

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 Target	Year 1 2021/22 Actual	Year 2 2022/23 Target	Year 2 2022/23 Actual	Trend from last year	Commentary	Year 3 2023/24 Target	Year 4 2024/25 Target
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 to be increased by £25k	Economy Fair Work & Business	SDG 8	£70k	£75k	£88.9k	£81k	£96.9k	⬆️	During 2022/23 £8,078 was added to General Reserves. The Year 4 Target has already been met.	£88k	£95k
		Maintain Green Impact accreditation	Communities Environment	SDGs 11, 12, 13	Achieved	Achieved	Achieved	Achieved	Achieved	=	Excellent was maintained in the Green Impact Students' Unions (GISU). This is the highest score within the accreditation.	Achieved	Achieved
		The Students' Association is welcoming and inclusive [ASQ]	Communities Education	SDG 10	n/a	70%+	86%	70%+	84%	⬆️	A positive score of 84% that is higher than KPI target, although a drop of 2% on 2021/22.	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%+	81%	70%+	80%	⬆️	A positive score of 80% that is higher than KPI target, although a drop of 1% on 2021/22.	75%+	80%+
		Numbers involved in Volunteering and Student Groups	Communities Culture Education	SDGs 4, 5, 8, 10, 11, 12, 13, 16	3,002	4,000	4,244	4,500	4,468	⬆️	The number of memberships was 4,467. This was 33 from KPI target. There was an increase of 223 memberships from 2021/22. The focus during 2023/23 will be on society memberships and increasing the number of Class Reps trained.	5000	5500
		The Students' Association contributes positively to my experience at University [ASQ]	Communities Education International	SDG 4	81%	83%	74%	83%	75%	⬆️	The score was 75%, 8% below KPI target, and an improvement of 1% on 2021/22.	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%	83%	-	-	-	-	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	71%	74%	82%	76%	78%	⬆️	This score was 2% above KPI target, although a drop of 4% on 2021/22. Plans are in place to refresh the physical signage for the Advice Centre.	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%+	82%	70%+	77%	⬆️	The score was 7% above KPI target, however there was a drop of 5% from 2021/22. Communications for 2023/24 will focus on the launch of the Give it a Go Programme and Feel Fab Feb.	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	26%	60%	45%	65%	57%	⬆️	The % of volunteers trained was 8% behind target. 62% of Society Committee Members were trained, 34% of Sports Committee Members were trained, 88% of Radio Caley Committee were trained, 64% of The EDIT Committee were trained and 100% of Nightline Volunteers were trained during 2022/23.	70%	75%
		I would wholeheartedly recommend this organisation as a good place to volunteer [Biannual]	Communities	SDGs 4, 8	94%	-	-	90%+	95%	⬆️	A positive score of 95% and higher than KPI target. There was a 1% improvement on the baseline score.	-	90%+
		% completing Student Leaders Programme	Economy Education Fair Work & Business	SDGs 4, 8	31%	30%	26%	40%	32%	⬆️	There were 379 students registered onto the Student Leaders Programme with 122 completing during 2022/23. An asynchronous workshop was developed with the Social Enterprise Academy (Scotland) during 2022/23 facilitating the completion of the Student Leaders Programme without the need to attend a in person or online synchronous workshop.	45%	50%
	We will 1. continue to work with the University on the Student Partnership Agreement to	The Students' Association represents me [ASQ]	Education Human Rights	SDGs 4, 16	80%	75%+	69%	75%+	69%	=	This was 6% below KPI target and the same score as 2023/22. The Students' Association on NSS Q25 (representing academic interests) at GCU was 73.6% and was above the Scottish (70.2%) and UK (71.9%) average.	75%+	75%+
		I feel my university experience is better because we have Full Time Officers [ASQ]	Education Human Rights	SDGs 4, 16	61%	65%+	59%	65%+	54%	⬆️	This was 11% below KPI and a drop of 5% from 2021/22. Communications during 2023/24 will focus on the Full Time Officers Team and Individual Objectives and the outcomes of their work.	70%+	70%+

whilst ensuring the student voice is at the heart of decision making.	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.	I feel my course is better because we have Class Reps [ASQ]	Education Human Rights	SDGs 4, 16	71%	65%+	62%	65%+	59%	🔼	This was 6% below KPI target and a drop of 3% on 2021/22. Guidance and recruitment materials are being developed for Programme Leaders in the recruitment of Class Reps.	70%+	70%+
		Election Turnout	Education Human Rights	SDGs 4, 16	11.8%	15%	10%	18%	18%	🔼	3,779 students voted in the Full Time Officer Elections 2023 (2022: 1,924; 2021: 2,246; 2020: 3,714; 2019: 3,521). This is the highest turnout under this Full Time Officer Model. Based on the headcount of 21,555 students, the turnout was 18%. An Election Diversity Action Plan will to improve diversity of candidates and voters in the Full Time Officer election.	21%	24%
		% of academic reps and student reps trained	Education Human Rights	SDGs 4, 16	80%	70%	77%	74%	79%	🔼	79% of Class Reps were trained during 2022/23 (423 registered and 336 trained). 100% of the Department, PGT and PGR Reps were trained (32 out of the 32 were recruited) during 2022/23. 68% of Student Voice members were trained and 78% of Liberation and Representation Network Officers were trained.	77%	80%

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Strategic Enabler: Communications and Impact	We will 1. Increase engagement with and investment in the Students' Association. 2. Ensure our website and digital communications are accessible to all. 3. Streamline content creation processes to reduce the strain on capacity.	I know about what the Students' Association is doing [ASQ]			76%	74%	74%	75%	70%	🔽	This was 5% below KPI and a drop of 4% from 2021/22. Agreed usage of GCU Learn and GCU App by Students' Associationwith University for 2023/24	75%+	75%+
		Total Social Media Engagement – Facebook (Glasgow and London), Twitter, Instagram (Glasgow and London), TikTok and LinkedIn			50,977	50,000	30,062	30,000	31,798	🔼	The KPI target for social media engagement was met and there has been an improvement on performance from 2021/22. The focus on 2023/24 is on Instagram and LinkedIn.	35,000	38,000
		Total Social Media Direct Messages			6,769	7,500	4,778	5,500	3,164	🔽	The total received social media messages was 3,164. This has been a considerable decrease in the messages received through Facebook Messenger. The KPI target has not been met. Implementation of the ChatBot has not yet been realised.	6,300	7,000
		All Student Email open rate			22%	23%	23%	24%	26%	🔼	The average email open rate was 25.83%, above KPI target and an improved performance from 2021/22. We identified a discrepancy with the open rate data for a few sent emails, that we have excluded from the average calculation, otherwise the open rate would 31.04%. This issue was resolved with our OneVoice, our website provider.	25%	25%
		Website Page Views			675,888	800,000	1,074,541	900,000	1,017,696	🔼	The KPI target was exceeded by 117,696 views, however website page views are 56,845 down on 2021/22. During 2021/22, the website was used to manage attendance and COVID protocols during the Coronavirus pandemic. Focus for 2023/24 is on keeping homepage refreshed.	1,000,000	1,100,000

ASQ = Annual Survey Question

Matrix of RAG Application		
Achievable Target	RAG	Stretch Target
At or on-track to achieve Target	🟢	At or on-track to achieve 90% of Target
On-track to be within 10% of Target	🟡	On-track to be within 25% of Target
Expected to be 10% outwith of Target	🔴	Expected to be 25% outwith of Target