

The Bigger Plan 2020: Key Performance Indicators (KPI) Outcomes (Year 4)

Theme	Key Performance Indicators	KPI	Baseline (2015/16)	Year 1 Actual (2016/17)	Year 2 Actual (2017/18)	Year 3 Actual (2018/19)	Year 4 Target (2019/20)	Year 4 Actual (2019/20)	Trend from last year	Commentary	Year 5 Target
Belonging	The Students' Association contributes positively to my experience at University*	1	72%	68%	73%	74%	70%+	81%	+	A 7% increase on the score in 2019 and target exceeded.	70%+
	Numbers involved in Volunteering and Student Groups	2	4,043	3,747	4,048	4,904	4,300	4,791	-	Target exceeded by 491. Numbers not quite as high as 2018/19 (-113). However, impact of COVID-19 from March 2020. Breakdown on areas in appendix.	4,300
	Know that the Students' Association operates Advice Centre*	3	72%	73%	73%	73%	75%+	77%	+	A 4% increase on the score in 2019 and target exceeded.	75%+
Empowerment	Student Leaders Programme completion	4	245	133	321	250	300	247	-	There is a drop of 3 completions from 2019. Target not met. There is an increase in competition as more leadership programmes develop across GCU.	300
	Engagement Index Score within Staff Survey	5	63%	N/A	89%	N/A	78%	50%	-	The score was 50% and 38% of staff were neutral to this question in 2020. The highlight sections were Colleagues, Employee Wellbeing, Learning and Development, Performance Management, Reward, Role, Service and Value. The lowlight sections include Communication, Engagement, Leadership and Management.	-
	Engagement Index Score within Volunteer Survey	6	(87%)	85%	N/A	93%	-	N/A	N/A	The Volunteer Survey is conducted every two years.	85%
Partnership	My Students' Association represents me*	7	63%	64%	65%	68%	70%	72%	+	A 4% increase on the score in 2019 and target exceeded.	70%
	I feel kept informed on what my student representatives are doing on my behalf*: Full Time Officers	8a	41%	47%	48%	52%	53%	58%	+	A 6% increase on the score in 2019 and target exceeded.	53%

	Class Reps	8b	52%	55%	56%	53%	57%	61%	+	A 8% increase on the score in 2019 and target exceeded.	57%
	School Officers/Postgraduate Research Reps	8c	25%	27%	28%	32%	29%	28%	-	A 4% drop on the score in 2019. Target not met. The change in titles of the academic reps (ie School Officers to Department Reps) may be having had an impact.	29%
	Election Turnout	9	14.14%	16.13%	19.05%	20.88%	17.5%	3,714 turnout	+	Year 1, 2 and 3 based on HESA actual student numbers. Highest ever turnout in Full Time Officer elections during 2019/20. Awaiting 2019/20 HESA student numbers to work out Turnout.	17.5%
Innovation	Number of ideas submitted on website	10	19	20	13	18	50	23	+	There was an increase of 5 Ideas from 2019. Targets remains significantly difficult to achieve and to engage students in submitting Ideas.	25
Financial Sustainability	Have generated a modest surplus each year over the life of the plan and strengthened our balance sheet (reserves policy)	11	£2.5k	Yes	Yes	No	£2.5k	Yes	+	The surplus for the year was £16,083.	£2.5k
Marketing and Communications	The information I receive from the Students' Association is relevant*	12	71%	70%	69%	72%	70%+	79%	+	A 7% increase on 2019 and exceeded target.	70%+
	I know about what the Students' Association is doing*	13	64%	61%	66%	68%	65%	73%	+	A 5% increase on 2019 and exceeded target.	65%
	Bounce Rate on website	14	43.65%	47.22%	25.42%	7.09%	<45%	6.04%	+	Improvement (by 1.05%) in Bounce Rate. Target exceeded. 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**	15	2,081,571	2,095,115	2.2m	1.5m	2.5m	1,348,281	-	With the evolving changes in Facebook algorithm it is different to monitor progress with this KPI.	Reverse trend
	Twitter impressions**	16	1,118,855	1,082,656	683,300	326,098	1.2m	497,661	+	With the evolving changes in Twitter algorithm it is different to monitor progress with this KPI.	Reverse trend
Premises and Infrastructure	Satisfaction scores for facilities within the Students' Association Building*										
	Welcome Desk	17a	80%	84%	83%	82%	80%+	79%	-	The survey was conducted during the Coronavirus outbreak. On Tuesday 17 th	N/A
	Student Bistro/Re:Union Bar & Grill	17b	71%	79%	76%	76%	70%+	66%	-		

