



STRATEGIC PLAN 2023 - 2026

HERTS SU



// YOUR UNION

Herts is a diverse university community, rich with culture and innovative by nature. It's home to around 35,000 students from more than 140 countries.

As the Students' Union, we're here to ensure all students feel connected to and supported by the Herts community. We embrace all of our students, taking into account their background, experiences and ambitions. To do this effectively, we strive to truly understand our students as individuals. We want to know what their university experiences and expectations are. With this insight, we're able to make sure we're doing right by our students through our services and activities.

We want all students to have a rounded experience during their time at uni. We aspire to give them the means to have the best academic and social experience, all the while protecting their wellbeing.

We want all students to **LOVE LIFE AT HERTS.**



OUR AMBITION

Our ambition is for 100% of students at the University of Hertfordshire to be involved in at least one of our service offerings. This could be anything from academic support and advice through to events and societies.

And we want them to have 100% satisfaction when they do.

100% ENGAGEMENT • 100% SATISFACTION • 100% SUCCESS

OUR MISSION

We're here to support students during their time at university.

We empower students to advocate for themselves and others. We develop and enhance communities amongst our richly diverse student population.

And we provide the support they need to carry them through these transformative years.

We are confident that students will be able to take their skills beyond Herts, creating positive changes in the communities they work with in the future.

WE HELP STUDENTS LOVE LIFE AT HERTS.



OUR VALUES

Our work is guided by our HERTS values. These shape everything we do. They are...

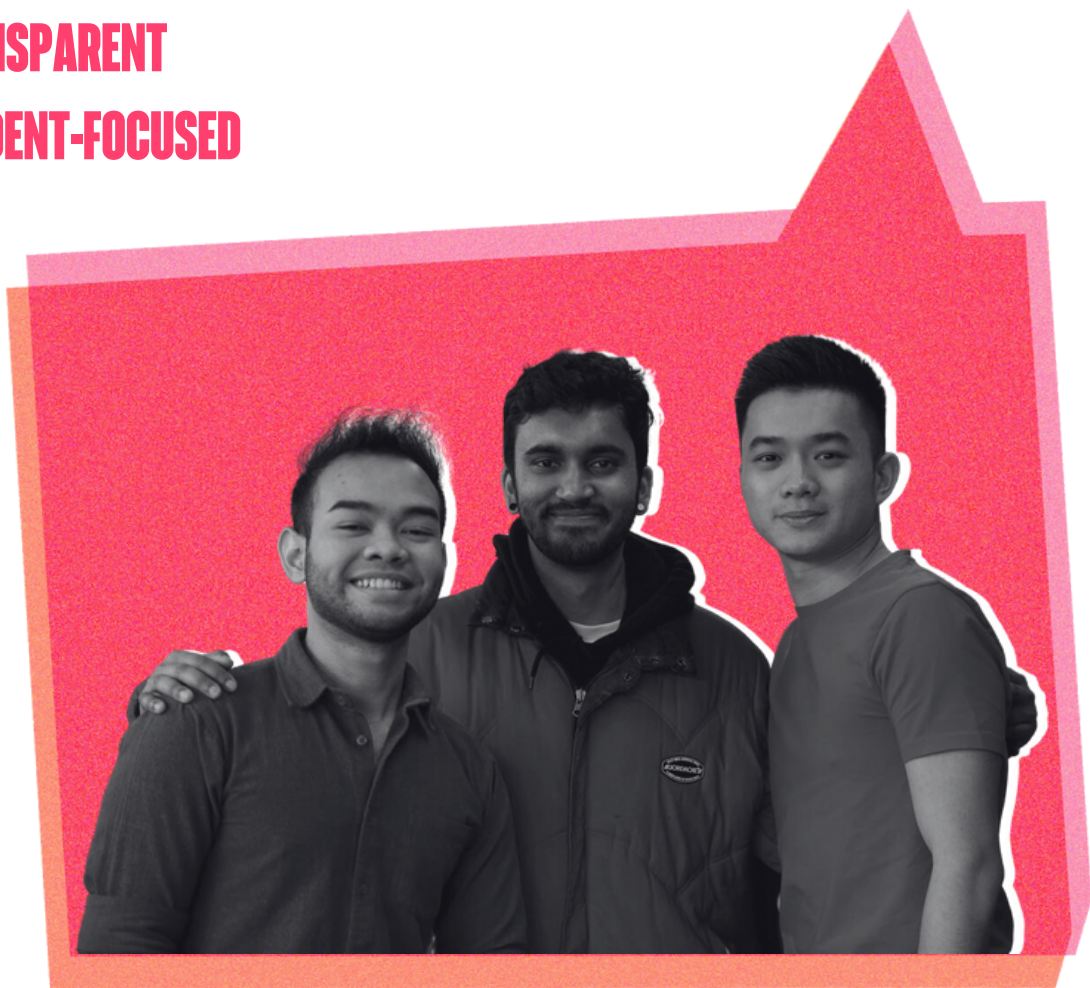
HELPFUL

EMPOWERING

REPRESENTATIVE

TRANSPARENT

STUDENT-FOCUSED



OUR DRIVERS

We will help students **love life at Herts** by continually improving student communities, student representation and student success & wellbeing.

STUDENT COMMUNITIES

We are proud of our diverse student body at Herts. We want all students to feel connected to us and to one another. We will achieve this by...

