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# Project Proposal

## Professional Services Quality Survey

### Services & Costs

Prepared for: Institutions interested in participating in the 2022 survey	Proposal issued: 24/11/2021 Proposal valid to: 1/1/2023
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## Introduction

GIDE provide the survey hosting and reporting services associated with the Professional Services Quality Survey (PSQS) described in the PSQS Participant Guide 2022 (version 1 November 2021).

This document should be read in conjunction with the Participant Guide and describes the services offered by SDA/GIDE and associated costs.

## Proposed activity

The proposed SDA/GIDE activities for the survey are outlined below

### ■ Survey design and hosting

The design of the survey will remain essentially the same as in 2014-2021. See Appendix 1 for example screen shots. The Participant Guide covers issues associated with survey consistency across years and institutions.

There is an annual Kick Off meeting in which changes to the survey can be agreed. Cosmetic and/or display improvements will not usually involve additional costs.

#### Design and hosting the online survey

The design and hosting of the online survey will be undertaken using SDA/GIDE's established in-house software. A demonstration version is available at the link below. This version has notes to highlight the information needed to customise the survey for each institution.

<https://scroll.infotap.uk/testing/PSQS/psqsdemo>

SDA/GIDE web surveys are designed to be responsive to the device being used so will work on mobile devices with smaller screens. However, as the survey has long response lists, completion on small screen is not recommended. Our surveys are hosted on servers in a secure data centre with regular backups and recovery procedures.

Each participating institution will be asked to provide details of any institution-specific amendments to the survey, such as their own service units and staff job families/departments as specified in Appendix 2. A list of key activities and milestones can be found in Section 10 in the Participant Guide.

As far as possible we try to automate the setup of the survey for each institution by generating questionnaires directly from lists in Excel, csv or text files. This keeps costs down because specifications, corrections, and updates can be handled more efficiently.



## Survey launch and promotion

Once the survey has been developed, tested and signed off, each institution will be provided with the live URL (link) for their own survey. See Section 9 in the Participant Guide for guidance on managing the survey.

## The survey completion period

The survey completion period should run for 4-6 weeks and it is anticipated that for most institutions the ideal period will be from late April to mid-June. Exact launch and closure dates will be agreed with each institution. SDA/GIDE does not put any constraints on start time or length of completion period but production of benchmark data and reports depends on the survey being complete for all participating institutions.

## Data download and preparation

Once the survey is closed each institution’s data file will be quality checked (e.g. removal of blank submissions, duplicates, incompletes etc.). The data can be supplied in SPSS, Excel or other software formats for analysis. Institutions will be provided with a copy of the data file to undertake their own analyses and reporting and can also take advantage of the analysis and reporting options provided by SDA/GIDE.

## Data analysis and reporting

There are two main strands to the analysis. The first is to provide the survey results for each institution, the second is to provide the results ‘benchmarked’ against the ‘all participating institutions’ comparator group. In order to undertake the benchmarked analysis we will need you to indicate which of the service units should be grouped into which benchmark groups. Andrew Hindmarsh, original architect of PSQS at University of Nottingham, is available to advise on the benchmarking strand.

Survey results can be presented in an Excel workbook containing charts and tables (one for the institution’s results and one showing the benchmarked results), and if required, a summary report will also be provided (again one for the institution’s results and another showing the results benchmarked against the comparator group). There is also a range of additional analyses you can purchase, which are detailed under Project options and costs below.

Indicative timelines for the survey:

	Mar	Apr	May	Jun	Jul	Aug	Sep
Survey development and testing							
Survey completion period							
Analysis and reporting							



The above timetable assumes a survey start date in May 2022. The timetable is indicative and any changes to the project specification and schedule may affect any subsequent timings and milestones. A more detailed timetable of actions and milestones can be found in section 10 of the Participant Guide.



## Project options and costs

*The project comprises some 'core' services and some optional extras. These are detailed in this section.*

### ■ Project options and costs

The costs quoted below are based on Institutions following the guidelines in the Participant Guide with regard to survey design and provision of institution specific information.

The cost breakdown was simplified in 2018 to reflect services actually requested in previous years. We would be happy to discuss and provide quotes for any additional requirements.

Costs are divided into a core cost that applies to all participating institutions and optional extras. VAT will be added on all invoices.

Core cost: £2850 + VAT to cover:

- Online survey design and hosting
- Prepare survey data file for analysis
- Provision of the 2018 data file and codebook in Excel
- Benchmark tables and charts in Excel/pdf format

Optional extras:

- |   |       |
|---|-------|
| 1. Institution Excel report. Comprehensive set of charts and tables.                    | £1000 |
| 2. Anonymising free text comments so that no individual could be identified             | £500  |
| 3. Institution report (PDF) with executive summary, charts, tables and text commentary. | £1800 |
| 4. Benchmark report (PDF) with executive summary, charts, tables and text commentary    | £1200 |

Quotes can be provided for the reports/analysis options listed below. The costs would depend on exact requirements and number of institutions who wish to subscribe.

