

The Bigger Plan 2020: Year 1 Update

Key Performance Indicators

Theme	Key Performance Indicators	Indicator	Baseline	Year 1 Target	Year 1 Actual	Trend from last year
Belonging	The Students' Association contributes positively to my experience at University*	2	72%	70%+	68%	-
	Numbers involved in Volunteering and Student Groups	various	4,043	4,000	3,747	-
	Know that the Students' Association operates Advice Centre*	33	72%	75%+	73%	+
Empowerment	Student Leaders Programme completion	73	245	260	133	-
	Engagement Index Score within Staff Survey	84	63%	N/A	N/A	N/A
	Engagement Index Score within Volunteer Survey	4	(87%)	70%	85%	+
Partnership	My Students' Association represents me*	20	63%	65%	64%	+
	I feel kept informed on what my student representatives are doing on my behalf*: Full Time Officers	23	41%	50%	47%	+
	Class Reps	12	52%	54%	55%	+
	School Officers/Postgraduate Research Reps	13	25%	26%	27%	+
	Election Turnout	8	14%	16%	17.01%	+
Innovation	Number of ideas submitted on website	11	19	30	20	+
Financial Sustainability	Have generated a modest surplus each year over the life of the plan and strengthened our balance sheet (reserves policy)	83	£2.5k	£2.5k	Yes	+
Marketing and Communications	The information I receive from the Students' Association is relevant*	77	71%	70%+	70%	-
	I know about what the Students' Association is doing*	78	64%	64%	61%	-
	Bounce Rate on website	79	43.65%	<45%	47.22	-
	Facebook impressions	76a	2,081,571	+5%	2,095,115	+
	Twitter impressions	76b	1,118,855	+5%	1,082,656	-
Premises and Infrastructure	Satisfaction scores for facilities within the Students' Association Building*	85				
	Welcome Desk	85a	80%	80%+	84%	+
	Student Bistro	85b	71%	70%+	79%	+
	24 Hour Computer Lab	85c	87%	85%+	85%	-

	Social Learning Space	85d	-	70%+	82%	+
	Group Study Rooms	85e	79%	75%+	83%	+
	Basketball Court	85f	60%	60%+	80%	+
	Traverse Wall	85g	58%	60%+	80%	+
	Outside Gym	85h	-	60%+	79%	+

Big Actions

During 2016/17 the Students' Association launched the Bigger Plan 2020 and achieved many Big Actions, including:

- Very Good in Quality Students' Unions accreditation
- Governance Review (including Stakeholder Analysis and Roles and Responsibilities Matrix)
- Full Time Officer Model Review (part of Democracy Review)
- Investing in Volunteers accreditation
- Achieving Very Good in the NUS Green Impact accreditation
- Creating and approval of the GCU Student Partnership Agreement
- Achieving the project outcomes for Strategy for Change.

The Commercial Strategy, Risk Register, Financial Projections, Marketing and Communication Strategy were also re-aligned to meet The Bigger Plan 2020.