

UNIVERSITY OF LINCOLN STUDENTS' UNION

STRATEGIC PLAN

2016-2021





Contents

01

INTRODUCTIONS



05

THE ORGANISATION

07

THE EVIDENCE

09

KEY STRATEGIC THEMES

51

IN SUPPORT OF
STRATEGIC DELIVERY



1 INTRODUCTIONS

A MESSAGE FROM THE 2015-16 PRESIDENT, *Hayley Jayne Wilkinson*

We are at the site of new horizons. Having successfully delivered our 2013-16 Strategic Plan, we can now look to the future and prepare to achieve new aims and objectives, all of which have been informed by our members. Undoubtedly, this is an exciting time for the University of Lincoln Students' Union.

As the Higher Education sector continues to develop, we must quickly grow and adapt to ensure we are always present to support, encourage, and inspire our students whilst they study at the University of Lincoln; we must be a significant part of their student journey. Our new Strategy covers every aspect of that journey, each part forming a larger picture which will enhance the experience of our members and, fundamentally, prepare them for the future.

I am incredibly proud of where the Students' Union has come from, and I truly believe it will continue to effectively change the lives of its members for years to come.



I have loved every moment of finding out what our members want from their Students' Union, and feel genuinely lucky to have been the President during the writing of the 2016-21 Strategic Plan. I know Staff and Student Leaders of the future will dedicate all they can to delivering this new Strategy.

Everything that waits ahead is innovative, bold, ambitious and powerful. The University of Lincoln Students' Union have now begun their new adventure, and I know they will achieve all it sets out to do, every step of the way.



A MESSAGE FROM THE 2016-17 PRESIDENT, *Sammi Storey*

The University of Lincoln Students' Union has already been on an exciting journey over the last three years, with great change, growth, and recognition. We have developed our services, been able to more intelligently understand our members, and are seen as significant by our counterparts across the country. This is an incredibly exciting time for the Students' Union to be embarking on a new student-led Strategy. Colleagues across the organisation have put a great deal of time and effort into engaging students with the Strategic Planning process, in order to ensure that this document reflects the needs, desires, and expectations of our membership.

The commitment our team has shown to understanding, impacting and developing the Strategic Plan is not to be taken lightly; it is testament to the importance of the next five years, and makes me certain that we have the right people in place to make a significant difference to the educational and social experience of our members.

The process of building the Strategy highlighted obvious areas in which the Union needs to develop, as well as new avenues that we must create, all in reflection of what students have told us is important to them. It has been a brilliant opportunity for students to truly influence the development of their Students' Union, and continues to demonstrate the passion that the organisation has for being student-led.

It has been hugely rewarding to be part of the process of devising the new Strategy, under Hayley's guidance and alongside everyone from the Students' Union team. It is incredibly exciting to be able to lead the first year of the new Strategic Plan, and to be a part of the transformation and development that it will bring; ultimately, the next five years, with all its challenges and learning opportunities, will enable us to be a better Students' Union for our members.

Looking ahead, when I imagine revisiting the place that was a significant part of my student journey, I know that it will be incredible to see all the meaningful, impactful things that will have happened as a result of the Strategy. If the Union can make such impressive change in their first Strategy, I know that they will continue to do so in the next, being even more significant in the journeys of so many other students.

We are moving into this Strategy in a strong position, one which will allow all the Staff and Student Leaders involved to achieve great things for our members. A great deal of work has gone into this Strategic Plan to make sure that it wholeheartedly benefits and is in the best interest of our members, and I know that the same effort will be put into delivering it by everyone at the University of Lincoln Students' Union.

A MESSAGE FROM JAMES BROOKS

Chief Executive



The University of Lincoln is an ambitious, young University with modern facilities, located in an ancient medieval city. The University has had a meteoric growth and rise in student satisfaction in recent years; in delivering our last Strategic Plan (2013-16), so has the Students' Union. We have increased our turnover tenfold, our staff size by 400% and our engagement with students from 10% (previous Strategic Survey) in 2012 to 72% (SUMS Data Source) in 2016. We have achieved everything that our members asked us to deliver in our last plan; opened an Advice Centre, opened student-only venues, improved the Academic Representation System and developed our communications so that all messages are relevant to our members' interests.

As the Students' Union moves into the next phase of our development, we still recognise that students at Lincoln are investing in their future. When it comes to choosing to go to University, our members have told us that the majority of Lincoln students go for the purpose of self-development. 95% of Lincoln students say it is to learn about their chosen subject, while 93% say it is to make a better life and 92% to improve their career prospects and employability. The reason for choosing the University of Lincoln specifically is due to the course on offer (89%), the location of the campus (79%) and the campus facilities (73%).

We want to ensure that our members are given every opportunity, through our student-led representation and participation, to reach their potential in every area of their life in Lincoln and beyond. The focus of this Strategic Plan is to ensure that our non-traditional members feel the Students' Union is relevant to them and that they are able to access our services. This Strategic Plan outlines how we are going to achieve this and how we are going to assist the University in achieving their own strategic aims.

Spanning eight months and with the help of an independent consultant we have conducted a major conversation with both students at the University of Lincoln and our stakeholders. Over 2,040 of our members filled out an in-depth survey, we have followed 13 demographically specific students across 12 weeks at the start of term via video diaries and online interviews, and have also carried out an ideation workshop to further study some of the major themes raised.

This research has provided us with a rich evidence base about what students and stakeholders think and know about what we do and what they want us to do in the future. This evidence has been analysed and evaluated through a series of reports and workshops and is the driving force behind this Strategic Plan.

We will review the Plan every year as part of our yearly conversation with our members. We aspire to be a Union that is member-led, and one that is respected and recognised by our members, the University, our other stakeholders and other Students' Unions, being seen as a Union that makes a positive and noticeable difference to the lives of our members.



A MESSAGE FROM MARY STUART

*Vice Chancellor,
University of Lincoln*

The University has long been proud of its relationship with the Students' Union, and the contact between individual staff and students has been critical to our unique partnership approach to our student learning and representation. The last three years has seen incredible development of the Students' Union and I am excited to build on this even further as the Students' Union implements its new strategic plan, with a view to being the strongest possible advocate for our students.

All those who study at the University of Lincoln have bright futures ahead of them, and this Strategic Plan sets out a clear commitment to engaging and empowering students to be the best they can be. Working in partnership, the Students' Union and University will continue to grow and develop in the best interests of students, so that they are successful, have a fulfilling student experience, and wholeheartedly view Lincoln as an enabler in their journey through life.



2

THE ORGANISATION

'AN SU THAT MAKES A POSITIVE AND NOTICEABLE DIFFERENCE TO THE LIVES OF OUR MEMBERS'

Our Vision

Is to be a Students' Union where every Lincoln student has a great experience and is encouraged and assisted to fulfil their potential, both at University and in life.



★ Our mission ★

We will be an independent, democratic, membership organisation, working in partnership with the University of Lincoln to ensure that our members' voices are heard, amplified and acted upon.

We will be an important part of shaping and developing our students' academic, social, sporting and working life by providing services, advice, support and representation to all that need it, so that our students can be work-ready when they graduate.



Our Values in Achieving Our Vision and Mission

WE ARE A REGISTERED CHARITY, AND THE CHARITABLE OBJECTS OF THE UNION ARE THE ADVANCEMENT OF EDUCATION AT THE UNIVERSITY OF LINCOLN, FOR THE PUBLIC BENEFIT, BY:

- Advancing the student experience of its membership and of students as a whole
- Representing the interests of its members and acting as a channel of communication in dealing with the University and other bodies
- Protecting the welfare of its members
- Promoting, encouraging and supporting members' Clubs, Societies, and social and cultural activities
- Running the Charity for the benefit of the members
- Encouraging the integration of students within the local community
- Maintaining good liaison with the University at all times
- Assisting the University to promote its standing and reputation

QUALITY

We will make sure that everything we do is to a high standard. In everything we do, we will always aim to be the best.

STRONG

We will be a strong, sustainable Union that our members can trust to make their experience at Lincoln the best it can be.

APPROACHABLE

We will make sure that every student knows who we are, where we are, and what we can do for them at any time of the day.

NURTURING

We will make sure we offer our members opportunities and support so that they can grow to be the best they can be, while at Lincoln and beyond.

HONEST

We will always be honest with our members. Everything we tell them will be the truth – they can trust us.

DYNAMIC

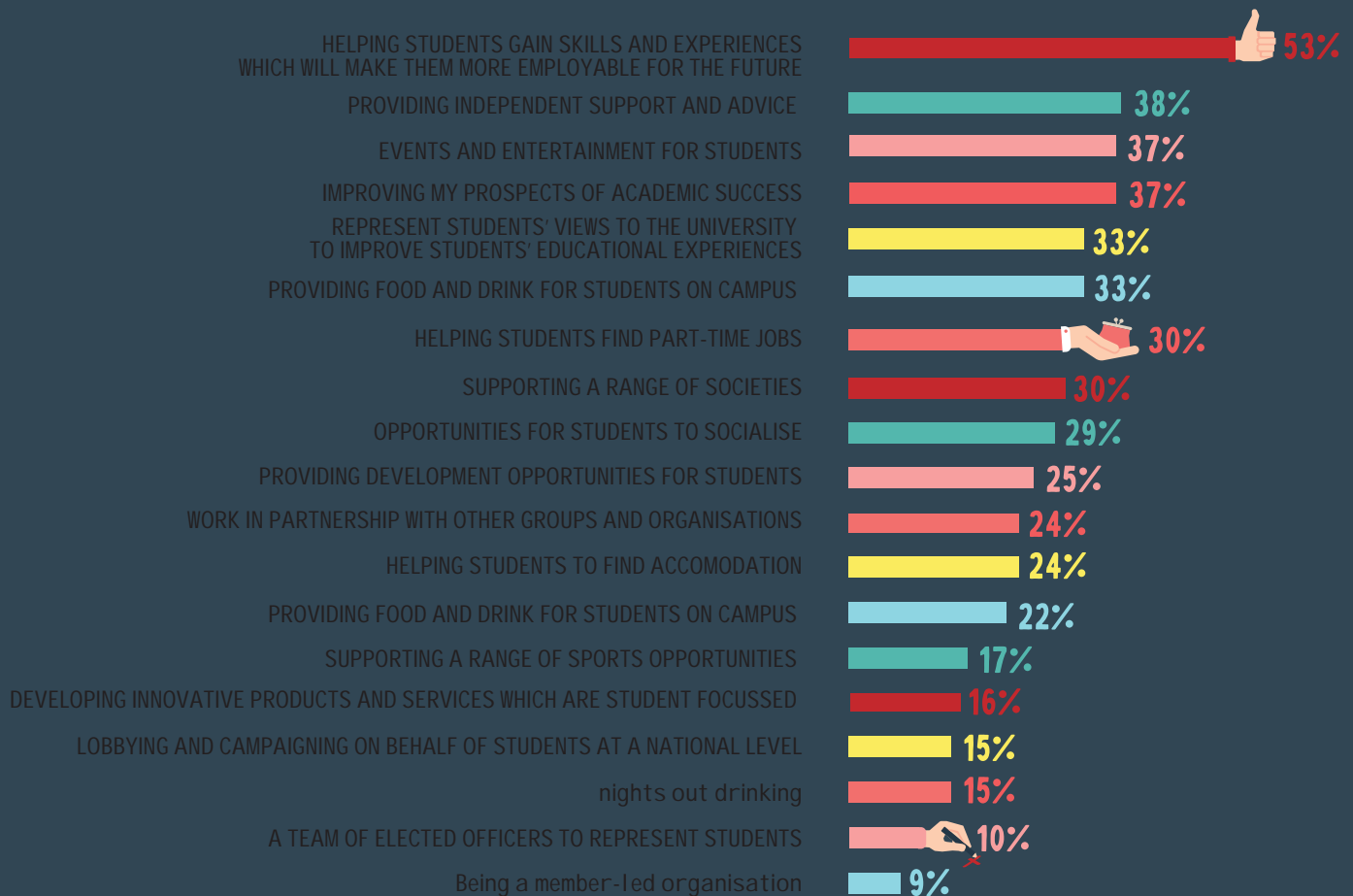
We will always respond and act quickly to any issues that affect our members, on campus, in the local community, or nationally.

