

The SAS principles

Student support services should be:

- **User-focused** in terms of being designed and offered with the needs of the end user paramount; and
- **Effective and efficient** in terms of resources being efficiently deployed and in meeting the needs of users and achieving synergies through bringing together different but related services and functions of the university.

User-focused means:

Simple	as easy as possible to understand by users
Straightforward	as easy as possible to negotiate by users
Visible	users and potential users should know about what is on offer and where to find it
Consistent	users can expect the same level of service and same advice across the University
Coherent	services should be grouped in a way that makes sense to users
Appropriate	delivered in a way that is most appropriate to the needs of the different categories of end-users
Accessible	available to all students and potential students recognising that these encompass a range of abilities and disabilities, using 24/7 and automated systems where possible and appropriate as well as more conventional means of contact
Responsive	empathetic to the needs of users and responsive to their needs and suggestions for improvement
Enabling	self-help should be encouraged where appropriate - consistent with the University Mission Statement – creating self-managed learners therefore increasing independence of action.

From the initial scoping survey carried out by Critical Thinking, January-February 2002.