

Committee Title	Student Voice					
Date of Meeting	6 th December 2021					
Item Number and Title/Subject	Developing Strategic Plan 2025					
Paper Presenter	Adil Rahoo, Student President					
Brief Summary of Issues/Topic	<p>This paper provides an update to the development of the Strategic Plan 2025 (four year strategic plan). The revised Mission, Vision and Values, Strategic Themes and Objectives have been approved by the Trustee Board. The Key Performance Indicators (KPIs) and targets are current being finalised. The final KPIs are being presented to Trustee Board on 13th December 2021 for approval.</p> <p>The Big Actions and Communications and Impact KPIs have still to be developed.</p>					
Recommendation(s)	Information		Discussion	X	Approval	
	Student Voice is asked to discuss the proposed Key Performance Indicators and targets.					
Who have you consulted when developing the paper?	Trustee Board Students' Association Staff Student Voice Members					
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?	Trustee Board					
If yes, please state the committee and proposed date of submission.						

Strategic Plan 2025



vision:
what we aspire to

Our Vision is that you will have an outstanding experience that will live with you forever.

mission:
what we exist for

Our Mission is to represent and support GCU students to have the best university experience.

values:
how we behave

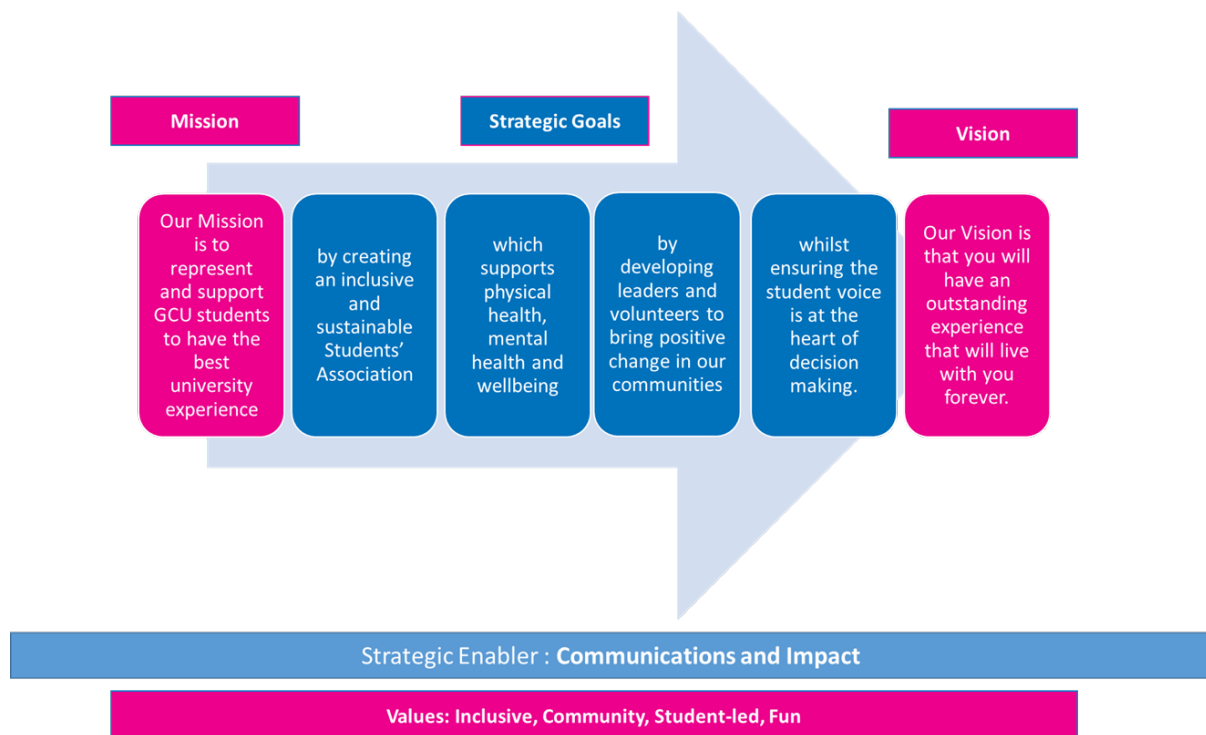
Inclusive
Student-Led Community
Fun

strategic themes:
what will focus us to move towards our vision in the next 4 years

1. creating an inclusive and sustainable Students' Association
2. supports physical health, mental health and wellbeing
3. developing leaders and volunteers to bring positive change in our communities
4. ensuring the student voice is at the heart of decision making.

strategic enablers:
what underpins our ability to function

Communications and Impact



Strategic Plan 2025

Our Mission is to represent and support GCU students to have the best university experience.