	24 Hour Computer Lab	17c	87%	85%	84%	84%	85%+	73%	-	March 2020 we closed the Students' Association Building and London Office.	
	Social Learning Space	17d	-	82%	82%	81%	70%+	60%	-		
	Group Study Rooms	17e	79%	83%	83%	83%	75%+	58%	-		
	Basketball Court	17f	60%	80%	79%	79%	60%+	26%	-		
	Traverse Wall	17g	58%	80%	78%	79%	60%+	25%	-		
	Outside Gym	17h	-	79%	78%	78%	60%+	28%	-		

Green: At or above target.	Amber: Within 5% of target.	Red: Less than 10% of target.
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* annual survey question

** In 2018 Facebook changed its algorithm that ensures timelines focus on posts from family and friends and focus less on posts by businesses. The way reach is measured has changed, reach is only measured if the post appeared in the person's timeline and they scrolled through and saw it. In 2018 Twitter announced that users would be able to toggle between Top Tweets and Latest Tweets. What that means is people can now easily switch between an algorithm feed and a real-time feed. At the beginning of 2019, Twitter made several announcements hinting that there will be more changes in store for its algorithm in the future.

Big Actions

During 2019/20 the following Big Actions were achieved:

- The [Guide to Student Representation at GCU](#) was launched with the Department of Governance and Department of Academic Quality. This was an outcome of the Academic Rep Review and Internal Audit on Student Representation.
- By-Laws reviewed and approved by Student Voice.
- Achieved Excellent in Green Impact accreditation.
- Completed the NUS Scotland Think Positive Student Mental Health Partnership Agreement.
- Contribution to GCU ELIR Reflective Analysis and GCU Outcome Agreement submission.
- National Student Survey (NSS) Students' Association score improved. 2017: 50.5%, 2018: 51.85%, 2019: 52.48% and 2020: 56.36%. In 2020 this was a 2% increase on Scottish sector average.
- Received a 94% satisfaction score for Students' Association and 93% satisfaction scores for Students' Association Clubs and Societies in International Student Barometer (ISB).

- Key campaigns:
 - [No Graduation Fees](#)
 - [Coronavirus](#)
 - [Stopped Hamish Wood Sunday Closure](#)
 - [Launch Quiet Room](#)
 - [Creation of GCU Mature Students Room](#)
 - [Supported UCU Industrial Action](#)
 - [CalAir Rap: GCU Module Evaluations Campaign](#)

Appendix – Breakdown of involvement in sports, societies, representation and student groups

	2015/16	2016/17	2017/18	2018/19	2019/20
Sports Members	738	671	808	899	877
Societies Members (unique)	1914	1929	1620	2210	2134
The Edit Volunteers	61	39	77	90	110
Radio Caley Volunteers	114	108	80	99	79
Wellbeing Volunteers	23	23	22	21	0
Nightline Volunteers	22	19	25	16	21
Freshers Volunteers	36	46	27	29	37
Student Voice Members	36	40	39	56	61
Sports Council	8	8	8	9	8
Societies Council	7	7	4	7	7
Trained Class Reps	312	253	428	430	386
PGR Reps (Departmental)	6	9	8	7	2
Student Leaders Registration	575	405	614	626	623
Student Leaders Champions	10	9	7	8	0
FTO Election Candidates (includes current FTOs)	8	14	11	8	22
Liberation Groups	21	35	62	130	129
Representation Groups	13	21	57	132	135
London Societies (unique)	95	39	66	66	76
London Volunteers	0	17	19	9	22
London Leadership Registration	27	32	47	34	45
London Trained Class Reps	16	21	17	16	15
London Rep and PGR Rep	1	2	2	2	2