



# Consolidated Enhancement Plan

2020-2021

Item	DEPT	Action	Deadline	Actioned by	Reporting Committee	Lead	Success Indicators - What actions will mean this is completed
1.1	QUALITY ASSURANCE & STUDENT EXPERIENCE	Organize an industry guest speaker/s event once a month	Jan 2021/Monthly	Student Experience Officer	Monthly QSE Meetings	HoQ	Monthly QSE Meetings/ module feedback
1.2	QUALITY ASSURANCE & STUDENT EXPERIENCE	Improve and implement student experience events (academic and social events including alumni events).	April 2021	Student Experience Officer	Monthly QSE Meetings	HOQ	Monthly QSE Meetings
1.3	QUALITY ASSURANCE & STUDENT EXPERIENCE	Partner with Mental Health Charity Partner for CFS students	February 2021	Wellness officer	Monthly QSE Meetings	HOQ	Regular wellness talks,events and Guests speakers and better retention and attendance
1.4	QUALITY ASSURANCE & STUDENT EXPERIENCE	Achieve 5-6 KPI for all module feedback.	Monthly	Student Experience Officer	Monthly QSE Meetings	HOQ	Monthly meetings
1.5	QUALITY ASSURANCE & STUDENT EXPERIENCE	Achieve successful HESA/OFS submissions and manage all the deadlines for CFS	Monthly	Student Experience Officer/Wellness officer	Monthly QSE Meetings	HOQ	Successful HESA, OFS submissions before deadlines
1.6	QUALITY ASSURANCE & STUDENT EXPERIENCE	Maintain the quality cycle with the Curriculum Department and align with UoG.	Monthly	Student Experience Officer	Monthly QSE Meetings	HOQ	Organise all Academic Board meetings and preparation of all documentation
1.7	QUALITY ASSURANCE & STUDENT EXPERIENCE	Organise once a month mental health talks with a professional guest speaker.	30/01/2021	Wellness officer	Monthly QSE Meetings	HOQ	Improve mental health for CFS students and better attendance
1.8	QUALITY ASSURANCE & STUDENT EXPERIENCE	Improve the student representative role with a structured process.	February 2021	Student Experience Officer	Monthly QSE Meetings	HOQ	Understanding of student council representative role and more involvement in the APP and student experience events
1.9	QUALITY ASSURANCE & STUDENT EXPERIENCE	Organize virtual student experience events example game night, Charades.	December 2020	Student Experience Officer	Monthly QSE Meetings	HOQ	improve mental health for CFS students and improve student experience life cycle in CFS
2.0	ACADEMIC MANAGEMENT	Meet the Key Performance Indicators for MA and BA Module Evaluations of 5.0 - 6.0	January 2021 -	Head of Curriculum and Module Leaders	Monthly Acad Meetings	HOC	Module Leaders Briefed on the KPI target. Student Feedback actioned in the syllabus.
2.1	ACADEMIC MANAGEMENT	Publish all Modules to Google Classroom, 1 month prior to the start of the Module.	January 2021 -	Head of Curriculum	Monthly Acad Meetings	HOC	Regular cycle of planning meetings, and the setting of a calendar that indicates the cycle of planning leading to the publication date target.
2.2	ACADEMIC MANAGEMENT	Termly Course Committee meetings	January 2021 -	Head of Curriculum and Quality Assurance	Monthly Acad Meetings	HOC	Advanced year planning. Dates for Course Committee meetings to be placed in the Academic Calendar
2.3	ACADEMIC MANAGEMENT	Development planning and validation of MA Film Making for 2021-2022	August 2021	Head of Curriculum	Monthly Acad Meetings	HOC	All stages from planning to the Validation event to be plotted into the 2021-2022 Academic Calendar
2.4	ACADEMIC MANAGEMENT	Under performing Modules to be subjected to Modifications through (UoG)	August 2021	Head of Curriculum	Monthly Acad Meetings	HOC	Undertake modifications to address the feedback received from students in 2019-2020.
2.5	ACADEMIC MANAGEMENT	Streamline the marking process in Google Classroom. First Marker, Second Marker, Moderation	March 2021	Head of Curriculum and Assessment Officer	Monthly Acad Meetings	HOC	New SOP required for the Curriculum Department and liaison with Google Education Suite to enhance the marking process in GC.
2.6	ACADEMIC MANAGEMENT	Development of external partnerships to enhance the student experience	March 2021	Head of Curriculum, Student Experience	Monthly Acad Meetings	HOC	By the summer of 2021 the implementation of 2 further external partnerships in place for MA Film Making.
2.7	ACADEMIC MANAGEMENT	Develop the MA and BA Google Classrooms to ensure there are 6-8 Learning and Teaching aides in each module classroom	January 2021	Head of Curriculum, Student Experience	Monthly Acad Meetings	HOC	All Module Leaders to be responsible for maintaining their Google Classroom page.
2.8	ACADEMIC MANAGEMENT	Professional Perspectives: Industry Guest Speakers	January 2021	Head of Curriculum, Student Experience	Monthly Acad Meetings	HOC and HOQ	1 Industry Guest Speaker per term.

