



**NineFeetTall**  
delivering positive change



**CITY UNIVERSITY  
LONDON**

## City University London

City University is the sixth most popular University in the UK for student applications with a student population in excess of 10,000, 40% of which are international. The School of Community and Health Sciences engaged Nine Feet Tall to radically improve the business processes for the registration and administration of nursing and midwifery courses.

*“The new processes designed by Nine Feet Tall provide my team with a shared understanding of how to work consistently and efficiently. As a result we have realised significant savings, both in terms of headcount and student retention”*

**Elizabeth Harris**

Head of Academic Services -School of Community & Health Sciences

### Project Activities

1. Conducted “As Is” and “To Be” reviews and documented over 40 end-to-end process, requiring engagement with over 160 staff members
2. Defined requirements for a common management information system to be used for routine reporting and robust strategic planning
3. Developed the operational model which included clearly defined process maps and agreed roles and responsibilities for all staff
4. Developed business transformation plan and ensured that streamlined ways of working were fully embedded into business-as-usual operation
5. Secured sign-off and buy-in from senior academic staff, which was a critical factor in cascading the change and making it happen
6. The project exceeded anticipated efficiency gains immediately, including:
  - a. Reduced student selection days from 80+ per year to less than 20 freeing up valuable time for both academic and administration staff
  - b. Improved selection process in order to recruit the best students and reduce attrition
  - c. Improved recording and output of management information

*“Nine Feet Tall were tremendous in motivating and enabling City University to change ways of working and adopt a more proactive culture. They have broken down barriers and increased collaboration between academic and admin staff.*

**Professor Roberta Williams**

Associate Dean Learning & Teaching