

20 / 20 Vision –Our Strategic Plan

Accelerate Your Ambition



Where we're going

We will be an effective, relevant and representative union at the heart of Kingston student life, central to the University's strategy and future success.

Why we exist

We exist to <u>support</u>, <u>empower</u> and <u>enrich</u> the lives of students at Kingston University.

What we do

We provide professional, non-judgemental and impartial advice and support to students in need.

We offer a sense of belonging and inclusion by connecting students with others who share their passions and interests.

We listen to and represent students, giving them a powerful platform to shape and influence decisions that affect their lives.

3.

We offer inspiration and fun, giving students opportunities to discover more about themselves, each other, and the diverse world around them.

4.



Our focus

Competent and Trusted Service Delivery

- Purposeful
- Effective
- Scalable
- Sustainable

Credible Student Representation

- Broad Base of Engagement
- High Democratic Participation
- Effective Governance

Our working themes

Professional Culture

- Adequate Resourcing
- Management Structures
- Clear Processes
- Shared Values
- Professional Review & Development

Strong Partnerships

- Collaborative Approach to Problem-Solving
- Independent Thinking
- Investment Attitude
- Financial Sustainability
- 'Critical Friend' University Relationship

Outreach & Engagement

- Campus-aligned Officers
- Strong Course Rep System
- All-Campus Presence
- Agile Pop-up Events Strategy
- Distinct Campus Offer

Clear Identity

- Developing and Valuing Our Brand
- Professional Communications Tools and Processes
- Consistent Visual Style and Tone of Voice