



£1.25m project open for business

by Maria
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A groundbreaking £1.25 million project designed to attract hi-tech, knowledge-based and innovative companies to Stafford has been opened recently.

The purpose built e2-Stafford Business Village on Staffordshire Technology Park is led by Staffordshire University. The project is also supported by Staffordshire County Council, Stafford SRB6 and the Business Innovation Centre (BIC).

A delegation of British Council dignitaries had the honour of opening the newly constructed e2-Stafford Business Village as part of a five day programme designed to recognise enterprising universities and transfer knowledge.

The delegation, which included representatives from Universities in Africa and Eastern Europe, also made a tour of Staffordshire University's New Technologies Centre in Stafford during the afternoon.

e2-Stafford Business Village provides 40 fully equipped business units that can be leased on easy-in easy-out terms.

Professor Peter Ogrodnik, Enterprise Director of Commercial Planning and Resources, said: "The complete business package that each unit provides enables small fledgling companies to start and flourish with minimum capital investment.

"With rates starting at £375 per month the cost is well within the reach of most start-up businesses".

"The building is physically a part of the University's Beaconsfield campus and its proximity to the resources available in Engineering, Computing and Health make this an ideal access point to the University's expertise."

Staffordshire University Professor of Enterprise, Chris Birch added: "The facility will provide employment opportunities by attracting innovative companies to the area, as well as encouraging the University's enterprising graduates to set up their own business ventures."

The opening comes hot of the heels of e2-The Station, a University business start up centre in Stoke-on-Trent which was visited by the British Council delegation. They also took in the University's new facilities supporting Broadcast Journalism.

Professor Ogrodnik, who was instrumental in arranging the visit, added: "The British Council were interested in visiting particularly enterprising universities to see how they support entrepreneurial activity in the non-traditional areas.

"This was an excellent opportunity for collaboration and to build partnerships with the new European Union States."



A centre for knowledge: Deputy Vice Chancellor Paul Richards is pictured with Chair of the Stafford SRB6 fund Ray Barnett



For more information on Staffordshire University's budding entrepreneurs...

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Who has visited Staffordshire University recently?

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International TV debut for Staffordshire manager

A representative of Staffordshire University has appeared on an international television programme to discuss the advantages for international students of studying in the UK.

Trudie McGuinness, Staffordshire University's International Recruitment Manager took part in a TV interview which was broadcast by Pakistan TV (PTV) on satellite television.

The programme was part of a series aimed at students around the world who are considering studying at a UK university.

The involvement in the broadcast was facilitated by the University's agent in Pakistan, OIS, which was recently granted the chance to produce the 'Access Law' series for PTV.

Trudie was invited to join a panel of three to answer audience questions about the practicalities of applying to study in the UK.

They also discussed the experiences encountered by students at Staffordshire University and in the UK in general.

Trudie said: "We have worked with OIS, which has offices in London and Pakistan since 2003.

"We were delighted that they invited us to take part in the satellite series because it supports our mission to raise the international profile of the University."

Accompanying Trudie on the panel was MBA student Habib Khan, who was the first student recruited to Staffordshire by OIS.



Iraj Hashi was kept busy during February with media interest in one of his PhD students Fatmir Besimi, who was recalled by the Macedonian government to help run the economy, writes Gill Marino.

Articles appeared in several newspapers including *The Guardian*, *The Daily Mirror*, *The Sentinel*, *The Express & Star*, *The Stafford Post*, *The Coventry Evening Telegraph*, *The Scotsman* and *The Sunday*



Director of Student Recruitment and Partnerships:
David Jenkins

Times: South Africa.

The story also appeared on BBC and Central Ceefax and Teletext pages. Fatmir also featured on BBC Radio Stoke and Signal Radio.

Ray Johnson and Gary Kelsall compiled a video of footballing legend Sir Stanley Matthews which has been sent to every school in Stoke-on-Trent and the story featured in *The Sentinel*.

Ray was also busy reviewing new film releases and presenting his regular Friday night movie quiz on BBC Radio Stoke.

He also made an appearance on ITV 1, London and East areas in a programme called 'Made for the Masses', in which he talked about the 'Brown Betty' teapot.

