

**US** UNION OF STUDENTS  
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# Strategic Plan 2023

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## **Our vision**

To have a positive impact  
on ***every*** student

## **Our mission**

To be relevant to every  
student, ensuring that they  
know the Union offers  
something for them

## Our values

The rules we follow when no one is looking, that will help us make decisions when the way forward is not clear.

Our values are the epitome of who we are and what we strive to be.



### **Student-Led**

We are here for our students and in order to be relevant to all, we will always strive to be student-led in everything that we do – either through student informed decisions or direct student delivery.

### **Transformative**

We embrace, enable and celebrate change, not for the sake of change but because we are reflective in our approach and always seeking to improve and develop; the experience, our students and our staff.

### **Supportive**

We are supportive to one another, in our actions and in our approach and are here to support the welfare of students and our staff, so that they may be successful in all areas of life.

### **Empowering**

We empower students, our staff and stakeholders to take action in an informed and informing way, for the good of many and to develop individually.

### **Challenging**

We are able to provide healthy challenge; of one another within the work place, of our students and the University to strive to do better.

## **Strategic Priorities**

We have five strategic priorities to focus our work towards our vision of having a positive impact on **every** student



**Awareness and understanding of the Union of Students**



**Supporting students' needs**



**Accessibility and Inclusion**



**Digital provision**



**Easing students' financial pressures**

## **Awareness and understanding of the Union of Students**

We will ensure continual promotion of all that we offer and that students recognise our relevance to their individual experience

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[derbyunion.co.uk](http://derbyunion.co.uk)



## Awareness and understanding of the Union of Students

### From our research

- 29% have a good understanding of what the Union does on a day-to-day basis
- 38% agree that the activities of the Union are relevant to their university experience
- 32% have a good idea of what the Union has achieved on behalf of students

### Success looks like

We will determine where students are within the ladder of engagement and work towards increasing participation/attendance at each level.

Through internally collated surveys we will determine:

- 80% of students will feel that the Union provides an offer that is relevant to them.
- 70% of students agree that the Union of Students effectively represents them and their views

## Strategic Goals

1

Identify existing touch points and create new touch points for students to ensure their relevance.

2

Determine our baseline data for student engagements across the Union and incrementally increase these 5% annually.

3

Establish a clear communication strategy for all Union activity, aligned to the student journey.



## **Supporting students' needs**

We will directly and indirectly seek to improve the wellbeing of our students, by providing support services, building sense of community and facilitating inclusion in fulfilling activities.



## Supporting students' needs

### From our research

- 71% do not understand what the Union does day to day
- 48% of Derby students have struggled with their mental health
- 38% cite a lack of confidence as a barrier to taking part
- 4% turn to the Union for support

### Success looks like

- 80% of students understand the range of services provided by the Union of Students
- 80% are satisfied with the services they received from the Union of Students

## Strategic Goals

1

Be where the students are; the Union is more than a building or campus, we need to engage with students where they are.

2

Provide activities and services accessible to all students to ensure the full breadth of the Union offer is understood.

3

Support students to overcome barriers to participation, developing their confidence and enabling them to be successful.



## **Accessibility and Inclusion**

We will design, promote and deliver services that overcome the barriers to participation in activity and services.

## Accessibility and Inclusion

### From our research

- Whilst just under 50% of students commented that University is the biggest thing in their lives at the moment, they feel excluded as a result of logistical factors (time, commuting, caring responsibilities, work duties, etc.) and personal barriers (lack of confidence, anxiety, lack of motivation)
- 34% state that not knowing anyone stops them participating

### Success looks like

- Student engagement within the range of Union activities and services is reflective of the University demographic
- The Union will commit to showcasing events that are inclusive and diverse

### Strategic Goals

1

Increase participation and engagement of students from under-represented groups.

2

Work with students to ensure that we offer opportunities that are fully accessible.

3

Identify resources that encourage the development of student communities, for the duration of events and beyond.

A photograph of a laptop on a desk, partially obscured by a blue overlay. The laptop screen shows some text and a small image. The desk is light-colored, and there's a mouse and keyboard visible. The background is a solid blue color.

## **Digital provision**

We will develop remote services to ensure students can access the Union both on and off-campus.

## Accessibility and Inclusion

### From our research

- Many of our students do not have that “on campus” experience
- The Union needs to move away from a “you come to us” attitude
- There is an increasing demand for a digital offer from the Union
- Students are twice as likely to engage online than they would in person

### Success looks like

- The creation of a Union of Students app that supports student engagement and provides data for us to analyse and use for continuous improvement
- The development of a new, user friendly website

## Strategic Goals

1

Continuous development of resources, ensuring access to information is user-friendly.

2

Continuous management of a dedicated Union of Students app to provide accessible portal to services.

3

Increasing access to data to ensure relevant and timely communication with students.



## **Easing students' financial pressures**

We acknowledge that financial concerns prevents students from engaging in extra-curricular activities.

We will work with students, the University and external organisations to increase employment opportunities, making these meaningful.

## Easing students' financial pressures

### From our research

- 45% of Derby students have struggled with their money worries
- 36% think special offers and discounts are the most relevant part of Union communications

### Success looks like

- Work with University departments and external partners to identify student opportunities and ensure these are communicated
- Provide education sessions, enabling students to participate
- Provide meaningful student opportunities for employment wherever possible
- Review our student staff progression and support them in producing better prepared applications

### Strategic Goals

1

Increase income generation by 5% by 2026.

2

Support students to find student-friendly earning opportunities.

3

Proactively communicate money-saving opportunities and resources.

