

Coventry University Students' Union Strategic Plan 2011-2016

Mission statement: CUSU is a student-led, active organisation that engages with, empowers and represents the diverse student population of Coventry University.



This document sets out the vision, ambitions and metrics for Coventry University Students' Union (CUSU). CUSU's ambition is to create student leadership, enhance student life/the student experience and continue to be financially and ethically sustainable. These will be achieved within the parameters of CUSU's core values.

Core Values

Student-led	Environmentally sustainable	Inclusive
Ethical	Transparent	Accountable
Social	Innovative	Democratic

CUSU will focus on three major themes each with four strands leading off. This document sets out the strategic direction for 2011-2016 and the organisation aims for 2011-12

a. Creating Student Leadership

Key Metrics 2016

2011-16: CUSU will strive to create student leaders by delivering:

- One motion submitted to each zone within NUS National Conference by 2016
- A student-led project in each department
- To increase the number of Add+vantage modules offered to 15
- Offer five internship opportunities within CUSU per year

1. Representation and Partnership (2011-12)

CUSU will be the representative voice of students at Coventry University (the University). Our aim is to ensure students are involved in key decisions within the University and CUSU.

Key Metrics (2011-12)

- One motion submitted to NUS National Conference
- To establish a support service reps scheme across the University
- Hold one student only forum per term

Aims

Union-wide

- To review the halls representation system
- Develop and measure the use of the online direct referral system to Advice Services Coventry
- Increased advertisement of student-only forums, steering groups and other committees
- Through training and mentoring, continue to support/encourage committee members to lead on the agenda and scrutiny of the departmental strategy
- Increase the student voice in faculties and departments of the University
- A new and coherent role of deputy faculty chairpersons
- Establish steering group for Raising And Giving (RAG)

2. Empowerment (2011-12)

Students have the responsibility to make informed and educated decisions about their student experience.

Key Metrics (2011-12)

- A numeric measurement for empowerment
- Create a benchmark for future years using the in house empowerment scale

Aims

Union-wide

- Students to chair steering group(s)
- Ensure students are involved in the decision making process of the Advice Centre
- Increase officer attendance at social events
- Engage the new social experience officer in commercial decisions and evaluate the positions effectiveness
- Quality representation through training for all councillors

- The integration of senior and course reps functions and across faculties for best practice

3. Engagement (2011-12)

CUSU will strive to engage with the widest range of students at Coventry University (the University)

Key Metrics (2011-12)

- Develop a measure of active members
- Hold eight quorate councils throughout the year
- An attendance in excess of 600 for the All Student Meeting with at least three student proposed motions

Aims

Union-wide

- Increase the number and diversity of students participating in University, CUSU and community activities
- Measure and report how students find out about the advice centre
- Strengthening the CUSU image as a coherent identity
- Increased student-led communications within CUSU
- Increase immediate student feedback on academic and non-academic experiences
- Improve the diversity monitoring and data collection within all areas
- Develop a framework for political societies
- Engage student volunteers to deliver promotional talks

4. Employability (2011-12)

CUSU will strive to provide their members with a range of transferable skills through our activities

Key Metrics (2011-12)

- Provide an accredited training session for at least 10 students per term
- To increase the number of Add+vantage modules offered to 11
- Offer an internship opportunity within CUSU

Aims

Union-wide

- Support employability through CUSU activities by case studies with promotion through CUSU media
- Train students to represent the front-facing elements of the Money Doctor programme (eg. workshops and awareness)
- Students at the heads of all student media with no vacancies
- Review all training of student voluntary roles within CUSU for enhancing employability
- Establish a student leadership role in volunteering activities

b. Enhancing Student Life and the Student Experience

Key Metrics 2016

2011-16: CUSU is committed to enhancing the experience for all Coventry students through:

- Delivering 100 induction talks to new students by 2016
- Holding a student focus group per department per term

Membership targets for Sports & Societies/ Volunteering & Employability					
	2010/11	2011/12	2012/13	2013/14	2014/15
UK	2340	2400	2450	2500	2550
EU (non UK)	625	650	680	700	720
International (non-EU)	497	525	540	560	570

1. Diversity (2011-12)

Provision of a diverse range of activities that cater for the wide range of students

