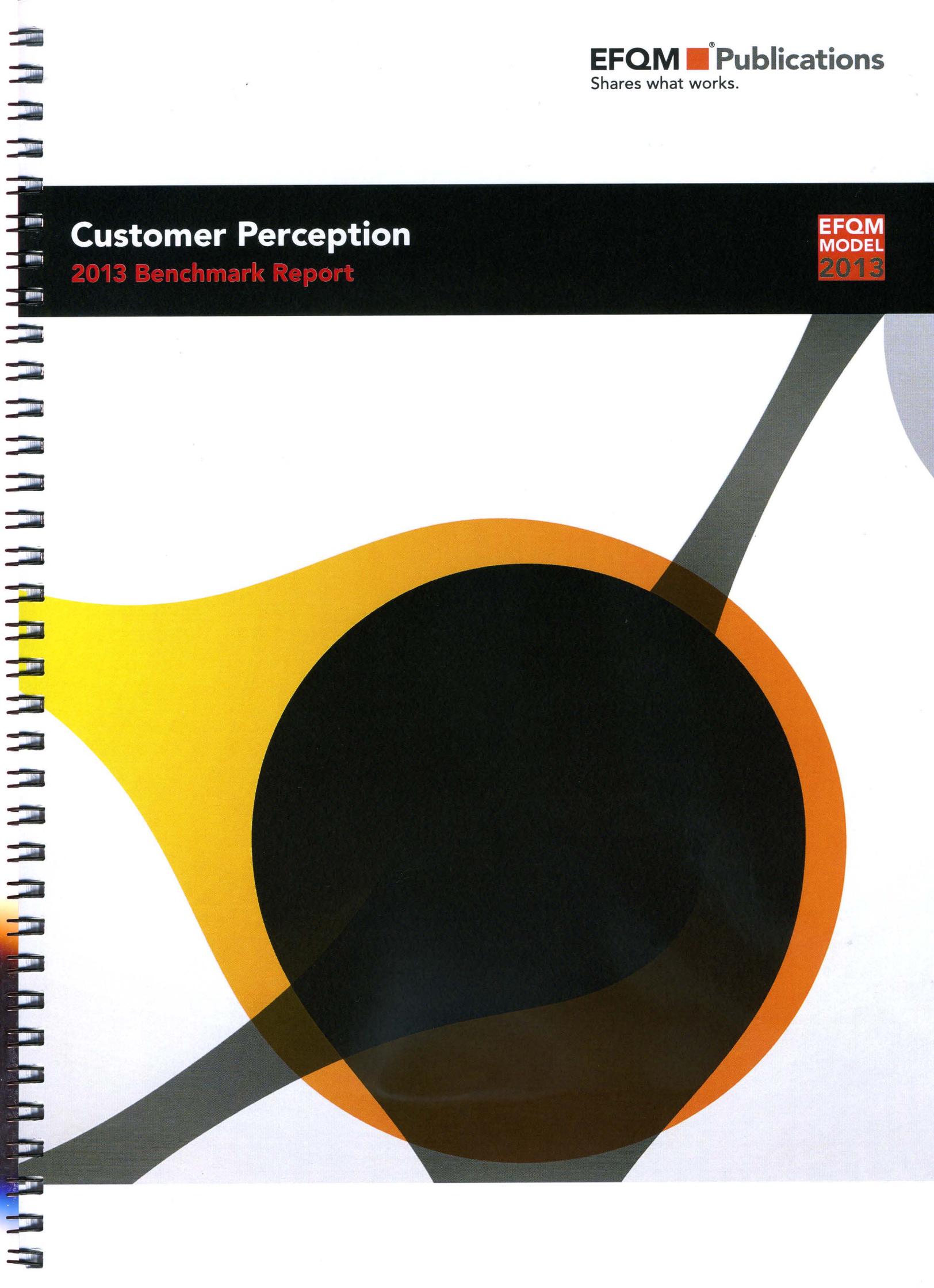


Customer Perception
2013 Benchmark Report

EFQM
MODEL
2013



Stavropol State Agrarian University - Russia

EEA Category	Large, Public Sector
Fundamental Concept	Adding Value for Customers
EEA Year and Result	Prize Winner 2013

