

# **CHESTER STUDENTS' UNION STRATEGIC PLAN**

**2021- 2026**

**2021/22 MONITORING**

## **ACTIVE AMBITION**

ACTION	SUCCESS CRITERIA BY JULY 2022
A1: Develop a physical presence at every University of Chester site providing first-line advice, support for student representatives and a wide range of fun, inclusive and developmental opportunities.	<ul style="list-style-type: none"> <li>• Identify and launch space at 1x Chester Site beyond Exton park</li> <li>• Review use of Shrewsbury space</li> <li>• Launch new Warrington SU space</li> <li>• 60% of students where CSU have a physical presence will agree that the Union is visible and relevant to them</li> <li>• 100 events and activities throughout the year</li> </ul>
A2: We will explicitly challenge discriminatory practice in both behaviour and our resourcing for student activity that supports liberation, equality, inclusion and diversity of our members including the development of a funding pot for student innovation in this area of work.	<ul style="list-style-type: none"> <li>• Launch LEDI Innovation Pot with at least 5 projects undertaken with at least 250 participants</li> <li>• 60% of students who receive funding from our LEDI funding will agree that it has supported them in an activity that challenges systemic oppression</li> <li>• Development of a Postgraduate network and 2 Liberation Networks</li> <li>• 10 events run by our Networks throughout the year with at least 250 participants championing inclusivity and diversity</li> <li>• 60% of students from demographics that are from marginalised groups will view the Union as being relevant to them</li> </ul>
A3: We will support students in being part of communities co-creating societies and communities relevant to them at their place of study.	<ul style="list-style-type: none"> <li>• 60% of students will agree that we run activities that make them feel a part of the University of Chester community</li> <li>• 75 number of societies</li> <li>• 1500 memberships within societies</li> <li>• 250 Society award nominations</li> <li>• 50 Welcome Helpers recruited to welcome new students across Chester, Shrewsbury and Warrington</li> <li>• 500 student nominations in 1839's</li> <li>• Guide produced on how winners help students love their student life</li> </ul>

## BELIEVE AMBITION

ACTION	SUCCESS CRITERIA BY JULY 2022
<p>B1: Offer independent advice online and at your location of study that helps you make informed decisions around housing, money and academic issues.</p>	<ul style="list-style-type: none"> <li>• Housing Fair at Chester &amp; Warrington with tailored campaign around ‘think before you ink’</li> <li>• Advice related campaigns with at least 1000 actions/pledges/impacts made by students on campaigns for Housing, Sexual Health, Consent, Mental Health that will measure by site:               <ul style="list-style-type: none"> <li>○ Whether the housing campaign has given confidence to think about all aspects of renting before signing a contract</li> <li>○ Whether our sexual health campaign has highlighted the importance to take care of your own sexual health</li> <li>○ Whether students understand regular testing is important for theirs and others sexual health</li> <li>○ Increased confidence in seeking mental health support and understanding of ones</li> <li>○ Understanding of awareness of own and others mental health needs and where to seek help for the individual and others in relation to mental health</li> </ul> </li> <li>• 95% of students who have sought independent advice from CSU will be agree that we are a trusted source of advice and support</li> <li>• 4 Social policy briefings with elected officers on key local and national advice and advocacy issues with at least 1 positive outcome for students as a result</li> </ul>
<p>B2: Collaborate closely with our student volunteers and colleagues in the University to ensure that students make the most of the developmental opportunities available.</p>	<ul style="list-style-type: none"> <li>• Review SER accreditation scheme with 100 SER participants</li> <li>• Undertake our first volunteer survey testing principles of the Investing in Volunteers framework</li> </ul>
<p>B3: Effectively support, recognise and reward students who volunteer with their Students’ Union following and benchmarking against appropriate volunteering standards.</p>	<ul style="list-style-type: none"> <li>• Ensure role descriptions produced for all roles in consistent format available from CSU website</li> <li>• 70% of volunteers will agree that as a result of our training and support they can fulfil their role effectively</li> <li>• 50% of students who volunteer with us will agree we have given them valuable skills for life and that they have made a positive impact on students as a result of their role</li> </ul>
<p>B4: Review our democratic channels ensuring they are agile, proactive and appropriately resourced for the student</p>	<ul style="list-style-type: none"> <li>• Democracy review recommendations implemented in time for March 2022</li> <li>• Contested elections in 90% of all full and part time officer roles (excluding Department Reps) in March 2022 elections</li> </ul>

