

RETWEETS 309

Webinars and online courses

As face-to-face training has been largely suspended due to COVID-19 restrictions, we have converted existing face to face courses to online, and we have also collaborated with academics and trainers to create new webinar programmes.

In particular, we've been successful in creating medical webinars in areas such as palliative and end of life care, which have been specifically offered to support healthcare workers during the pandemic.



BLS COLLEGE

5

Palliative Care webinars

2

Adult Learners' Week webinars

1

Diabetes webinar series in Middle East

3

CPD courses converted to online

3 courses were converted to online provision: a bespoke Dermoscopy Taster session for ABUHB, Medicine Use Review, and Problem Solving in Paediatric Palliative Care (running in 2021).



AHSS COLLEGE

1

Culture, Coma and the Media online course

1

Pilot Discovering Muslims in Britain online course

1

Free teaching resources for RE teachers

6

CPD courses converted to online

The second half of a Vietnam leadership development programme, run by Cardiff Business School, was converted to blended online learning.

5 Executive Education courses also taught online rather than face to face.



PSE COLLEGE

1

Pilot online Structural Geology course

1

Additional study resources for UG students

2

Intakes of fee-paying open course

1

Closed course for leading mining company

The Structural Geology online programme has been a great success in 2020. We supported the School of Earth & Ocean Sciences to run a pilot programme which was hugely over-subscribed, followed by 2 intakes for a fee-paying version of the course.



CPE OPEN COURSES

3

CPE courses converted to online

4

CPD tutors took part in our Virtual Summer School

4

Videos created with tutors to provide free CPD during pandemic

A further programme of online courses is being planned for 2021, as well as webinars within our Spring Online School.

Marketing and Communications



Claire Scott

Marketing and Communications Officer

2020 has undoubtedly been a very challenging year, and one which has had an impact on our planned marketing and communication strategy. Nevertheless, we have achieved some excellent results, particularly when viewed in the context of COVID-19 and a global lockdown.

We adapted quickly to move courses online, and create new initiatives (such as the Virtual Summer School) to support our customers in their professional development. We have continued to grow our social media following and have made gains on both Twitter and LinkedIn (over 50% of our followers on LinkedIn were achieved this year).

We have strengthened our relationships with academics and we are seeing fantastic social media engagement with other departments at the University, who retweet and share our content daily.

We have worked with academics across a number of Schools to create new courses or CPD activities, supported by effective marketing plans. Examples include the online programmes in Structural Geology for Mining & Exploration, and Discovering Muslims in Britain. We have also created and managed Google Ads campaigns for various courses, as well as the open short course programme.

We have created lots of new content for our website, including a new International projects section, which provides users with comprehensive information about our programmes and expertise. This area is populated with case studies, testimonials and background information, and is supported with a new International CPD booklet, which has been translated into multiple languages.

We have also worked closely with the Administration team to launch AccessPlanit, our new Course Management System. Input included developing customer journeys and writing new communications for each, creating new certificate designs, and arranging for Welsh translations of all communications.

We led on a project to audit and update all our website content to Welsh in line with new Welsh language regulations.

In the early part of 2020, we devised and delivered a marketing strategy to promote the open courses that were due to begin in March. Although these courses could not go ahead as planned due to COVID-19, we had achieved numerous bookings - one course ran before the pandemic started and this was fully subscribed.

We worked with Business Development Managers and the Project Officer on International projects in early 2020; we designed and printed a coffee-table style Commemorative Book for participants on the Innovative Teaching Practice Programme.

As part of our internal communications, we represented Senghennydd Building for the Green Impact Award programme; we achieved a Bronze Standard for improving and promoting sustainability across the Building. This is a University-wide initiative, and we will be participating again as part of the 2021 programme.

Website, digital and social media

Despite the pandemic, our yearly website results have been excellent. In quarter 1, (before the COVID-19 pandemic hit) we saw record visits to the website (supported by a coordinated Google Ads campaign).

Similarly, when large events were running (eg Virtual Summer School), our website hits have been excellent. Overall, we increased users by 13.81% compared to 2019, and sessions are up 12.2%. Page views are down 13.81% but this is to be expected with limited courses operating. Overall, we should be very pleased with the results given the challenging global situation

This year we have made a number of improvements to the website pages, including writing new case studies on prominent projects, and creating an International CPD section.

We have published 25 news stories to promote our CPD activity, covering areas such as new courses, showcasing excellent feedback from participants, and free professional development content from across the University.

Virtual Summer School

Our Virtual Summer School digital results were excellent. We achieved all our objectives, including views of the news article (2,076 against an objective of 500), and brand awareness (up 55% against an objective of 20%).