Ellis Cashmore featured on BBC Radio Stoke and Beacon Radio talking about the forthcoming royal nuptials of Prince Charles and Camilla Parker-Bowles.

The subject covered by Ellis on BBC Radio WM was 'Is Wayne Rooney a bad role model?'

He also contributed to an article about the language used by Wayne Rooney which appeared on BBC's online service.

Ellis also wrote articles about 'Shopping for love' and 'Is shopping a real recipe for love?' which appeared in *The Express and Star* and *The Birmingham Post*.

Articles about APIIT and world class IT students appeared in Malaysia's *New Straits Times*.

Hifsa Haroon-Iqbal organised an event with the local Muslim community, part of which was featured in the *Staffordshire Newsletter*.

Finally other experts in the news included Jon Fairburn who wrote an article about regeneration in Stoke which appeared in *The Sentinel*.

David Jenkins contributed to an article which appeared in *The Sentinel* about the cost of paying teenagers to stay with full-time education.

Skills development planning rolled out across campus for first year students

The University Personal Development Planning (PDP) Policy is being rolled out to all full-time, on-campus level one undergraduates from September after 16 successful pilots this year across the faculties and in SURF.

PDP allows students to analyse their transferable and professional skills and identify areas for improvement.

It also allows them to set themselves goals, reflect on their learning and experiences and review plans in the light of progress over time.

Students will also have the opportunity to

build up a personal online portfolio with information which can then be used to make applying for jobs easier.

Project Manager Helen Pownall said: "This policy will give students on all awards the opportunity to consider their own development in a holistic sense.

"It focuses on their broader personal and career development, as well as their academic progress.

"Also, employers have commented that graduates who have engaged in PDP are able to reflect on their experiences better and have a stronger ability to articulate and

demonstrate the skills they have developed on their degree, and tend to outperform other students in the selection process. "

The Policy will be rolled out to all students over the next two to three years.

Complete and summary versions of the policy are available in the policies section of the University web site at <http://www.staffs.ac.uk/current/regulations/index.php>.

Please contact Helen Pownall, PDP Project Manager, Academic Development Institute, for further information on 01782 294926, or email h.c.pownall@staffs.ac.uk

Business dream come true for graduate

Music technology graduate Carl Barton has thanked Staffordshire University for its assistance in getting his business off to a flying start.

His business IN4RM - which specialises in audio editing, corporate functions and music promotions - is among the first occupants of e2-The Station which offers dedicated business support and state-of-the-art facilities to budding entrepreneurs.

Carl, who graduated in 1992 with a BSc in

Music Technology and Management, says the Centre has helped him to land a lucrative contract with the new Internet radio station Health Radio (www.healthradio.org.uk).

He will be responsible for programming for the Rugeley-based radio station which has been set up by GP's for patients, their families and those interested in pursuing a healthier lifestyle.

"If I hadn't been offered the desk here then I wouldn't have been able to take the

contract on," said Carl who was struggling to find office space within easy travelling distance of his home.

"I managed to do a deal with Health Radio whereby they paid for the space."

Carl says he has also benefited from the specialist business support at the centre, and that the assistance has helped him to make sure the business is sustainable. This is enabling him to build a business profile internationally.

He said e2-The Station had also given him access to the latest business design and business plan software and put him in touch with relevant funding agencies as well as giving him open access to a calendar of enterprise events.

"The way this place has pushed me forward is fantastic and rather than moving in to another office job I've moved to something I actually like doing," he added.

- e2-The Station is situated next to Stoke railway station. Funded by regional development agency Advantage West Midlands, it aims to help staff, students, alumni and the community to realise their business dream.

- e2-The Station host an enterprise cafe each Wednesday from 2pm - 4pm offering informal friendly advice for budding entrepreneurs.

- For a full list of events and services visit www.staff.com/e2 or call Helen Davis on 01782 294187.



Entrepreneur: e2 -The Station has helped Carl to land a lucrative contract with the Rugeley based new Internet radio station Health Radio.

National pay framework in development by Personnel

Colleagues in Personnel Services are currently working in partnership with recognised Trade Unions, NATFHE and UNISON in the implementation of the new National Pay Framework that will be in place in all universities by August 2006.

