Manchester Online workstreams and representatives

This document provides more information about the Manchester Online workstreams, their leads and the main areas of delivery.

Portfolio, quality assurance and academic model

Workstream lead: Dawid Rheeder

Product

Representative: Dawid Rheeder

Main areas of delivery

- Confirm the Year 1 portfolio and launch phasing
- Approve full programme specifications
- Agree programme positioning and propositions
- Confirm intake dates, fees and enrolment projections
- Complete programme approval documentation and timetable
- Confirm Programme Directors and academic ownership
- Complete product training ahead of market launch
- Review the existing online portfolio

Academic Services

Representative: Ian Hutt

Main areas of delivery

- Agree the Manchester Online learning design approach
- Approve the virtual learning environment template and course build model
- Confirm the programme development and resourcing schedule
- Produce module planners and storyboards
- Complete filming, media and course-content production
- Establish quality assurance, approval and academic governance workflows
- Build and approve the first launch modules in the virtual learning environment

Marketing, recruitment and student experience

Workstream lead: Colette Cooke

Marketing

Representatives: Lisa Donnelly and Andy Simmons

Main areas of delivery

- Approve the marketing strategy and target market approach

- Approve programme messaging and creative direction
- Approve foundational web content
- Launch the microsite and programme landing pages
- Produce, quality assure and approve campaign assets
- Configure and launch marketing campaigns
- Establish marketing performance reporting and dashboards

Recruitment

Representative: Richard Quayle

Main areas of delivery

- Agree admissions requirements and the operating model
- Map the end-to-end applicant journey
- Agree University and Risepoint hand-offs and service-level agreements
- Configure admissions workflows
- Approve applicant communications
- Test the application journey and train teams
- Open applications and establish conversion reporting

Student Support

Representative: Colette Cooke

Main areas of delivery

- Agree the online student support and success model
- Define University and Risepoint support responsibilities
- Agree escalation routes and support hand-offs
- Define onboarding and student communications
- Establish retention and engagement processes
- Define arrangements for supporting students who may be at risk
- Establish student support and retention reporting

Operating model, systems and infrastructure

Workstream lead: Clive Carassale and Kirsty Johnson

Technology

Representative: Clive Carassale

Main areas of delivery

- Complete technology discovery
- Agree the minimum viable operating model and process
- Approve the end-to-end solution architecture
- Define the customer relationship management, student information system and virtual learning environment integration approach

- Agree application programming interface, security, identity and access management, and domain name system requirements
- Develop and test integrations, workflows and reporting
- Complete deployment, hypercare and operational handover

People

Representatives: Alice Buxton and Beth Daintree

Main areas of delivery

- Identify roles requiring external recruitment and support recruitment activity
- Reconcile staff previously recruited or funded through Manchester Online
- Confirm the current deployment and availability of existing Manchester Online-funded roles
- Assess the people impact of proposed organisational or structural changes
- Support the development of new or amended role profiles where required
- Advise on employment, workforce planning and organisational design implications