3 THE EVIDENCE

*'THIS IS AN INCREDIBLY EXCITING
TIME TO BE EMBARKING ON A
NEW STUDENT-LED STRATEGY'*



Working within these Union's objects, our members told us what they feel the top five priority areas for the Union should be over the next five years.



Based on our members' feedback, we have developed six Key Themes that we are going to prioritise over the next five years.

4

KEY STRATEGIC THEMES

'THE NEXT FIVE YEARS, WITH ALL ITS CHALLENGES AND LEARNING OPPORTUNITIES, WILL ENABLE US TO BE A BETTER STUDENTS' UNION FOR OUR MEMBERS'





Theme One

EFFECTIVELY REPRESENTING
OUR MEMBERS

Theme two

PROVIDING INDEPENDENT,
IMPARTIAL, HONEST ADVICE

Theme three

MAKING STUDENTS MORE
EMPLOYABLE AND WORK-READY

Theme FOUR

ENABLING OUR MEMBERS
TO LEAD ACTIVE LIFESTYLES,
BUILD FRIENDSHIPS, AND
GROW IN CONFIDENCE

Theme FIVE

PROVIDING A DIVERSE RANGE OF
STUDENT-LED TRIPS AND EVENTS

Theme SIX

CREATING A UNIVERSITY OF
LINCOLN STUDENT COMMUNITY

★ theme one ★

EFFECTIVELY REPRESENTING OUR MEMBERS

We will create a professionalised structure within the Academic Representation System, working in partnership with the University of Lincoln to make our Reps 'work-ready' through training which enables them to effectively represent our members.

Our Representatives will be ambassadors of the SU by reflecting our values and demonstrating impact at every level. We will develop our Reps with core entrepreneurial skills that will help them during their time in Lincoln and their future lives. We will encourage a strong, well-connected, community of academic leaders, whose impact will be effectively communicated to our members.



why this is important

Our members told us that we should prioritise improving their prospects of academic success and representing student views for the purpose of their improved educational experience.

68% of our members know who their Course Rep is, and 63% know how to contact them.

Our members show significant ambivalence regarding the effectiveness of the Academic Representation System – 37% neither agree nor disagree that the System is effective.

33% of our members do not believe the Union represents their views to the University, and 7% don't know if this is the case or not.

Our members show 26% ambivalence towards our representation of students to the University.

Additional student feedback prioritises 'Making sure I know who my Rep is', 'New and improved ways of gathering student feedback' and 'New and improved ways of receiving feedback and updates from Reps' as the best ways to improve the Academic Representation System.

WHAT WE AIM TO ACHIEVE



**WE WILL PROVIDE
CONSISTENT STUDENT**

Representation

**ACROSS THE UNIVERSITY,
ENSURING THAT OUR ELECTED
REPRESENTATIVES ARE
INFORMED AND ACT IN THE
INTERESTS OF OUR MEMBERS.**

- ★ We will establish a culture within the Academic Representation structure which develops management and leadership responsibilities throughout the Rep hierarchy
- ★ We will provide ongoing training and support to allow a leadership culture to exist and to develop those Reps to gain 'Work Ready' skills
- ★ Our School Reps will produce monthly progress reports on the Lincoln SU website to inform our members of their activity and successes
- ★ We will ensure Reps are supported to effectively represent to the best of their ability
- ★ We will facilitate breakfast meetings with Reps and Academics to discuss issues and facilitate networking
- ★ We will continue to challenge Reps in schools and courses where representation is not viewed by our members as effective

WE WILL ENSURE THE

Student Voice

**AT THE GRASS ROOT
LEVEL IS HEARD
AND AMPLIFIED, AND
WE WILL LOBBY THE
UNIVERSITY TO ACT UPON
STUDENT FEEDBACK.**

- ★ We will work in partnership with the University of Lincoln to facilitate Module Evaluations
- ★ Module Evaluations will be a tool to gather student feedback. Reps will close the feedback loop and work with the University to improve the satisfaction of students on their course
- ★ We will ensure that our Reps are aware of their roles as SU ambassadors and the influence that they have as part of a larger collective
- ★ We will be committed to improving the credibility of the Rep structure by providing an excellent support service that reacts to our Reps' needs
- ★ We will network with academic staff in relevant schools and at course level to establish personal relationships to make effective change
- ★ All our Rep campaigns and actions will be evidence led, consulting and informing our members on courses that are affected by issues



WE WILL
Empower &
Enable

COLLEGE OFFICERS
AND SCHOOL REPS TO
TAKE OWNERSHIP OF

*TRAINING, REP FORUM
AND OPERATIONAL
ELEMENTS LINKED TO THE
ACADEMIC REP SYSTEM*

WE WILL PROVIDE *consistent*
AND INFORMED TRAINING
TO **AID** OUR REPS' DEVELOPMENT
AND EMPLOYABILITY



WE WILL LOOK TO *reward* OUR
REPS BASED ON THEIR ENGAGEMENT
WITH THE STUDENTS' UNION
AND IMPACT ON OUR MEMBERS



WE WILL PROVIDE
dedicated space
FOR REPRESENTATIVES TO
CARRY OUT THEIR ROLE AND
NETWORK WITH OTHER REPS



WE WILL *support* SENIOR REPS
TO PLAN AND DELIVER FORUMS
TO SHARE WINS AND BEST PRACTICE
AMONG THE NETWORK
OF REPRESENTATIVE OFFICERS



WE WILL DEVELOP REP TRAINING
TO ENSURE THE SYSTEM IS
student-led AND INFORMED
BY OUR MEMBERS

WE WILL ENSURE
THERE IS AN
*overarching
vision*

SHARED BY ALL REPS

WHICH IS LED BY THE
VICE PRESIDENT
ACADEMIC AFFAIRS

WE WILL INVOLVE COLLEGE OFFICERS
IN THE PLANNING OF EXECUTIVE OFFICERS'
YEARLY OPERATIONAL PLANS, ENSURING
THAT THEY ARE *involved in and
aware* OF ALL ASPECTS OF THE UNION



WE WILL *involve* COLLEGE
OFFICERS IN EXECUTIVE MEETINGS OF
THE UNION TO ALLOW THE REP SYSTEM
TO BE INFORMED OF CURRENT ISSUES



WE WILL INTRODUCE AN
online platform
ON LINCOLNSU.COM TO ALLOW THE
DEVELOPMENT OF POLICIES AND WHERE
ALL STUDENTS CAN FEED BACK ON THEM



WE WILL DEVELOP A *media channel*
TO COMMUNICATE THE STUDENTS' UNION
EXECUTIVE OFFICERS' STANCES AND VIEWS
ON CURRENT ISSUES TO OUR MEMBERS



WE WILL FACILITATE COLLEGE OFFICERS
CARRYING OUT *quarterly reviews*
OF SCHOOL REPS' WORK AND ISSUES
WITH THE SUPPORT OF THE VPAA

WE WILL
*increase the
quality*

OF THE REP
STRUCTURE BY

PROVIDING REWARD AND
RECOGNITION FOR COURSE
REPS' GOOD PRACTICE



We will facilitate a quarterly review of
★ Course Reps by the School Reps to
reward and share good practice

We will introduce a Rep of the Month
★ that is nominated by School Reps and
chosen by the College Reps and Vice
President Academic Affairs

We will create role-specific criteria
applicable to all areas of Course
★ Representatives in the System to allow
Reps to understand their roles and what
is expected of them by their students
and Senior Elected Officers