The National Pay Framework Agreement recognises the contribution of higher education staff at all levels to the success of UK higher education.

It also recognises the need for staff to be rewarded properly.

The framework also takes into account pay arrangements to improve staff recruitment and retention, equal pay for work of equal value and low pay.

Within the pay framework there will be progression through and between grades on an equitable and transparent basis.

There will also be the opportunity to reward experience and exceptional

contribution, and it will underpin opportunities for career and organisational development.

Each institution will have the flexibility to develop its own grading structure following job evaluation to place roles into the grading structure.

There will also be the harmonisation of working hours within each pay grade.

"Staffordshire University and the recognised Trade Unions NATFHE and UNISON are committed to keeping staff informed regarding the process of implementing the National Pay Framework at Staffordshire University, said Ian Blachford, Director of Human Resources.

"A Framework newsletter will be issued with the March payslip, and briefing sessions for staff will shortly be arranged within Faculties and Services."

New teaching fellowships awarded

Several colleagues have been formally granted the title of Learning and Teaching Fellow by Staffordshire University.

The awards go to:

- John Erskine - Sport, Health and Exercise
- Stephen Merry - Applied Sciences
- Alison Pope - Learning Support
- Judy Rimmer - Professional Studies
- Mark Savage - Institute of Social Work and Applied Social Studies
- Geoff Walton - Learning Support

Steve Wynn Williams, Head of the Academic Development Institute said: "The awards are in recognition for each Fellow's significant contribution to learning and teaching over the past few years.

"They also recognise the potential to become more involved in teaching related initiatives and the ongoing sharing of good practice in educational development."

VC expert witness for TV documentary

Vice-Chancellor Professor Christine King is set to be seen on TV screens across the USA after taking part in a powerful documentary made by an independent American film-maker, writes *Judy O'Brien*.

Joel P Engardio, an award-winning journalist, and film partner Tom Shepard, have interviewed Professor King in a revealing documentary about the history of Jehovah's Witnesses entitled 'Knocking'.

Joel was commissioned by US public television to produce the 57-minute documentary that, in part, looks at the plight of the Jehovah's Witnesses in Europe during the Holocaust.

He wanted Professor King to be involved in the film because of her extensive research on Jehovah's Witnesses during this traumatic period of their history.

"During the Second World War, German Jehovah's Witnesses spoke out against Hitler," said Joel. "For this they were among the first to be put into concentration camps and made to wear purple triangles on their uniforms.

"Unlike the Jews however, the Jehovah's Witnesses were held as voluntary prisoners, free to leave at any time – but only if they were prepared to renounce their religion and pledge alliance to Hitler.

"They refused, instead choosing to smuggle information out of the camps and attempted to report Hitler's abuse of the prisoners publicly."

Joel added: "I am trying to tell an important untold story that is balanced, has fair criticism and hopefully allows people to look at Jehovah's Witnesses beyond stereotypes."

He believed Professor King's interview will help to do this. He said: "Professor King was a remarkable interviewee because of her knowledge and understanding, and her ability to communicate her ideas in a captivating and effective manner."

University lecturers Peter Hughes and



Remarkable: Vice-Chancellor Professor King

Professor Ray Johnson helped to organise the filming of Professor King in the UK.

Joel added "I was delighted with the cooperation and assistance by Staffordshire University. I would gladly use their expertise again in the future."

Joel and film partner Tom Shepard hope 'Knocking' will be ready for broadcast

nationally in America in 2006.

As well as the role Jehovah's Witnesses played in the Holocaust the programme also looks at how some of their legal victories played a role in protecting civil liberties and free choice of American citizens, as well as the part they play in revolutionary 'blood free' operations in the medical world.

Eventually they hope to bring the programme to Europe for screening, including Staffordshire University, and plan DVD distribution.

Factfile...

The documentary 'Knocking' follows the story of Joseph Kempler, 76. After being held in a concentration camp as a Polish Jew at the age of 14, Joseph lost his faith after seeing how the Nazis were treating his peers. He later emigrated to America and also became a Jehovah's Witness.

