2021-2024 Strategic Plan

Our Vision: To be the Number One Student Union in the World
Our Values: Respect, Innovation, Collaboration, Honesty

Pillars

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

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 filed
   - Board Charter and Committee Terms of Reference developed
   - Increased attendance and spend at our outlets