HOW WE WILL MEASURE OUR SUCCESS



80%

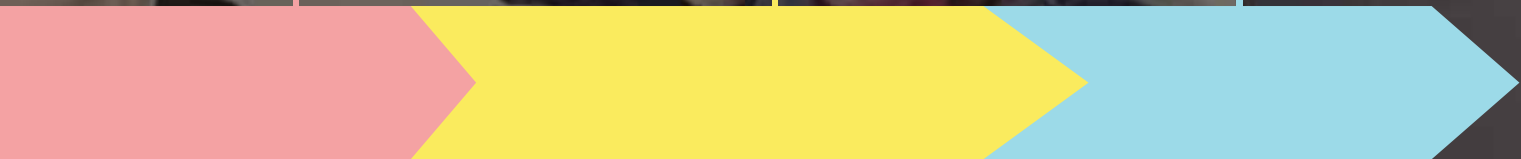
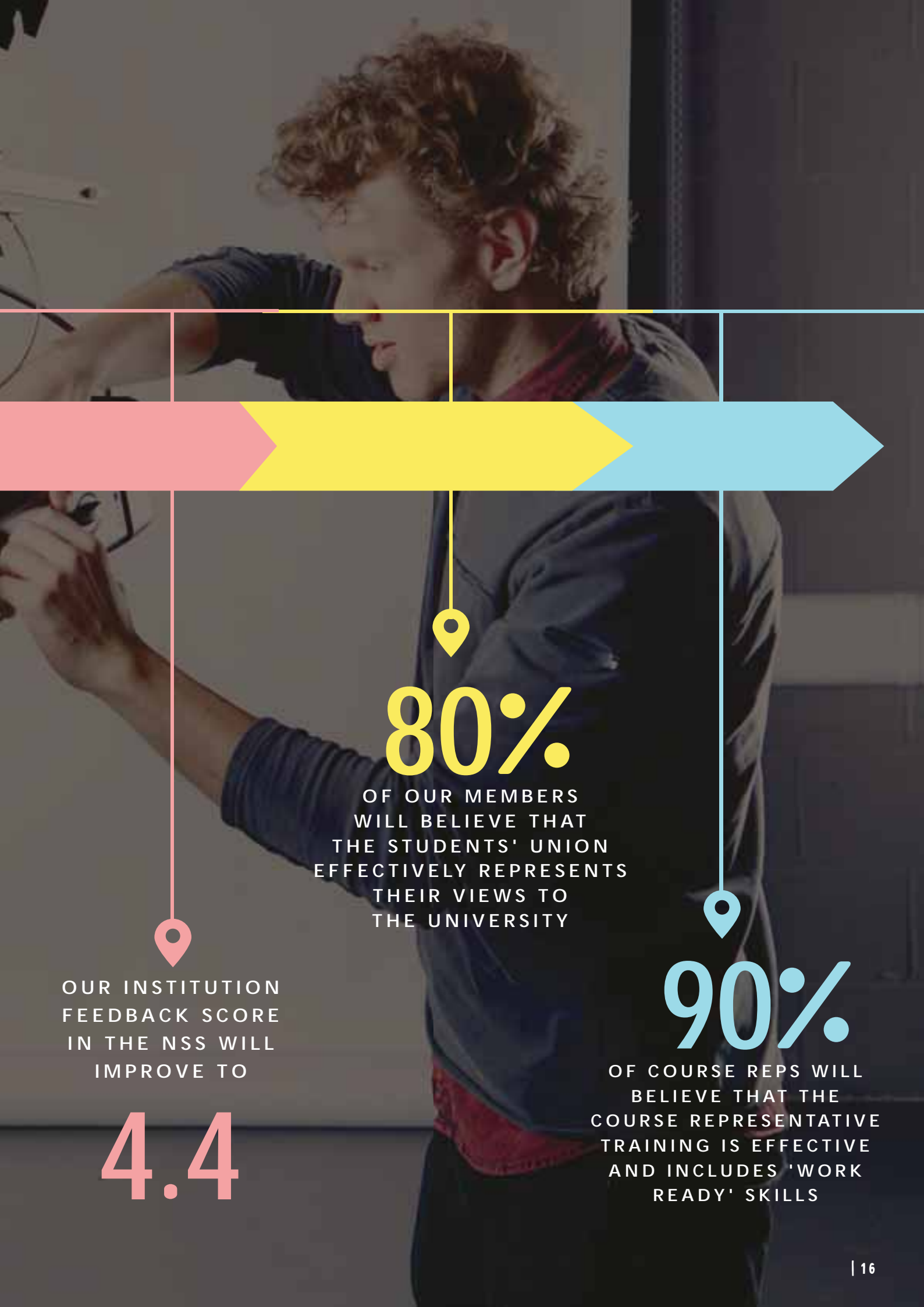
OF OUR MEMBERS
THINK THE ACADEMIC
REPRESENTATION SYSTEM
IS EFFECTIVE

80%

OF OUR
MEMBERS KNOW
HOW TO CONTACT
THEIR COURSE
REPRESENTATIVE

75%

OF OUR MEMBERS WILL
COMPLETE ALL THEIR
MODULE EVALUATIONS
AND RECOGNISE THE
VALUE OF ENGAGEMENT
IN THE PROCESS



80%

OF OUR MEMBERS
WILL BELIEVE THAT
THE STUDENTS' UNION
EFFECTIVELY REPRESENTS
THEIR VIEWS TO
THE UNIVERSITY

OUR INSTITUTION
FEEDBACK SCORE
IN THE NSS WILL
IMPROVE TO

4.4

90%

OF COURSE REPS WILL
BELIEVE THAT THE
COURSE REPRESENTATIVE
TRAINING IS EFFECTIVE
AND INCLUDES 'WORK
READY' SKILLS

★ theme two ★

PROVIDING INDEPENDENT, IMPARTIAL, HONEST ADVICE

We will provide independent, impartial and honest advice, and will always act in the best interests of our members. We will develop our services to reflect our members' concerns and ensure that they are supported throughout their University experience. We are committed to each and every student's unique journey and will endeavour to offer tailored information, advice and guidance to ensure that all students who engage with us feel they have been fully supported. Our ultimate goal is to empower students through support and advice.



why this is important

Our members told us that providing independent support and advice should be our second-highest priority for the next five years.

Only 47% of our members told us that they would come to the SU if they needed help or advice generally.

An average of 59% of our members told us they would like to come to the Students' Union for advice or support with a range of academic issues.

In additional research, 22% and 21% of our members told us that they would come to the SU Advice Centre for financial and careers advice respectively.

19% of our members are concerned with isolation, loneliness or bullying on a daily basis.



WHAT WE AIM TO ACHIEVE



WE WILL EXPAND UPON OUR CURRENT ADVICE WHILST MAINTAINING
our service values:

**INDEPENDENT, IMPARTIAL,
HONEST, APPROACHABLE
AND CONFIDENTIAL**

- ★ We will respond to member feedback from case reviews to assess areas of increasing needs for our members and develop our areas of expertise as required
- ★ We will work in partnership with local welfare and advice groups
- ★ We will work in partnership with the University of Lincoln to ensure that our members can seek specialist help not provided by the SU
- ★ We will train our staff to ensure that they are knowledgeable and experts in the advice that our students need
- ★ We will ask the members who use our service to give feedback about the service that they receive from our Advice Centre

WE WILL PROMOTE AND
raise awareness
OF THE ADVICE CENTRE SERVICES TO ENSURE OUR MEMBERS KNOW WHERE TO GET HELP SHOULD THEY NEED IT DURING THEIR TIME IN LINCOLN

- ★ We will ensure that our website is up to date and contains help and advice that students may need, as well as information about how to access the Advice Centre
- ★ We will work with the University of Lincoln Educational Development and Enhancement Unit to promote the Advice Centre to Personal Tutors
- ★ We will hold a yearly campaign to raise our members' awareness of the service
- ★ We will train Student Advisors so that they are knowledgeable in the services we offer and can act as advocates, to encourage them to promote the service to their peers
- ★ We will promote the Advice Centre in all our physical publications
- ★ We will ensure that all SU staff are aware of how the Advice Centre can support our members and encourage them to promote the service to their peers
- ★ We will ensure that all Sports and Society Committee Members, as well as all Course Reps, receive training on how the Advice Centre can support our members and encourage them to promote the service to their peers

WE WILL ENSURE
THAT WE EDUCATE
OUR MEMBERS ON

*welfare
issues*

THAT MAY AFFECT THEM

*WHILST THEY ARE OUR
MEMBERS AT THE
UNIVERSITY OF LINCOLN*

WE WILL RUN **at least one**
EDUCATIONAL WELFARE CAMPAIGN
PER TERM HIGHLIGHTING EITHER
*Mental Health, Sexual Health
or drugs awareness*



WE WILL ENSURE THAT OUR CAMPAIGNS
SIGNPOST OUR MEMBERS TO HELP
AND ADVICE THAT CAN BE ACCESSED
confidentially



WE WILL ENSURE THAT OUR ADVISORS
ARE **trained to give advice on the**
SUBJECT MATTER OF EACH WELFARE
CAMPAIGN THAT WE UNDERTAKE.
**We will run drop-ins for
each welfare campaign**



WE WILL PROMOTE OUR ADVICE CENTRE
WITH EACH WELFARE CAMPAIGN
THAT WE RUN OUTLINING WHAT
HELP **is available** ON CAMPUS

WE WILL
expand

THE VOLUNTEER
STUDENT ADVISOR
PROGRAMME

*TO ALLOW OUR MEMBERS
TO GAIN EXPERIENCE AND
GAIN WORK READY SKILL*

We will have a network of Student Advisors;
★ these will be students who are trained to act
as a triage service for our members

We will develop a comprehensive training
programme for student advisors so that they
★ are equipped to deliver excellent service to
our members

We will ensure that our Student Advisors
★ understand what 'work ready' skills they are
gaining by acting as a volunteers

We will ensure that our Student Advisors are
★ rewarded for the volunteering hours that they
undertake We will ensure that all of our members
can apply to be Student Advisors

WE WILL PROVIDE
AN ANNUAL

Reflective Report

TO SHOW CURRENT
TRENDS, PROBLEM AREAS
AND CASE STUDIES
RELEVANT TO LINCOLN

WE WILL PUBLISH THE
REPORT ON OUR WEBSITE SO
THAT OUR MEMBERS CAN

review issues
THAT ARE RELEVANT TO THEIR PEERS



WE WILL *publish* CHANGES IN
UNIVERSITY POLICY THAT ARE IN
our members' interests
AND THAT WE HAVE BEEN ABLE TO LOBBY
FOR THROUGH OUR ADVICE CENTRE



WE WILL ENSURE THAT OUR
ADVICE CENTRE WORKS
in collaboration
WITH OUR STUDENT VOICE
DEPARTMENT TO ENSURE THE SU HAS

one voice
ON ACADEMIC MATTERS





WE WILL ENSURE
WE PROVIDE
*educational
resources and
advice*

FOR OUR MEMBERS
TO MANAGE THEIR MONEY
WHILST THEY ARE
AT UNIVERSITY

WE WILL RUN THE
'Money Matters'
EDUCATIONAL PROGRAMME IN PARTNERSHIP
WITH THE UNIVERSITY TO EDUCATE
OUR MEMBERS ON RELEVANT FINANCIAL
MATTERS WHILST THEY ARE STUDENTS



OUR MONEY MATTERS PROGRAMME WILL
ALSO PROVIDE ADVICE TO OUR MEMBERS
ON *managing money* AS THEY
GRADUATE AND ENTER A CAREER



WE WILL PROVIDE
online and physical
RESOURCES TO ALLOW OUR MEMBERS
TO HAVE ASSISTANCE IN *budgeting*