'Knocking' also covers the story of Lillian Gobitas, 79, who as a girl changed American law after refusing to salute the flag in school, believing it to be a man-made entity when worship should be reserved for God.

After being expelled for her beliefs, thousands of other Jehovah's Witnesses children followed her lead and were also expelled.

After an initial rule against them, three years later, there was a dramatic reversal by the High Court and they famously stated that a free country cannot force its citizens to salute its flag.

American law was changed forever.

National final for law school interviewers

Legal Practice students Caroline Tribe and Charlotte Frost came fourth in the National Client Interviewing Final held at Kingston University.

The overall winners were Cardiff University who will now go on to represent the UK in the international competition.

Ruby Hammer, Client Interviewing Co-ordinator said: "Charlotte and Caroline performed excellently - narrowly missing a place in the afternoon final.

"I would like to take this opportunity to congratulate them on their performance."

Has the real Jack the Ripper been identified?

Join Trevor Marriot as he travels through the past to investigate the truth about Jack the Ripper, and to identify who the killer really was, writes *Judy O'Brien*.

Marriot is due to launch his new book tour at Staffordshire University on Monday April 11, during an audio and visual presentation about the murders.

A former police detective, Trevor conducted a new investigation into the case, unearthing many new facts and casting doubt on previous theories about what happened over 100 years ago in the East End of London.

His new book, 'Jack the Ripper' Man or

Myth? – A 21st Century Investigation, is a collection of his discoveries and investigations, and through his lengthy research he has uncovered a new suspect.

So has the real murderer finally been identified?

To find out if the real Jack the Ripper will be revealed join Trevor Marriot at the presentation and launch Monday April 11, at 7.30pm.

Tickets are available for the event which will take place in Room LT004 of the Ashley building in Stoke. Staffordshire University. To obtain tickets email Trevor on tmarriott@btinternet.com

Dissecting the concept of beauty

Body image was the focus of a University event designed to highlight issues facing women around the world.

'Dissecting the concept of beauty' was the theme of this year's International Women's Day event.

Public Relations Officer Margaret Bennett said: "In recent years we have looked at women asylum seekers and women making a difference in Staffordshire. This year we opted for a topic we can all identify with.

"Yet again we had a great response and all tickets for the event were allocated."

The event featured a Question Time-style debate discussing cosmetic surgery, celebrity influences, modelling, the media and the associated health and social issues.

Professor Ellis Cashmore was among the expert panellists and features in the new ITV1 series *Celebrity Surgery*. He said celebrity culture was largely responsible for the numbers of people in pursuit of perfection.

He added: "Celebrity culture has had a dramatic effect on the numbers of people dissatisfied with their bodies and the likelihood is that more of us will go for cosmetic surgery."



Pictured from left to right are Dr Angie Burns, Senior Lecturer in Psychology at Staffordshire University, Professor Ruth Chambers, who chaired the discussion, Ellis Cashmore, Professor of Culture, Media and Sport and featuring in the ITV1 series 'Celebrity Surgery', Charlotte Littlejones, Features Editor at The Sentinel, and Carol Howard, Work-Life Balance Co-ordinator for the North Staffs Health Economy.

The International Women's Day event also featured a theatrical performance by students from Stafford College which drew upon health issues relevant to the 21st

Century female 'teen' and the difficulties of growing up in an image-obsessed culture.

The evening was chaired by Professor Ruth Chambers.

Volunteering to make a difference

Staffordshire University students have been busy this semester - as well as negotiating the exams, assessments and lectures they have been working hard in the local community too, writes *Katy Bean*.

For example, colleagues and students at Staffordshire University have been abseiling off Mellor Building to raise money for NCH, a national children's charity.

They got involved in the abseil through Sponte Community Volunteer Scheme and have raised over £300 for disabled children in the West Midlands after 15 staff and students took part.

As well as the abseil, colleagues and students have been planting trees with Friends of Riverway, a sustainable conservation charity, and woodland thinning with Staffordshire Wildlife Trust.

Sponte volunteers have also been involved in a range of other community projects including a Sponsored Sleep out for ARCH a charity for the homeless.

In addition to community projects Sponte participants are involved in other volunteering opportunities.

