

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.



Strategic Goals	Objectives	Key Performance Indicator	National Performance Framework Outcomes	Sustainable Development Goals	Baseline 2020/21	Year 1 2021/22	Year 2 2022/23	Year 3 2023/24	Year 4 2024/25
Creating an inclusive and sustainable Students' Association	We will 1. ensure sustainable and inclusive spaces and places. 2. ensure a diverse and inclusive community by working with the University to achieve their Equalities Outcomes Action Plan. 3. continue to ensure that we are financially sustainable in order to carry out our charitable purposes. 4. work towards environmental sustainability across all areas of our work. 5. review and develop the way we work post pandemic.	General Reserves increased by £25k	Economy Fair Work & Business	SDG 8	£70k	£75k	£81k	£88k	£95k
		Maintain Green Impact accreditation	Communities Environment	SDGs 11, 12, 13	Achieved	Achieved	Achieved	Achieved	Achieved
		The Students' Association is welcoming and inclusive [ASQ]	Communities Education International	SDG 10	n/a	70%+	70%+	75%+	80%+
		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	70%+	70%+	75%+	80%+
		Numbers involved in Volunteering and Student Groups	Communities Culture Education Environment Fair Work & Business Health	SDGs 4, 5, 8, 10, 11, 12, 13, 16	3035*	4000	4500	5000	5500
		The Students' Association contributes positively to my experience at University [ASQ]	Communities Education International	SDG 4	82%	83%	83%	84%	85%
which supports physical health, mental health and wellbeing	We will 1. support and develop physical health, mental health and wellbeing activities that lead to healthier and more resilient members and employees. 2. provide a confidential and independent support service for students through our Advice Centre on academic and non-academic issues.	Wellbeing Section score within Staff Survey [Biannual]	Fair Work & Business Health	SDG 3	[76%]	78%	-	80%	-
		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%	74%	76%	78%	80%
		The Students' Association has a range of activities that promote physical health, mental health and wellbeing [ASQ]	Education Health	SDG 3	n/a	70%+	70%+	75%+	80%+
by developing leaders and volunteers to bring positive change in our communities	We will 1. develop students and our Full Time Officers as leaders in order to drive positive change through social innovation within our communities. 2. improve students' employability by providing opportunities to lead sports clubs, societies, groups and develop students as volunteers. 3. work with the University on the delivery of the Sustainable Development Goals (SDGs) Framework and the Community and Public Engagement Action Plan.	% of volunteers trained	Communities Education	SDGs 4, 8	49%	60%	65%	70%	75%
		I would wholeheartedly recommend this organisation as a good place to volunteer [Biannual]	Communities	SDGs 4, 8	94%	-	90%+	-	90%+
		% completing Student Leaders Programme	Economy Education Fair Work & Business	SDGs 4, 8	31%	30%	40%	45%	50%
whilst ensuring the student voice is at the heart of decision making.	We will 1. continue to work with the University on the Student Partnership Agreement to ensure excellence in the student experience. 2. collaborate with academic reps, student reps and other stakeholders to ensure high quality learning and teaching. 3. continue to develop our knowledge on the specific needs of our students, in particular postgraduate and apprenticeship students. 4. ensure the student voice is strong within governance, democracy and representation to make a positive impact on the lives of our members.	The Students' Association represents me [ASQ]	Education Human Rights	SDGs 4, 16	80%	75%+	75%+	75%+	75%+
		I feel my university experience is better because we have Full Time Officers [ASQ]	Education Human Rights	SDGs 4, 16	60%	65%+	65%+	70%+	70%+
		I feel my course/programme is better because we have Class Reps [ASQ]	Education Human Rights	SDGs 4, 16	70%	65%+	65%+	70%+	70%+
		Election Turnout	Education Human Rights	SDGs 4, 16	11.8%	15%	18%	21%	24%
		% of academic reps and student reps trained	Education Human Rights	SDGs 4, 16	60%	70%	74%	77%	80%

ASQ = Annual Survey Question