The Bigger Plan 2020: Key Performance Indicators (KPI) Outcomes (Year 2)

Theme	Key Performance Indicators	Indicator	Baseline	Year 1 Actual	Year 2 Target	Year 2 Actual	Trend from last year	Commentary	Year 3 Target
Belonging	The Students' Association contributes positively to my experience at University*	2	72%	68%	70%+	73%	+	There has been a 5% increase to this score from Year 1.	70%+
	Numbers involved in Volunteering and Student Groups	various	4,043	3,747	4,100	4,048	+	There is an increase of 301 memberships from Year 1; however we were 52 memberships from reaching target. Areas showing improvement include sports, Edit, trained Class Reps, Student Leaders registrations, liberation groups, representation groups, London societies and London leadership. Areas down this year include Radio Caley, Glasgow societies and London trained class reps.	4,200
	Know that the Students' Association operates Advice Centre*	33	72%	73%	75%+	73%	=	The score remains the same as Year 1. This is a difficult area to promote as students often seek out this service when in need.	75%+
Empowerment	Student Leaders Programme completion	73	245	133	275	321	+	A full review on how the programme is structured during 2017/18 has resulted in reversing the downwards trend in numbers completing. This is an increase of 76 on Year 1 and 46 on target.	290
	Engagement Index Score within Staff Survey	84	63%	N/A	73%	89%	+	The Employee Index Score was 89%, 16% up on target and a 26% improvement on the baseline score. The Student Union sector average was 75%.	-
	Engagement Index Score within Volunteer Survey	4	(87%)	85%	N/A	N/A	N/A	This survey is conducted every two years. It is planned for 2018/19.	75%
Partnership	My Students' Association represents me*	20	63%	64%	65%	65%	+	There was a 1% improvement to this score from Year 1. Target was met.	70%
	I feel kept informed on what my student representatives are doing on my behalf*: Full Time Officers	23	41%	47%	51%	48%	+	There was a 1% improvement to this score from Year 1; however the target was not met.	52%
	Class Reps	12	52%	55%	55%	56%	+	There was a 1% improvement to this score from Year 1 and was on target.	56%
	School Officers/Postgraduate Research Reps	13	25%	27%	27%	28%	+	There was a 1% improvement to this score from Year 1 and was on target.	28%
	Election Turnout	8	14.14%	16.13%	16.5%	20.73%	+	Reported as 17.01% in Year 1 which was incorrect, should have been 16.13% based on HESA 16,415 headcount. 2017/18 based on internal headcount.	17%
Innovation	Number of ideas submitted on website	11	19	20	40	13	-	There was a drop of 6 Ideas from Year 1. It remains difficult to promote the concept of students submitting Ideas to improve the University and Students' Association. It is planned to make this an Officer driven activity within 2018/19 to establish if this can turn around this activity.	45

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	Yes	£2.5k	Yes	+	The Reserves Policy was met.	£2.5k
Marketing and Communications	The information I receive from the Students' Association is relevant*	77	71%	70%	70%+	69%	-	There was a 1% drop from Year 1. It is worth noting there had not been a Communications and Media Co-ordinator between February and August 2018.	70%+
	I know about what the Students' Association is doing*	78	64%	61%	64%	66%	+	There was a 5% increase in this score from Year 1 and a 2% increase on target.	65%
	Bounce Rate on website	79	43.65%	47.22%	<45%	25.42%	+	There was a significant improvement on the Bounce Rate. The Bounce Rate is a metric that indicates the percentage of people who land on one of our web pages and then leave without clicking to anywhere else on our website.	<45%
	Facebook impressions	76a	2,081,571	2,095,115	2.1m	2.2m	+	There was an improvement on the Facebook impressions during 2017/18.	+5%
	Twitter impressions	76b	1,118,855	1,082,656	1.1m	683,300	-	There was a decrease on the Twitter impressions during 2017/18.	+5%
Premises and Infrastructure	Satisfaction scores for facilities within the Students' Association Building*	85					-	With the exception of the 24 Hour Computer lab, all the targets for facilities within the Students' Association Building met target. Most areas saw a slight decrease on satisfaction from Year 1.	
	Welcome Desk	85a	80%	84%	80%+	83%			80%+
	Student Bistro	85b	71%	79%	70%+	76%	-		70%+
	24 Hour Computer Lab	85c	87%	85%	85%+	84%	-		85%+
	Social Learning Space	85d	-	82%	70%+	82%	=		70%+
	Group Study Rooms	85e	79%	83%	75%+	83%	=		75%+
	Basketball Court	85f	60%	80%	60%+	79%	-		60%+
	Traverse Wall	85g	58%	80%	60%+	78%	-		60%+
	Outside Gym	85h	-	79%	60%+	78%	-		60%+

Big Actions

During 2017/18 the following Big Actions were achieved:

- Launch of the Re:Union Bar & Grill
- Review of Motion of No Confidence process (part of Democracy Review)
- Achieving Very Good in the NUS Green Impact accreditation
- Launched first ever Student Mental Health Partnership Agreement
- Achieving the project outcomes for Strategy for Change
- Student Stories Case Studies created on website to demonstrate Common Good Work
- Women in Leadership and BME in leadership sessions added to Student Leaders Programme

- National Student Survey (NSS) Students' Association score improved 1% on Scottish average
- GCU Senate agreed in October 2017 that all GCU student facing policies with significant impact across the institution go through SAGE (Student Action Group for Engagement) at an early stage of development and prior to being approved at Senate
- Campaign changes promoted to membership through website, all student emails and International Student Barometer and NSS emails

In addition to the Big Actions other significant developments include: Banking Review, Review of Health, Safety and Wellbeing Policy, Review of Complaints Procedure, Review of Terms and Conditions for Payments of Memberships and Event Tickets, Revised HR Policies, revised Employee Contracts and GDPR compliance.

The Students' Association were runners up in the NUS Scotland Diversity Award 2018 and NUS Scotland University Students' Association of the Year Award 2018.