Sponte volunteering covers many different activities from visiting an elderly or sick neighbour, giving blood, getting involved in a local children's club, assisting a charity with its finances or administration, mentoring a young person or painting a community hall.

Participants volunteer on a regular basis each week or month, some when they have a spare day while some volunteer full-time.

Sponte offers a 'walk in' volunteer bureau

from Staffordshire University College Road Campus in Stoke and a volunteering office at the Beaconside Campus in Stafford one day a week.



Cedric the NCH mascot even got involved in the abseil.

news byte

Some of Staffordshire University's students are training hard and fighting fit as they prepare for this year's Flora London Marathon on April 17, writes *Judy O'Brien*.

All of them are hoping to do their best to raise hundreds of pounds for worthy charities, and are looking for sponsorship.

Adrian Livingstone is studying for an MA in Sustainable Development, and is running for Health Unlimited, a charity that helps inaccessible communities affected by war or conflict. To sponsor Adrian, call 07766 398117, or visit www.justgiving.com/adrianlivingstone to make a donation.

Multi-media Computing student, Luke Plastow, became involved because of a joke. "I made a joke to my friends and declared that if I was to be accepted to the marathon the following year, I would lose 6 stone and complete it. At the time I weighed 24 stones." He hopes to lose his pounds to raise pounds for Action Medical Research, and has a target of £4000. To contact Luke, call 07743 826484.

Many other students will also be doing their bit, including Forensic Computing student Matthew Plumber. He is raising money for Leukaemia Research and can be contacted on 07974 730012 or 01260 291519.

Conference call for teachers

A Professional Development conference for teachers in Higher Education will be held at Staffordshire University on Friday May 6.

David Boud, Professor of Adult Education at the University of Technology in Sydney Australia, will deliver the keynote address entitled 'Aligning assessment with long term learning needs'.

The conference will begin with a buffet lunch at 12 noon, followed by Professor Boud's presentation at 1.30pm. In the afternoon there will be a choice of one-hour presentations to attend, by Nancy Falchikov, Kay Sambell and Liz McDowell, or Staffordshire University's own Paul Orsmond.

There will be no charge for Staffordshire University staff members to attend.

For more information, contact Tracey Proctor in the Academic Development Institute on 01782 294965.

£1.5 million to boost medical and ICT skills

A £1.5million project to boost skills levels in the key areas of medical technology and information communication technology is being launched by Staffordshire University.

Project staff are currently being recruited to run the programme which will be run over the next two years, and is funded by the European Social Fund through the Learning and Skills Council.

The prestigious project will be based at the new Stafford Business Village, a purpose-built facility that links Staffordshire University's Beaconside campus with the Staffordshire Technology Park.

Throughout the course of the project, Staffordshire University will be working in partnership with six regional universities and colleges as well as Medilink, Contact, North Staffordshire Regeneration Zone, Association of Colleges and Royal Wolverhampton Hospitals NHS Trust.

Emma Bailey, External Funding Officer at Staffordshire University said the funding would be used to support small to medium businesses (SMEs) operating in the growing fields of medical technology and information communication technology.

Emma added: "One of the aims of the project is to encourage the recruitment and retention of graduates across the region in

medical technologies.

"The scheme also aims to deliver high level training in various skill areas, including management and business, laboratory work and engineering. There will also be courses on the regulatory requirements of the sector."

Training will be delivered in a variety of ways including traditional, face-to-face learning in a classroom environment as well as distance and e-learning.

"Delivery of the learning material is left to the SMEs so they choose how, what, where and when their employees learn," said Emma.

"The ICT part of the project aims to deliver high level, award-bearing skills training programmes to SMEs. It will also deliver part-time, higher level skills by a variety of methods to regional SMEs.

"Another feature of the programme is to develop a business network that will help encourage businesses in the sector to work together and to share information, skills and learning.

"This project will bring real benefits to local companies by boosting skills levels and encourage businesses in two sectors, medical technologies and ICT, to work more closely together."

Top scholar talks to local community group about Iraq

The Stafford Muslim Community held a lecture recently to discover the story behind a trip to war torn Iraq.

Dr Musharraf Hussain, Director of the Karimia Institute in Nottingham and advisor to the Muslim Council of Britain gave the lecture.