We will offer,
THROUGH A PARTNERSHIP APPROACH,
ACCESS TO POSTGRADUATE
LOANS THROUGH A CREDIT UNION



WE WILL OFFER
hardship food packages
TO OUR MEMBERS WHO ARE IN NEED OF
ASSISTANCE TO BUY ESSENTIAL FOOD

WE WILL WORK
in partnership
WITH THE
UNIVERSITY
TO RAISE STANDARDS
IN ACCOMMODATION
FOR OUR MEMBERS

WE WILL RUN AN
annual Housing Fayre
WHERE ACCREDITED LANDLORDS
WILL BE INVITED TO ATTEND
TO PROMOTE THEIR PROPERTIES



WE WILL INTRODUCE AN
Estate Agency service
WHICH WILL ONLY ADVERTISE
ACCOMMODATION PROVIDERS THAT MEET
SU-ACCREDITED STANDARDS



WE WILL RUN A JOINT HOUSING
SURVEY WITH THE UNIVERSITY OF
LINCOLN TO ASSESS OUR
members' satisfaction
WITH LANDLORDS



WE WILL PLAY AN *active role*
IN THE UNIVERSITY OF LINCOLN
HOUSING ACCREDITATION SCHEME



WE WILL RUN A 'Wait to Rent'
CAMPAIGN EVERY YEAR TO ENSURE THAT
OUR MEMBERS ARE AWARE OF THE PITFALLS
OF SIGNING A HOUSING AGREEMENT TOO
EARLY IN THE ACADEMIC YEAR

HOW WE WILL MEASURE OUR SUCCESS



95%

OF OUR MEMBERS WHO HAVE ACCESSED THE ADVICE CENTRE WOULD RECOMMEND IT TO A FRIEND

90%

OF OUR MEMBERS WILL BE AWARE OF THE ADVICE CENTRE AND ITS SERVICES

75%

OF OUR MEMBERS WILL HAVE BEEN AWARE OF ONE OF OUR EDUCATIONAL WELFARE CAMPAIGNS PER YEAR

of instruction; the artificer
ate; the messenger of justice; the

an; it governs wives and husbands;
the rude. It aims to provide the
allence, it is as

through fear of their
that the temptation to
having been entirely
made safely against the
hope of victory; when
people
forth boldly



75%

OF OUR MEMBERS
WOULD USE OUR
ADVICE CENTRE IF
THEY WERE IN NEED OF
ADVICE OR SUPPORT
WHILST AT UNIVERSITY

WE WILL HAVE
ESTABLISHED AN
ESTATE AGENCY FOR
STUDENT LETTINGS

★ theme tHREE ★

MAKING STUDENTS MORE EMPLOYABLE AND WORK-READY

We will ensure all our members understand and are aware of how the activities they undertake make them more employable and 'work-ready'. We will deliver opportunities, training, resources and support to develop and recognise the breadth of their skills. This will enable our members to understand what being employable is and how their engagement with our services, and other extracurricular activity, will support this.

We will provide tools which enable our members to identify and utilise their experiences in their future career and ultimately reach their potential as a Lincoln graduate.



why this is important

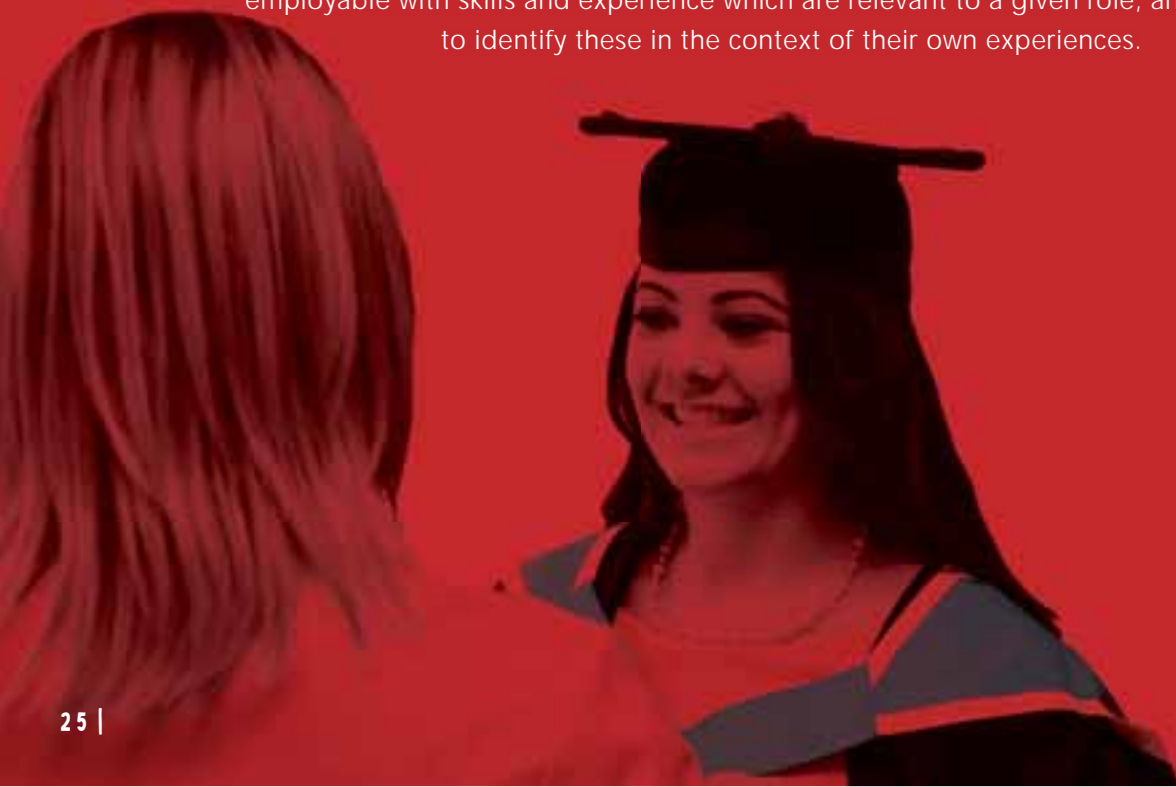
Our members told us that employability skills and training should be our number one priority over the next five years.

91% of our members told us they came to University to make their life better.

79% of our members told us that they are concerned with being 'work-ready' on a daily basis, and 55% are concerned with their career prospects.

Being able to access employability information while at University is considered important by 98% of our members.

Our members have told us that they most associate the idea of being employable with skills and experience which are relevant to a given role, and being able to identify these in the context of their own experiences.



WHAT WE AIM TO ACHIEVE



**WE WILL CONTINUOUSLY
INFORM STUDENTS
ABOUT HOW THEIR
EXTRACURRICULAR ACTIVITIES**

*improve their
employability,*

**HELPING OUR MEMBERS
IDENTIFY WHICH SKILLS
THEY ARE DEVELOPING
AND HOW THESE MAKE
THEM WORK READY**

We will deliver talks in different forums,
such as training, Sports and Societies

- ★ Committees and Get Involved Get Ahead talks (GIGAs), informing students of available opportunities and the benefits

We will work in partnership with the University
of Lincoln to promote student training sessions
that they provide

- ★ We will encourage our members to get involved in all aspects of University life and we will map out the skills that they develop in all of these opportunities

We acknowledge in the 1st and 2nd year of
study the majority of our members do not
engage in career workshops. We will record
our members' learning gain and report it to
them in their final year

WE WILL PROVIDE AN

*online work
ready dashboard*

**FOR STUDENTS TO RECORD
ALL ASPECTS OF THEIR
EXPERIENCES, SUCH AS
QUALIFICATIONS AND ACTIVITIES**

**WHICH WILL ALLOW THEM
TO COLLATE AND ACCESS
INFORMATION TO UTILISE IN
FUTURE JOB APPLICATIONS,
INTERVIEWS AND EMPLOYMENT**

We will provide students with information

- ★ about the skills that they can develop by getting involved in an extracurricular activity

We will provide an online report and 'Work
Ready Certificate' which will enable our

- ★ members to use their developed 'work ready' skills in a CV or job application

Our dashboard will allow our members to

- ★ add previous experiences and qualifications to generate a 'Work Ready' report

After our members' 1st and 2nd years at
University we will inform them about which

- ★ opportunities will improve their skills during their time at University in line with our 'Work Ready' skills framework



**WE WILL PROVIDE A
STUDENT ENGAGEMENT
WORK READY**

*skills
framework*

**WHICH WILL REWARD
OUR MEMBERS FOR
ENGAGING IN THE SU
AND HELP THEM DEVELOP
WORK-READY SKILLS
IN A DEFINED MANNER**



- ★ We will deliver training sessions through professional staff to enable our members to gain professional, relevant, high-level and bespoke skills
- ★ We will ensure that every activity provided by the SU has identifiable skills associated with it and that our members are aware of the skills
- ★ We will establish a real-time relevant rewards programme for our members that follows our 'Work Ready' competency framework
- ★ We will ensure that our Community Volunteering is relevant to our members and that they have identified skills
- ★ We will run a Union-wide student volunteering week that highlights how volunteering can make a student more employable

**WE WILL
PROVIDE
AND PROMOTE**
*networking events,
Alumni events and
careers fayres*

WE WILL SUPPORT CLUBS AND SOCIETIES TO CREATE EVENTS TO
share knowledge, swap skills
AND DEVELOP TRAINING AMBASSADORS FROM THE STUDENT BODY



WE WILL WORK WITH OUR INTERNATIONAL STUDENTS TO OFFER *language courses* ON A PEER-TO-PEER BASIS



WE WILL WORK TO ESTABLISH **social learning space** IN THE STUDENTS' UNION WHERE OUR MEMBERS CAN HOLD TRAINING SESSIONS WITH FELLOW STUDENTS TO *share skills and experiences*



WE WILL USE OUR **communication channels** TO PROMOTE UNIVERSITY OF LINCOLN ALUMNI EVENTS AND CAREERS FAYRES

WE WILL PROVIDE
A RANGE OF
*digital
and physical*

RESOURCES
*TO AID IN THE
DEVELOPMENT OF OUR
MEMBERS IN NON-
COURSE-SPECIFIC SKILLS*

WE WILL LOOK TO PROVIDE
e-learning
OPPORTUNITIES IN
PROFESSIONAL SKILLS



WE WILL INTRODUCE
aptitude tests
AND QUIZZES ONLINE USING
THE 'WORK READY' DASHBOARD
to develop our members