<p>voice to be heard and acted upon across the University of Chester community.</p>	<ul style="list-style-type: none"> <li>• 17.5% election turnout</li> <li>• Move all SER elections online for 2021/22 year</li> <li>• 75% of SER's recruited</li> <li>• 65% of SER's recruited trained</li> <li>• SER socials at 5 different sites</li> <li>• Identify up to 3 subject areas (based on Q26 and retention) to develop academic societies and work closer with SER's on a local level to understand and track impact</li> <li>• 30 Big Ideas with report on impact and changes as a result of them published by June 2022</li> <li>• 3 Elected Officer Campaigns with defined campaign plans</li> <li>• 60% of students in our annual survey believe elected officer represent the key issues that matter to students in their University life</li> </ul>
---	--

## CREDIBLE AMBITION

ACTION	SUCCESS CRITERIA BY JULY 2022
C1: We will be insight-driven, ensuring a strong evidence base for our work around the student experience. We will conduct regular pulse surveys of the student experience and an annual survey of students to monitor our performance and support us to demonstrate our impact.	<ul style="list-style-type: none"> <li>• 2 Student Voice Reports published</li> <li>• Impact report published in summer 2022</li> <li>• Membership Engagement survey undertaken with at least 1200 responses</li> <li>• 50% of stakeholders who receive our insight work will agree that the research is valuable in improving the student experience</li> <li>• SER stakeholder survey with 60% agreeing SER's system ran effectively</li> <li>• NSS Q26 working group identifying tangible actions we can take to incrementally increase our score</li> </ul>
C2: We want to be a powerhouse for University of Chester students and will benchmark our practices against the Quality Students' Union (QSU) accreditation.	<ul style="list-style-type: none"> <li>• Mock assessment of existing practices undertaken in-house with action plan of 'Getting CSU to Excellent' compiled and begun to be enacted in next set of annualised targets for 2022/23</li> <li>• New strategic plan shared with key stakeholders</li> <li>• 60% of key stakeholders will understand how the Union is run, what the key priorities of the organisation are and believe we make a positive impact for students</li> </ul>
C3: We will ensure we are sustainable in our practices and in our behaviour meeting the charity governance code in full.	<ul style="list-style-type: none"> <li>• Monitor compliance with Governance Code showing incremental progress</li> <li>• E-Module Trustee training for all new and existing trustees completed</li> <li>• Skills audit and diversity audit undertaken with follow up training where identified undertaken and tangible targets set around recruitment respectively.</li> <li>• Governance manual rolled out to all trustees</li> </ul>
C4: We will achieve 'Good' in Green Impact.	<ul style="list-style-type: none"> <li>• Achieve Green Impact 'Good.'</li> </ul>

## ENABLERS

ACTION	SUCCESS CRITERIA BY JULY 2022
<i>Communications</i>	<ul style="list-style-type: none"> <li>• Develop coherent communications strategy using the guiding principles of QSU Communications</li> <li>• Branding up of new SU Community Hub spaces at Warrington, a Chester site and review new Shrewsbury space</li> <li>• Review website effectiveness with team and student stakeholders with tangible changes made as an outcome</li> </ul>
<i>Finances</i>	<ul style="list-style-type: none"> <li>• Meet agreed income generation targets</li> <li>• Maintain our sound financial practices with an unqualified annual financial audit.</li> <li>• Ensure a strong performance in any audit conducted by the University of Chester.</li> <li>• Continue regular and timely reporting of monthly management accounts.</li> <li>• Meet 2021/22 planned budget.</li> </ul>
<i>People</i>	<ul style="list-style-type: none"> <li>• Baseline data established July 21, 3 key areas identified for improvement and strategy developed on these with improvements measured by July 22</li> <li>• Management induction and handbook for everyone entering a management role, internally or externally, with guidance, resources, policies and paperwork etc</li> <li>• Online applicant tracking system implemented to streamline our recruitment processes</li> <li>• Clear actionable checklists and areas of responsibility for recruitment and new starter inductions, contributing to positive candidate and new starter experience and in turn staff retention.</li> </ul>
<i>Spaces</i>	<ul style="list-style-type: none"> <li>• Measures as set out in A1</li> </ul>