Scholar: Dr Musharraf Hussain, Director of the Karimia Institute in Nottingham and advisor to the Muslim Council of Britain gives his lecture.

Dr Hussain was one of the two individuals sent to Iraq to try to secure the release of hostage Ken Bigley.

He gave a lecture about his part in the tragic events that touched the heart of the nation.

Hifsa Haroon-Iqbal, Research Development Fellow in the Faculty of Health and Sciences organised the event.

She said: "Dr Hussain is one of the most respected Islamic scholars in the country.

"Along with Dr Daud Abdullah, he was chosen as a mediator because of his experience, skills and because he is trusted by the Muslim community.

"The event went very well and everyone was riveted by what Dr Hussain had to say. Dr Hussain's message was basically one of hope and inspiration that we are all one brotherhood."

The evening was also attended by David Kidney MP and his wife Elaine, and Deputy Mayor and Mayoress of Stafford Malcolm and Anne Millichap.

Second year of project ends on a high

As the second year of the Lichfield based HE Full Circle project comes to a close colleagues are celebrating further successes across the county.

The project team have now awarded 23 £1,000 bursaries and the majority of the successful businesses have been developed in the past year as the project has really begun to pick up steam.

The scheme enables graduates to set up businesses in the local area, and along with the bursary, experienced advisors are on hand to advise those taking the plunge into self-employment.

Another additional benefit is paid membership to the Chamber of Commerce to assist the entrepreneurs. The Chamber provides access to advice and mentors, and there are networking opportunities as well as support in areas which could be too costly for a business start-up, such as legal advice.

Shane O'Toole graduated from Staffordshire University with a BA(Hons) Human Resource Management and has recently received a £1,000 bursary. Using this money he has set up his company, Shane O'Toole HR Consultancy.

The money has been invaluable to Shane. He said: "I am in the initial stages of starting up my company. I have a short term contract with the University of Manchester until April and then I will work solely on my business.

"At the moment I am developing a website, and building up contacts at events like the EnterpriseFest. The support from the team has been great, and they have given me all the advice I needed to start me off in the right

direction."

Shane's thoughts are echoed by Kathy Plaskitt who graduated from Staffordshire University with a BA(Hons) Media Production degree last year. Kathy and her partner, Colin Mottram, received a bursary for their corporate video production company LenZflare

Kathy said: "HE Full Circle has helped a great deal in starting up, with costs and marketing. We have received lots of advice from different sources, and the team are always at the end of the phone for support."

Other graduates supported include Matt Latos. Matt graduated from a Business Internet Technology degree in 2004, and carried out work with Staffordshire University's Innovation

Management Centre before setting up a web design company called MDLNet. He has now moved to the Sutherland Institute in Longton.

Creatix Development is run by two graduates of Staffordshire University Ghazafi (Gaz) Munir, who graduated with a BSc Multimedia Computing degree, Bhupinder Reehal, who graduated with a BSc Computing Science degree. Both are currently completing a Masters degree by research from Staffordshire University.

Gaz and Bhupinder have taken a unit in Staffordshire Business Village, and offer web and business solutions.

For further information visit www.staffs.com/hefullcircle



Enterprise Co-ordinator Chris Garner with Shane O'Toole

Inspiring speakers at EnterpriseFests

Foot specialist Clifton Bradeley was among the speakers at the first of two events designed to inspire a new generation of entrepreneurs.

Both events featured a video link-up with Eamonn Holmes, honorary doctorate of Staffordshire University.

Clifton, who studied chiropody at Huddersfield, told visitors to the EnterpriseFest in Stafford how after taking over a practice in North Staffordshire he was driven to set up his own sports podiatry



Speaker: Clifton Bradeley

business Sub 4 Limited which is moving from strength to strength.

The event, which featured a range of workshops on business start ups, was organised by HE Full Circle and Research and Enterprise. Chris Malbon, a computer science student, was announced as the lucky winner of a laptop computer.

The second EnterpriseFest in Stoke had two different speakers who discussed the perils and pitfalls of setting up their businesses. Annette Greenwood and Ian Wilding gave the captivated audience their insight on running their own company.

Awards were also given out to the Enterprise Idol winners.