WE WILL COLLABORATE
WITH THE UNIVERSITY FOR
**Employability
Projects**
SUCH AS 'LEARNING GAIN'
AND 'GRADUATE ATTRIBUTES'



HOW WE WILL MEASURE OUR SUCCESS

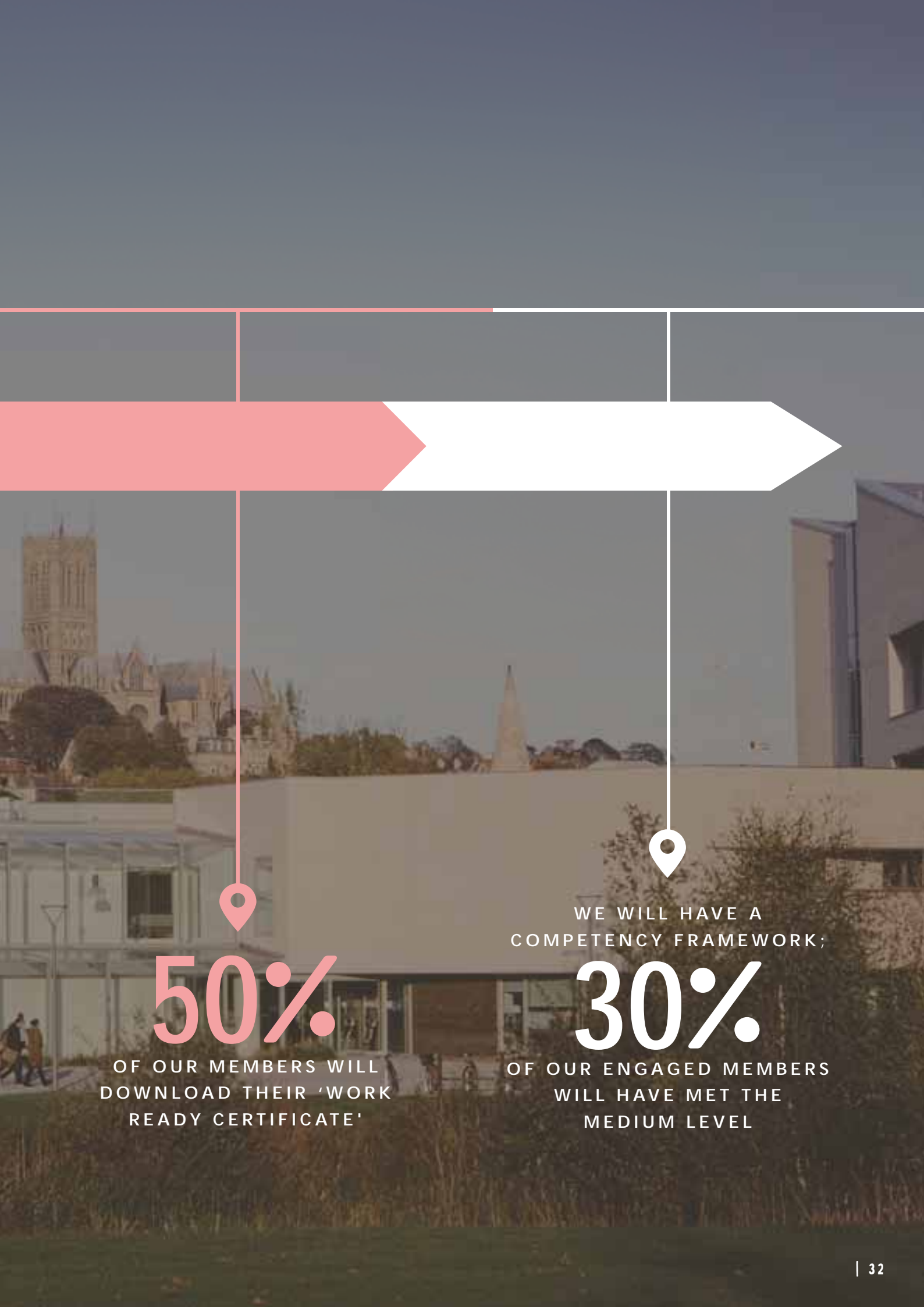


90%

OF OUR MEMBERS ARE AWARE OF WHERE TO ACCESS EMPLOYABILITY RELATED SERVICES AND SUPPORT EITHER THROUGH THE STUDENTS' UNION AND OR CAREERS AND EMPLOYABILITY

90%

OF OUR MEMBERS BELIEVE THAT THEIR INVOLVEMENT IN STUDENTS' UNION OPPORTUNITIES AND ACTIVITIES HAVE HELPED WITH THEIR EMPLOYABILITY



50%

OF OUR MEMBERS WILL
DOWNLOAD THEIR 'WORK
READY CERTIFICATE'

WE WILL HAVE A
COMPETENCY FRAMEWORK;

30%

OF OUR ENGAGED MEMBERS
WILL HAVE MET THE
MEDIUM LEVEL

★ theme FOUR ★

ENABLING OUR MEMBERS TO LEAD ACTIVE LIFESTYLES, BUILD FRIENDSHIPS, AND GROW IN CONFIDENCE

We will encourage and promote inclusivity to widen the appeal of our opportunities and increase participation. We will enable our members to lead healthy, active lifestyles, build friendships and grow in confidence. We will facilitate an entrepreneurial/social enterprise movement amongst our members, providing training and opportunities that develop core skills that will make them 'work-ready'. There will be an activity for every type of student, no matter their interest or skill level, and appropriate facilities for all. We will provide an all-inclusive and facilitative platform that inspires our members to socialise, get involved in and organise a diverse range of events and trips.

why this is important

On average, 14% of students feel some lack of satisfaction with engagement opportunities such as Volunteering, Liberation Groups, Societies and Sports, despite an average of 21% of students wanting to engage with these in their spare time.

Additional evidence shows our members have significant interest in Intramural Sport and Academic Societies, which are still in their development phase, and in sustainability projects.

25% of our members have told us that they do not feel our offering of events and other activities provides a 'great range', or are unaware what this would include based on what is currently available.

Our members told us that providing varied opportunities should be one of our top priorities over the next five years.

Only 58% of our members feel that we are excellent at involving students.

WHAT WE AIM TO ACHIEVE



We will facilitate
BRITISH UNIVERSITY AND COLLEGE SPORT (BUCS) ENTRIES FOR STUDENTS TO BE ABLE TO COMPETE AND POSITIVELY REPRESENT THE UNIVERSITY NATIONALLY AGAINST OTHER INSTITUTIONS AT AN ELITE LEVEL

- ★ We will work to introduce a BUCS Performance programme which identifies elite level Sports Teams and individuals
- ★ We will reward and recognise our highest performing sports teams and individuals to inspire our members to develop their sporting ability and reach their potential
- ★ We will look to provide funding to competitive teams who actively promote the development of their Sports Club and demonstrate a sense of pride when representing the University
- ★ We will work with the University to provide and secure good quality 'home' grounds for our BUCS teams
- ★ We will work in partnership with National Governing Bodies to access funding and support for our teams

WE WILL PROMOTE OUR ACTIVITIES TO INCREASE
social opportunities
FOR OUR MEMBERS AND ALL-INCLUSIVE STUDENT INVOLVEMENT IN SPORT AND PHYSICAL ACTIVITY, RECOGNISING THAT A HEALTHY BODY EQUALS A HEALTHY MIND

- ★ We will introduce a 'flexitunities' membership model to allow our members to be flexible in their approach to the opportunities that we offer
- ★ We will provide support to all Clubs who compete locally, by helping them to organise and promote their sporting activities
- ★ We will introduce a 'Give it a Go' programme to allow our members to take part in no-obligation taster sessions with our Sports Clubs and Societies
- ★ We will introduce 'one-off events' to promote alternative activities to our members
- ★ We will develop our website to provide clear and concise information to inform our members about what opportunities are available to them, when, and at what cost



WE WILL INTRODUCE A
social sports

PROGRAMME, THE INTRA
MURAL PROGRAMME (IMP),
FOR MEMBERS TO PLAY
SOCIALLY.

WE WILL PROMOTE THIS
TO OUR SOCIETIES AND TO
MEMBERS WHO ARE NOT ABLE
TO PLAY IN COMPETITIVE SPORT

WE WILL PROVIDE

staff support

FOR A PROGRAMME OF UP TO 30 SPORTS
FOR OUR MEMBERS TO PLAY IN



OUR IMP PROGRAMME WILL BE
DIVERSE, FLEXIBLE AND ALL-INCLUSIVE,
regardless of ability



WE WILL ENSURE THAT THE
PROGRAMME OFFERS

value for money

TO WIDEN PARTICIPATION AND ENGAGEMENT
IN SPORT FOR ALL OUR MEMBERS



WE WILL WORK IN PARTNERSHIP WITH
National Governing Bodies

TO ACCESS FUNDING TO REDUCE THE
COST TO OUR MEMBERS



WE WILL PROVIDE **flexible** SPORTING
OPPORTUNITIES THROUGH THE SUMMER PERIOD
FOR OUR MEMBERS WHO REMAIN ON CAMPUS
OR LIVE LOCALLY TO PARTICIPATE IN



WE WILL ENSURE THAT THERE ARE

no barriers

FOR ANY OF OUR MEMBERS TO GET INVOLVED
IN IMP ACTIVITIES, ESPECIALLY OUR
NON-ENGAGED MEMBERS, E.G. POSTGRADUATE,
MATURE OR INTERNATIONAL STUDENTS

We will support

SOCIETIES TO PROVIDE GOOD QUALITY TRIPS, EVENTS AND MEETINGS IN THEIR AREAS OF INTERESTS, *PROMOTING INCLUSIVITY TO ALL, REMOVING BARRIERS AND COSTS WHERE WE ARE ABLE*

WE WILL PROVIDE
support to Societies
OF ALL SIZES WITH BESPOKE DEVELOPMENT PLANS



WE WILL ASSIST SOCIETIES BY HELPING THEM *organise and promote* THEIR ACTIVITIES TO THEIR STAKEHOLDERS



WE WILL MAKE OUR PROCESSES CLEAR AND TRANSPARENT, AND, WHERE POSSIBLE, ACCESSIBLE ONLINE. WHERE PROCESSES EXIST WE WILL EXPLAIN TO OUR MEMBERS WHY THEY ARE IN PLACE



WE WILL ENSURE THAT ACCESS TO OUR SOCIETIES *is inclusive and accessible* TO ALL OF OUR MEMBERS



