

Still reading? Beyond the KPI's is The Plan (what each of our services will be doing to achieve Relevance, Engagement and Quality)

THE PLAN (HEADLINE KPI's)	Relevance Success Metric = 20+ NPS	Engagement Success Metric = 10%	Quality to achieve NUS's Quality Student Union Status	What we'll measure (metrics)
SU Advice	Proactive Campaigning We'll initiate campaigns relevant to our student body, supporting national initiatives where our student leaders see them as a priority.	Developing online accessibility We'll recognise the different way students access our services and develop online accessibility and drop in availability whenever students need us.	Prevention stance We'll start at the beginning taking a prevention better than cure stance, developing pro-active campaigns relevant to students concerns.	Engagement Advice data (students supported) NPS (Net promoter) Score
SU Policy	Supporting Policy We'll help students develop policy from the start by creating a system that is easy to access and easy to understand. We'll enable our student leaders to create a better University experience for their peers.	Starting Policy We'll help our students know the right way to make change happen, start policy and deliver positive change.	Understanding Student Needs We'll help our students to understand how changes in local, national and University policy affect them. We'll deliver workshops and 121's on understanding policy from the ground up.	Amount of motions passed 121's delivered 'focus groups' delivered and rated
SU Comms	Building Conversations We must generate conversation and build the community around us. Our brand and our SU should be at the centre of student life.	Supporting Retention We must engage with our students that do not currently see our communication channels. Our harder to reach groups include our placement students. We will deliver a communications plan that at its core attracts students to us.	Audit and Develop Our conversational approach and attraction is underpinned by our commitment to quality content. There is lots of noise out there and our comms must stand out to our members to receive their attention. We will continually review and evolve.	Social Media Metrics Web and App hits NPS Score
SU Events	Student Involvement Students need to be involved in our decision making processes, reviewing our events, deals and partnerships. We need insight to drive our relevance to students.	Attendance Students vote with their feet and we need to be aware of what works for our student body. We must make sure our events are accessible to our students in terms of cost, timing and location.	Added Value The events we run must be of value to our students and continually reviewed and improved. The quality of our events underpins our SU brand.	Attendance at SU Events NPS Score
SU Sales	An Exceptional Offer Our offer must be relevant and achievable to deliver. We'll review our range of deals, discounts and partnerships and prove each one is relevant.	Sales Income increase By having an exceptional offer we will attract more sales on clothing, merchandise and the NUS Extra card. Our marketing portfolio will be enticing and we will set challenging but realistic targets for the next two years.	Quality Processes We will audit and review our processes annually and focus on improving our digital sales and channels. Our professional service will be easy to manage and easy to use for our students and clients.	Sales Increase NPS score
SU Representation	Course Reps: We'll support student leaders to increase Council attendance and apologies as a percentage of course representatives	Digital Democracy, More Candidates: We'll implement digital democracy and increase the amount of candidates standing in our elections. We need to create a value offer for students to run, be a part of and change their SU.	Training and Impact: Our training for student leaders at every level will be enhanced and the impact of this reported	NPS Score Course reps trained and attending Council Student Leaders and nominees increased
SU Activities (SU Sport, Social Sport and SU Societies)	Supporting Student leaders: We'll support and generate student leaders to organise activity which is relevant to their members and help them to continually improve their offering.	Supporting Quality Communications: We'll support our student leaders to communicate with members and prospective members, developing the range of communication channels they have at their disposal and attracting more members to try something new	Training and Growth: We'll support our societies and sports to be the best they can be with more investment in training and their own personal growth. By creating a culture of learning, opportunity and development we will encourage the growth of our teams and societies	Society and sport participation NPS Number students trained
SU Central	Support student innovation with strong leadership Offer developmental support and challenge enabling a culture of student lead innovation	Support operational functions Support engagement with sound administrative, managerial and financial functions, including development of the Impact report	Attract and retain talented staff and student leaders by developing our HR processes, including the introduction of a HR Strategy. We'll publish out	HR Strategy Financial Regulations Impact Report