

RSU Interim Strategy 2020/2021

RSU roehampton
students'
union

Our Mission

We empower our diverse community of students to deliver an inclusive and impactful student experience in a unique higher education environment.

Our Motto

Here With You

Our Values

The values of Roehampton Students' Union are intrinsic to how we behave as an organisation, how our members make decisions and how we communicate with students. We believe the values set in 2016 still reflect how we aim to operate through 2020/21 and throughout the duration of the interim strategic plan.

Driven By Students

Empowering

Fun

Inclusive

Influential

Innovative

Approachable



Our Strategic Principles

Core Activity

Our Core Activity is the fabric of our representation, campaigning and membership activities and is central the union meeting its charitable objectives. In 2020/21 we will;

1 Empower our members to contribute to decision making to a greater extent through the democratic structures of the union.

- *Ensuring all SUC are quorate, reports, policy motions communicated to members and student officers have opportunities to demonstrate accountability and impact*
- *A calendar of AGM and GMs resumes in 2020/21, are well attended and more members participate in major decision making*
- *The union elections see an increased voter turnout, maintaining a low number of complaints and high candidate wellbeing*
- *See the ideas platform utilised more with each SUC receiving at least one idea for debate*
- *Appoint students into non-executive project groups focusing on sustainability, equality and diversity, democracy review, summer ball planning etc.*

2 Enable our elected and appointed student representatives to be equipped with the appropriate skills to effect constructive change for the benefit of students.

- *Collaborating with university partners to deliver a suite of leadership training.*
- *Auditing the skills of our full and part time elected officers and delivering training and development programmes.*
- *Establish strong regional and national network connections for full and part time officers resulting in full and part time officer attendance to conferences, training workshops and events.*
- *Provide communications training and tools for full and part time officers so they are equipped and empowered to communicate their work to the membership regularly.*



Our Strategic Principles



3 Support the collaboration between student groups and academic areas, to provide students with greater access to extra and co-curricular activity that aids academic success and employability.

- *Enabling students and academic colleagues to establish active student groups that reflect every academic department and programme and provide extra-curricular opportunities*
- *Creating placement opportunities across all RSU service and function areas and work with academic departments to provide co-curricular opportunities.*
- *Evidencing the impact participation, engagement, and leadership in RSU activity has for students concurrent with attainment, progression and success*

4 Increase the accessibility of physical and virtual spaces and resources for student groups to use in order to thrive as communities.

- *Providing student groups with access to online tools, Covid-secure event planning training and work with the university to provide opportunities for students to join new societies and networks*
- *Provide students with access to fun, innovative and inspiring on-site outdoor and indoor activity delivered by students from welcome week*
- *Maintain our Lawrence, Olive Garnett, Growhampton and Hive spaces to ensure the latest health and safety guidance is applied and communicated with our members*
- *Utilising outdoor spaces and work with trusted partners to maintain an exceptional student experience on campus*

5 Broaden the demography of participation in RSU activity, support functions and campaigns to ensure accuracy of representativeness and to increase the impact of our work.

- *Reviewing our data capture methods and ensuring that target communication plans and engagement strategies are employed to ensure those students under-represented in the past are well represented in our insights.*

Our Strategic Principles

People Matters

- 1 Understand our diverse student body better by targeting listening exercises respective of the union's diverse membership.**
 - *Establish dedicated time and resource to coordinating feedback collection and analysis functions*
 - *Prioritise meaningful interactions with students to ensure all academic and demographic membership segments are represented*
 - *Reviewing our data capture methods and ensuring that target communication plans and engagement strategies are employed to ensure those students underrepresented in the past are well represented in our insights*

- 2 Enable liberation campaigns, groups and initiatives to thrive by inviting collaboration and diverse opinion to shape output.**
 - *Establishing an Equality, Diversity and Inclusion policy and carry out an equalities impact assessment across our services and functions*
 - *Review how we systemically address racial matters via a Race Equality Evaluation and share the actions with our members and regularly update on progress.*
 - *Increase the profile and recognition of student-led liberation and protected characteristic groups, suitable spaces, initiatives and networks*

- 3 Empower our officers and staff to learn, develop and contribute to strategic conversations and long-term union planning exercises.**
 - *Students will be active and participating members of key working groups and project boards*
 - *The elected officer's manifesto aims will be reflective in the strategic narrative and performance measurement of the RSU*
 - *Strategic priorities will thread through operating plans and into staff PDRs with clear KPIs and development objectives*
 - *Our officers, staff and Trustees will be active participants in the development and measurement of strategic priorities and future planning*

- 4 Ensure our people have a safe and inclusive environment where they can access services easily, contribute to decision making and achieve their aspirations.**
 - *Resurrect the staff engagement survey and establish a response plan to act upon its findings*
 - *Ensure all work spaces are designed to be Covid-secure with ongoing flexibility reflected in updated policies*

Our Strategic Principles



Digital Acceleration

- 1 Provide our members with an approachable, easy to use and inclusive digital landscape where accessing services, people and functions blends seamlessly with their lives**
 - *Revising the RSU website to; refine its content to match existing service delivery, review optimisation for mobile devices, and position interactive functions prominently*
 - *Align all social media accounts through landing page software to provide students one-stop access to information and interactivity*
 - *Position the ideas function as the primary route for students to access decision making functions*
- 2 Offer responsive platforms through which our members will access information, interact with us and be supported.**
 - *Broaden the union's capacity to receive and address concerns, advice and signposting via an online chat function and reduce response times*
 - *Provide students with online video conferencing appointments with advice service, officers and staff members to bridge geographical distance and resolve more complex queries quicker*
- 3 Empower students to generate and promote content, interact with students and share the impact of our work**
 - *Provide students with tools, training and access to brand assets to design their own interactive content to broaden the union's reach*
 - *Utilise video conferencing technology for the union to hold forums, campaign launches and support sessions with students attending from off-campus*
 - *Presenting regular, engaging content-driven officer updates in highly visible locations on-campus and in virtual spaces*

Our Strategic Principles

Commercial Resilience

- 1 Operate all income generating activities, such as ticketed events, activations and the Hive Café in an economically sustainable way**
 - *Refine the number of events and pricing strategies to reflect student demands, quality and attendance trends*
 - *Identify targeted and emerging markets and devise specific strategies to build and maintain strong customer relationships*
 - *Review product sources, utilise campus-grown produce via Growhampton and extend search for cost-efficient economically and environmentally sustainable supplies*
 - *Establish partnerships for the use of reusable materials at large scale events*

- 2 Control operating costs to mitigate impact of Covid-19 on campus based transactions**
 - *Applying controls to non-pay and pay-cost areas to maintain delivery of virtual activity engagement, including society membership*
 - *Reducing expenditure on physical marketing materials and prioritise digital marketing campaigns to retain off-campus based customers to return in term 2*
 - *Follow attendance trends when planning events to ensure all events held on or off campus attract ticket purchases*
 - *Phasing-up the product range offered by the Hive, prioritising coffee sales out of term time, and minimising wastage*
 - *Outsource provision of all RSU merchandise to a partner firm who offer broader product range, home-delivery and cost neutrality*