WE WILL WORK TO **develop and promote** ACADEMIC SOCIETIES WHERE THE REPRESENTATIVE SYSTEM WORKS SEAMLESSLY WITH THE SOCIAL AND ACADEMIC ACTIVITIES OF THE SOCIETY



WE WILL ENSURE THAT ACADEMIC SOCIETIES FEEL **fully supported** BY THE UNION, THEIR ACADEMIC REPS, AND THEIR SCHOOL



WE WILL ENSURE THAT THERE ARE **no barriers** FOR ANY OF OUR MEMBERS TO GET INVOLVED IN SOCIETIES, ESPECIALLY OUR NON-ENGAGED MEMBERS, E.G. POSTGRADUATE, MATURE OR INTERNATIONAL STUDENTS



WE WILL WORK TO ENSURE THAT INTERNATIONAL STUDENTS UNDERSTAND HOW TO JOIN OUR CLUBS AND SOCIETIES

WE WILL CONTINUE THE DEVELOPMENT OF THE 'SPORTLINCOLN' UMBRELLA TO BRING OUR SPORTS TOGETHER *under one brand,* ENCOURAGING A SENSE OF PRIDE AND COMMUNITY

★ We will lobby the University to increase the range of sports facilities available to our members in order to facilitate sufficient training requirements for our Elite teams

★ We will lobby the University to provide adequate space for a social sports programme, allowing all who wish to participate to do so

★ We will work with our teams to provide markets of scale savings in the purchasing of kits, facilities and equipment

★ We will ensure that Elite clubs are sustainable year-on-year, facilitating effective handovers from one Committee to another by providing training, and records of equipment and kit that belongs to the club

★ We will work with the University to provide adequate storage space for Sports and Societies

★ We will work with the School of Sport and Exercise Science to introduce a sustainable programme to access the IMPRESS coaching scheme to develop Elite clubs





WE WILL FACILITATE ALL OUR SPORTS CLUBS AND SOCIETIES TO FUNCTION LIKE

Social Enterprises

**PROVIDING OPPORTUNITIES
THROUGH ENGAGEMENT
IN OUR ACTIVITIES TO DEVELOP
'WORK-READY' SKILLS**

- ★ We will work to develop Clubs' and Societies' ability to access and bid for internal and external funding
- ★ We will encourage Societies to use our facilities to fundraise and provide 'Work Ready' opportunities using our professional staff team and departmental resources
- ★ We will ensure our Clubs and Societies Committee members have work-equivalent roles and role descriptions to give real world experience and to make them 'work-ready'
- ★ We will develop mechanisms for accessing funding or sponsorship, and the reporting of Clubs' and Societies' finances and Key Performance Indicators so that the involved Committee members gain valuable experience that will make them 'work-ready'
- ★ Clubs and Societies will be empowered to be member-led whilst being supported by the Students' Union
- ★ Our professional staff will deliver specialised and unique voluntary training opportunities and offer real-life work experience within the SU

HOW WE WILL MEASURE OUR SUCCESS



90%

OF OUR SPORTS CLUB
MEMBERS WILL
BE SATISFIED WITH
THE SUPPORT THAT
WE PROVIDE

WE WILL SCORE

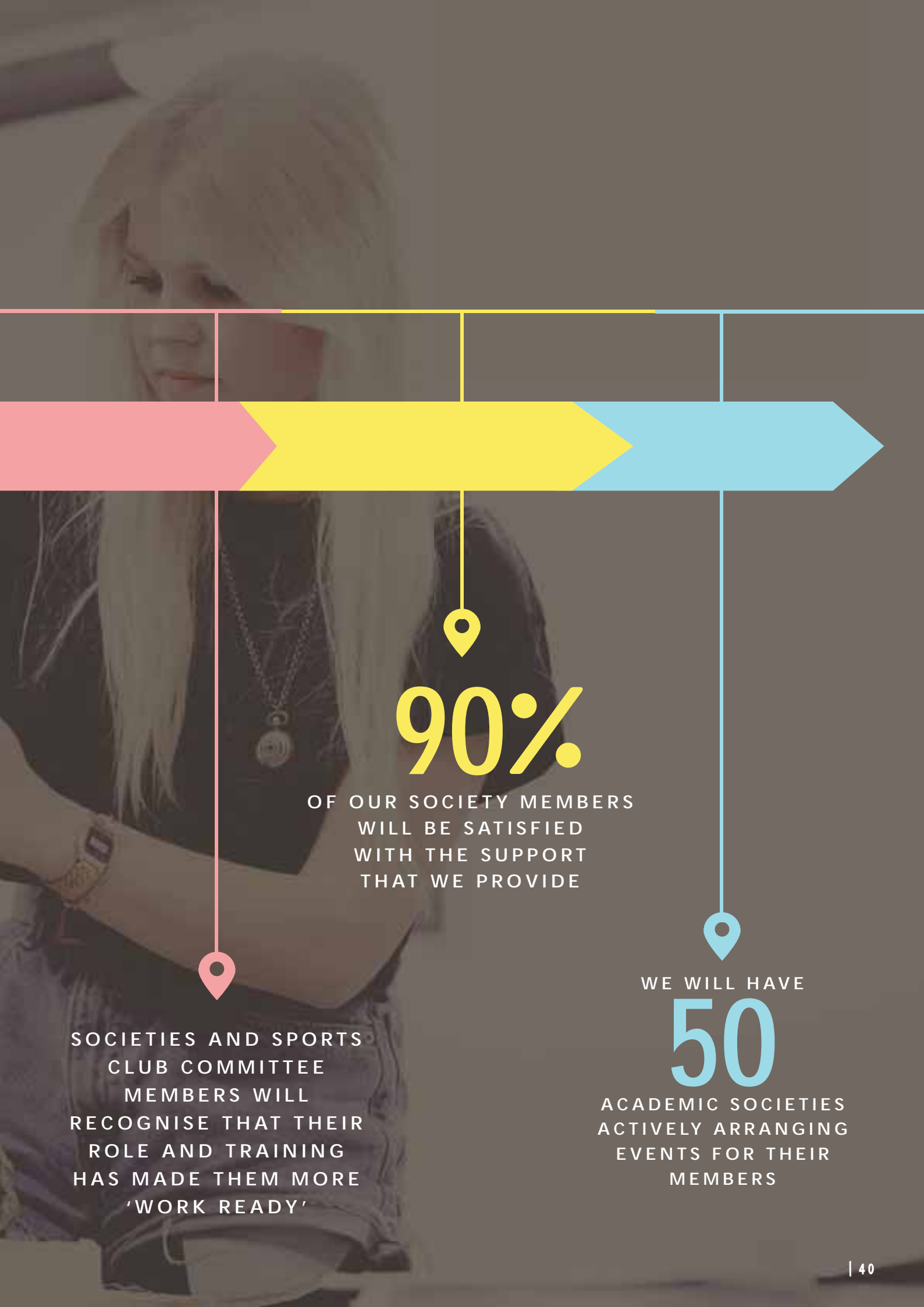
480

POINTS IN BUCS

WE WILL HAVE

1000

MEMBERS ACTIVELY
PARTICIPATING IN OUR IMP
SOCIAL SPORT PROGRAMME



90%

OF OUR SOCIETY MEMBERS
WILL BE SATISFIED
WITH THE SUPPORT
THAT WE PROVIDE

SOCIETIES AND SPORTS
CLUB COMMITTEE
MEMBERS WILL
RECOGNISE THAT THEIR
ROLE AND TRAINING
HAS MADE THEM MORE
'WORK READY'

WE WILL HAVE

50

ACADEMIC SOCIETIES
ACTIVELY ARRANGING
EVENTS FOR THEIR
MEMBERS

★ theme FIVE ★

PROVIDING A DIVERSE RANGE OF STUDENT-LED TRIPS AND EVENTS

We will provide events that are welcoming and safe and appeal to all of our members.

We will invest in our existing buildings to facilitate events and social activities throughout the day to encourage members to take ownership and have a sense of pride in their venues. We will develop a diverse range of student-led trips and events and ensure that all of our members are informed about our social activities in a manner which is relevant to them.

why this is important

Our members told us that we should prioritise providing a range of events and opportunities through which students can socialise.

Only 42% of our members would think of going to the Students' Union when meeting their friends.

Our members told us that our non-alcoholic offerings are significantly inaccessible, despite significant interest in relevant social activity such as film/cinema and eating out (both 77%).

Only 58% of our members feel that we are excellent at involving students.



WHAT WE AIM TO ACHIEVE



WE WILL PROVIDE *social spaces* THAT WILL APPEAL TO ALL OF OUR MEMBERS

- ★ We will utilise current spaces and develop under-used spaces to ensure a range of activities are available to all of our members
- ★ We will encourage and enable students to use all of our spaces at all times of the day
- ★ We will create a social learning space in The Platform, creating space for our members to play games, study or relax during the day outside a commercial context

WE WILL PROVIDE A RANGE OF *trips and activities* THAT APPEAL TO ALL OF OUR MEMBERS

- ★ We will organise more trips that promote Lincoln and what it has to offer, developing relationships with key local events stakeholders
- ★ We will work with our Clubs and Societies to support them in running student-led trips that appeal to all of our members
- ★ We will organise trips that will help our International members visit iconic British places of interest
- ★ We will create a programme of trips that we will promote at the beginning of the academic year to our members to help them settle in to Lincoln and the University Community

WE WILL DELIVER A WIDE *Range of events* TO CATER FOR ALL OF OUR MEMBERS' TASTES

- ★ We will develop our range of events and activities to appeal to the whole student population
- ★ We will develop more non-alcoholic events within our venues and outside space
- ★ We will extend our range of events to include more inclusive daytime social events
- ★ We will develop our catering provision to support cultural food events, both UK and international

WE WILL PROMOTE OUR EVENTS TO *appeal to all* OF OUR MEMBERS

- ★ We will incorporate bespoke designs for the same event to appeal to different groups of students taking into account their needs and desires
- ★ We will create a 'What's On' section on the website to advertise all SU events, activities and trips
- ★ We will utilise all forms of social media, being mindful of the varying preferences of different students
- ★ We will ensure we keep up-to-date with trends on social media and other marketing tools