The winners were those who embody enterprise, are role models and an inspiration for others.

For further information on any of the projects contact Chris Garner on 01782 294243, or Sandra Booth on 01785 353808.

Four Higher Education Ambassadors from



Enterprise Director Sandra Booth with some of the Enterprise Idol winners

the HE Full Circle Project received their OCN Level 2 Awards from Vice Chancellor Christine King at the Regional Colleges Forum, held at the University recently.

Staffordshire University graduates Sue Everson, Dave Rowley and Navida Yaqoob and Amerjeet Kaur, a Keele University student, were all successful in completing their studies for the Level 2 Award in Information Skills for Front Line Staff.

Fact finding mission for Russian delegates

A group of Russian businesswomen took the opportunity to meet talented University design students.

The delegation included Margarita Razina, President of the Business Women's Club of Ivanovo, and club members Nadejda Iasnikova and Liubov Lomoskova. Liubov works for a fashion company called L.

They were visiting the University as part of a fact-finding tour and invited to the surface pattern studios at the College Road campus, where they met surface pattern design students and viewed their striking work.

Ivanovo is part of the 'Golden Ring of Russia', a symbolic ring of ancient Russian towns which are situated to the North-West of Moscow.

The textile industry is an important part of Ivanovo's economy and, with the help of local women, has underpinned the region's successful programme of regeneration.

"The Business Women's Club of Ivanovo is a very progressive organisation and has helped kick-start the regeneration of their local area," said Dr Helen Chapman from the Faculty of Arts, Media and Design.



Visitors: The delegates from the Business Women's Club of Ivanovo visit Staffordshire University's surface pattern studios as part of their tour.

Call for colleagues to join development programme

The ongoing success of the University's Management Development Programme has led to further staff being invited to join.

Starting in September 2002, the scheme currently involves around 150 managers from all areas of the University.

As part of a roll-out programme all Principal Lecturers, Readers and Professors have been invited to join the scheme.

A launch event was hosted on February 4 which was led by Dr Steve Wyn Williams, Head of the Academic Development Institute (ADI), and Dr Peter McCaffery, Pro Vice-Chancellor from South Bank University and Fellow of the Leadership Foundation.

The event covered the progress of the programme to date and developments for the future. The main focus was around Leadership and Management within Universities, a topic which Dr Peter McCaffery has covered in his most recent publication, 'The Higher Education Manager's Handbook'.

As part of the event, participants were given the opportunity to assist in the development of the programme via a skills diagnostic questionnaire.

Emma Clayton, from Personnel Services said: "The programme will be developed from the findings of the questionnaire, alongside key areas identified by Personnel

Services and the ADI."

- As part of the feedback received from Customer Relationship Management (CRM) workshops – offered as part of the Management Development Programme – it was suggested that similar training is offered to all our customer-facing staff.

Personnel Services are working with all Pro Vice-Chancellors and Service Directors, to provide training to relevant staff in the form of a 'Customers First' workshop.

Vice-Chancellor Professor Christine King has participated in a short video produced by Professor Ray Johnson from Arts, Media and Design to support the initial workshops by outlining their importance and to inform staff that over the coming months this initiative will become increasingly part of University life.

The workshops are just the start of an ongoing programme that will involve all staff, at every level and in every area.

They have been developed in line with the University Plan, with particular focus on the University's Strategic Objectives, and will look for ways in which individuals and departments can directly enhance the customer experience in very practical ways.

- Further details are available from Emma Clayton, ext 2793 or e-mail e.clayton@staffs.ac.uk

news

news is published monthly by the Press Office whose mission is to provide a complete news service, communicating the University's strengths to internal and external audiences. Ideas for articles are welcomed by phone or email.

news can be accessed online from www.staffs.ac.uk, and by clicking on 'News and events' and University newsletter.

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April news: published on-line Friday April 15.

Deadline for inclusion: Monday April 4.

May news: published on-line Friday May 13.

Deadline for inclusion: Tuesday May 3.

Any views expressed are those of the contributors and not necessarily of the Editor or the University.

Published by Staffordshire University Press Office, Beaconside, Stafford.

Printed by the Design and Print Unit, Winton Square, Stoke.