**University of Surrey Students’ Union – Action Plan – Virtual Community**

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| Strategic Theme | **Community** – we have a diverse range of members, with differing needs and wants. We will ensure that their students’ union can support them in their campus community, and develop new ways to meet the needs of the 21st century student. |
| Strategic Objective | Virtual Community – as the campus population expands and virtual learning technology develops, we will adapt our service to give a complete experience for all members regardless of their location or how often they visit the University campus. |
| Responsibility |  |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Increase users of our new website and engage our members in its use. | Use areas where engagement is strong, push in engaging and relevant ways, highlight areas of usefulness and new functionality. Train staff and students in use of site. | Active site users, no base measure available.Number of students and staff trained. | 30% of student population active on site. | Academic year 2011-12 | Executive Committee |
| Strong virtual community on facebook and twitter. | Continue in social network usage and innovations (eg USSU24). | Number of facebook fans – 9800 in 2011Number of twitter followers – 1300 in 2011. | 12,000 FB fans 1900 Twitter followers | Academic year 2011-12 | Communications Officer |
| Maintain responsive online presence. | Continue working as team to respond quickly to queries via social networks. | Length of time taken to respond (FB response 8 hours in 2011) | Maintain and diversify with website responses. | Ongoing | Staff & Officer team |
| Relevant online content | Maintain staff and student awareness of site usage to ensure content remains up to date. | Measure by amount of expired content on site. | No expired data on the website. | Academic year 2011-12 | Staff & Officer team |
| Rich virtual experience for members. | Greater usage of webcasts (eg online and offline events) and forums, encouraging interactivity. | Webcasts and web interactivity taking place | Most Union events online | Academic year 2011-12 | Membership Services DirectorBusiness Support Manager |

**University of Surrey Students’ Union – Action Plan - Sport**

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| Strategic Theme | **Community** – we have a diverse range of members, with differing needs and wants. We will ensure that their students’ union can support them in their campus community, and develop new ways to meet the needs of the 21st century student. |
| Strategic Objective | Participating in Sport at University promotes wellbeing, health and teamwork as well as the opportunity to make friends for life. We will encourage participation in sport and recreation for our members and provide the effective resources with our partners to make this accessible to all. |
| Responsibility | VP Sports  |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Increase number of students participating in Team Surrey and Union Clubs. Analyse results alongside Universities in the 94 group. | Research involvement of our student population compared with other Unions in 94 group and analyse results, consider ways of enhancing membership and making this accessible to all.Use sports park contacts and advertising.Send list of clubs and contacts to marketing, SSP and the stag by 15th August. | Number of registered sports club members. 2011 = 1027. | 15% increase. | Academic year 2011-12 and ongoing | VP SportsStudent Sport Co-Ordinator |
| No walkovers to be given in BUCS matches (this costs us BUCs points) | Measure amount of walkovers at end of season and ensure this is dealt with at captain’s training. Explain to captains how to avoid walkovers. | Number of walkovers – in last academic year we had 3. | 0 walkovers. | Academic year 2011-12 | VP SportsStudent Sport Co-Ordinator |
| Improve recreation side of sport by increasing the number of opportunities for non sports members to try out different sports in a less performance based environment. | Provide opportunities throughout the year, starting with active freshers’ fayre, for people to try sports and the sports park.Look at organising Friday night sports club events. | How many recreational events are put on, based on participation and enjoyment. (last year this was 2) | Run at least 2 events per semester. | Academic year 2011-12 | VP SportsStudent Sport Co-Ordinator |
| Varsity 2012 attendance to be greater than last years’. Showing support for team surrey. | Begin varsity 2012 advertising earlier than last year.Fresher’s packs, stag article, a5 leaflet, online presence, t-shirts, clubs to drum up support. | Unknown base | Have atleast 300 students watching. | Academic year 2011-12 | VP SportsStudent Sport Co-Ordinator |
| Make more advertising of the different sports available, increasing awareness of sports. | Use of new union website to make club sits more prominent, clubs to get grading points under the new grading system for promoting their club in local media, club ‘pop ups’ at SSP. Clubs to have photos at SSP. | Club feedback (current feedback is that lots of students were unaware) | Enhancement in feedback | Academic year 2011-12 | VP SportsStudent Sport Co-Ordinator |