Key Metrics (2011-12)

- Candidates standing for CUSU elections to be representative of the student body
- At least two alcohol free events offered each term

Aims

Union-wide

- Enhance RAG activities through student steering group
- CUSU will offer entertainment/social events every day of the week during term time to include daytime and evening activity
- CUSU will offer a range of events outside of the standard academic year

2. Communication (2011-12)

Proactive communication with students

Key Metrics (2011-12)

- Increase the amount of mobile numbers in CUSU's database by 20%
- Increase, by 10%, the number of hits on CUSU's website, with a 30% increase in hits on the Source Online mini-site
- Increase, by 10%, e-newsletter sign-ups with a 4% increase in open rates
- Increase the number of downloads of the CUSU Mobile App to 500

Aims

Union-wide

- Increase the amount of publicity for student representatives
- Integrated communication between the CU portal and CUSU website
- A tablet form of e-newsletter

- Social networking accounts that let students know what is happening daily within CUSU departments
- A texting service to remind students when to attend meetings
- Actively reduce paper-based communication and increase communication through new media
- Joined-up communication between the different areas of the CUSU Media Department
- Improve mobile app through market research

3. Supporting the Student Experience (2011-12)

Supporting students in all areas of their experience.

Key Metrics (2011-12)

- To hold a focus group for each department at the end of the first term
- Maintain top 50 place within BUCS table
- Roll Out to be held with 10 societies participating

Aims

Union-wide

- Encourage students to use The Hub as an operational HQ to direct operations at a strategic level
- Increased number of training sessions (minute writing etc.)
- CUSU will increase the number of student staff employment opportunities and offer an enhanced training and development programme for student staff
- CUSU will engage and offer development opportunities to students in a range of areas including event management, performing arts and graphic design
- CUSU will develop its student stakeholders
- CUSU will increase availability of its services throughout the year

4. Building a Vibrant Community (2011-12)

CUSU will build a vibrant social community based around The Hub.

Key Metrics (2011-12)

Run a social trip per term, with Coventry University London Campus (CULC) as a destination, and advertise other trips to CULC students.

Aims

Union-wide

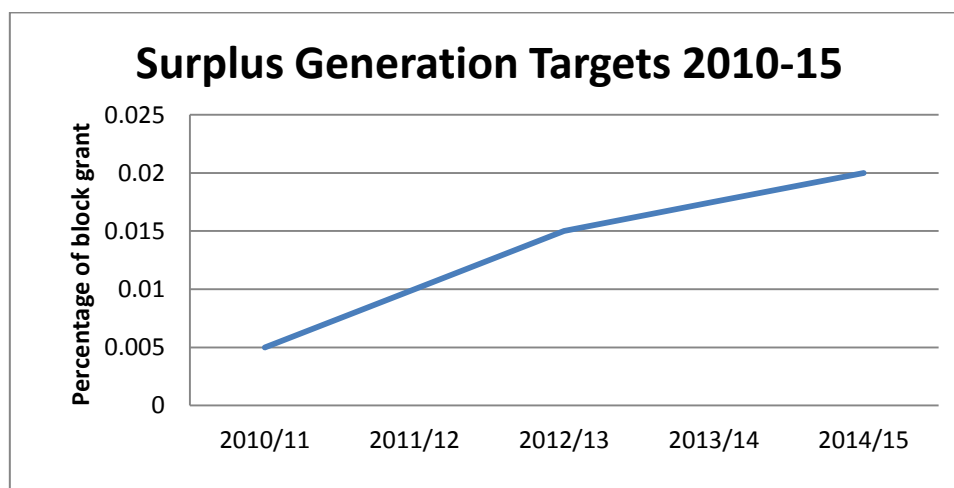
- A series of student rep social events at The Hub
- Create a strategy to educate students about plagiarism in partnership with the relevant University departments
- CUSU will offer events that involve the local community and students
- CUSU will develop an alumni events programme in association with the University

c. Sustainable and Ethical Futures

Key Metrics 2016

2011-16: CUSU will endeavour to secure its future by delivering

- An overall surplus of 2% against the block grant by 2016. This will be used to invest in projects for the following year and maintain the reserves at six months operating costs
- Reduce the spend on paper by 50% by 2016
- To evaluate and reduce the environmental impact of all major events year on year
- To achieve the top level in an externally audited quality assurance kite mark
- To record centrally 1,000 student compliments, complaints and comments per year
- All permanent staff members will have the opportunity to gain a professional qualification through CUSU after two years of employment.



