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Strategic Plan 2017-2020

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The story so far

The Union of Students is excited to present our new strategic plan which outlines our ambitions to 2020. We have an exciting journey ahead of us as we seek to change the way we develop, support and empower you to make the most of your experience at the University of Derby.

As members of the Union you decide the direction we should take, which is why during 2016/17 we sought and listened to your views in order to create this plan and why we will continue to seek your feedback to see how we are getting on at making the change you want to see.

We want all students to have a **transformative** experience and by 2020 we want to be proud to say we have achieved record levels of engagement and be in the top quartile of Students' Unions in the country for student satisfaction.

This strategic plan will be a **living document** for us, with detailed plans in place to help us achieve our ultimate goals.

Our vision

Transforming your student experience

Our mission

To actively empower our student community to reach their potential by providing opportunities to shape themselves, their Union and their future

Our goals

Create a vibrant student community that
you are proud to belong to

Provide transformative learning
experiences in active partnership with the
University

Develop your skills and confidence to
take your next steps and remain ready to
support you

Create the change you want by
championing your voice to the University

To achieve our ultimate goals we have identified 5 strategic themes

Building a **vibrant** student community

Developing you through **transformative** opportunities

Championing clear and **effective** student voice

Delivering **flexible** support and guidance

Create data driven, **positive** outcomes

**Fundamental to our
ability to deliver
these themes are 5
strategic enablers**

People
Commercial
Equality
University Partnership
Marketing

Our values

Vibrant

We are not run of the mill, we offer a variety of activities and opportunities to wow

Ambitious

We never settle for the ordinary, we go out of our way to go above and beyond

Supportive

We provide support and a helping hand in every possible way

Inclusive

We celebrate individuality and freedom of expression, embracing the diversity of our student community

Open

We are honest; sharing information freely and seeking out your feedback to help us get better at what we do



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The future

Building a vibrant student community

We foster a strong sense of togetherness and belonging in learning communities and beyond.

from our research

34% Feel that building a strong student community should be amongst our top 5 priorities for the future

69% Feel it is important to feel part of a student community

79% Say that hobbies play a major role in their lives

success looks like

80% Will feel part of a community at the University of Derby

80% Of students will agree that the Union activities have helped to create a sense of belonging

Our priorities

Use our research to **tailor** our Sports, Societies and Give It A Go activities to your interests and passions

Create **innovative** shared spaces in partnership with the University with access to the services you need, where you need them

Implement your ideas to **transform** our local community through volunteering and social action

Work in partnership with the city to create a **vibrant** student culture outside the student bubble

Support you through all transitions of the student journey by **connecting** you with each other

Give voice to **your opinion** across all campuses through strong student media

Supporting these

Establish academic societies within each of the academic departments

Create a model for **facilitating** student-led volunteering projects in the local community

Create a **give it a go scheme** and have over 1000 students take part each year

Carry out further **research** to determine how students feel about services available on their campus and use this to propose the **development** of new innovative shared Union and University learning and social spaces

Establish a **transition buddy** scheme to help new students settle into University life

Double our student media output through increased print, digital and online content

Developing you through transformative opportunities

We will provide life changing opportunities for you to stand out from the crowd through high quality, transformative learning and development experiences.

from our research

39% Said they aren't interested in working for someone else, they want to be their own boss

50% Would rather be a leader than a member of a group

54% Said that developing and learning new skills for your career is something you hope to achieve whilst at University

success looks like

80% Of students to agree that they are more employable as a result of undertaking opportunities with us

85% To rate participation in our opportunities as good or excellent

Our priorities

Listen to your **feedback** to enhance and inform employability opportunities across the University and the Union

Improve our sporting offer to give you opportunities to compete at the highest level

Offer accredited leadership programmes to **develop** your talents and help you put your leadership skills into practice

Give **recognition** and awards for the skills you develop and support you to evidence your capability

Provide enterprise activities which will use the power of creativity and **collectivism** to shape positive social action

Prioritise the creation of **paid** student work opportunities

Supporting these

Increase year on year the number of work placements and internship opportunities offered