HOW WE WILL MEASURE OUR SUCCESS



IN OUR ANNUAL
MEMBERSHIP SURVEY,

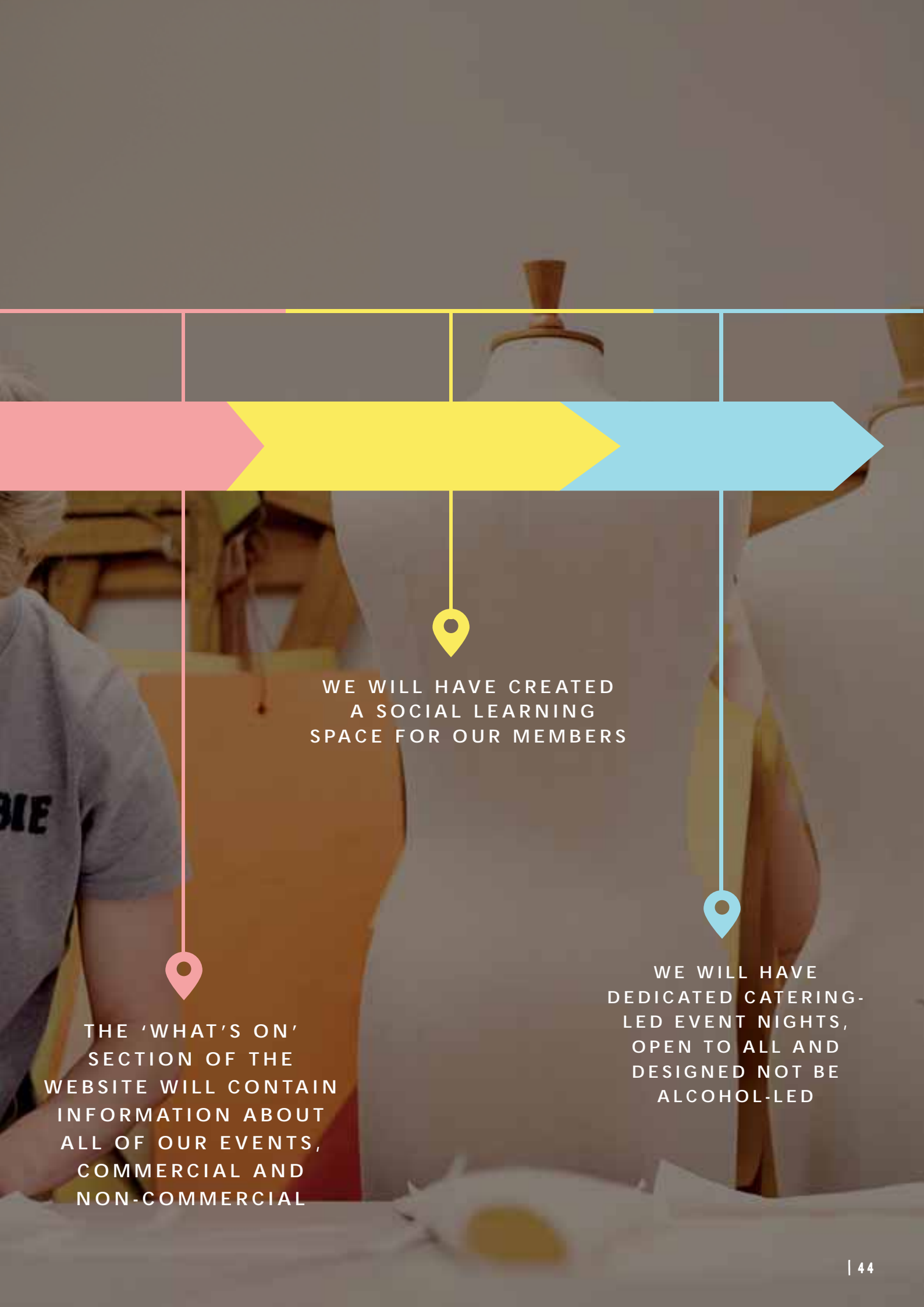
85%

OF OUR MEMBERS
WILL FEEL THE SU
PROVIDES EVENTS AND
ACTIVITIES THAT ARE
RELEVANT TO THEM

WE WILL PROVIDE

12

NON-ALCOHOL RELATED
ACTIVITIES, EVENTS OR TRIPS
PER MONTH DURING TERM
TIME FOR ALL OUR MEMBERS



WE WILL HAVE CREATED
A SOCIAL LEARNING
SPACE FOR OUR MEMBERS

THE 'WHAT'S ON'
SECTION OF THE
WEBSITE WILL CONTAIN
INFORMATION ABOUT
ALL OF OUR EVENTS,
COMMERCIAL AND
NON-COMMERCIAL

WE WILL HAVE
DEDICATED CATERING-
LED EVENT NIGHTS,
OPEN TO ALL AND
DESIGNED NOT BE
ALCOHOL-LED

★ theme SIX ★

TO CREATE A UNIVERSITY OF LINCOLN STUDENT COMMUNITY

We want to build an inclusive and accessible environment which creates a University of Lincoln student community. We will guide and support students to integrate into the University community by offering them more events, a diverse cultural experience, and a sense of unity. We will provide opportunities to allow students of every demographic to integrate themselves into the University Community. We want all students to be proud to be a part of Lincoln.



why this is important

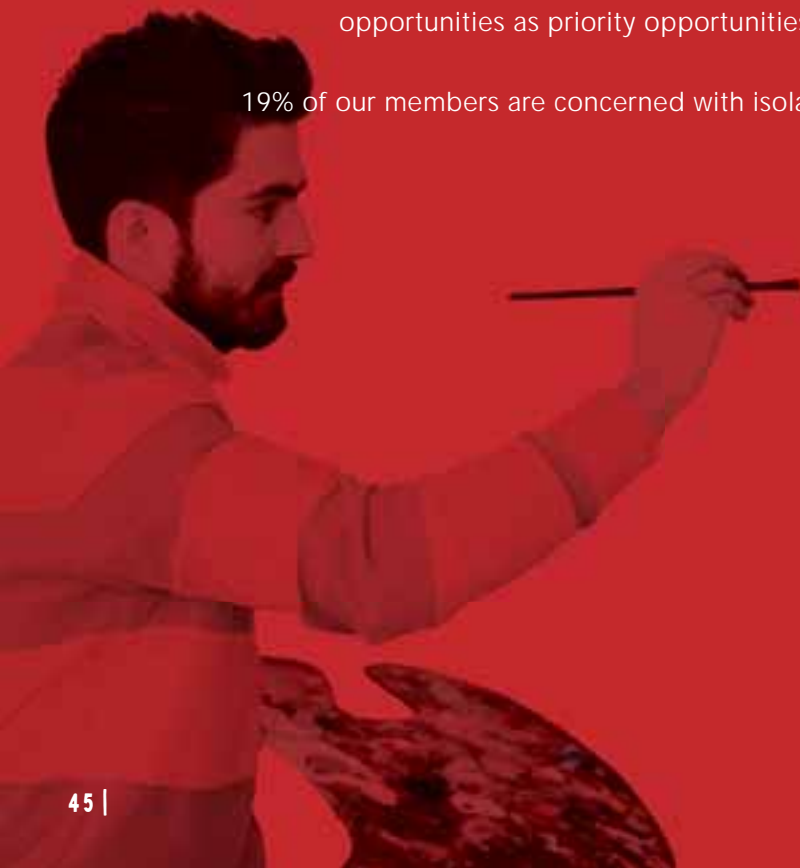
76% of our members told us that they would like to use an online forum to feel part of the University Community, sharing ideas, experiences and top-tips for students.

Our members told us that we should establish a number of priorities which provide them with an opportunity to socialise and share a range of experiences with other students.

Our members identified trips to other cities (31%) and a multi-purpose space (28%) as the top ways through which we should create a University Community.

Additional feedback from our members identifies home-student/international-student integration opportunities as priority opportunities for creating a sense of community.

19% of our members are concerned with isolation, loneliness or bullying on a daily basis.



WHAT WE AIM TO ACHIEVE



WE WILL DEVELOP *physical spaces* **ON CAMPUS FOR** **ALL STUDENTS** **TO SOCIALISE OR USE** **AS LEARNING SPACES**

- ★ We will create an SU space on campus for our members which suits their needs, whether they want to socialise or use it as learning space, that our members know is theirs
- ★ We will ensure this is accessible to our members when we are open, and have provisions which suit a diverse range of student needs
- ★ We will provide spaces for our members to socialise and meet new friends in with no commercial pressures

WE WILL DEVELOP AN *online space* **FOR ALL STUDENT** **TO USE AS A VIRTUAL SOCIAL** **AND LEARNING SPACE**

- ★ We will launch an online social forum to allow all students, particularly those who study off-campus or who have additional commitments, to participate in the University Community
- ★ We will create an app. that will allow our members to interact with the Students' Union socially and be informed about events which are relevant to them
- ★ We will work to ensure that all of our services are accessible to all of our members in a manner that suits their needs

**WE WILL FIND
METHODS TO SUPPORT**
all of our members

**WHO HAVE ADDITIONAL
COMMITMENTS DURING OUR
NORMAL OPENING HOURS**

WE WILL WORK WITH THE UNIVERSITY TO
align reading weeks
WITH NATIONAL SCHOOL HOLIDAYS
AS MUCH AS POSSIBLE



WE WILL DEVELOP A
voucher scheme
to reduce the cost of car parking
IN LOCAL MULTI-STOREY CAR PARKS



WE WILL FURTHER INVESTIGATE
**child care
requirements**
TO FIND WAYS TO ASSIST PARENTS
WHO ARE STUDYING



WE WILL WORK TO ALLOW OUR MEMBERSHIP
SERVICES TO BE OPEN INTO
an evening
TO MEET THE NEEDS OF OUR MEMBERS



WE WILL PROVIDE AND PROMOTE AN
ONLINE FACILITY FOR MEMBERS TO
GET ADVICE ABOUT A RANGE OF SU
SERVICES SO THAT MEMBERS
do not
HAVE TO VISIT THE SU BUILDING



**WE WILL SUPPORT
THE INTEGRATION
OF HOME AND**
*International
Students*

**TO CREATE A DIVERSE AND
MULTI-CULTURAL STUDENT
EXPERIENCE FOR ALL**



- We will create an 'IF' (International Friends) scheme to allow Home students to support
- ★ International students to embrace the British culture, and help them to develop their understanding of British colloquialisms
- We will build a programme of cultural events which celebrate a variety of different cultures, as well introducing students to the British way of life; these will take place throughout the calendar year
- ★
- We will develop a programme of workshops and training to induct International students
- ★ into British culture and Lincoln itself, as well as supporting them to develop their fluency of the English language
- We will work in partnership with the University of Lincoln to ensure that International members are inducted and assisted to integrate upon their arrival in Lincoln
- ★