1. Quality Assurance (2011-12)

To establish a bench marking group and quality assurance mark so CUSU continues to deliver excellent quality services.

Key Metrics (2011-12)

- To achieve PQASSO level 2

Aims

Union-wide

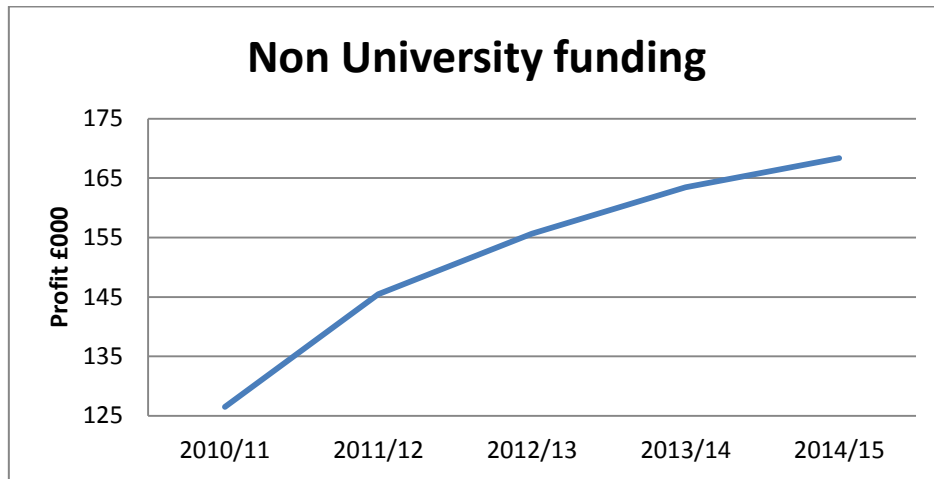
- Monitor and review effectiveness of all CUSU services
- Develop effective feedback processes to improve service provision
- Establish an annual benchmark exercise
- Maintain PQASSO quality standards

2. Finance (2011-12)

To create long term financial forecasts. Reduce the dependence on the block grant by increase the diversity and number of income streams.

Key Metrics (2011-12)

- Non-block grant funding to return £145K to CUSU
- Square One (the venue in The Hub) will generate targeted profit set out in business plan by the end of the academic year 2012



Aims

Union-wide

- Investigate opportunities for sponsorship
- Develop new sources of income
- Develop CUSU's Add+vantage module provision
- Increase income which is not dependant upon premises
- Establish long term financial planning
- Stakeholder engagement

3. Environmental and Ethical (2011-12)

Take all reasonable steps to make CUSU as environmentally and ethically responsible as possible.

Key Metrics (2011-12)

- Evaluated the environmental impact of four events throughout the year (Freshers' Week, Varsity, Big Challenge and One World Week)

Aims

Union-wide

- Fair-trade accreditation
- Reduce the carbon footprint of all CUSU activities
- Environmentally and ethically sustainable procurement strategy
- Assessment of all activity
- Gold standard in Green impact

4. Human Resources (2011-12)

A commitment to a culture of providing development opportunities that release staff potential and maximise their contribution to CUSU

Key Metrics (2011-12)

- Staff satisfaction - maintain 100% record of 'CUSU being a good place to work'.
- Staff development – 30% of permanent staff to be offered the opportunity to gained a professional qualification/accreditation whilst working for CUSU
- Staff communication – staff survey satisfaction regarding 'consultation about changes that affect area/team/department' to reach 70%
- Produce a regular email update to let staff know what is happening within CUSU

Aims

Union-wide

- Provide appropriate opportunities for staff development
- Develop communications between staff and between departments
- Develop a proposal to establish CUSU as an Institute of Leadership and Management Centre
- Research non-monetary rewards and recognition for staff performance
- Develop a staff training plan that reflects current and future organisational needs
- Increase the training opportunities for student staff