**University of Surrey Students’ Union – Action Plan Societies**

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| Strategic Theme | **Community** – we have a diverse range of members, with differing needs and wants. We will ensure that their students’ union can support them in their campus community, and develop new ways to meet the needs of the 21st century student. |
| Strategic Objective | Societies have always been an important part of University life. Societies create strong communities within the student population, as well as introducing members to new experiences and cultures. We shall support society leaders by providing the resources they need and reduce red-tape allowing more time for society activity and less on administration. Societies will be encouraged to run independently, and we shall provide the skills to society leaders to enable this. |
| Responsibility | VP Societies. |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Ensure quality of training and make sure society training fits member needs. | Use feedback in planning of training sessions for societies throughout year. | 2011- 95% overall satisfaction. | 95% or over for all individual sessions | Academic year 2011-12 | VP SocietiesVolunteering & Training Co-Ordinator |
| Encourage societies to evaluate events. | Push the feedback forms after all society led events and training. | Quality and frequency of feedback forms. (no base) | Over 30% of societies evaluate their events. | Academic year 2011-12 | VP SocietiesVolunteering & Training Co-Ordinator |
| Increase student involvement in societies. | The new union website will enable (when embedded) us to monitor society involvement and unique individual numbers of students taking part. | Number of unique society members (base unknown) | To know this number, and go from there. | Academic Year 2011-12 | Vp Societies |
| Increase nominations for student awards. | Increase societies’ perception of the student awards, promote these earlier to societies. | Current base 250 nominations (approx 100 unique) | 350 nominations or more. | Academic year 2011-12 | VP SocietiesStudent Activities Co-Ordinator |
| Analyse what societies want from the Union in terms of support and communication. | Hold a focus group with society presidents. | No information available yet | Gather, and use information – all societies attend status meetings. | Academic year 2011-12 | VP SocietiesStudent Activities Co-Ordinator |
| Positive recognition of societies by new benchmarking scheme and achievements. | Implement new benchmarking scheme and evaluate its success at end of the year, use in process of awarding student awards in May 2012. | No base measure | Over 60% of societies involved. 10% of societies gaining best results. 70% of societies feeling that benchmarking is an effective and appropriate measure. | Academic year 2011-12 | VP SocietiesStudent Activities Co-Ordinator |
| Increase participation and diversity of non engaged students. | Base this on research of how our society membership compares with other Unions in the 94 group.Via the new website, get society leaders to complete and equality impact assessment about their membership. | No base measure. | Society membership mirrors University (i.e 20% student members will be international) | Academic year 2011-12 | VP SocietiesEquality & Diversity OfficerSociety Committees |
| Increasing the safety of societies and their awareness of risk. | Train societies throughout year in risk assessments and their importance, provide support through full time staff. | Number and accuracy of completed risk assessments (not measured in 2011) | All group activities to be risk assessed. | Academic Year 2011-12 | VP SocietiesStudent Activities Co-Ordinator |

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| Strategic Theme | **Community** – we have a diverse range of members, with differing needs and wants. We will ensure that their students’ union can support them in their campus community, and develop new ways to meet the needs of the 21st century student. |
| Strategic Objective | Volunteering – University is not just about learning, but gaining an education in preparation for life. We will continue to strengthen our links with local and national organisations to provide opportunity for our members to engage with the wider community beyond campus and make a positive contribution to the wider Surrey community. |
| Responsibility |  |

