



Arts University Bournemouth
Students' Union Strategic Plan
2017 - 2020

Your voice. Your Union.

AUBSU is growing and we want you to lead the change. Three years ago we consulted with the student body to set out goals that would enhance the student experience at AUB. Those ambitious goals have brought us to where we are today but there are still many more to achieve. We plan to take those goals with us as we move into a new era. We have listened to your voice and we will provide relevant changes that enrich your lives and offer more effective extra-curricular activities, helping you design the Students' Union that you want.

In 2017, we consulted again with students about what they wanted us to do. Now, we are excited to present the future of the students' union, outlined in a plan that will ensure our vision is achieved.

Our strategic plan has 5 main themes that link to our Mission, Vision and Values. Every word in this plan has originated from surveys and conversations with AUB students.

Our Trustee Board are excited to be leading a Students' Union that will be progressively developing over the next three years. We are proud to see that the future students of AUB will have strong union to support them.

Our vision is that by 2020 we will be recognized as a relevant, sustainable and creative students' union, offering students a powerful voice and valuable support so that they can thrive at AUB.

Our Mission:

To be the voice of change for students at AUB; working to enrich their lives and offering services which improve their experiences.

Our Values:

Ambitious: We are a small students' union, but that doesn't mean we shy away from big ideas.

Collective: We believe that we are stronger and more influential when we work together in partnership.

Empowering: We believe our members should lead our work and feel supported to influence decisions and make change.

Creative: We will never do something just because it has been done in the past. We, like our institution and students, will strive to be creative in our actions.

Relevant: Our actions will always be relevant to our members. We base our decisions on evidence.

Themes

These themes have been developed in consultation with students, the NUS, AUB management team and our Trustee Board. We believe that these overarching themes will address the issues raised in our consultations and provide a platform from which your experience at AUB will be enhanced.

1. To support our members personally & professionally through creative opportunities.
2. To build a strong community for our members.
3. To embed environmental and ethical processes into union activities.
4. Working in partnership with our members and the institution.
5. Being a sustainable, strong and relevant students' union.

1.

To support our members personally and professionally through creative opportunities

Goal

How we will achieve this

To have a recognized AUBSU volunteering programme and continue to provide and develop industry relevant job opportunities and work experience.

A dedicated member of staff who establishes relevant, recognized volunteering projects and personal development programmes by forging relationships with the local community and engaging students successfully and to encourage collaboration between the talents of AUB students and charitable causes.

To establish AUBSU Accreditation and Recognition awards for students who have demonstrated outstanding commitment or achievement through SU volunteering opportunities.

Continue and build upon a scheme of career/job focused workshops and mentoring scheme(s) that will aim to progress personal and professional skills for students

To provide relevant professional development through a variety of methods such as workshops, open lectures and podcasts, run by students or visiting professionals, to nurture a skill-swap community at AUB.

Increase provision of co-curricular opportunities

Start up a regular 'Opportunities' newsletter that highlights creative opportunities for students along with keeping this information up to date on AUBSU website.

By providing cheap transport to national exhibitions and ensuring the continuation of BUMF and BUMF:Gallery through which students gain transferable professional skills

We will offer a professional, independent advice service, which is used by our members on matters relating to personal and academic representation

Maintain Market Days and encourage entrepreneurship

To have organized a structure where we can support student drop-ins and provide independent support in appeals and complaints

Success will look like

- Having a dedicated member of staff for Creative Opportunities
- 10% increase in engagement with SU volunteering events

2. To build a strong community for our members

Goal	How we will achieve this
To improve our community through communication	<p>To establish a Communication Plan that outlines the AUBSU's methods and processes for successfully communicating with its members.</p> <p>To provide a recognized 'What's On' calendar that includes student-run events to build sense of community through providing the opportunities for students to attend each others' events.</p>
Improve upon existing student social/ meeting space on campus	<p>Campaign and lobby the university to improve existing areas on campus (Arts Bar) as a suitable space for students to socialize with each other.</p> <p>Secure a more central location for the Students' Union in the proposed 'Student Centre' in the heart of the AUB campus and secure a more central, visible location for BUMF:Gallery</p>
Establish Executive Officers within SU to represent and support minority groups	Identify relevant groups and elect members to represent these groups, supporting them with training and resources and regularly review these positions to ensure they reflect our members needs.
To offer inclusive and relevant Sports, Societies and Activities for all our members to champion the diversity of our campus	Actively promote and encourage students to set up their own initiatives and societies/ sports clubs and support them in their self-promotion
Increase provision of on-campus cultural events	Develop campaigns that match with NUS and leading cultural and calendar events on campus during term time that reflect the diversity of our members.
Provide platform for collaborations between students	Consider possible (digital or physical) platforms the SU could provide through its resources to enable students wishing to collaborate a way to find each other.

