In 2008 the Union decided that ‘making life better for students’ should be our mission statement and this still sums up what we try to do every day.

Our consultation with students tells us they made the right choice to come to UCLan. The research we undertook also told us that students needed more support throughout their time at UCLan; that they worried about academic success, wanted more opportunities to meet other students and chances to network.

Students told us that the Union is approachable and friendly but that they needed to be better informed and have a better online experience.

We discovered that commuting students and postgraduates in particular needed the Union to perform better for them.

Today our vision is that every student is able to take the opportunities that UCLan offers; be inspired, succeed and achieve their goals. To make this a reality we will campaign to change things that prevent them from succeeding and ensure everything we do contributes to their success and an enjoyable student life.

Students have the best ideas so we will find ways to back their ideas, passion and enterprise.

The Elected Officers, Board of Trustees and Chief Executive
Our Mission

To make student life the best it can be we will campaign to change things that prevent students from succeeding.

We will ensure everything we do contributes to student success and the enjoyment of student life.

Our Vision

Our vision is every student is able to take the opportunities that UCLan offers;

- BE INSPIRED,
- SUCCEED AND
- ACHIEVE THEIR GOALS.

Our Values

- We want all students to play their part in the Union as we create a safe, inclusive campus.
- We are independent and we always support students.
- Everything we do supports a sustainable future for students and the Union.
- It’s a strength that we are an open, democratic organisation led by students.
- We all work together to achieve our goals.
- We love what students do and we are proud of their work and achievements.
We know that the more engaged students are with student life; clubs, societies, events, media and volunteering the more likely they are to succeed.

To make this a reality we have created a plan with five themes. These are summarised here and our detailed plans can be found online at: uclansu.co.uk/unionplan
1. **REPRESENTING STUDENTS**

We will help you to make sure your views are respected, listened to and acted upon.

We will make sure that we keep in touch about our progress on the changes you want to see.

2. **INSPIRING STUDENTS**

We will inspire you to create your student life and help you prepare for your future.

We want you to seize the opportunities to develop your passions, skills and interests.

3. **SUPPORTING STUDENTS**

We will work with you to ensure your well-being is prioritised so that you can study successfully.

Your safety, health and happiness are important to us.

4. **CONNECTING STUDENTS**

We will make sure you have the opportunities to have fun, make connections and lasting friends.

We know that making friends and having fun is important to you.

5. **FUTURE UNION**

Our fifth aim is to make sure we have a Union able to support, represent, inspire and connect students in the future.

We will engage students in new and innovative ways and embrace the ‘always on, everything, everywhere all of the time ‘digital world’.

We will ensure that our activities are sustainable and investment in Union people will underpin our success.
We will ensure that student views are respected, listened to and acted upon and make sure that we keep in touch about our progress on the changes students want to see.

**WE WILL...**

Actively consult with students about improvements in teaching and learning, student support and the organisation and management of courses developing ‘student voice reports’ to identify the positive changes required. We will inform them of our activities, our successes, and the actions we have taken on their behalf to achieve these changes.

Work in partnership with the University to develop a modern academic representation system with well trained and supported Departmental, School and College Reps.

Ensure that academic representatives are further integrated into Union democratic processes.

Support student leaders and representatives to develop the skills and confidence to create change in their courses and improve the academic experience; making lasting change.

Improve our representation of mature, international and post graduate students based on evidence of their needs, through networking and sharing experiences.

Campaign for direct representation of students to organisations such as the NHS, local transport providers, city and County Council ensuring services meet student’s needs.

To promote the views of students in the education system we will play an active and positive role in the National Union of Students.
Inspiring Students

To help students prepare for the future we will inspire them to take part in student life. We want students to seize the opportunities the Union and University offers to develop their passions, skills and interests.

WE WILL...

Champion and support students to create events, activities, media and campaigns increasing the number of opportunities to contribute, lead and learn.

We will promote a recognition scheme to celebrate employee success and implement a Code of Best Practice in the employment of students.

Create an Enterprise Programme to support the development of enterprise skills in as many students as possible.

Through the development of an employability strand to our work we will inspire our student leaders, representatives and volunteers to take opportunities to develop practical skills and qualities that will shine on CVs.

We will celebrate students’ achievements and recognise personal development through awards, events and in partnership with the University.

Develop a series of activities that will use the experience and skills of successful former students to develop and inspire students to achieve their goals.

Maintain accreditation as an Investor in Volunteers to assure the quality of volunteering experiences.
Supporting Students

We will work with students to ensure their well-being is prioritised so that they can study successfully. The Union will campaign to ensure that students are supported every step of the way as their safety, health and happiness are important.

**WE WILL...**

Through independent Union advice and effective awareness campaigns the Union will support students to take independent and informed decisions about their health, accommodation and finances.

We will provide opportunities to receive advice and information across campus and beyond, utilising opportunities for them to interact with services through digital technologies.

Will we campaign to make student money go further so they can afford to take part in student life and make safe, affordable housing and transport a priority. The Union will ensure that our services offer value for money and that activities are accessible.

Work with the University to ensure that there are excellent student support services including a peer mentoring system. Work in partnership with the University and City Council to ensure the campus and city are exciting, safe spaces for all students to develop.

Develop a year round programme of support to meet students’ needs at ‘retention’ pinch points such as exams, Christmas and the ‘post welcome dip’.