- Matching 2018 data to data from previous years when there have been organisational changes.
- Trends analysis of individual institution's year by year results with charts and tables in Excel
- Individual service unit summary reports – Excel or pdf
- Online interactive reporting and analysis tool capable of producing all the reports in the excel files plus additional ad hoc reports.
- Departmental summary reports – Excel or pdf
- Text analytics: Manual coding of all free text comments with charts and tables summarising categories/themes identified. (Attempts at automatic coding were not very successful in previous years but this is an area where technologies are improving all the time.)

On commissioning this work, please provide us with details for issuing invoices and provide purchase order numbers where necessary. If we need to complete any documents in order to receive payment (e.g. approved supplier application forms), please also forward this to us on



commissioning the work. Payment of invoices by bank transfer within 28 days of issuing would be much appreciated and we reserve the right to apply an administration charge to late payments.

## **Confidentiality**

All data generated during the course of this project will be handled securely and used in accordance with the Data Protection Act 2018. SDA/GIDE is a member of and abides by the standards of the Market Research Society (MRS) and ESOMAR and is registered with the Information Commissioner's Office as a Data Controller (registration number: ZA166788). SDA/GIDE are happy to sign non-disclosure agreements as deemed necessary. Personal/identifiable data is only stored on secure UK based servers and not on desktop or portable devices

## **Ethics**

The SDA/GIDE team conducts all research projects within the ethical guidelines of the MRS, ESOMAR and the Social Research Association (SRA). You will be notified during the project if any additional actions are required to ensure the work conforms to the relevant ethical guidelines. Additionally, if your organisation has its own research guidelines and protocols, please let us know and we will ensure our activities are in line with these.

## **Next steps**

If you have any queries about this proposal, please contact us. If you would like to engage the services of SDA/GIDE for this project, please contact Steve Kelly by email of your wish to go ahead on the basis of this proposal and costing, and/or by providing a purchase order. Please also provide an indication of which of the core and optional services you would like to purchase. Once this is received work on your project will commence as per the indicative timetables in this proposal.



## Appendix 1

This appendix presents the survey questions all of which are displayed on screens with the institution logo at the top. A demonstration version is available

<https://scroll.infotap.uk/testing/PSQS/psqsdemo>

The survey opens with an introductory screen (example below) which leads to questions about the department the staff member is in. Respondents are then asked about their contact with professional services. Note that there will be some tailoring of the exact wording of the opening sections to reflect the terminology appropriate to each institution (as per the specifications in Appendix 2) and that this does not represent the final format of the 2022 survey.

A screen of evaluation questions is then asked for all professional services which the staff member has been in contact with. These questions are common across all institutions.

<Opening screen>

## Evaluating our Professional Services

<Specify your own welcome message>

This survey seeks your views on the quality of services provided by the University's Professional Services. The results will be used for a running assessment of service quality and may contribute to ongoing reviews of departments and services and will help ensure that the services are of the highest standard.

Your responses will be confidential and you will not be identifiable unless you choose to disclose your identity in your written comments.

Respondents who work in a Professional Service are not able to review their own unit.

**Note: This questionnaire is not a suitable way to seek a personal response to any issue you may have had with a specific Professional Service or staff member thereof.**



<These questions vary across institutions – need to ensure questions allow identification of services to be excluded from evaluation by staff in certain departments>

**Which staff group are you in?**

- Research and Teaching (R&T)
- Administrative, Professional and Managerial
- Technical Services (TS)
- Operations and Facilities (O&F)
- Other:
- Prefer not to say

**Do you mainly work in..?**

- An academic School or Department
- A Professional Service (such as Finance, Estates, Registrar's, etc.)

<The following two questions routed to/skipped according to responses above>

**Which School do you currently work in?**

Click in the box below to display dropdown list

**Which professional Service do you currently work in?**

If you work in more than one Professional Service please select the one you spend the most time in

- Campaign and Alumni Relations
- Estates - Catering Services
- Estates - Conferences

**.....etc. etc.**





<Questions about contact with professional services, customised for institution according to service names, how they are grouped and if the service groups are to be split across different screens>

## Your contact with Professional Services

Tick the box for each Service you made contact with, sought information and advice from, or worked with in the last year.

We will then ask you to complete a short evaluation for each Service you selected.

If you made contact with many of the services listed and prefer not to complete a separate evaluation for all of them then just select the ones you most want to evaluate.

As a guide, completing more than 10 separate evaluations could take over 20 minutes.

### Academic Registry

- Academic Support Office** - *Co-ordinating processes for assuring the quality of educational provision and for supporting activities aimed at enhancing teaching practices and the quality of the student learning experience*
- Student Support Services** - *Providing a range of professional support services for students and co-ordinating information about the student support network including the administration of Special Cases and Academic Appeals*

### Commercial Services

- Conference Office** - *Supporting the delivery of both internal and external conferences on the campus*
- Design & Marketing** - *Provision of design and marketing support across Commercial Services and to internal or external customers*
- Sport** - *Provision of sports facilities for staff, students and the public*

### Estates & Campus Services

- Estates Development** - *Delivery of large and small value construction projects on the University Campus*
- Estates Operations** - *Management of the University Estate including, maintenance & engineering, energy & environment, asbestos management and grounds maintenance*

.....etc. etc.