Values: Inclusive, Community, Student-led, Fun



Strategic Theme	Strategic Goals	What will success look like?	
		Key Performance Indicators	Big Ideas (still to be developed)
Creating an inclusive and sustainable Students' Association	<p>We will</p> <ul style="list-style-type: none"> ensure sustainable and inclusive spaces and places. ensure a diverse and inclusive community by working with the University to achieve their Equalities Outcomes Action Plan. continue to ensure that we are financially sustainable in order to carry out our charitable purposes. work towards environmental sustainability across all areas of our work. review and develop the way we work post pandemic. 	<p>General Reserves increased by £25k</p> <p>Maintain Green Impact accreditation</p> <p>The Students' Association is welcoming and inclusive [ASQ]</p> <p>The Students' Association offers a range of relevant opportunities, events, activities and services. [ASQ]</p> <p>Numbers involved in Volunteering and Student Groups</p> <p>The Students' Association contributes positively to my experience at University [ASQ]</p>	<p>Maintain NUS Quality Students' Unions accreditation</p> <p>Investigate with GCU IT Services to build a JSON application to automatically transfer data from University to SA website via an API</p> <p>Meet requirements of The Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018</p> <p>GCU Equality Outcomes 2021-25</p> <p>Revised Equality and Diversity Policy</p> <p>GCU Estates Enabling Plan: "through consultation, create a Students' Association facility reflective of student need"</p> <p>Cyber Resilience and business continuity</p> <p>Hybrid Working Policy and Blended delivery of services and activities.</p> <p>In partnership with GCU, direct control of Re:Union Bar.</p>

which supports physical health, mental health and wellbeing	<p>We will</p> <ul style="list-style-type: none"> support and develop physical health, mental health and wellbeing activities that lead to healthier and more resilient members and employees. provide a confidential and independent support service for students through our Advice Centre on academic and non-academic issues. 	<p>Staff Survey: Wellbeing Section score [Biannual Employee Survey]</p> <p>Know that the Students' Association operates an Advice Centre which I could turn to if I needed help and advice [ASQ]</p> <p>The Students' Association has a range of activities that promote physical health, mental health and wellbeing. [ASQ]</p>	<p>Review Nightline Service</p> <p>Student Mental Health Partnership Agreement</p> <p>Explore creation of Bullying and Harassment Policy</p> <p>Maintain Healthy Working Lives accreditation</p> <p>National Lottery Community Fund: mental health training</p> <p>Advice Pro (Casework System) linked to Union Cloud website.</p>
by developing leaders and volunteers to bring positive change in our communities	<p>We will</p> <ul style="list-style-type: none"> develop students and our Full Time Officers as leaders in order to drive positive change through social innovation within our communities. improve students' employability by providing opportunities to lead sports clubs, societies, groups and develop students as volunteers. work with the University on the delivery of the Sustainable Development Goals (SDGs) Framework and the Community and Public Engagement Action Plan. 	<p>% trained volunteers</p> <p>I would wholeheartedly recommend this organisation as a good place to volunteer [Biannual Volunteer Survey]</p> <p>% completing Student Leaders Programme</p>	<p>University Community and Public Engagement Action Plan</p> <p>Maintain Investing in Volunteers accreditation</p> <p>Safeguarding Policy</p> <p>Support Silver Engage Watermark Award</p> <p>Support SDG Accord</p>

<p>whilst ensuring the student voice is at the heart of decision making.</p>	<p>We will</p> <ul style="list-style-type: none"> • continue to work with the University on the Student Partnership Agreement to ensure excellence in the student experience. • collaborate with academic reps, student reps and other stakeholders to ensure high quality learning and teaching. • continue to develop our knowledge on the specific needs of our students, in particular postgraduate and apprenticeship students. • ensure the student voice is strong within governance, democracy and representation to make a positive impact on the lives of our members. 	<p>My Students' Association represents me [ASQ]</p> <p>I feel my university experience is better because we have Full Time Officers [ASQ]</p> <p>I feel my course/programme is better because we have Class Reps [ASQ]</p> <p>Election Turnout</p> <p>% academic reps trained</p>	<p>Student Partnership Agreement</p> <p>GCU Quinquennial Review</p> <p>Constitutional Review</p> <p>Review Legal Status of Students' Association</p> <p>Outcome Agreement</p> <p>Guide to Student Representation at GCU</p> <p>Benchmark against Scottish Governance Code for the Third Sector and/or Students' Union Governance Code.</p> <p>Apprenticeship Thematic Review</p> <p>GCU Student Experience Action Plan</p>
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Strategic Enabler: Communications and Impact	We will <ul style="list-style-type: none"> through the use of technology and our Communications Strategy ensure our members know about our distinctive services, activities and work. communicate the impact we make as an organisation to our members and our stakeholders. 	<p>[KPIs not yet developed]</p> <p>The Students' Association contributes positively to my experience at University [ASQ, Current KPI]</p> <p>The information I receive from the Students' Association is relevant [ASQ, Current KPI]</p> <p>I know about what the Students' Association is doing [ASQ, Current KPI]</p> <p>Bounce Rate on website [Current KPI]</p> <p>Website other stats?</p> <p>Social Media engagement? Twitter, Facebook, Instagram, LinkedIn</p> <p>GCU Learn Engagement?</p> <p>All Student Email: open rate? ASE – Click Rate?</p>	<p>Storytelling/Case Studies</p> <p>Trimester Infographics – to all stakeholders, not just students</p> <p>Clubs, Societies and Groups reporting Template.</p>
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Our Vision is that you will have an outstanding experience that will live with you forever.

