

Overview of ULSU Strategic Plan 2016-2020

The plan will contain the following:

- An overview of ULSU
- How ULSU works
- Purpose of ULSU
- An outline of the Planning process
- A Vision for ULSU
- An overview of our 4 proposed pillars of work
- The 31 goals we will aiming to deliver
- Indicators of our success
- How this plan will benefit students

What is the Purpose of ULSU?

- **Representing students and ensuring their voice is heard.**
- **Advocate on student issues.**
- **Engaging students so they can relax, chill, party, play and live life to the full at UL.**
- **Assisting students with services and supports they need most while in UL.**
- **Connecting with students to advise and inform on the issues most relevant to them.**

Our Vision

As an integral part of the university and overall student experience, the Students' Union wishes to see a student experience that continues to place students at the heart of all University policies and activities and where students are actively involved in and supported in creating and shaping their student experience.

The Strategic Planning Process

- **18 month consultation process involving elected student officers of 2013/14 & 2014/15 and current team of 2015/16.**
- **Face to face surveys with students.**
- **Online survey with C&S students.**
- **15% of students surveyed in total.**
- **Several ULSU staff consultation days.**
- **Focussed questionnaire to key University staff.**

Pillar 1: Student Engagement

- (1.1) Identify additional resources for Clubs and Societies to enable them develop further.
- (1.2) Develop new and existing events and activities throughout the year that create opportunities to have fun, make friends and develop skills and talents.
- (1.3) Use innovative social media to give students a voice and create opportunities for them engage with their Union.
- (1.4) Engage more students in the political process, taking action for issues that affect them.
- (1.5) Continue to grow and develop partnerships with UL Student Affairs departments to assist in enhancing the UL Student Experience.
- (1.6) In partnership with UL develop new approaches to assist the transition of second level students into University, based on feedback from students
- (1.7) Ensure that location is not a barrier to access the Students' Union.
- (1.8) Assist with efforts to reduce rates of non-progression.
- (1.9) Being part of the Wolf Pack Community will be creatively promoted to all students particularly Fresher's.

Indicators of Success.

- (1.1.1) To increase to and to retain at 75 the total number of clubs & societies while funding them to 50%.
- (1.2.1) At least one new event added to the calendar of events each year.
- (1.3.1) Our social media engagement levels will increase by at least 20% each year.
- (1.4.1) ULSU will take action and lead students to bring at least one key issue to local and national attention each year.
- (1.5.1) ULSU will establish a working group on student engagement and invite UL Student Affairs department membership to collaborate on new student engagement strategies.
- (1.6.1) ULSU will dedicate a member of staff to work closely with UL departments, particularly the Access office and career guidance networks to assist secondary student transition to UL.
- (1.7.1) ULSU will establish a student's union presence on North campus.
- (1.8.1) ULSU will invite UL student engagement officers to join our student engagement working group to collaborate on student engagement strategies.
- (1.9.1) Membership of the wolf pack will be increased by at least 50% each year.

Pillar 2: Student Centred Facilities, Services and Supports.

- (2.1) Enhance existing social spaces.
- (2.2) Advocacy and development of a new needs based student centre and additional sports facilities.
- (2.3) The development of a Union managed advisory service supporting and empowering students to manage their experience on campus whether it is with financial, personal or academic issues.
- (2.4) Develop and deliver campaigns on new issues and needs emerging as a result of ongoing and dialogue with members.
- (2.5) Development of new income generating facilities that are needs based.
- (2.6) Students are encouraged to foster positive community relations.

Indicators of Success.

- (2.1.1) The current students centre and common room will be refreshed.
- (2.2.1) A new student centre and new and enhanced sporting facilities delivered to students.
- (2.3.1) A new student advisory service in place, run by ULSU, advising and supporting students on key issues.
- (2.4.1) At least 1 new needs based campaign added to the calendar of events each year.
- (2.5.1) Ongoing roll out and extension of newly introduced commercial services.
- (2.6.1) More positive community engagement initiatives for example the MnMs programme, campus watch and community volunteer opportunities on and off campus are developed.

Pillar 3: Student Leadership & Government.

- (3.1) Create a culture of continual and ongoing feedback within the Union thus developing new effective mechanisms to ensure that the diverse groupings that form the whole student voice are heard.
- (3.2) Develop effective training and personal development programmes for student leaders.
- (3.3) Significantly encourage more voting in student elections and referendums.
- (3.4) Build on the solid foundations created within the class rep structures with a view to further developing class rep and student council model so that ALL students have their voice heard.
- (3.5) Review the ongoing support and need for additional support for sabbatical officers in attending University meetings whilst ensuring maximum engagement with their members on a day to day basis.
- (3.6) Ensure the role of sabbatical officers and Executives & Councils are explained and communicated better to the entire University community.

Indicators of success.