**University of Surrey Students’ Union – Action Plan - Volunteering**

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Improve access to volunteering. | Find out numbers of volunteers involved across the 94 group sector and how that compares. | Base of 1727 internal participations.188 referred externally. | 1800 internal individual volunteers200 referred externally. | Academic year 2011-12 | VP SocietiesVolunteering & Training Co-Ordinator |
| Encourage students to take the lead on making a difference in the local community. | Assess numbers of student led projects and students involved in local community projects. | Base 7 student led community projects and 8 student project leaders. | 10 student led projects, 10 project leaders. | Academic year 2011-12 | Community OfficerVolunteering & Training Co-Ordinator |
| Ensure that student volunteers across the organisation receive recognition for their efforts. | Work on engaging volunteers on the awards they can achieve and gather feedback on their motivation for volunteering. | Number of students receiving V awards – base rate is 18 V50 awards and 1 V impact award | 30 V 50s and 5 V impact awards. | Ongoing | VP SocietiesVolunteering & Training Co-Ordinator |
| Strive to ensure all volunteers across the organisation are treated equally and to a high standard. | Working towards our IIV assessment. | Currently working towards. | Gain accreditation. | Ongoing as per IIV plan. | PresidentVP SocietiesVolunteering & Training Co-OrdinatorHR & Staff Development Manager |
| Extend the reach of student volunteers | Look at the variety of locations in which projects take place | Currently limited to Westborough, Onslow and Peasmarsh | Increase to cover more areas. | Academic year 2011-12 | Community OfficerVolunteering & Training Co-Ordinator |
| Ensure that local people and students are aware of what volunteers are achieving. |  | Press coverage – some in westborough news and surrey advertiser. | Coverage of more events. |  | Community OfficerCommunications OfficerVolunteering & Training Co-Ordinator |

**University of Surrey Students’ Union – Action Plan – Social Experience**

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| Strategic Theme | **Community** – we have a diverse range of members, with differing needs and wants. We will ensure that their students’ union can support them in their campus community, and develop new ways to meet the needs of the 21st century student. |
| Strategic Objective | Social Experience – Many members’ first experience of independent living is when they arrive at the University of Surrey, and our members have always embraced a multi-cultural campus. We will provide an excellent social experience, enabling all sections of the student community to meet others, relax and have fun. |
| Responsibility |  |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Maintain silver award for Best Bar None. | Resubmit by October 2011 | Silver award currently 92% | Silver award – 94% | October 2011 | PresidentEvents & Trading OfficerCommercial Manager |
| Raise the value for money perception for the students’ union. | Reinforce this area in strategy across all departments, acknowledge this as key area for Union this year. Use value for money badge whenever an offer occurs. | Currently 35% of members believe Union is value for money. | Increase this to greater than current ‘no’ answers – more than 42% | Ongoing, measured again in June 2012. | PresidentEvents & Trading OfficerCommercial ManagerMarketing Manager |
| Increase number of society led events. |  | Number of events held by societies and their success (action societies), no base. | Each society holding one organised event per semester. | Academic Year 2011-12 | VP SocietiesStudent Activities Co-Ordinator |
| Part time staff training – increase. | Look at making this a requirement for employment. | Number of staff assessed and accredited by BII. Base? | 100% of staff | Academic year 2011-12 | PresidentEvents & Trading OfficerCommercial ManagerHR & Staff Development Manager |
| Increase student involvement in commercial services focus. | Use surveys/data from focus groups (student opinion panels) | No current base. | Two commercial focus groups for each area. | Academic year 2011-12 | PresidentEvents & Trading OfficerCommercial ManagerMarketing Manager |
| Increase advertising for non-union organised events. | Society evaluation forms/website calendar and traffic.Create central email so information is disseminated across all media outlets/active use of new website by societies. | No current base. | 100% of organised student events marketed via new website. | Academic year 2011-12 | VP SocietiesVP SportsCommunications OfficerBusiness Support Manager |