Work with the University to ensure that students and their families are prepared for and aware of all the support available to aid transition to University.
We know that making friends and fun is important to students. We’ll make sure students have the opportunities to have fun, make connections and lasting friends.

**WE WILL...**

Each year create an exciting, inclusive festival to welcome students to the University and the City.

Invest in venues where students want to be, can relax and be themselves and boost the number of opportunities to make friends and have fun.

Increase the number of student led societies, sporting club activities and opportunities for students to meet including supporting student led groups based on where they live.

Aim to have hundreds of student led societies, sporting clubs, projects, activities and groups creating an exciting and diverse programme of social events.

Expand the Give it a Go social programme and organise networking and social events with the specific aim of bringing commuting students together before, during and after their studies.

Guarantee and support a free academic society for each subject area, with a welcome and celebration event for each area, and the development of an intramural recreational sport.

Provide free membership and guaranteed help for student led groups supporting under represented or socially excluded students.

To develop a range of benefits and rewards for engaged students ensuring students’ achievements are recognised and celebrated in an annual cycle of events and awards.
Each year will target increases in the numbers of students making multiple engagements with the Union’s on-line activity.

We recognise that student engagement and digital engagement are not separate activities and will utilise online activities to better understand student needs and deliver services. Excellent digital capability will be at the centre of our organisation.

75% of students will say we do a good job of keeping them informed.

75% of students will describe themselves as members of the Union and be able to identify two membership benefits.

Participation in Union Elections will reach 25% by academic year 2019 - 2020.

We will regularly survey students to monitor progress in each of the Union aims and report our success in our Annual Impact Report.
SUSTAINABLE UNION

We operate on a not for profit basis but we will be business-like; creating and retaining annual surpluses for future investment in people, premises and services.

WE WILL...

We will create a plan to increase our return from trading activity and diversify our income streams.

By 2020 we will create additional reserves of £350K based on achieving annual surpluses of c£75k per annum.

Measure and minimise our most significant environmental impacts, each year obtaining the NUS Green Impact Award at Gold Level.

Enact the principles of good governance set out in the ‘NUS’ Code for Good Governance’.

Critical to our success is the right platform for our activity and by 2020 the Union will operate from modern premises suitable for our needs.

In the meantime will seek to ensure that we support and invest in venues and places where students want to be, can relax and be themselves.

INVESTING IN PEOPLE

The Union will develop a progressive approach to the employment of core and student staff and ensure that there are opportunities for them to develop in the organisation.

WE WILL...

We will achieve a score of over 80% for employee engagement in the NUS led Employee Engagement Survey.

Maintain accreditation as an Investor in People to ensure we invest in the learning and development of our employees and as a road map to excellent performance.

Progressively extend the national living wage for 25 year olds to all our student employees.

Ensure a high quality, consistent and ethical approach to student staff, internships and graduate experience roles.

We will always actively seek and welcome employee’s views about how we improve as an organisation.
**The EAST Model**
**THE HASSLE FREE UNION**

To underpin our future plans we will use the EAST Model to ensure all our services are easy to use, attractive, social and timely.

**Easy**

*WE WILL MAKE IT HASSLE FREE TO BE INVOLVED*

Use digital technologies to make ‘doing business’ with us easy.

Make it straight forward to navigate our building, digital footprint, services and democracy.

Ensure that all our student leaders, volunteers and employees are equipped to support student success.

**Attractive**

*BEING INVOLVED IN THE UNION WILL BE REWARDING*

Reward student contribution however big or small and give something back for their contribution.

Invest in places where students want to be, can relax and be themselves.

Implement innovative and engaging ways to put student views and ideas at the heart of the Union.

Be a great employer that recognises excellent performance.

Ensure a great welcome every time every time students have contact with the Union.
Boost the number of opportunities for students to make friends and have fun.

Increase the number and membership societies.

Make the Union a great place to work with more opportunities for students employment.

Ensure that students are front and centre in delivering our services and activities.

Understand student’s lives so that we make sure they get what they want at the right time.

Use digital technologies to engage with students and deliver services so the Union is there when they need it.

Help students navigate their University journey by providing the right support and information they need.

Make sure we celebrate student successes along the way.
How will you judge our success?

MISSION AND VISION - PERFORMANCE MEASURES

These are Union wide objectives that relate to the overall success of the Union as judged by our members:

• 80% of students will answer positively to the question ‘I am satisfied with the Students’ Union at UCLan’.

• 80% of students will say we do a good job of representing students.

• 80% of students will say that the Union makes a positive impact on their life at University’

• The Union will seek to achieve a score in excess of the national average in response to the question ‘The students’ union (association or guild) effectively represents students’ academic interests’ in the 2017 NSS and set targets from improvement in subsequent years to 2020.

It’s also important that we are independently assessed so we will test ourselves against standards set by other organisations. ‘Quality Students’ Unions’ has been developed by NUS to assure the quality, standards and overall effectiveness of Students’ Unions:

• The Union will seek ‘very good’ or ‘excellent’ accreditation from this NUS scheme.

For each of our Union aims we have set performance measures that will drive the achievement of the aims. We will survey students to monitor our progress and we will report on our activities and our progress towards these Union aims in our Annual Impact Report and online at: uclansu.co.uk/union

We will measure our success on how well students rate us.