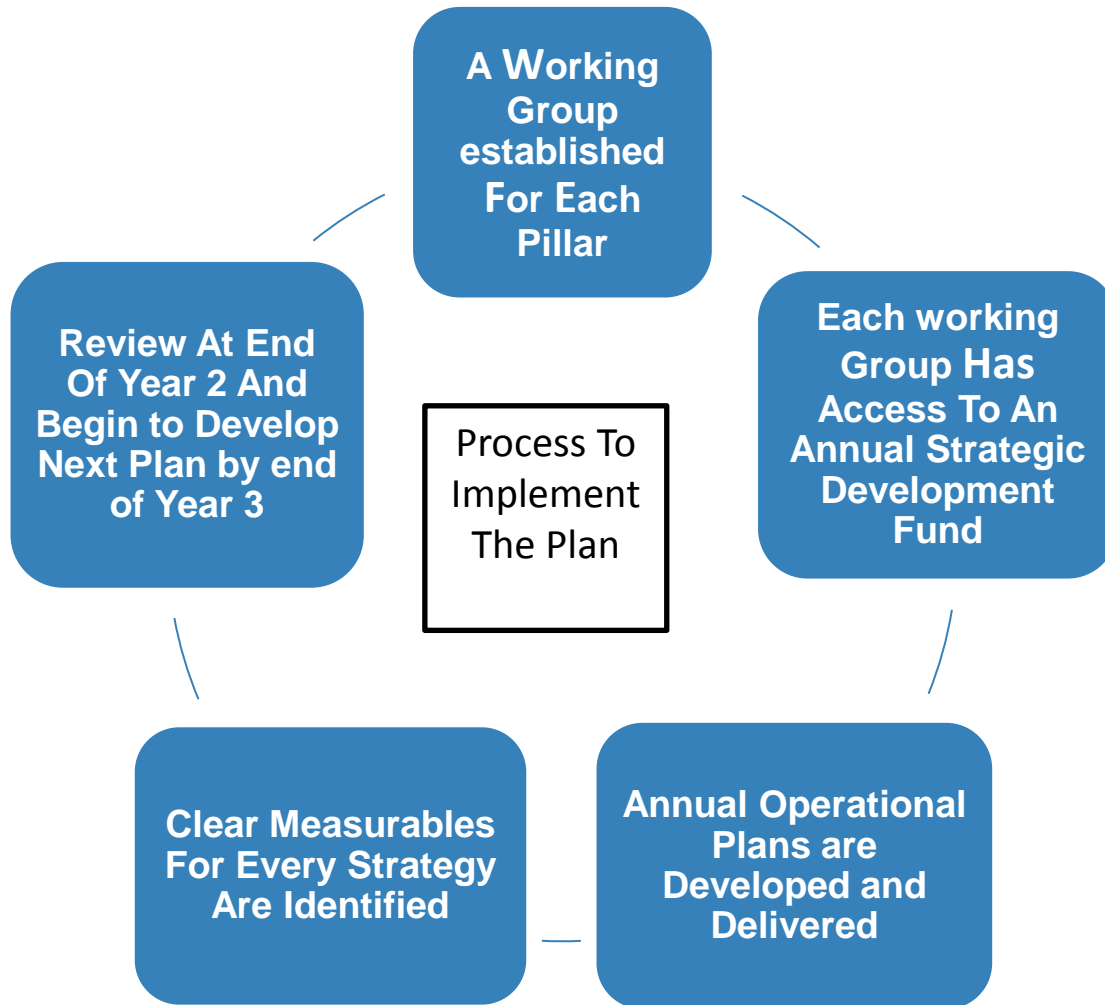
- (3.1.1) Student issues and needs are effectively identified, recorded and communicated to UL for every year.
- (3.2.1) Increase the amount of students running for representative positions.
- (3.3.1) Increase voter participation to 30% for all elections and referendums.
- (3.4.1) Increase class rep numbers by 10% and to make sure every course and year has a representative and also that the needs of Union members are being transmitted in a clear and consistent manner at all levels within the University.
- (3.5.1) Additional supports identified and put in place for sabbatical officers to increase student access to the sabbatical officers on a day to day basis.
- (3.6.1) University staff would have a clearer understanding of the roles and responsibilities of student representation.

Pillar 4: Management & Finance

- (4.1) Develop & deliver an effective, transparent financial strategy to foster growth and development including new income generation streams.
- (4.2) Creating a development fund that will allow for the implementation of the 3 strategic pillars.
- (4.3) Deliver ongoing governance training to ensure the management committee understand their responsibilities.
- (4.4) Ongoing, effective marketing of the Wolf as the brand of ULSU.
- (4.5) Develop and deliver an effective internal and external communications strategy.
- (4.6) A commitment to ongoing staff and sabbatical officer support, training and development.
- (4.7) UL and ULSU senior management & sabbatical team to meet on a structured and regular basis, as per UL strategic plan.
- (4.8) Engage in a quality review of the students union.
- (4.9) To foster and develop key international alliances with other students unions.
- (4.10) The union to prepare an annual Operational Plan that takes account of the Union Strategic Plan as well as the individual elected officers mandates which will be presented to the Board of Trustees and Student Council at the start of each academic year.

Indicators of success

- (4.1.1) A financially strong Students Union, enhanced by new income streams and efficient fiscal management.
- (4.2.1) Each working group will use the fund to develop new innovative initiatives.
- (4.3.1) An effective management committee in place, with support and guidance from at least 3 external members with legal, financial and human resource management experience.
- (4.4.1) The number of individual students and Clubs & Societies include Wolf brand as part of their identity increases by at least 50%.
- (4.5.1) All students will know who we are, what we do and how to contact us.
- (4.6.1) Further development of new and existing peer leadership training such as exists with Leeds Union.
- (4.7.1) Establishment of regular meetings with all key stakeholders.
- (4.8.1) ULSU will have successfully come through the quality review process and implement all findings.
- (4.9.1) Further development of ULSU/University of Massachusetts Students Union twinning and continue the strong partnership with Leeds University Union
- (4.10.1) Staff & Sabbatical team develop the operational Plan for 2016 by Feb 2016 and thereafter by the start of semester 1 each year.



How students will benefit from this Strategic Plan

- A new Centre with lots of new space and facilities providing a relaxed and approachable atmosphere to the Union.
- Extra Clubs & Societies giving more options to students.
- New events added to the calendar each year.
- New and enhanced sports facilities.
- Increased student access to sabbatical officers.
- A financially strong Students Union allowing for growth and development and employment.
- All students will know what the SU is, what it does and how to interact with their SU.
- A stronger and more representative voice for students
- More information and awareness campaigns that are meaningful and needs based

What do you think? How do you as a Council think students will benefit???