

Committee Title	Student Voice				
Date of Meeting	8 th February 2021				
Item Number and Title/Subject	Developing Strategic Plan 2025				
Paper Presenter	Susan Docherty, Student President				
Brief Summary of Issues/Topic	This paper provides the high level approach to the development of the Strategic Plan 2025 (four year strategic plan).				
Recommendation(s)	Information	X	Discussion		Approval
	Student Voice is asked to note the report.				
Who have you consulted when developing the paper?	Trustee Board				
Staff/Student Protocol	Yes	X	No		N/A
Will any decision approved directly affect the work of staff?	This paper was devised by the Chief Executive.				
Should the paper be submitted to any other committee following its consideration/approval at this meeting?	No				
If yes, please state the committee and proposed date of submission.					

Developing Strategic Plan 2025

This paper provides the high level approach to the development of the Strategic Plan 2025 (four year strategic plan).

1. Background

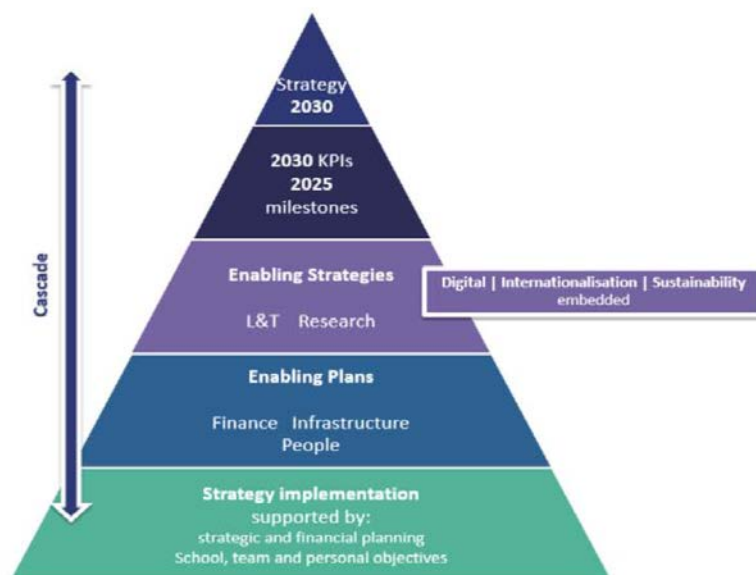
The Big Plan 2015, the Students' Association four-year strategic plan, finished in Summer 2015. The Strategic Plan and the overall progress report for The Big Plan 2015 is available from www.GCUstudents.co.uk/bigplan2015.

The Bigger Plan 2020, the Students' Association strategic plan, started in August 2016, initially a four-year and extended by the Board in December 2019 into a five-year plan. The Students' Association commissioned the National Union of Students to conduct research on our stakeholders' views, including GCU students, for this next strategic plan. The Strategic Plan and the progress reports for The Bigger Plan 2020 is available from www.GCUstudents.co.uk/biggerplan.

Our **Vision, Mission and Values** have been in existence before The Big Plan 2015 was created. The Trustee Board agreed through the development of The Bigger Plan 2020 to keep the existing Vision, Mission and Values. Our current Vision, Mission and Values can be found in appendix 1.

2. GCU Strategy 2030

The University have approved the GCU Strategy 2030, their strategic plan. The GCU 2030 Vision is that *GCU will be recognised as a world Leading University for social innovation through our education and research*. The GCU Strategic 2030 can be found on www.gcu.ac.uk/theuniversity/strategy.



The 2030 goals: To deliver **transformative education** and **impactful research** through **purposeful partnerships** as a **globally connected** University with an engaged **University community** committed to the Common Good.

The [UN Sustainable Development Goals](#) provide the guiding framework for delivery of the GCU 2030 Strategy.

3. Strategic Plan 2025

The Trustee Board agreed in December 2019 that the next strategic plan will run from the academic year 2021/22 to 2024/25. It was agreed that this would provide an opportunity to revisit the Mission, Vision and Values. It was discussed that rather than seek external research on the strategic plan that internal and external surveys and research is utilised. It was agreed that a 10-year strategic plan like the GCU Strategy 2030 would not be suitable for the Students' Association. The proposed approach and provisional timeline is outlined in appendix 2. The detailed engagement plan with GCU students, our members, has still be devised.



Vision:

That GCU students will have an outstanding experience that will live with them forever.

Mission:

To represent and enable GCU students to enhance all aspects of their student experience.

Values:

Diversity:

We are proud of our diverse student body and are dedicated to activities that celebrate this diversity.

Community:

We foster a welcoming and inclusive environment, allowing students to form and build upon strong, lasting relationships that contribute into an enjoyable and productive University life.

Participation:

We promote and provide the opportunity for widespread involvement through sports, societies and volunteering in all our activities.

Fun:

We are dedicated and passionate about the professional nature of working for students whilst maintaining a fun and friendly atmosphere.

Support:

We provide a high level of consistent, reliable, confidential and independent support, ensuring the welfare of all our students.

Leadership:

Throughout all our activities we encourage students to become leaders, to take pride in their university and fellow students, enabling them to be outstanding graduates.

Appendix 2: Provisional Timeline

The Strategic Plan 2025 will be launched in August 2021 and will last for four academic years.

Strategic Planning Group: Full Time Officers, Trustee Board Vice Chair and Managers.

Date	Who	Tasks
14 th December 2020	Trustee Board Meeting	Present approach and timescales for Strategic Plan development.
December 2020/ January 2021	Chief Executive	Key underlying research and documents scoped and creation of draft PESTLE analysis.
January 2021	Strategic Planning Group	Development of PESTLE and SWOT analysis.
January 2021	Chief Executive, Staff and Full Time Officers	Present approach and timescales for Strategic Plan to all key stakeholders.
January 2021	Student President and Chief Executive	Initial consultation with Executive Board members, Chair of University Court and Link Governor, including presentation of PESTLE analysis and development of SWOT.
Late January 2021/ Early February 2021	Trustee Board/Managers	External facilitated event/s: <ul style="list-style-type: none"> Review Vision, Mission and Values Establish draft strategic themes
8 th February 2021	Student Voice Meeting	Present approach and timescales for Strategic Plan.
February 2021	Strategic Planning Group	Develop draft Strategic Themes.
February 2021	Full Time Officers/Chief Executive	Test draft Strategic Themes with stakeholders.
18 th February 2021	University Court Meeting	Present approach and timescales and presentation of PESTLE analysis and SWOT.
22 nd February 2021	Trustee Board Meeting	Agree Vision, Mission and Values. Decide Strategic Themes.
Early March 2021	Strategic Planning Group	Develop Strategic Objectives and draft KPIs.
Late March 2021	All Employees	Consult <u>key stakeholders</u> on strategic themes and objectives (methods – survey, focus groups, interviews, Q&As).
22 nd March 2021	Student Voice Meeting	Present Vision, Mission and Values and consult on draft strategic themes and objectives.
April 2021	Strategic Planning Group	Develop KPIs.
22 nd April 2021	University Court Meeting	Present Vision, Mission and Values and draft strategic themes and objectives.
22 nd May 2021*	Trustee Board Meeting	Strategic Plan 2025 and KPIs approved.
17 th June 2021	University Court Meeting	Present Strategic Plan 2025.
1 st August 2021		Strategic Plan Implemented.

*Whilst it is hoped that the full strategic plan, including objectives and key performance indicators, will be approved by the Trustee Board in May 2021 it was agreed that the strategic themes and objectives could be decided by May 2021, with the option of the key performance indicators being developed over Summer 2021.