**University of Surrey Students’ Union – Action Plan – Democratic and accountable**

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| Strategic Theme | **Democracy** – As a membership led organisation, we constantly tell our members that it is their Students’ Union. We will make sure that this is more than a phrase and we are directed in what we do by our members. |
| Strategic Objective | Our democratic procedure shall also be reviewed on a regular basis to ensure those are appropriate and meeting the requirements of our members. We will not listen to only those who make the most noise. The Union will not protect those officers or leaders who abuse the trust of our members for the sake of reputation. |
| Responsibility |  |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Democracy committee to meet prior to all elections to review election rules and during, if this is necessary, to make rulings and handle appeals. | Meeting constituted and planned to happen twice a year. Minutes collected and published. | 1 meeting in 2011 | 2 meetings per year. | Academic year 2011-12 | Union ChairpersonMembership Services Director |
| Union review panels will take place during the year to scrutinise the performance of sabbatical officers. | Hold 4 review panels per year, make sure minutes are published and meeting is advertised before hand (use opinion panel) Create action plans from review panels. | 1 meeting last year as test. | 4 meetings per year. | Academic year 2011-12 | Union ChairpersonMembership Services Development Manager |
| Monitor and set targets for the numbers of (and the diversity of) election candidates and numbers if voters. | Ensure that equal ops data is collected from election candidates and used.  | 15 candidates, 2700 votes, no students from one faculty, no postgrad students. | 25 candidates, 3500 votes, all faculties represented. | Ongoing | Union ChairpersonMembership Services Director |
| Review which sections of the membership vote in elections and which don’t, in order to work on improvements. | Use outcomes of survey conducted after people vote in main sabbatical elections online. | International student voter turn out is 10% down on student population. | Voter turn out to represent student demographic. | Academic year 2011-12 | Union ChairpersonMembership Services Director |
| Track representational issues in order to make union more accountable to members, regularly report progress on issues to membership. | Produce ‘change one thing’ plans and ‘I am the change’ action plan, and carry out. (see action plan) | No base | Publish plan and gather feedback | Academic year 2011-12 | PresidentUnion ChairpersonMembership Services DirectorMembership Services Development Manager |

**University of Surrey Students’ Union – Action Plan - Communication**

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| Strategic Theme | **Democracy** – As a membership led organisation, we constantly tell our members that it is their Students’ Union. We will make sure that this is more than a phrase and we are directed in what we do by our members. |
| Strategic Objective | Communication – A dynamic membership organisation should have a continuing conversation with its stakeholders. We will not communicate in only one direction but continue to innovate allowing our members to communicate with their Union in the way they want, and not how we dictate. |
| Responsibility |  |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Collect feedback cohesively and in a standard format after all events/campaigns/activities, in accordance with the research action plan. | Link communication action plan with research action plan to deliver cohesive approach to research and feedback. | Key measure is number of students providing feedback, currently adhoc. | 50% feedback comments per event/campaign and results communicated into wash up | Academic year 2011-12 | Sabbatical TeamMarketing Manager |
| Increase number of fans and followers of social networks. | Link with the virtual community action plan and communicate the benefits of being involved in social networking. Capitalise on being a market leader in this field. | See Virtual Community action plan |  | Ongoing | Officer and Staff Team |
| Post feedback in the form of ‘you said, we did’ online and on display in offices and Rubix. Transparency board with information about sabb activity included. | Create ‘you said, we did’ area on the new union website and populate by making sure feedback is coordinated and staff are aware of the need to report figures and actions. | Number of visual examples – you said we did current appears only in Impact Report | Produce 4 ‘you said, we did’ examples per semester. | Ongoing | Sabbatical TeamMarketing Manager |
| Ensure members are asked how communication can be delivered for their benefit. | Use most popular communication channels, develop Union website and react to student feedback about the site. Use ‘bunnyfoot’ research profiles to formulate publications. | Information gathered from bunnyfoot | Use annual survey to measure | Ongoing | Sabbatical TeamMarketing ManagerCommunications Co-Ordinator |
| Creation of ‘Opinion Panel’ | See research action plan. |  |  |  |  |