- Making life at uni more enjoyable by bringing students together through things like societies and social events, ensuring they have ample opportunity to make friends here at Herts.
- Facilitating strong peer-to-peer support networks with thriving academic societies, helping students succeed in their studies.
- Adapting our activities and services to fit the ever-changing needs and interests of our students.
- Listening to feedback from students and creating a positive, inclusive atmosphere for them. We will create our events with them and for them.
- Encouraging students to develop their employability skills by organising their own activities. To facilitate this, we will allow students to make use of our spaces, resources, support and platforms.



STUDENT REPRESENTATION

We want to hear all students' voices to ensure we are truly representative. We will make sure their feedback is heard by and listened to across the University. To achieve this, we will...

- **Ensure our research is thorough in uncovering the views of our students. We will use this insight to lobby for change at Herts.**
- **Provide support for School Community Organisers so that they can improve the experience for students in their Schools of Study.**
- **Provide support for Student Representatives on every course so that they can effectively advocate for their coursemates' academic views.**
- **Make sure students from underrepresented groups are heard by our Elected Officers and Networks, creating change through collective action.**
- **Identify trends in the feedback we receive through Advice & Support, using this to inform how we advocate for students and their best interests.**
- **Maintain a healthy, 'critical friend' relationship with the University, with a shared aim of enhancing the student experience here at Herts.**

STUDENT SUCCESS & WELLBEING

We're passionate about championing students' wellbeing and ensuring everyone has an equal chance of success. To achieve this, we will...

- **Ensure our Advice & Support Centre offers impartial advice on academic matters, as well as financial, legal and housing issues.**
- **Make sure we're advocating for students throughout their journey, ensuring they know their rights and responsibilities so they can advocate for themselves too.**
- **Ensure we close any gaps in academic achievements among students by creating an inclusive and impactful learning experience.**
- **Proactively lobby for the resources, support and wellbeing services students need to be able to finish their studies.**

OUR STRATEGIC FOCUS

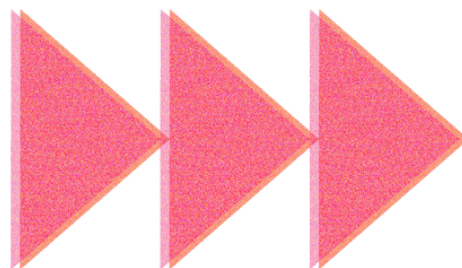
We are committed to working dynamically, guided by students, to meet their ever-developing needs and the demands of the world we live in. We will focus on 5 areas. We will be...

RESPONSIVE TO STUDENTS

We will continually review what we're doing for students, using their feedback to make sure we're getting it right on their behalf. We'll make sure we have agile structures in place that enable us to adapt to the needs of students. We will be brave in trying new things, with the conviction to drop what isn't working.

We know that our students expect a high quality university experience and that we're at the heart of this. We're committed to meeting their expectations. We'll do this by delivering the best possible services and activities for their benefit. With an eco-friendly focus across the board, we'll make sure our impact is excellent both for students and for our planet. We recognise that these high standards will enhance the organisation's reputation, both within the institution and beyond. This will, in turn, mean our members know they can truly rely on and trust us.

EXCELLENT IN OUR IMPACT





INCLUSIVE IN OUR WORK

We play a critical role in advocating for our students. We want to remove barriers so that all students can participate fully in student life. And we want to foster a sense of belonging for everyone at Herts so they can build connections and feel empowered to speak up. To do this effectively, we will be inclusive in our work, ensuring all students feel welcome and represented. We want students to know they can count on us for support, giving them every chance to thrive at Herts.

We will work collaboratively with students, with one another and with the University. Our work will be centred around what we learn from students feedback and behaviours. And we will strengthen our work by drawing on the skills, strengths and areas of expertise our staff team have. We will continue to value our partnership with the University of Hertfordshire, working towards our shared goal of improving the student experience.



COLLABORATIVE IN OUR APPROACH



WHERE OUR STUDENTS ARE

We understand that students have different circumstances, needs and interests, but that they're all at Herts to achieve success academically. We will develop our services and activities within Schools of Study to maximise our accessibility and relevance. We'll be proactive in reaching out to students, using a mix of communications and engagement strategies both online and offline, so that they truly feel supported by us.

OUR STRATEGIC FOUNDATIONS

We are confident that by prioritising our strategic foundations, we can fulfil our mission of helping students **love life at Herts**. We will foster...

SUPPORT FOR AN AMBITIOUS STAFF TEAM

We will support our staff team by supplying mentorship, providing a positive work environment and empowering them to excel in their roles. We will invest in their growth and encourage them to reach their individual aspirations.

EFFECTIVE COMMUNICATIONS

We want to hear our students' voices loud and clear. By using technology and creating opportunities for open dialogue, we know we can build a strong sense of community and inclusivity here at Herts. We will ensure we maximise digital, face-to-face and printed resources to achieve this.

RESPONSIBLE USE OF STUDENT MONEY

We take our responsibility seriously when it comes to student money. We ensure it's used wisely and in line with student needs. By practicing sound financial management and transparent budgeting, we can maintain the trust and confidence of our staff and student body. We will endeavour to make responsible purchases that benefit students and complement our commitment to sustainability.

USE OF STRONG INSIGHT

Insight is key to our student-focused approach. It also enables us to measure progress, holding ourselves accountable. We conduct research and analysis of student behaviours to gain valuable insights into our students' needs and preferences, helping us to tailor all that we do accordingly.



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