

YOUR SU STRATEGY



This is your strategy. You told us your priorities and what you thought of our services then we analysed detailed demographics and feedback from Induction events. We asked staff and other SU's what they thought and then we presented to your elected officers, listened to feedback and the results were approved by your Student Exec and your Trustee Board.

The result is **Relevance, Engagement and Quality** – student leaders improving student life at the University of Suffolk.

You told us your priorities:

REPRESENT MY VIEWS TO THE UNIVERSITY | HELP ME FIND A CAREER | PUT ON EVENTS | GET ME THINGS CHEAPER | HELP ME HAVE FUN AND MEET PEOPLE

Your priorities informed the following Themes, Promises and Key Performance Indicators (KPI's). Our Annual Impact Report (which will bring together the metrics we use to measure success and will be presented to Student Council and Trustee Board) will tell you how we are doing. You'll also find The Plan at uosunion.org so you'll know what each of our services are working on to achieve our strategic aims and KPI's.

PROMISES

RELEVANCE

We will ensure that our members are connected to their SU and that we add value to their experience at University.

Our community of members is unique and they have plenty of commitments to balance. We're not going to waste their time and be a generic SU.

What we offer will be beyond a service – but no window dressing – if we can't prove it adds value it won't be part of our offering.

We'll make sure that everything we do is engaging and support our members to participate in and become leaders of their SU.

ENGAGEMENT

If you pop in and pick up your NUS card, check the time of our event, purchase a hoody online or make a cuppa then we'll be delighted to help you but we won't kid ourselves (or you) that it's a meaningful measure of engagement.

The stuff that matters relates to our service provision, enhancing your student experience, working on the campaigns that matter to you and our journey to become a truly student-led organisation.

QUALITY

We won't believe our own hype, but we won't apply limitations either. We'll seek critical friends, external review and ensure accountability to feedback from our members. We'll think beyond the operational demands and core services of our organisation. We'll challenge ourselves to do better at what's important to our members and we'll support our student leaders to lead change and improvement.

We'll use our peer network to improve and challenge our activity. By doing this we'll improve our influence as an organisation and confidence with our members.

PRIORITY LINK

RELEVANCE

- Represent my views
- Put on events
- Get me things cheaper

ENGAGEMENT

- Help me find a career
- Put on events
- Help me have fun and meet people

QUALITY

- Represent my views
- Help me find a career

THE KPI'S

RELEVANCE

'Tell us how it is' NPS (Net Promoter Score) score of 20+ across the SU Service range (19/20)

Active members of the University's Recruitment and Retention projects (100% representation) (18/19)

Relationship between SU Participation and Student success defined, published and shared (19/20)

ENGAGEMENT

Engagement with core SU Services increased 10% (19/20)

Student Leaders and nominees increased 20% (19/20)

Student staff increased as a proportion of SU employees (18/19)

Active Campus Strategy in place (19/20)

QUALITY

Achieve NUS's Quality Student Union Status (19/20)

Published governance (Democracy and Governance Review Byelaws, Trustee Board Minutes, Budget and Accounts (18/19)

10% increase in Student Leaders trained (Society Presidents, Sports Presidents, Elected Leaders) (19/20)

HR strategy in place to retain, reward and train staff and student leaders (18/19)

Publication of SU Impact report (18/19)