**University of Surrey Students’ Union - Action Plan – Accessibility**

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| Strategic Theme | **Democracy** – As a membership led organisation, we constantly tell our members that it is their Students’ Union. We will make sure that this is more than a phrase and we are directed in what we do by our members. |
| Strategic Objective | Accessibility – The Union will remove unnecessary barriers to the organisation. Our rules, procedures and governance will be reviewed annually with the aim to keep bureaucracy to a minimum. Our members will have confidence that they are able to participate fully in their Students’ Union without having to dedicate disproportionate time to understanding the structure. |
| Responsibility |  |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Students choose to have a say in their Union via elections | Use election planning and communication processes to highlight election time as a key and central part of the Union. | 2011 - 3000 | 3600 | Academic year 2011-12 | PresidentUnion ChairpersonMembership Services Director |
| Student forums are relevant to our students. | Make sure student forums are accessible both off and online, including skype participation. Provide information in advance about student forum content. | Number of quorate forums taking place – 2011 = 2 | 4 | Academic year 2011-12 | PresidentUnion ChairpersonMembership Services Director |
| Greater numbers of candidates for elections. | Connect with other action plans in democracy theme and with the ‘change one thing’ plan to show students the impact that they can have. | 15 | 25  | Academic Year 2011-12 | PresidentUnion ChairpersonMembership Services Director |
| Students having a say with the national union of students. | Carry out NUS engagement strategy with ‘change one thing’ approach, and increase involvement of NUS at Surrey through visits and contact. Show members the benefits that can be gained from participation. | Participation in zone committees – last year 1. | Full participation. | Academic year 2011-12 | PresidentUnion ChairpersonMembership Services Director |
| A full executive committee | Demonstrate and evaluate the effectiveness of the exec committee, ensure meetings are accessible and published. | 2011 base - 3 | All positions now filled. | Academic year 2011-12 | PresidentUnion ChairpersonMembership Services Director |

**University of Surrey Students’ Union – Action Plan - Research**

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| Strategic Theme | **Democracy** – As a membership led organisation, we constantly tell our members that it is their Students’ Union. We will make sure that this is more than a phrase and we are directed in what we do by our members. |
| Strategic Objective | Research – We have a duty to provide an accurate reflection of our members’ views which will shape the direction of the University. We will improve our research on student opinion to move away from out-dated models of the past and provide representation fit for the 21st century. |
| Responsibility |  |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Ensure the End of Year Survey is conducted year on year to keep an accurate reflection of trends and member views. | Ensure all surveys are conducted in a timely manner, to saturate response levels coordination with marketing campaigns and incentives. All results to go on the new website. | Conducted once a year, 660 responses last year | Increase response rate | Academic year 2011-12 | PresidentMarketing Manager |
| Initiate focus groups (Opinion panel) and plan a development platform to build the database of members and incentives. | Work on a feedback panel strategy that builds a pool of students from all demographics that can be called upon when needed to give the Union feedback. | Two focus groups per semester covering most important Union topics for future development. | Two focus groups per semester and review group data to ensure feedback is relevant. | Academic year 2011-12 | PresidentMembership Services DirectorMarketing ManagerCommunications Co-Ordinator |
| Communications committee to ensure feedback is being used. | Committee develop structure that covers how to ensure feedback is two way and getting coverage back to membership. | 2 meetings per semester with feedback on agenda. | 2 meetings plus make sure all feedback goes in Impact Report. | Ongoing | Communications OfficerMembership Services Development Manager |
| Review trends and ensure all major changes are focussed. Ensure new targets are set. | Review and ensure major changes are implemented in the summer after the Union survey, so membership can see the change. Ensure data is put into an easy to digest format for membership and published, in order to push transparency. | 660 completed surveys, trends analysed. | More responses. | Academic year 2011-12 | PresidentMarketing Manager |
| Train Union staff in conducting their own surveys using the new Union website. | Make sure Union staff are trained and this area is working on the site (and is built), monitor use and the analysis of trends. | No base. | 4 per semester. | Academic year 2011-12 | PresidentMembership Services DirectorHR & Staff Development Manager |

