



20202023

Strategic Plan

**Hertfordshire
Students' Union**

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VISION

We help
STUDENTS
LOVE LIFE
at Herts

Mission

We are here to support students as they transform their lives at university. We support students in their academic interests and wellbeing, we empower students to advocate for themselves and others and we develop and enhance communities amongst our richly diverse student population.



VALUES

H ELPFUL

E MPOWERING

R EPRESENTATIVE

T RANSPARENT

S TUDENT-FOCUSED



Strategic themes

Over the years, we have spoken with thousands of students about how the SU might best support them through their journeys within UH. Through this work, four key themes have emerged. To deliver on these objectives, we have set tangible targets around each of these themes.

THEME 1

Student wellbeing and success

We will support students to thrive at UH, ensuring students know their rights and responsibilities, championing student wellbeing and an equity of experience to ensure all students can maximise their chances of success – academically and non-academically.

Activities:

- Expand the reach of our Advice and Support Centre, with a clear focus on academic support and a secondary focus on financial, legal and housing issues.
- Champion student academic success throughout the student journey, advocating for students to have the resources, support and opportunities they need to complete their studies.
- Champion the elimination of all unexplained student academic awarding gaps through a diverse, inclusive and impactful educational experience for students.
- Champion student mental health and wellbeing and lobby for sufficient provision of wellbeing services.

- Work with students and University partners within schools and University-wide to develop a more proactive approach to supporting students' wellbeing and academic success.

Impact:

- 75% of students agreeing the Union has a positive impact on the wellbeing of students.
- 75% of students visiting the Advice and Support Centre reporting satisfaction with the service they've received.
- Support students' academic success through: mapping the student journey to understand student pinch points and barriers to success, the continuation of academic advice casework, the development of academic societies in 100% of UH's schools of study and the continued development of the SU Buddy Scheme and SU Study Smart Scheme.
- Demonstrate a positive impact of involvement with HSU initiatives on student progression and the reduction of awarding gaps (for example, the BAME awarding gap).



THEME 2

Student insight and voice

We will empower students' roles as active partners within their educational experience. We support an incredibly diverse student body, and it's vital we understand what students want out of their time at UH (and beyond) and use that information to amplify student voices.

Activities:

- Develop a well-supported, diverse and proactive system for student representation, ensuring a robust, school-based digital approach is developed to supply student representatives and full-time officers with adequate student feedback so they can present a unified and effective approach to campaigning and lobbying.
- Further develop our student research base to better understand our student communities, including those who may seem harder to reach, and use this information to represent students' voices within their schools and throughout the University.

- React to feedback we receive from our students, the University and the local and national landscape and use individual casework from our Advice and Support Centre to drive representative work.
- Build student networks to amplify the collective voices of students at Herts, supporting them to campaign more effectively on issues that matter to them.

Impact:

- Achieve an NSS score that is within the top quartile of all HE Students' Unions.
- At least 50% of University programme leaders, when surveyed, believe HSU has provided useful insight into the student voice.
- At least 25% of students have interacted with at least one SU-led research initiative.
- Develop at least five campaigns-led student networks, delivering one student-led change campaigns per academic year through each network.

A photograph of a man and a woman sitting at a desk in a library, looking at a laptop. The man is wearing a red beanie and glasses, and the woman is wearing a striped shirt. They are both smiling and appear to be engaged in their work. The background shows bookshelves filled with books.

THEME 3

Student communities

We will run a social programme with a difference: fun, responsive to the needs of our students and one that provides a platform for learning and skills development while driving the development of a Herts community.

Activities:

- Deliver a range of relevant and high-quality events and activities aimed at our broadly diverse student population – making a concentrated effort to target the following specific hard to reach groups over the course of the next three years:
 - Commuting students
 - BAME students
 - Mature students
 - Postgraduate students
 - Students from the schools of Health and Social Work and Education

- Support student-led groups to be more effective and sustainable in order that we can support the development of community (and micro-communities) here at Herts.
- Enable students to utilise our spaces, resources and platforms to sustain and develop the future of their groups.
- Provide platforms for students to develop their employability skills through organising their own activities.

Impact:

- At least 60% of students engage with at least one SU service per year.
- At least 80% of Go Herts recipients have at least one SU activity contributing to their award.
- Support at least 3 student-led events per week.
- At least 80% of student-led societies carry on each academic year (where appropriate).
- Ensure that the demographic profile of those engaging with our events is representative of the demographic profile of the UH student population.

A photograph of two young women, one Black and one white, smiling and hugging each other outdoors. The Black woman is on the left, wearing a denim jacket, and the white woman is on the right, wearing a white tank top. They are both looking down at something in their hands, which are clasped together. The background is a blurred green landscape.

THEME 4

Students' Union

We will build a strong and engaging Students' Union that students can rely on, working together to create a sense of equality, ownership and pride in their Union and University.

Activities:

- Communicate frequently and consistently with students about the benefits of being a member of the SU, with a core focus on promoting student successes.
- Manage our finances carefully and live within our financial means; prioritising investing in our staff and officers in order that they can maximise what they deliver on behalf of students.
- Actively recruit passionate staff (career and student) from a diversity of backgrounds and experiences in line with our values; train, support and reward staff whilst creating a supportive environment that champions equality.
- Continue to invest in and develop our relationship with the University, recognising that we achieve more together in supporting students in transforming their lives.

- Establish our commitment to the environment, managing our office, resources and activities in a sustainable way.
- Go above and beyond for our students and each other, providing excellent service across the board and we support each other to prioritise this every day.

Impact:

- 80% of students can identify that they are a member of the SU when surveyed.
- Achieve a breakeven budget and achieve and maintain a reserves of 10% of our block grant.
- Maintain a staff satisfaction rating of 8 out of 10, investing in annual EDI training and embedding diversity within our workplace via our student and permanent staff.
- Keep developing our relationship with the University positively, empowering SU staff and officers to hold a variety of relationships at all levels.
- Earn Green Impact accreditation.
- Develop Union-wide and departmental service standards governing how we work together, with partners and with students.



#Your
Hertbeat

Notes

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#Your
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