Our content was very well received on Twitter, and was widely shared and commented on. Our engagement rate was outstanding (average of 2.65%), and suggests that the content we were sharing was of value to people. We had buy-in from the academics, who also shared content widely. Most importantly for us, we earned 103 new followers from promotion of the Summer School, which means that more people are seeing (and sharing) our content. This continues to improve brand awareness of the CPD Unit and the University.

We created a stop-motion animated film that was shown at the beginning of every live session to inform attendees about the work that the CPD Unit does and the CPD opportunities that are available at the University. We also maximised promotion of the Summer School by making all session recordings available on our newly created YouTube channel.

↑ **33,492** •
total website users (up 13.81% vs 2019)

↑ **12.2%** •
increase in website sessions vs 2019

105,496 •
total page views

6 •
case studies, including Medicines Use Review for HEIW and the Vietnam Leadership Development Programme

25 •
news stories published, promoting activity including the Virtual Summer School, new courses, and our COVID-19 response

↑ **55%** •
CPD brand awareness up following Virtual Summer School

2,076 •
views of Virtual Summer news page

↑ **41%** •
click-through from VSS registration page vs 20% objective)

89% •
Sign-up to CPD newsletter (of those who completed evaluation form)

Google Analytics

Top Tweet was from Google Analytics - retweeting in response to one of our VSS Twitter Takeover answers

Website, digital and social media

International CPD webpages & digital booklet

Part of our strategy during 2020 was to create a hub of information for our international audiences that provides a dedicated area full of relevant information and showcases our experience.

We worked with the central web team to agree a layout for the webpages, then populated with information such as case studies, academic profiles, and useful links. The new area of the website is also supported by a digital booklet that has been designed in four languages. The booklet will also be printed and given to the International team once travel resumes.

In 2021, we plan to implement a marketing plan to promote our international programme.

Internal webpages & digital booklet

We have produced a new digital booklet for internal staff that introduces the CPD Unit and provides colleagues with information about how we can support them to create new professional development activities. This booklet (as well as general information about the CPD Unit) is provided to all staff when completing their induction at the University. We met with the relevant Internal Communications team to discuss providing this information to academics who are seeking progression/promotion in their chosen career pathway - this is the most appropriate time in their career to discuss creating CPD activities.

Welsh translation of webpages

During 2020 new Welsh legislation came into force so all website content (and marketing material) must be available in both English and Welsh. In order to comply with this requirement we audited our webpages (including all course pages and Postgraduate Standalone Module pages) and arranged Welsh translation where needed. This also provided an opportunity to identify any outdated information and refresh content where needed.

New Course Management System

In 2020, we continued our work with AccessPlanit, which culminated in the launch of our new Course Management System to improve customer service and provide a better experience for our users. Marketing support has included rewriting all user communications, mapping various customer pathways to ensure the journey is as streamlined as possible, and arranging Welsh translation of all communications. We also designed a suite of course certificates, and a new registration form.



ORGANIC RESULTS



1,008
total followers

175
new followers
in 2020

844
likes

338.2K
impressions



226
total followers

116
new followers
in 2020

30
Business Development
followers in 2020

120
followers at senior / owner /
partner / MD level

CPD programmes

Open courses

Before COVID-19, we had planned a spring open course programme and bookings were looking very healthy. Marketing support included designing and producing a brochure which was distributed to our database of contacts, a Google Ads campaign and a supporting social media campaign.

In Autumn 2020 we were able to offer a suite of online courses in Project Management and PRINCE2®. Marketing actions included a Google Ads campaign, promoting on social media, and sending digital communications to our registered interest / marketing databases. Courses were very well attended, with the PRINCE2® course selling out.

Google Ads campaigns

We worked with Business Development Managers and academics to create a number of Google Ads campaigns, most significantly Executive Education for their suite of courses, the Discovering Muslims in Britain course (School of History, Archaeology and Religion) and the Problem Solving in Paediatric Palliative Care course (School of Medicine). These campaigns supported wider marketing plans and resulted in numerous bookings onto each course.

Prospecting and research

Prospecting was an important activity in 2020. The Virtual Summer School provided many excellent contacts that we collated for the Business Development Managers (BDMs), and we also gathered information from marketing activity throughout the year. The results we have seen on LinkedIn this year also provided useful information for the BDMs as it can be viewed by sector, seniority level and size of business. We have seen an increase in followers of 50% during 2020, suggesting that our output is relevant and engaging.

Marketing materials

In 2020, we continued to refine our marketing materials in order to ensure that the customer journey is as positive and streamlined as possible. We designed new booklets and leaflets for a number of programmes and individual Schools. We are in the process of creating digital and printed sector-specific booklets (eg Architecture, Engineering, Medicine) for use on the website and to distribute to target audiences. We have completed an audit of marketing materials and updated them in line with current branding, including banners, presentation folders, our brochures and Commemorative Books for international programmes. We are planning to create a new slide deck in 2021 in order to rationalise our presentation materials.