ASQ= Annual Survey Question

Strategic Plan 2025

Our **Mission** is to represent and support GCU students to have the best university experience.
 Our **Values**: Inclusive, Community, Student-led and Fun
 Our **Vision** is that you will have an outstanding experience that will live with you forever.



Theme	Key Performance Indicator	National Performance Framework Outcomes	Sustainable Development Goals	Actual 2018/19	Actual 2019/20	Baseline 2020/21	Year 1 2021/22	Year 2 2022/23	Year 3 2023/24	Year 4 2024/25	Type of Target
Creating an inclusive and sustainable Students' Association	General Reserves increased by £25k	Economy Fair Work & Business	SDG 8	£27,670	£41,236	£70k	£75k	£81k	£88k	£95k	Achievable
	Maintain Green Impact accreditation	Communities Environment	SDGs 11, 12, 13	V. Good	Excellent	Achieved	Achieved	Achieved	Achieved	Achieved	Achievable
	The Students' Association is welcoming and inclusive [ASQ]	Communities Education International	SDG 10	n/a	n/a	n/a	70%+	70%+	75%+	80%+	Stretch
	The Students' Association offers a range of relevant opportunities, events, activities and services [ASQ]	Communities Culture Education	SDGs 3, 4, 8, 10, 11, 12, 13, 16	n/a	n/a	n/a	70%+	70%+	75%+	80%+	Stretch
	Numbers involved in Volunteering and Student Groups	Communities Culture Education Environment Fair Work & Business Health	SDGs 4, 5, 8, 10, 11, 12, 13, 16	4904*	4791*	3035*	4000	4500	5000	5500	Achievable
	The Students' Association contributes positively to my experience at University [ASQ]	Communities Education International	SDG 4	74%	81%	82%	83%	83%	84%	85%	Stretch
which supports physical health, mental health and wellbeing	Wellbeing Section score within Staff Survey [Biannual]	Fair Work & Business Health	SDG 3	-	76%	[76%]	78%	-	80%	-	Achievable
	Know that the Students' Association operates an Advice Centre which I could turn to if I needed help and advice [ASQ]	Education Health	SDGs 3, 4	73%	77%	73%	74%	76%	78%	80%	Stretch
	The Students' Association has a range of activities that promote physical health, mental health and wellbeing [ASQ]	Education Health	SDG 3	n/a	n/a	n/a	70%+	70%+	75%+	80%+	Stretch
by developing leaders and volunteers to bring positive change in our communities	% of volunteers trained	Communities Education	SDGs 4, 8			?	60%	65%	70%	75%	Stretch
	I would wholeheartedly recommend this organisation as a good place to volunteer [Biannual]	Communities	SDGs 4, 8	93%	-	94%	90%+	-	90%+	-	Achievable
	% completing Student Leaders Programme	Economy Education Fair Work & Business	SDGs 4, 8	40%	40%	31%	30%	40%	45%	50%	Achievable
whilst ensuring the student voice is at the heart of decision making.	My Students' Association represents me [ASQ]	Education Human Rights	SDGs 4, 16	68%	72%	80%	75%+	75%+	75%+	75%+	Stretch
	I feel my university experience is better because we have Full Time Officers [ASQ]	Education Human Rights	SDGs 4, 16	53%	62%	60%	65%+	65%+	70%+	70%+	Stretch
	I feel my course/programme is better because we have Class Reps [ASQ]	Education Human Rights	SDGs 4, 16	51%	62%	70%	65%+	65%+	70%+	70%+	Stretch
	Election Turnout	Education Human Rights	SDGs 4, 16	20.88%	21.17%	11.8%	15%	18%	21%	24%	Stretch
	% of academic reps and student reps trained	Education Human Rights	SDGs 4, 16			?					

ASQ = Annual Survey Question