**University of Surrey Students’ Union – Action Plan – Training and Development**

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| Strategic Theme | **Satisfaction** – Over the whole student life cycle we will ensure that students’ union is enriching the lives and experiences of our members as well as supporting the University in achieving its strategic aims. |
| Strategic Objective | Training and Development – The learning experience does not end in the lecture theatre. Our members will be provided with opportunities for personal and skills development in a peer to peer framework. Training and development will not be provided for the purpose of collecting certificates, but for providing real skills and benefits to our members. We will seek to provide the opportunities that our members require. |
| Responsibility |  |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Ensure that all training is delivered to a high standard of student satisfaction. |  | 94% satisfaction | 96% | Academic year 2011-12 | VP SocietiesVolunteering & Training Co-Ordinator |
| Ensure that all assessed training is effective. |  | BIIAB pass rate. – currently 98% | 100% | Academic year 2011-12 | VP SocietiesVolunteering & Training Co-Ordinator |
| Expand reach of training within the student body. |  | Attendance rates – currently 1628 participations. | 550 individuals | Ongoing | VP SocietiesVolunteering & Training Co-Ordinator |
| Ensure that all training is effective | Mystery shoppers and look at issues arising for staff and volunteers throughout the year. | No base | All training reviewed for effectiveness | Academic year 2011-12 | VP SocietiesVolunteering & Training Co-OrdinatorMarketing Manager |
| Adapt to changing training needs of students and staff | Using feedback from training sessions/appraisals/mid-terms/support meetings | Some sessions introduced with need | More sessions introduced/others retired or updated | Academic year 2011-12 | VP SocietiesHR & Staff Development ManagerVolunteering & Training Co-Ordinator |
| Explore new methods of training | Look at methods at other Unions and nationally. Use outcomes of research. | Current methods include classroom learning, mentoring, practical, on the job, and 1 video. | More methods explored and used. | Academic year 2011-12 | VP SocietiesHR & Staff Development ManagerVolunteering & Training Co-Ordinator |

**University of Surrey Students’ Union – Action Plan – Representation**

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| Strategic Theme | **Satisfaction** – Over the whole student life cycle we will ensure that students’ union is enriching the lives and experiences of our members as well as supporting the University in achieving its strategic aims. |
| Strategic Objective | Representation – the absolute core function of the Students’ Union is to inform the University on current student opinion. Our members expect us to make their voice heard when consulting with the University and wider stakeholders. We will represent our members’ views to others with professionalism and accuracy. |
| Responsibility |  |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Well attended academic representative assembly. |  | % of registered reps in attendance, base rate is 50% average. | 60% average attending. | Academic year 2011-12 | VP Education |
| Members should agree that Union has an influence. |  | End of year survey key question – currently 42.5% do not agree or do not know. | 35% do not agree or do not know. | Academic year 2011-12 | Sabbatical Team |
| Sabbaticals well informed of student opinion |  | Regular survey questions (weekly) no base for response | Weekly question, minimum of 500 responses. | Ongoing | Sabbatical TeamMarketing Manager |
| Senior University staff responding to Academic Rep Assembly. |  | 3 x VC and senior management visits to ARA | Minimum of 4 exec board members visiting | Academic year 2011-12 | VP Education |
| Access to exec board members used to raise student issues. |  | Some meeting notes, some blogs. | Monthly feedback to student membership | Academic year 2011-12 | Sabbatical Team |
| Union Exec well informed on student opinion. |  | No base | Regular unique contacts from members to exec officers. | Ongoing | Executive Team |