WE WILL SUPPORT THE
POSITIVE EXPERIENCE
AND INTEGRATION OF OUR
MEMBERS INTO THE

University of Lincoln Community

**BY ORGANISING AND
PROMOTING LOCAL
PLACES OF INTEREST
AND COMMUNITY EVENTS**

WE WILL PROVIDE AN
INFORMATION BOARD WITH

key city destinations

AND EVENTS WHICH WILL ENCOMPASS
THE NEEDS OF OUR MEMBERS FROM
ALL WALKS OF LIFE



WE WILL DISPLAY

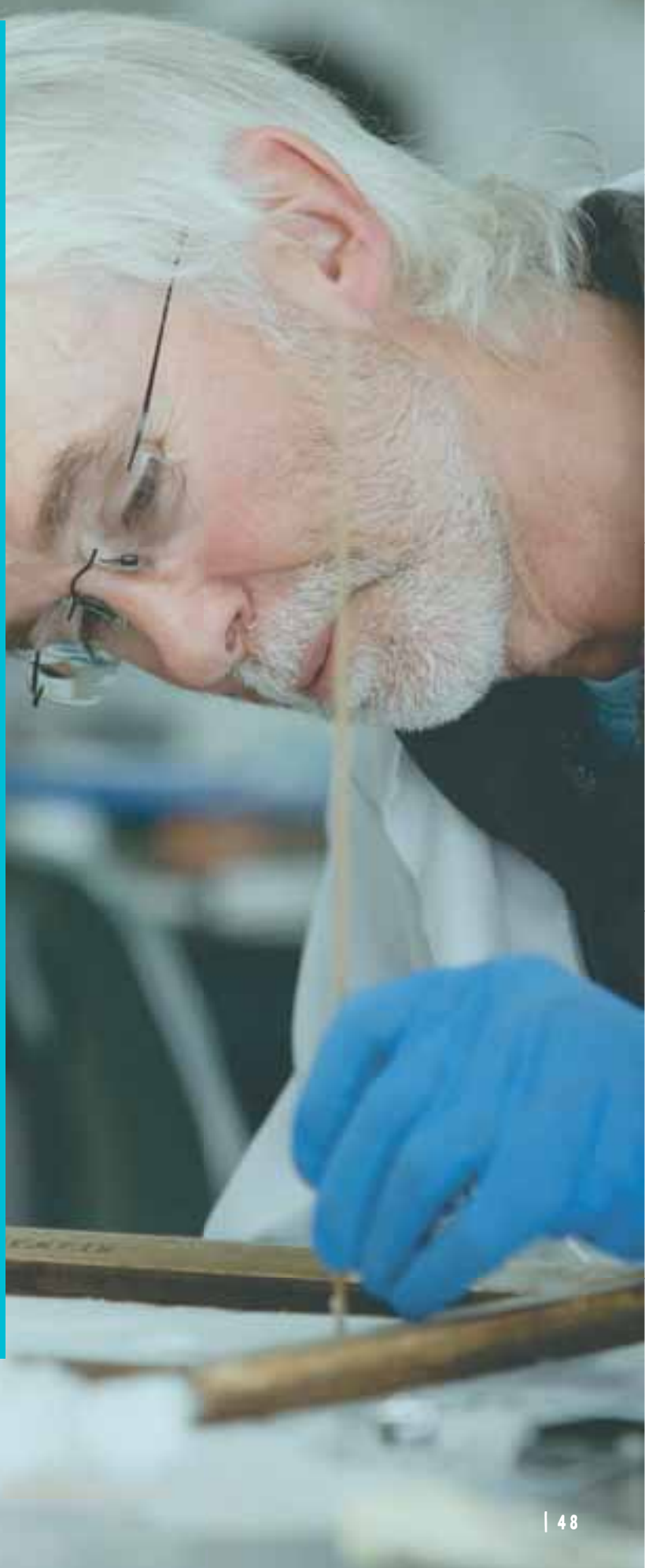
symbols and artefacts

WHICH REPRESENT THE LINCOLN COMMUNITY
IN THE SU AND AROUND CAMPUS TO
HELP OUR MEMBERS FEEL LIKE LINCOLN
IS A HOME AWAY FROM HOME



WE WILL WORK WITH PARTNERS SUCH AS
VISIT LINCOLN, TO OFFER A RANGE OF LOCAL
ACTIVITIES TO OUR MEMBERS TO DISCOVER

Lincoln and the surrounding area



HOW WE WILL MEASURE OUR SUCCESS



60%

OF STUDENTS WILL
HAVE DOWNLOADED
OUR APP

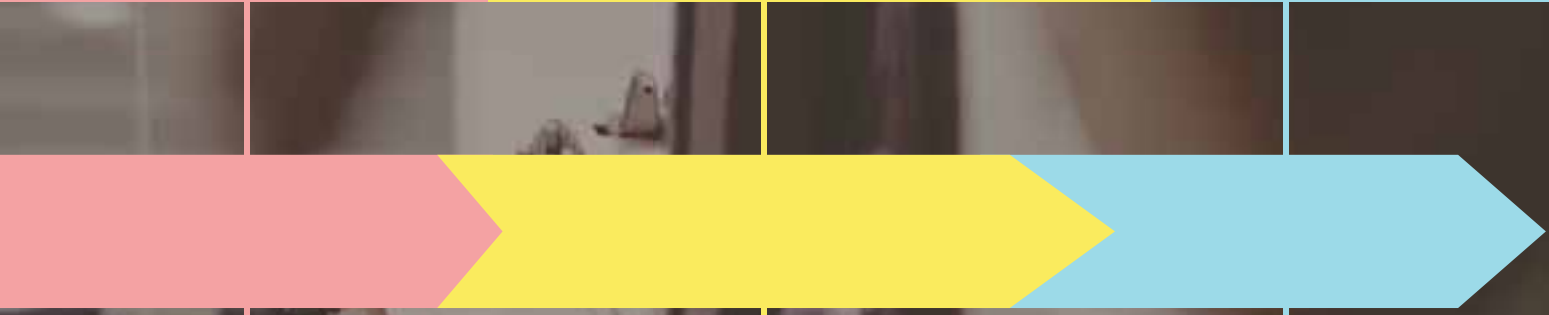
75%

OF STUDENTS ARE
AWARE OF THE
STUDENTS' UNION
PHYSICAL SOCIAL/
LEARNING SPACE

WE WILL HAVE

130

TRAINED
'INTERNATIONAL
FRIENDS'



50%

OF INTERNATIONAL STUDENTS WILL HAVE ATTENDED A BRITISH CULTURAL PROGRAMME EVENT RUN BY THE SU



40%

OF INTERNATIONAL STUDENTS WILL HAVE TAKEN PART IN OUR 'INTERNATIONAL FRIEND' SCHEME



90%

OF ATTENDEES OF BRITISH CULTURAL PROGRAMME EVENTS WILL BE SATISFIED WITH THE PROGRAMME

5

IN SUPPORT OF STRATEGIC DELIVERY

'WITH A VIEW TO BEING THE STRONGEST
POSSIBLE ADVOCATES FOR OUR STUDENTS'

Other Considerations to Achieve Our Strategic Plan

OUR PEOPLE

We recognise that to be able to deliver our Strategic Plan and to work for our members at the level they expect, staff support is key; it is also essential that our values are reflected in the actions and attitudes of our staff. Our members told us that our staff team are approachable, fun and knowledgeable in their roles; we want to embed this culture throughout our staff team.

We also recognise that the Students' Union has grown dramatically up to the development of this plan, and that the staff have had to grow with the organisation. We will work to ensure that all areas of our organisation are staffed to appropriate levels and that staff are developed to allow us to meet our members' expectations in regards to our services and the organisation as a whole.

Where Students' Union staff are concerned, we also acknowledge the following needs, plans, or commitments:

- We will be known as a great place to work by our staff – an employer of choice
- We will have a staff team who work together to deliver shared goals and objectives
- We will create a positive organisational culture which promotes collaboration and cross-departmental working
- Our staff will be satisfied with their roles and feel motivated, valued and rewarded
- We will ensure that our values, vision and mission are reflected in the actions and attitudes of our staff team
- We will develop and upskill our staff members to continuously improve the services that we offer
- We will recruit talented staff members who show a commitment to developing our members and improving their experience whilst at University
- We will adopt a dress code, identity and uniform policy that allows our members to identify Students' Union staff
- We will ensure that our staff members are kept informed of issues that are currently affecting students, so that they will all be able to assist members who approach them

Communications

We will commit to the aims of our Marketing & Communications Plan across the organisation, ensuring key messages and best practice are reflected in all print, face-to-face, and digital communications with our members and stakeholders.

In order to communicate and engage effectively, we will segment our messages and use our website as a hub of all essential information. We will consider the interests, needs and concerns across all demographics of the membership, and ensure our tone and content is relevant, developing our delivery methods in line with developments in the communications environment, specifically digitally.

Essential to being significant for our members is communicating impact and development across all areas of the organisation. We will complete the feedback loop and be transparent with our members in all aspects of service delivery, and pay particular attention to promoting the impact of the Student Leaders, as representatives of our membership. In order to make apparent to all students that these elected persons are actively, and in an impactful way, representing and engaging students, and leading our organisation for the benefit of all members, it is vital that the membership know what they are doing for them.

FINANCE

Where Students' Union finances are concerned, we make the following commitments:

- We will provide an efficient finance function for our members, whilst also ensuring that we control our funds to ensure that the Students' Union is financially sustainable and is able to achieve its objectives.
- We will ensure that we generate a positive contribution from our Commercial Services of at least £250K a year
- We will ensure that we have three-year cash flow forecasts so that we are prepared for every eventuality
- We will have a Reserves Policy that is ethical and in line with our values; we will always keep three months of operating costs in reserve
- We will work to continuously seek new income streams to diversify our funding

SUMS

The Students' Union Management System (SUMS) is a significant part of all processes across the organisation. We will continue to develop this membership platform, so that it enables our organisation to be informed about our members. It will also allow our members to learn about themselves and their experiences at University.



U N I V E R S I T Y O F
Lincoln
S T U D E N T S ' U N I O N

UNIVERSITY OF LINCOLN STUDENTS' UNION

Brayford Pool, Lincoln. LN6 7TS

www.lincolnsu.com

 01522 886 006

 reception@lincolnsu.com

 [/lincolnSU](https://www.facebook.com/lincolnSU)

 [@lincolnSU](https://twitter.com/lincolnSU)

 [unilincolnsu](https://www.instagram.com/unilincolnsu)

