



# Developing a Union for the Future

Operating Plan 2020/21

# Chester Students' Union Operating Plan 2020/21

Within our Operating Plan are the organisation's short term ambitions for the 2020/21 academic year. Part of these plans will unlock our longer term strategy through extensive research of current and future students which will be published in summer 2021.

The Operating Plan details the high level objectives that Chester Students' Union has set for the forthcoming year. More detailed activity plans are developed for each department of the Union to work towards informed by this document.

In May 2020 we undertook a membership survey which alongside benchmarking against good sector practice has informed our priorities for the forthcoming year. This year we have three priorities which are:

## Voice of Students

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## Multi-campus Union

The campuses and sites stretch over a 100+ mile radius. We want to be here for everyone. We will deliver this through beginning to develop a strong digital and physical presence at each site so that we maintain relevancy and engage with all students.

## Credible and high performing organisation

We want Chester Students' Union to be a powerhouse for all students. We can only achieve this through students being a fundamental part of deciding our future direction underpinned by a robust and ethically minded organisational framework with inspiring leadership.

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Goal	Objectives and Outcomes by June 2021
<b>VS1: We will publish at least 3 campaign plans with clear objectives and achieve at least 50% of the objectives across the year.</b>	<ol style="list-style-type: none"> <li>1. Develop detailed campaign plans for each of our 3 campaigns which are published on our website</li> <li>2. Review each campaign regularly identifying and implementing improvements as necessary</li> <li>3. Establish with Student Council at least 5 events to work together on acknowledging and celebrating the diversity of our students</li> <li>4. Achieve at least 50% satisfaction rate from students in our annual survey on CSU campaigning on issues that matter to students.</li> </ol>
<b>VS2. Student Experience Reps (SER's) will be an integral part of the student voice with at least 80% of positions filled</b>	<ol style="list-style-type: none"> <li>1. 80% of SER's will be recruited</li> <li>2. 65% of SER's will be trained</li> <li>3. In a triangulation survey of key stakeholders (students, current SER's and academic staff) 60% will agree the SER system is well run</li> </ol>
<b>VS3. Both the Elected officers and Student Council will be visible to students across the sites and input to the national student movement</b>	<ol style="list-style-type: none"> <li>1. 2000 responses to Union on Tour</li> <li>2. Re-launch the Big Ideas hub with at least 30 ideas with a published report of the outcomes of the ideas submitted</li> <li>3. At least 1 policy submitted by Chester students to the annual NUS conference</li> <li>4. Meet with at least 2 MP's that represent students</li> <li>5. 70% of students will know who at least one of the full time officers is within our annual survey</li> </ol>
<b>VS4. At least 1 in 5 students will participate in our online democratic channels over the academic year</b>	<ol style="list-style-type: none"> <li>1. 20% of students who opt in to share their data with the Union will vote in at least one 'Big Idea' or election over the academic year</li> <li>2. 60% of Student Council roles will be contested</li> <li>3. Ensure all elections for roles in the 2021/22 academic year including Society Committees and Student Experience Reps are held online</li> </ol>

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Goal	Objectives and Outcomes by June 2021
<b>MC1. We will develop our virtual Union offer with a bespoke online Advice Service</b>	<ol style="list-style-type: none"> <li>1. 4500 combined number of online and in person interactions through our Advice service</li> <li>2. Advice online chat function and virtual appointment service implemented</li> <li>3. 70% awareness of our advice service and satisfaction rate of service users through our annual survey</li> <li>4. Run 3 Advice related campaigns with 11,000 engagements</li> </ol>
<b>MC2. We will develop our communications approach and strategy to build a presence at every site and digitally</b>	<ol style="list-style-type: none"> <li>1. Branding &amp; information audit undertaken at all sites with action plan created and implemented</li> <li>2. 50% of students at each site will believe the Union has a valued presence at their site in our annual survey</li> <li>3. Communications strategy developed and implemented</li> <li>4. 108,000 visits across the year to our new website</li> <li>5. We will publish 12 newsletters to students highlighting key information and organisational impacts</li> <li>6. Work with students to audit our new website and physical materials to ensure they are accessible to all students</li> </ol>
<b>MC3. We will continue to develop our range of activities ensuring there are more opportunities to form friendships and social connections</b>	<ol style="list-style-type: none"> <li>1. 1000 society memberships and 100 groups</li> <li>2. 60% of students from each site will agree that there is a social opportunity or society that is relevant to them where social opportunities as part of a university experience is important to them</li> <li>3. Run 35 social opportunity events across the year</li> <li>4. Map existing participation identifying areas to prioritise engagement in for our longer term strategy</li> <li>5. We will launch a minimum of 3 Postcode parties in areas where a high proportion of students come from</li> <li>6. We will internally benchmark against the Investing in Volunteers standard to prepare for accreditation</li> </ol>
<b>MC4. We will celebrate excellence with and for students across all sites</b>	<ol style="list-style-type: none"> <li>1. Cumulatively across our award ceremonies there will be at least 10 nominations from each site</li> <li>2. The 1839's will receive 700 nominations from across all campuses and sites and a good practice guide will be published highlighting the positive impact of those shortlisted for each award</li> <li>3. Our Housing Awards will receive 60 nominations</li> <li>4. Our Society Awards will receive 200 nominations</li> <li>5. Complete HEAR transcripts for 80% of eligible CSU volunteers</li> </ol>

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Goal	Objectives and Outcomes by June 2021
<b>CHP1. We will place students at the heart of the development of our next strategic plan</b>	<ol style="list-style-type: none"> <li>1. Using the milestones within our 'Becoming a Powerhouse Students' Union' documentation undertake research into students' lives including exploring current and future student needs and wants, our impact and our engagement with all students</li> <li>2. Develop a research report on the findings that will inform our new strategic plan</li> <li>3. Create a strategic plan for summer 2021 and beyond that defines our strategic priorities, mission and vision</li> </ol>
<b>CHP2. We will ensure our approach to the people who work for CSU and are integral to its success is transparent, inclusive, pro-active and focused on supporting everyone to succeed</b>	<ol style="list-style-type: none"> <li>1. Undertake a survey of the CSU staff colleagues and develop and implement an action plan based on the results and sector wide standards around both people, equality and diversity</li> <li>2. Appoint an Equality and Diversity champion on the management team</li> <li>3. Diversity monitoring of staff, volunteers and prospective colleagues at recruitment stage</li> <li>4. Define and embed our values within a behavioural framework for the organisation</li> <li>5. Launch a new performance plan framework that clearly links all objectives back to our Operating Plan</li> </ol>
<b>CHP3. We will ensure our organisation is environmentally sustainable and promoting a sustainable approach to students</b>	<ol style="list-style-type: none"> <li>1. Achieve Green Impact 'Good.'</li> <li>2. Work closely with the University on at least 1 shared sustainability campaign</li> </ol>
<b>CHP4. We will meet the key requirements of being a sustainable and effective charitable organisation</b>	<ol style="list-style-type: none"> <li>1. Review and improve our compliance with the Charity Governance Code</li> <li>2. Publish an Impact Report of our key successes at the end of the 2020/21 academic year</li> <li>3. Achieve an unqualified audit opinion in our annual financial audit</li> <li>4. Achieve our budget for the year</li> <li>5. Review and update where appropriate our Articles of Association</li> <li>6. Ensure there is a clear location on the website for any member to provide feedback to the organisation</li> <li>7. Run an annual membership satisfaction survey with at least 1200 respondents</li> </ol>