**University of Surrey Students’ Union – Action Plan – Transparency**

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| Strategic Theme | **Legacy** – The Students’ Union has an obligation to ensure that it is able to carry on its work for future generations of students. It is our duty to use our resources for the benefit of our members, while demonstrating value for money to our stakeholders who provide funding. |
| Strategic Objective | Transparent – Although the Students’ Union is not a public body we will go beyond the reporting standards required for public bodies and ensure our members know exactly where their money goes. Reporting will be clear for all our members to understand, and available for all. |
| Responsibility |  |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Produce quarterly reports.  | Ask staff to fill in a form, used to create impact report at end of year. | One previous measure, the Impact Report. | Impact report plus 4 quarterly reports. | Academic year 2011-12 | Communications OfficerCommunications Co-Ordinator  |
| Ensure all documents are available in print and online, easy to find and updated. | Create mini guides in wiki-style on new website. | Most documents available in both formats. | All documents in both formats. | Academic year 2011-12 | VP EducationVP WelfareCommunications Co-Ordinator |
| Hold further USSU 24 event  | Organise event in February 2012 and enhance further analysis of impact. | Followers/views attracted, 1700 unique visitors last year. | 2100 unique visitors. | February 2012 | Communications OfficerCommunications Co-Ordinator |
| Survey our students to gauge their understanding of our communications. | Use annual survey with key question ‘how easy is the Union to understand’. | 70% of members think we are easy to understand. | Increase to 80% | June 2012 | PresidentCommunications Co-Ordinator |
| Hold Pop Up Union | Deliver sabbatical plan for Pop Up Union events across campus, and measure effectiveness. | No base (new idea) | 4 pop up unions | Academic year 2011-12 | VP Welfare Communications Co-Ordinator |

**University of Surrey Students’ Union – Action Plan – Innovation and Enterprise**

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| Strategic Theme | **Legacy** – The Students’ Union has an obligation to ensure that it is able to carry on its work for future generations of students. It is our duty to use our resources for the benefit of our members, while demonstrating value for money to our stakeholders who provide funding. |
| Strategic Objective | Innovation and enterprise - the core activities of the Students’ Union will always be providing appropriate services to our members. We will review these services to ensure we are delivering what is needed. Where we are providing redundant services for no financial or service benefits these will cease to operate. We will look for new opportunities to enhance the subvention grant with commercial enterprises available to non – members, only when there is no impact on the services we provide to members and no commercial conflict exists within the University. |
| Responsibility |  |

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| Objective | Plan/How | Key Performance Indicator/Measure | Target | Timeframe | Owner/s |
| Efficiency improvements through technology – in staffing and in services. | Encourage savings through technology via schemes run from our new website such as society self service. | No base. | 100% of societies using self service finance on new website. | Academic year 2011-12 | VP SocietiesVP SportsBusiness Support Manager |
| Reduce printing costs. | Look at printing and copying numbers within the Union and communicate with staff about saving money. | Current cost £7050 | Target cost £5000 | Academic year 2011-12 | PresidentPA/Receptionist |
| Use online ticketing.  | Promote and enhance the only ticketing process so that more events are producing tickets which are only available online, which will create cost savings. | Percentage of tickets sold online currently 8% | Aim for 50% after launch. | Ongoing from launch. | Events & Trading OfficerBusiness Support manager |
| Use new website to its full potential | Encourage students to use the system by showing them the benefits it can bring (eg how they can be enterprising through the site). | % of members who feel the site is easy to use – no base. | % of positive feedback. | Ongoing | PresidentMembership Services Director |
| Continual improvement in productivity of staff. | Reducing the amount of data entry which is done needlessly by better capitalising on new technology and innovations, and helping staff to understand these new methods. | No base. | Staff feel they are more efficient and results shown in productivity. | Ongoing | PresidentBusiness Support manager |
| Decrease business overheads/costs | Use new technology to make better use of funding and show members real improvements through costs going down – and their money being used elsewhere. | No base | No increase, or a reduction, in the relevant costs. | Ongoing | Events & Trading OfficerBusiness Support Manager |