Success will look like

- A central, visible SU headquarters on the AUB campus that acts as a multi-venue space that meets students' needs and is run by students, for students.
- An increase in the number of students engaging with SU activities: sports, societies, student media, ticket sales

3. To embed environmental and ethical processes into union activities

Goal	How we will achieve this
To retain accreditation in the NUS Green Impact Excellence Award and aspire to achieve a rating of 'Excellent'	Continue to provide innovative opportunities to engage students in environmentally conscious activities eg. tree planting and follow the NUS Green Impact infrastructure to ensure the SU continually improves and develops its environmental goals
Source ethical providers and products and seek to minimize the potentially negative environmental impact of SU activities	Provide specific training and development on environmental initiatives to SU Staff, Sabbatical and Executive Officers and work closely with AUB's Procurement Manager
Encourage students to reduce their environmental impact and develop a strong ethical outlook	Ensure 'Green Week' becomes an established part of the AUBSU annual calendar
Continue to work in partnership with AUB to analyse their activities and ensure they adopt ethical and environmental processes wherever possible	Encourage representation by the Executive Green Officer on AUB's Environment Committee to make positive changes towards a greener campus

Success will look like

- Continuous accreditation in NUS' Green Impact Excellence Award
- Running a minimum of two environmentally-focused campaigns per annum with measurable outcomes

4. Working in partnership with our members & the institution

Goal	How we will achieve this
To support and encourage partnerships with Bournemouth University and other SUs in and around the UK	Attend regional networking meetings between SUs: identify common issues which can be worked on in unison locally and nationally. In particular, network with other small and specialist Arts SUs to collaborate on common issues
To ensure a strong and efficient Course Rep system is in place at AUB and deliver succinct and relevant training programmes	Have a dedicated member of staff to support democratically elected students and continue to provide support for Course Reps through monthly Course Rep Drop-In meetings with AUBSU Go Out and Talk at least once per week
Communicate more with the student body in order to understand their collective and individual needs	Be more visible across campus and through communications such as BUMF and online platforms, and consider the potential of new methods to communicate with members eg. Through an AUBSU app
To have a responsive and engaged student body that are at the heart of decision-making processes in the SU and AUB	Set up an online system to allow students to submit motions that can be democratically approved through an online-voting process. Work with the Chair of the Board to establish a Student-Governor forum to ensure students are recognized as partners in driving the strategic direction of AUB. Make students aware that they have the right to sit on committees and encourage Course Reps to take action. Student Council and Annual General Meetings (AGM) ensure students can submit motions and change policies within the Union in order to take action on student issues or concerns.

Success will look like

- An online system that allows students to submit motions that can be approved through an online-voting process
- Above sector average score in relevant NSS question

5. Being a sustainable, strong & relevant students' union

Goal	How we will achieve this
Increase student engagement in democratic procedures locally and nationally	<p>Have at least one motion submitted to NUS National Conference annually.</p> <p>Ensure that main elections are creatively promoted and are engaging for the student body to increase the visibility and interest in them. Research examples of successful elections in other universities and trial new ideas for the elections along with measuring the impact.</p> <p>Hold Student Council annually, at a minimum, and try to engage more students through SU services to increase AGM engagement.</p>
To achieve NUS Quality Students' Union mark	Devise an infrastructure that is set out in the NUS Quality Students' Union Mark Handbook and supporting works.
Begin using different income streams to reinforce our block grant.	By improving our range of ticketed events and exploring other appropriate commercial activity and partnership opportunities
Have a strong, recognizable brand/identity that will reinforce our presence on campus, as well as both locally and nationally	AUBSU logo and branding stays consistent from year to year so that it remains a recognizable brand. Ensure there is always an in-house designer to maintain consistent branding.
To start working within our own policies specific to AUBSU	Develop policies that distinguish AUBSU from AUB in some of its operational workings.
To have the necessary resources to provide the services of a Higher Education SU	Benchmark AUBSU against other SUs of a similar size in areas of constitutional policy, finance, services provided and staffing to ensure the union has relevant and sufficient resources so that the quality of our services meet the expectations of our members and we provide continuity year on year.

Success will look like

- A minimum of 20% voter turnout in main elections and an increase in the number of candidates standing for election

How will we achieve this plan?

We understand that a large proportion of how we will achieve this plan will be in partnership with the University, underpinned by a dedicated staff team that work to achieve the aims of the Union.

Our vision within three years is to become a thriving and sustainable students' union that is there for its students – our enablers will allow us to fulfill our aims and make the student experience at AUB better.

	Aim	How we will achieve this
People	To have a robust staff infrastructure, recruiting and retaining specialist staff who are leaders in their field.	Invest in training and personal development for the staff team, creating opportunities for them in order to deliver excellent service and activities/events for students
Finance	Undergo robust financial planning annually and strategically, to build a stronger Trustee Board ensuring effective financial oversight	Undertake accurate strategic and operational financial planning that ensures funding is placed in line with the planned development
Environment	To work in partnership with the University to minimize our potentially negative environmental impacts	Continue to challenge the institutions Environment Committee to make positive changes towards a greener campus Provide specific training and development on environmental initiatives
Communications	Provide effective communication methods between the students' union and the students at AUB that are tailored to the needs of our diverse student body	To have a dedicated communications member of staff that is able to communicate with individuals and groups of our students body through the most appropriate means. We will communicate relevant opportunities and the positive impact of the SU to the students, University and wider community

We will measure our performance through these Key Performance Indicators so that we can see where we are successfully having an impact and where work still needs to be done.

KPIs: Key Performance Indicators

1. Achieve above the sector average in the relevant NSS question – “The Students’ Union effectively represents students’ academic interests”
2. An increase in the number of students engaging with SU activities: sports, societies, student media, ticket sales
3. Achievement in NUS’ Green Impact Excellence Award
4. An increased turnout and increase in the number of motions submitted at the AGM
5. An increase in the percentage of voter turnout in the elections and in the number of candidates standing for election

Baseline Statistics for 2016 & 2017

	2016	2017	Notes:
1.	67%	62.56%	NSS question changed in 2017
2.	18 societies 3 clubs	15 societies 5 clubs	More robust system implemented for management of clubs and societies
3.	Excellence	Very Good	Green Impact award criteria changed
4.	413 voters 20 candidates	679 voters 18 candidates	
5.	42 AGM attendees 1 motion submitted	10 AGM attendees 6 motions submitted	

AUBSU