Increase the number of individuals and teams participating in competitive sport

Develop a leadership programme for our student staff and volunteers

Dedicate funding to **support** start up ideas that benefit our community

Introduce a new system to record volunteer **activity** across the Union

Achieve Investors in Volunteers **accreditation** for our work developing student volunteers

Championing clear and effective student voice

We are led by students and want to make sure all voices are heard. We believe that everyone should be able to contribute meaningfully to their learning environment and be represented effectively.

from our research

65% Of students did not realise that Programme Reps were a service provided by the Union

93% Said they get angry when people don't stand up for a cause they believe in

39% Said representing students interests should be our top priority

success looks like

80% Will know who their Programme Representatives are

90% Of students to be aware that Programme Representatives are a service provided by the Union

Our priorities

Listen to your **course feedback** and actively lobby and campaign for changes to improve your learning experience

Empower you to drive changes to your course, to your committee or to the University as a whole by becoming an elected representative

Review our representative structure to ensure it is **effective** at collecting feedback from our diverse range of student groups

Challenge the University to further develop high quality academic practice through Student Led Teaching Awards.

Forge better **connections** with University Staff to provide clear information on the role of the Students' Union

Embed **sustainability** in our work and support the University to put social responsibility at the heart of your learning experience

Supporting these

For officers to **Go Out And Talk** with 20,000 individual students

Expand our online ideas forum to attract 100 **suggestions** for change each year and work with the University to make change happen

Audit module feedback data trends over time and lead campaigns to change course design and delivery based on student feedback

Receive over 500 student nominations for **outstanding** academic teaching awards

Ensure that the role of the Union in **representing** you at course level is explicit in every module handbook and communicated at every induction

Work in **partnership** with the University to achieve Responsible Futures accreditation

Delivering flexible support and guidance

We will act as a helping hand to you throughout your student journey and be here when you need us.

from our research

20% Of our students believe the most important priority for the Union is to help them complete their studies

37% Students feel that student welfare should be a top priority for the Union

68% Of students are aware of the support services available through the Union

success looks like

80% Are aware of the support services available through the Union

85% Would rate our Help & Advice service as good or excellent

Our priorities

Expand our high quality, independent, Help & Advice service in all locations

Develop online information to **improve** out of hours support

Increase **awareness** of our support services to provide the guidance you need

Work with the University to **provide** learning programmes which connect you to peers and academic networks

Champion **inclusive** practices to ensure all students have an equal opportunity to progress at University

Create informal peer **support** networks for students to find ways to navigate their University experience

Supporting these

Increase the **availability** of our advisors to support you when and where you need them

Extend the information we share online for distance and online learners

Support the development of peer assisted learning in **partnership** with the University

Set up events and activities for you to meet like-minded people and talk about **issues** that are important to you

Develop a specific **communications** plan to promote our help and advice service to all students across various modes of study

Challenge ourselves and the University to make our activities as inclusive as possible, removing barriers to your **participation**

Create data driven, positive outcomes

We want to have a transformational impact on your student experience by making decisions based on your individual preferences.

from our research

5 Key segments groups within the Derby student population with differing needs, priorities and interests

38% Don't know if the Union has had a real impact on their University experience

69% Are satisfied with the Union

success looks like

80% Will report that the Union has had a real impact on their University experience

80% Will be satisfied with the Union

Our priorities

Measure the **impact** we have to ensure we make a difference to your University experience

Communicate clearly with you, providing regular information on what we are doing

Find new ways to save you money each and everyday through **discounts** and offers relevant to you

Review our segment groups regularly to ensure we are meeting your expectations at all times

Use the **evidence** we collect to innovate our services and make data driven improvements

Supporting these

Implement a loyalty scheme in our commercial outlets which rewards your regular custom with money saving offers

Conduct detailed **evaluation** throughout your journey with us at each and every milestone

Create **engagement** plans to shape how each department will work with our segment groups

Devote dedicated staff resource to enable us to **analyse** and utilise our data





The Union of Students

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A photograph of a modern university building with a large glass-fronted section and a white concrete section. A satellite dish is visible on the roof of the glass section. The building is set against a clear blue sky. In the foreground, there is a green lawn and a yellow diagonal banner containing the Union of Students logo.

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