3.0	<b>OPERATIONS AND RESOURCES</b>	Improve our Resources Feedback Score	Dec 2021	AI, GB, SS	Monthly OR-Meeting	HoP	Improve student satisfaction and awareness of kit maintenance - Increase in module feedback scores.
	<b>OPERATIONS AND RESOURCES</b>	Enhance our Technical Induction Program with Video Refresher/Tutorial Content	April 2021	AI, GB	Monthly OR-Meeting	HoP	Improve student satisfaction and improve student awareness of kit maintenance
	<b>OPERATIONS AND RESOURCES</b>	Resources Budget Augment for Film Equipment and Computers	April 2021	AI, SS	Monthly OR-Meeting	HoP	25% more by the end of April before the graduation shoot period.
	<b>OPERATIONS AND RESOURCES</b>	Arrange Masterclasses with Industry Professionals with HoC	Dec 2021	SS, HoC, Marc	Monthly OR-Meeting	HoP	Aim to achieve 6 masterclasses.
	<b>OPERATIONS AND RESOURCES</b>	Establish A Festival Panel for Future Graduation Films	Dec 2021	SS, HoC	Monthly OR-Meeting	HoP	At least 2 films selected in reputable festivals.
	<b>OPERATIONS AND RESOURCES</b>	Keep Contact with Students who Have Completed External Projects	Dec 2021	SS, Marc	Monthly OR-Meeting	HoP	Improve student recruitment
	<b>OPERATIONS AND RESOURCES</b>	Develop Central Film School Productions to Provide Industry Opportunities for Students and Alumni	Dec 2021	SS	Monthly OR-Meeting	HoP	At least 2/3 films to be developed with corporate partners.
	<b>OPERATIONS AND RESOURCES</b>	Develop Feature Projects in Collaboration with CFS to go into Production with Staff and/or Alumni	Dec 2021	SS	Monthly OR-Meeting	HoP	At least 1 feature project to be developed.
4.0	<b>STUDENT RECRUITMENT</b>	Create a communications plan to enhance engagement with leads and applicants	Nov 2020 - then ongoing	MCO	Monthly MASR Meeting	HoMASR	Using Google Calendar to map out main communication points, via email or social media, and regularly updating this to reflect upcoming work
	<b>STUDENT RECRUITMENT</b>	Implement automate communications to increase efficiency	Dec 2020	RAO	Monthly MASR Meeting	HoMASR	Enquirers receive additional, programme specific information, at the first point of contact and within 72 hours
	<b>STUDENT RECRUITMENT</b>	Enhance communication with potential applicants through multiple channels	Jun 2021	MCO	Monthly MASR Meeting	HoMASR	A more diverse student community
	<b>STUDENT RECRUITMENT</b>	Improve conversion from lead to applicant and applicant to offer holder through targeted events and support initiatives	Sept 2021	RAO, MCO, HoMASR	Monthly MASR Meeting	HoMASR	Increase overall student enrollments by 30%
	<b>STUDENT RECRUITMENT</b>	Encourage Google Reviews and testimonials	Nov 2020 - then ongoing	MCO	Monthly MASR Meeting	HoMASR	encourage activity participants to leave google reviews and testimonials
	<b>STUDENT RECRUITMENT</b>	Create a pre-online interview information pack	Jan 2021	MCO	Monthly MASR Meeting	HoMASR	pre-recorded information pack provided for online interviews from February onwards
	<b>STUDENT RECRUITMENT</b>	Improve engagement with UK Schools	April 2021	HoMASR	Monthly MASR Meeting	HoMASR	Actively work with 14 Schools and colleges
	<b>STUDENT RECRUITMENT</b>	Explore various channels for advertising short courses (such as Eventbrite)	Mar 2021	MCO	Monthly MASR Meeting	HoMASR	Identify new channels for advertising short courses and actively using these
	<b>STUDENT RECRUITMENT</b>	Implement and utilise new School CRM	Sept 2021	HoMASR	Monthly MASR Meeting	HoMASR	New CRM implemented and used correctly for a full Admissions cycle
	<b>STUDENT RECRUITMENT</b>	Create a data retention policy for Admissions	May 2021	HoMASR	Monthly MASR Meeting	HoMASR	A comprehensive retention schedule for all Marketing, Admissions and Student Recruitment Activity published to the website
	<b>STUDENT RECRUITMENT</b>	Improve sustainability by creating electronic records	Feb 2021	RAO	Monthly MASR Meeting	HoMASR	An electronic record created for all applicants as well as electronic interview proformas, actively discouraging the printing of application forms

5.0	FINANCE	Use DD for termly payment plans	Oct 2020	Finance Manager	Monthly Finance Meeting	FM	All students applicable apart from ones with a special arrangement have a DD
	FINANCE	Weekly cashflow meetings	Weekly	Finance Manager	Monthly Finance Meeting	FM	Meeting takes place every week
	FINANCE	Quarterly Balance Sheet review	December, March, June, September	Finance Manager	Monthly Finance Meeting	FM	A summary with actionable points is produced and consequently actioned before the next meeting
	FINANCE	Quarterly processes review	January, April, July, August	Finance Manager	Monthly Finance Meeting	FM	A summary with actionable points is produced and consequently actioned before the next meeting
	FINANCE	Quarterly savings and efficiencies review	November, February, May, September	Finance Manager	Monthly Finance Meeting	FM	A summary with actionable points is produced and consequently actioned before the next meeting
	FINANCE	Risk register review - bi-annually	January/June	Finance Manager	Monthly Finance Meeting	FM	An up to date risk register
	FINANCE	Staff policies implementation	March 2020	Finance Manager	Monthly Finance Meeting	FM	7 policies available to all staff from April 2021