



The
University of Abertay Dundee
Students' Association

4-Year Strategic Plan
2012-2016

Our Mission

To represent, defend and enhance the lives of Abertay students.

Our Vision

Exist as a diverse, autonomous, progressive and democratic students' union.

Our Values

The operation of the UADSA shall be underpinned by these values

- Student led
- Democratically run
- Embrace and protect diversity
- Operate in a safe and ethical manner
- Sustainability and progressiveness

Strategic Themes

Welfare

Support and campaign for the enhancement of students' health and wellbeing

- Continually ensure that Abertay students have ease of access to support services
- Provide awareness and assistance for issues regarding student mental and physical health and wellbeing.
- Advocate student safety on campus and in the wider community

Education

The UADSA will lead students' participation in quality assurance and enhancement of education provided by Abertay University

- Provide assistance for students and class representatives to ensure a seamless flow of feedback to the University of educational issues
- Ensure that sabbatical officers are suitably trained and informed for participation in quality assurance and enhancement

- Be recognised as the primary calling point in handling issues that arise which affect students in the pursuit of their academic goals

Recreation

The UADSA will provide, enhance and foster recreational opportunities for Abertay students that are safe, relevant and vibrant.

- To accommodate opportunities for students to engage in safe recreational pursuits
- To consistently review the environment in which students partake in recreation to ensure it is safe, accessible and sustainable
- Encourage cultural engagement amongst students
- Be proactive in our charitable activities, raising funds through the Raise and Give (RAG) project to assist local and national charities
- Provide support to foster the number of active societies through student engagement

Employment and Employability

The Association shall advocate student employability to ensure Abertay students have relevant skills to seek jobs during study and beyond graduation.

- Review the activities of the Association and identify where student employment and internship can assist its operation
- Proactively engage with the Abertay Career Development Centre to identify initiatives to engage students in career/professional development and in identifying post-graduate opportunities
- Advocate progressive and fair pay for students

Representative

The operation of the Students' Association shall be informed in a democratic manner to further the needs and interests that are relevant to Abertay students and in the society in which they live.

Objectives

- Ensure that Abertay students' representation is sustained and enhanced on all levels of University Committees

- Sustain and work to enhance the number of students becoming Class Representatives and number of candidates standing for Executive Committee elections
- Enhance training available to all representatives in the UADSA democratic structures
- Review and evaluate the effectiveness of the UADSA democratic structures
- Engage with other Students' Associations, representational bodies and other groups to enhance the Abertay student voice
- Engage student opinion through representational structures to generate change in the University, in the community, and on a national level
- Sustain a positive working relationship alongside the University, underpinned by an ethic of partnership

Financially sustainable

The resources available to the Association must reflect its operation. The Association will reflect, review and seek ways to ensure its strategic objectives are matched by funding.

- Establish a process, with the University, to formalise determination of the Association's subvention on annual basis
- Investigate ways to widen income
- Review the opportunities for the Association to establish commercial trading

Effective communication

It is proven, through UADSA surveying, that few members are aware of the function, purpose and activities of the Association. The UADSA shall review and implement sustainable, suitable and creative ways in which its message shall be received by students, and ways in which students can feedback into the Association.

- Develop the UADSA website
- Foster usage of social networking outlets
- Investigate usage of other media outlets, such as a regular printed publication, YouTube channel or radio.
- Develop ways to provide evidence of the level of two-way communication the Association has with its members.

- Publish a pre-semester 1 Association Manifesto and an end-of-year annual report