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Hertfordshire Students' Union Strategic Plan 2015

Hertfordshire Students' Union has undergone a period of substantial change in the last five years.

We have dramatically improved our services to our students. Some of our key developments include:

- Development of our **student activities**, including the growth of our **student-led societies**, an annual **Give it a Go** programme and the development of the **Herts Halls League**
- We have re-focused on our commercial activity so we have more **student - appropriate pricing and entertainments**
- We have invested in our representation to ensure we're better equipped to get **feedback from students** – and better placed to act on that feedback

Our new plan has been developed by taking three years of student feedback (from our annual student survey, a series of focus groups and many staff and elected officer meetings). We've taken a serious look at our core services and we have changed our key activities in line with what students have told us. Critical to our future success is, we believe, continuing to work with and for our students and our focus on working at a school level so our work is as relevant as possible.

Our vision:



Our goals:

- Inspiring student led change
- Creating great memories for life
- Helping you succeed in your studies
- We're the independent voice of students
- Shaping our activities around you

How we get there:

- Making Hertfordshire Students' Union a great place to work
- Effective, targeted communications
- Secure and stable finances

Our values:

- Welcoming
- Fun
- Dependable
- Determined
- Innovative

Creating great memories for life

- We want to be relevant and essential partners in students' lives through the delivery of innovative and memorable events.
- We will partner with students to deliver imaginative events, services and activities

Inspiring student led change

- We believe in helping students to make the changes that are important to them throughout both the University and the Students' Union.
- We will help students at a course level to change the things that matter to them.
- We will actively seek students' views and use the evidence gathered to support student led change.

Helping you succeed in your studies

- We believe students to be partners in their education and will actively promote significant student involvement in decision making at every level.
- We provide exceptional advice and representational services, both at a course and University level.
- We also promote effective change campaigns based on evidence gathered through feedback from students.
- We will tailor our work to the needs of each of the 10 academic schools of study in a way that reflects the diverse needs of the students in each school.

We're the independent voice of students

- We will continue to work as the independent student voice of UH
- We will continuously strive to work collaboratively with University colleagues to maximise the outcomes for students.
- We will represent students honestly and without bias, always seeking the best possible outcomes for students while tirelessly defending their rights.

Shaping our activities around you

- We will regularly ask students for feedback on our services and priorities.
- We aim to be responsive to the needs of our students at all times and design our services and activities around our students.

Making Hertfordshire Students' Union a great place to work

- We will establish an HR strategy to support our professional and casual staff and ensure they have a great experience and meet their full potential.
- We will maintain a vibrant working environment that remains student friendly and welcoming.
- We will employ students wherever possible in order that they have opportunities to earn while gaining valuable skills and experience

Effective, targeted communications

- We will target and personalise our communications wherever possible to ensure they are relevant to the needs and interests of students
- We will actively seek student feedback and use this feedback to inform our services and communications

Secure, stable finances

- We will aim to achieve an annual surplus of £50,000 p.a. in order that we can reinvest in our services to members.
- We will aim to ensure that at least 20% of our income comes from non-licensed trade activities.

HERTFORDSHIRE
Students' Union

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