## No Contact

### I have not had any contact with the above Professional Services in the last year

*This will uncheck any services selected above and take you to the evaluations section (or to the end of the survey if no services to be evaluated) when you click 'Next'*

**<The following questions are repeated for each service contacted. Other than the names of the services being evaluated these questions are common across all institutions>**

## Please evaluate your contact with the following unit

### Academic Registry: Student Support Services *Providing a range of professional support services for students and co-ordinating information about the student support network*

*Please answer the questions below based on your contact with this unit in the last year. To skip evaluating this service click 'next' at the bottom of the page.*

#### About how many separate contacts with this unit do you estimate you have had in the last year?

- One contact
- 2 to 5 separate contacts
- 6 to 10 separate contacts
- More than 10 separate contacts

#### Please evaluate the following aspects of your contact with this unit.

*If you have had multiple contacts with this unit in the last year just give an OVERALL evaluation*

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	No experience / not applicable
I understand the role and remit of this department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was clear who I needed to contact to assist with my enquiry/request	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, any queries were answered fully, or I was directed to an appropriate place for an answer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



In general, services provided have been useful (e.g. resources, communications, advice, actions or documentation - including online)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, services provided were timely (e.g. resources, communications, advice, actions or documentation - including online)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any policies relating to my enquiry were clearly written	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff in this department do their best to meet my needs/requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**What is your overall assessment of the standard of service you have received from this unit in the last year?**

- Excellent
- Good
- Adequate
- Poor
- No opinion

**Please add additional comments below or give any suggestions on how this unit could improve the services/activities/support they provide.**



## Appendix 2

This appendix provides a draft specification of the information SDA/GIDE will need from each participating institution before we can begin to develop the surveys.

- i. A png or jpg version of the institution logo to appear in the top right-hand corner of the survey. (SDA/GIDE can set up the initial draft using a logo from the institution's web site.)
- ii. Confirmation of whether you require any changes to the introductory wording that appears on the first page of the survey. See page 6 for an example.
- iii. A list of staff groups or job families. See page 7 for examples.
- iv. The terminology you would like use to use in order to distinguish academic and non-academic staff. See page 7 for an example.
- v. A list of academic schools / departments / colleges / faculties in which respondents might work, and confirmation of how you would like us to refer to these units (e.g. as 'schools'), for example, 'Which school do you currently work in?'
- vi. A list of professional services departments or units in which respondents might work in order to populate the list of responses to the question: 'Which professional service do you currently work in?' Also please confirm whether you would like these referred to as 'professional services' or whether alternative terminology is required.
- vii. A list of professional service units that you would like respondents to be able to evaluate. Please include the name of the unit as you would like it to appear in the tick list, as well as a brief description of the unit to help respondents in identifying the service s they have used. Please try to keep the descriptions concise - respondents are unlikely to read long descriptions. The purpose is to aid respondents in identifying the service unit they are using and does not need to be a comprehensive description.  
  
If your units form part of a larger overall department or division, your list can be sub-divided into these departments so please indicate which should appear under which departmental sub-heading.  
  
The example on page 8 shows how headings, unit names and unit descriptions are used in the question display. Some institutions choose to display all units in one list while others split groups of different departments across multiple screens.
- viii. On your list of units to be evaluated, please indicate which staff groups should be excluded from evaluating each service; this is so that staff working in professional services units cannot evaluate their own unit.
- ix. If you would like respondents to be diverted to a 'thank you' page hosted on your own website when they click on the final submit button, please provide us with the URL of that page. If you are happy for us to use a standard thank you page (but with your institution's logo on it) please



confirm the wording you would like. For example: 'Thank you very much for completing the survey. Your feedback is appreciated'.

x. Previously participating institutions: in addition to the above details, please provide information on any changes to unit names or the organisation of units for 2022, in particular, we will need to know how to map 2014-2021 units to new/changed units in 2022, and whether this affects the grouping of services/units for the purposes of benchmarking.



## Appendix 3

The 2021 benchmark groups are listed below. SDA/GIDE will coordinate agreement of the 2022 groups.

Each participating institution will be asked to allocate their professional services units to one of the listed benchmark groups. There may be some units at your institution that do not fit with the existing groups, these will either be missed out of the benchmarked analyses, or, if sufficient institutions have units of a similar nature, it may be possible to add further groupings.

- Academic Quality
- Accommodation, Conferences and Catering
- Campaigns, Alumni, Development
- Careers
- Estates
- Finance
- Governance and Executive Support
- Human Resources (excluding Safety)
- Internal Audit
- International
- IT
- Legal Services
- Libraries
- Marketing and Communications
- Planning
- Research, Innovation, Enterprise Support and Development
- Safety
- Sport
- Strategic Projects
- Student Recruitment and Admissions
- Student Services
- Student Welfare and Support



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Thank you for your interest in our services.

We hope this proposal meets your needs but please contact us if you have any queries.

**We look forward to working with you.**