Organisation Overview

Stavropol State Agrarian University (SSAU) is the leading Russian centre of education, science and culture, providing training, scientific-research and consulting-methodological activity, founded in 1930. The University consists of 8 faculties from which 18,500 students get their training. Personnel include 1,405 people with an average age of 39 years. 92.1% of the teaching staff has academic degrees and titles. The University benefits from a large network of 66 country-partners, 136 strategic partners, 51 branch departments on the base of employers. The graduates' employment rate is 95.3%

Approach

Several sound approaches are developed to ensure SSAU is creating added value to its students and to the region in line with their needs and expectations. A complex study on these is made by collecting the relevant information through different kinds of surveys and at different times during their training and educational process. Inputs from SSAU's strategic partners and local government are also used by the University to develop new education and additional/scientific programmes ensuring there is a linkage between the fulfilment of student's needs and the requirements of the society where these students are going to live and develop themselves.

Some initiatives, tools and channels are developed to promote SSAU's training and research and scientific products and services based on its students, postgraduate - specialist students and professionals of the additional education courses. A report of the progress is made in several different ways such as directories, catalogues, exhibitions and fairs, implementation of the social projects, dissemination of branded souvenir products of the SSAU, involvement of customers into the events of the SSAU, holding Days of the SSAU in companies, holding mass events, support of student proficiency in regional, Russian and international competitions. Students also have the possibility to study part of their programmes abroad.

Deployment

All SSAU leaders and staff are aware of students' needs and expectations relevant to their processes and show strong customer focus and close involvement at all levels through a number of activities and channels. The involvement with events with first year students is an example of it, and continues with many activities in and outside the university. Some examples the involvement of the students in the menu selection of the canteens, the creation of a 'student passport' where all volunteering and other experiences are noted to use later as proof of experience for employers; e.g. dancing, singing, stage building, etc.

Creativity and knowledge are used to develop new and innovative products and services together with the students, (also with partners and other stakeholders). Students are encouraged to take part in various activities to help elderly people projects, reach out activities for children. They also take part in small innovative enterprises.

Innovative projects are developed to give better services to the students. Diversification of education programmes, additional education programmes, and Small Innovative Enterprises are examples of this. Also, there are programmes and forms of customer relationships implemented by SSAU to promote and support customer loyalty such as outstanding students. One example are the various ways of awarding successful students.

Assessment and Review

The University takes into account the internal and external perceptions of the services offered to its customers when developing and managing the activities in the organization. A continuous dialogue with students is deployed by all SSAU's staff to implement improvements in the education processes and university environment. Every opportunity is used to collect data and information to improve and refine courses and services in order to fulfil the expectations and needs of students.

Customer surveys are another example of one of the various feedback mechanisms put in place. The feedback is used to identify and implement improvements. Perception measures and performance indicators related to students show positive trends over more than 5 years. This is a result of continuous and strong customer focus, involvement of the Rector, deans and other academic staff in all activities to support and develop students. This involvement and commitment is part of life in the university.

Impact on performance

Through a clear and strong focus on students in every daily activity of SSAU, this University achieves high and sustained levels of satisfaction among all its relevant segments of students on the key issues such as the quality of the training process and the rate of recommendation to others. Moreover, SSAU also realises high level of performance regarding full time course students, job placement for SSAU students and admission completion at SSAU, which are the key results for its business.

At the same time, through the strong encouragement and inspiration by the SSAU's leaders and staff to their students to participate in volunteering work and social activities, an active involvement of the students is achieved which is contributing to the development of Stavropol region as stated in the University's mission and vision