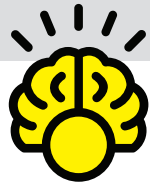


2021-2024 Strategic Plan

Our Vision: To be the Number One Student Union in the World



1. Student-Centric Mindset

Goal: Centering student goals and student perspectives within our operational decisions and strategic development

Key Strategic Initiatives

- Engage and be leaders of student trends
- More visibly, celebrate and promote student talent
- Student-focused social media
- Improve and streamline student programs
- More frequent surveys of students to discover what they want

Performance Measures

- Increased awareness, engagement and satisfaction
- Increase membership incl. Rewards
- Increased participation in C&S
- Number of combined events at satellite campuses
- Document and report average response time and resolution for student enquiries
- Increased attendance at our events
- Increased attendance and spend at our outlets

Pillars



2. Engaged Stakeholders and Sustainable Development

Goal: Establish, grow and leverage key stakeholder relationships to ensure organisational sustainability

Key Strategic Initiatives

- Deliver a communications strategy that builds the profile of the USU
- Continuing building trust with the University and delivering solutions
- Enhance collaboration and leverage respective expertise and resources
- Investigate merits of incorporation for the USU

Performance Measures

- Establish a formal forum of seeking feedback on performance every quarter from University stakeholders by December 2021
- Partner with the University on new projects to secure new opportunities
- Increase transparency and visibility of reporting metrics and KPIs as part of annual reporting process
- EOI established for potential advisors



3. Right Culture, Right Values

Goal: Build a culture of mutual respect

Key Strategic Initiatives

- Collaboratively develop organisational values
- Develop a staff engagement strategy.
- Conduct a biannual staff survey
- Align activities and operations to agreed values
- Identify and close policy gaps.
- Establish clear Terms of Reference for all committees

Performance Measures

- Values statements created and implemented
- Staff engagement strategy developed and implemented
- Conduct an annual Board performance review
- Policy and procedure gaps filled
- Board Charter and Committee Terms of Reference developed
- Increased attendance and spend at our outlets