Quarter 1

- Innovative Practice Teaching Programme - Xuzhou Medical University
 - including designing Commemorative Book
- Open course programme
 - MRI short course
 - Genetics Counselling course
- Introduction to Dermoscopy online course
- Structural Geology for Exploration and Mining online course
- ONS programme
 - including attending meetings as well as designing and creating standalone module pages
- Executive Education suite of courses including LBA and EMBA
 - included a major Google Ads campaign, promoting courses and events, social media retweets and promotion

Quarter 2

- Virtual Summer School
 - including creating new identity for the programme, creating prospecting data for BDMs, social media campaign, stop-motion animated video, digital comms to existing and new audiences, and liaison with academics and Professional Services colleagues.
- Dermoscopy: Hair and Nails
 - initial planning for 2021 campaign
- Numerous booklet designs for new and existing programmes
 - eg Palliative Care, School of Medicine, Media, Culture and the Coma pilot online course

Quarter 3

- Critical Care online courses
- Palliative Care webinar series
- Adult Learners' Week (promoting Palliative Care sessions)
- Structural Geology for Exploration and Mining online course
- Discovering Muslims in Britain online course
 - Significant marketing input including a Google Ads campaign, newsletters, social media support; also worked closely with academics to create a free resources area.

Quarter 4

- Suite of online CPD courses
 - including converting the content from F2F courses to online, creating new course outlines, setting up on the website/AccessPlanit, creating social and Google Ads campaigns, promoting to marketing contacts
- Problem Solving in Paediatric Palliative Care
 - including a Google Ads campaign
- Planning for Spring Online CPD School following the success of the Virtual Summer School.

2020 Financial overview

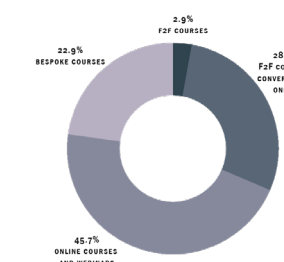
This overview provides further details of income generated during the period, as well as a breakdown of tenders submitted.

For the purposes of this summary, 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 which we may not have an active involvement in delivering.

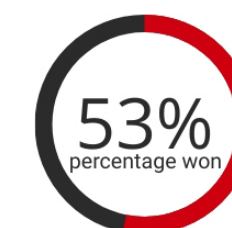
Income - CPD courses

	Total	Value
F2F courses	1	£11,090
F2F courses converted to online	10	£72,586
Online courses and webinars	16	£213,200
Bespoke courses	8	£190,587
Totals	35	£487,463



Tenders submitted

	Number of opportunities	Value
Won	12	£163,251
Awaiting decision/postponed	8	£387,410
Lost	2	£69,150
Total opportunity bids	22	£619,811



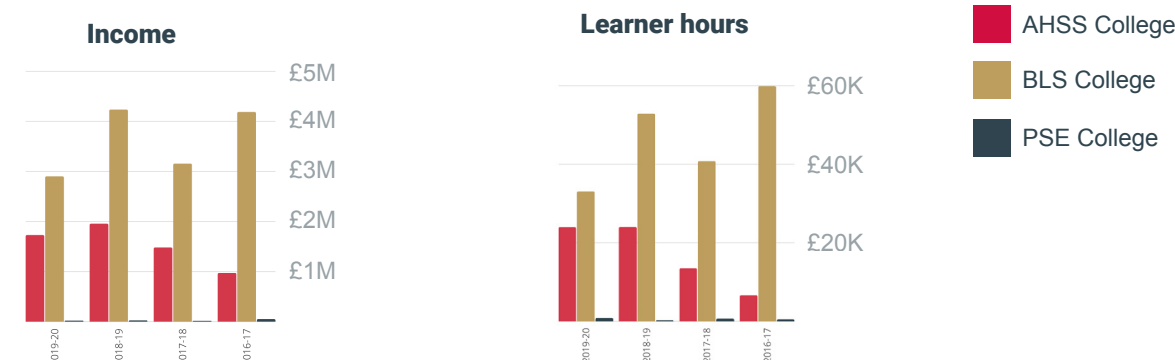
NOTES

Very few opportunity responses have been 'lost' in 2020, although it should be noted that this does not include the opportunities we reviewed but decided not to submit (value worth c. £1,125,000).

In addition to the above, we contributed and support the submission of two substantial tender/grant applications;

- Compound Semiconductor Strength In Places Fund bid. UKRI funding £0.5M | anticipate c. £0.5M from CS Partners
- NHS Wales HEIW Health Professional Education and Training bid | £200M value

HE-BCI data 2019-20



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.