



## High Level Strategic Objectives

2022-23

<p><b>i) By 2022-23 UCSU will have removed barriers to students' accessing and leading their Students' Union no matter where or how they study.</b></p>	
<ul style="list-style-type: none"> <li>• Visibility; Underpins access which in turn underpins leadership               <ul style="list-style-type: none"> <li>○ UCSU Communications; Induction</li> </ul> </li> <li>• On-Site Access to UCSU               <ul style="list-style-type: none"> <li>○ Optimal cost effective solution to infrastructure needs (site offices);</li> </ul> </li> <li>• On-Site Student Leadership of UCSU               <ul style="list-style-type: none"> <li>○ Reasons to get involved; Parity of opportunity;</li> </ul> </li> <li>• Off-Site Access               <ul style="list-style-type: none"> <li>○ Knowing our members (data); Mapping need to maximise appropriate resource; Optimisation of remote access routes</li> </ul> </li> </ul>	
<p><b>ii) By 2022-23 UCSU will be recognised by students' as a visible and effective representative organisation</b></p>	
<ul style="list-style-type: none"> <li>• Internal Developments*               <ul style="list-style-type: none"> <li>○ 2018/19 Constitution Review; Issue/Conversation/Outcome Tracking system; Further develop feedback and complaints systems within each area of UCSU; Be open about dichotomy between being an independent representative organisation and receiving funding from UoC; Leverage expertise; Culture shift to advance planning and away from reactive action;</li> </ul> </li> <li>• External Developments*               <ul style="list-style-type: none"> <li>○ Students and UCSU are included and able to make a difference; Academic Rep System;</li> </ul> </li> </ul>	
<p><b>iii) By 2022-23 UCSU will deliver relevant, high quality services, opportunities and activities that meet student need.</b></p>	
<ul style="list-style-type: none"> <li>• Centralised Systems               <ul style="list-style-type: none"> <li>○ Consistent Impact and Quality measures in place; Centralised and managed whole-organisation training and development;</li> </ul> </li> <li>• Departmental/Service Continuous Improvements</li> </ul>	
<ul style="list-style-type: none"> <li>• Opportunities &amp; Engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Site SU Committees/community building (with elected reps/GLM/UoC)</li> <li>• Increase in Enhancement Program roll out</li> <li>• Welfare and Peer Support training for Group Leaders (in collaboration with Support Service and UoC MHW Team)</li> <li>• Training and support of internal Volunteers</li> <li>• Renew collaboration between Volunteering and local CVS to cross-</li> </ul>

	<p>promote opportunities</p> <ul style="list-style-type: none"> <li>• Required training for Group Leaders with compliance monitoring of take up</li> </ul>
<ul style="list-style-type: none"> <li>• Support Service</li> </ul>	<ul style="list-style-type: none"> <li>• Social prescribing</li> <li>• Boundary mapping and training for FTO's/UoC Peer Mentors (etc) to enable appropriate peer support and referral to Support Service</li> <li>• Integration of Welfare Campaign provision with student need and elected representative activity driven by strategic objectives <ul style="list-style-type: none"> <li>○ Mapping of areas overlap/collaborative opportunities and then development plan to further embed engagement with Internal UCSU opportunities, Internal UoC services, External organisations</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Governance /Leadership /Management</li> </ul>	<ul style="list-style-type: none"> <li>• Groups Finance Online module (with Opps &amp; Engagement)</li> <li>• Community Engagement strategy and implementation</li> </ul>
<ul style="list-style-type: none"> <li>• Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Website development</li> <li>• Mapping to identify appropriate comms open to wider team, engaged students etc</li> <li>• Research into viability of various forms of comms media (i.e. take up rate of each media channel)</li> <li>• Collaborative opportunity scouting</li> <li>• Map the role of student involvement in UCSU comms and develop appropriate to engage</li> </ul>
<ul style="list-style-type: none"> <li>• Sales/Events</li> </ul>	<ul style="list-style-type: none"> <li>• Localised Events planning Surgeries (Sales &amp; Events)</li> <li>• Package of prepared resources to assist with localised student led events and activities <ul style="list-style-type: none"> <li>○ Planning Guide</li> <li>○ Health &amp; Safety Info</li> <li>○ Finance and resourcing Guide</li> </ul> </li> <li>• Mainstreaming of relevant UoC Events into UCSU calendar with appropriate support (Open Days/UoC Active/Res Life etc)</li> </ul>
<p><b>iv) By 2022-23 UCSU will be an assertive and forward looking partner to the University of Cumbria and the communities in which our students' live and study.</b></p>	
<ul style="list-style-type: none"> <li>• Reputation Management</li> </ul>	
<ul style="list-style-type: none"> <li>• Ensuring that presentation of UCSU to the University and external communities is reflective of our values and serious intent; Individual team members' profile, success and recognition;</li> </ul>	
<ul style="list-style-type: none"> <li>• Relationship Management</li> </ul>	
<ul style="list-style-type: none"> <li>• Partnership Agreement; Relationship Audit/Mapping; Communicate clarity of purpose</li> </ul>	