



With you on **your** **journey**

Strategic Plan 2021–25

"Together, we'll bring positive change
to your student journey"





Introduction

Beds SU is the representative body of an ambitious, aspirational and diverse student body. We are led by hard-working, elected students who, together, reflect the experiences and hopes of our amazing membership.

The views of thousands of students helped shape this strategy – it acknowledges that many students are keen to understand the role their students' union plays in their educational journey. The University of Bedfordshire welcomes students of all ages, backgrounds and circumstance; students want the work of their representative body to reflect this diversity, understanding that our students are on unique student journeys.

This strategy aims to connect Beds SU with its members like never before to ensure students benefit from engaging with their students' union in their educational journey.

We will ensure students' voices are heard on their course and their rights and interests advanced in the student experience. We contribute to student life, supporting student-led societies and offering social activities. We provide for students' welfare with professional, free advice, as well as information and resources.

Our new strategy will ensure we are with you in your student journey: in your course, in your student life, in creating positive change and when you need support.





How We Describe Success

Students have a clear understanding of how Beds SU benefits and supports them in their studies.

Beds SU supports brilliant student representatives who inspire and empower others, and the SU leads on the most important student matters.

Beds SU connects students with their student communities, helping you to make friends and support each other.

We make life easier for you, give advice and information and change things for the better. You come to Beds SU when you need help.



Our Vision...

To bring positive change to each student's journey and to be championed by you, our members.



Our Purpose...

To bring students together, empower your voice and advocate for a fair, equitable and rewarding student experience at every campus.

Our Values...

Bold

We'll be independent from the university whilst partnering with them; we'll take risks and be adaptable and speak up when we need to.

Student First

Above all we'll be led by you, students; by your interests and needs and priorities.

Present

We'll be with you in your life as a student visible and accessible wherever you study.

Caring

We'll look out for you, our students; be inclusive, have your back and be helpful.

A young woman with short dark hair, wearing a red and black plaid shirt over a white t-shirt, is seated in a wheelchair. She is looking upwards and reaching her right arm towards a glass door or window. The background is a blurred blue-toned image of a building. Overlaid on the image are several yellow dashed lines, including straight lines and concentric arcs, suggesting a path or journey. The text "With you, on your student journey..." is positioned on the right side of the image, with "student" and "journey" in yellow and the rest in white. The word "journey" is followed by three small colored dots (blue, red, green).

With you, on
your **student**
journey...




**In your
course**



**In your
student life**



**To create
positive change**



**When you
need support**

There are four key pillars to our strategy. Over the following pages, we will outline how we intend to meet each of these pillars.



How we'll be with you....

In your course

Goal 1

Every student interacts with Beds SU when they start their studies and hears about how the SU can enhance their educational journey.

Goal 2

Students learn about the positive impact Beds SU can have on their education and will be able to access the SU in their physical and virtual classroom space.

Goal 3

Students come together to develop Student Voice in the career and skills development they need.

Our Targets:

- Every student will receive an SU induction
- 80% of students agree they are well-represented in their course
- 80% of students can name one of the ways in which they can feedback via Beds SU
- Direct engagement with 50% of Course Reps over the course of their year
- 100% of reps will be elected or explained and 75% of reps will access training
- An Executive Officer will visit a student's class at least once each year
- Students can access termly Student Voice announcements in the Virtual Learning Environment explaining how they've been represented
- We'll hold at least 10 discussion events annually for students to consider their career plans, concerns and ambitions
- We'll advocate for sustainability, decolonisation, and career development changes in the curriculum

How we'll be with you...

In your student life

Goal 1

All students feel confident in connecting and building rewarding relationships with their peers.

Goal 2

All students can access and enjoy a variety of campus communities from societies to specialist groups.

Goal 3

Beds SU celebrates UoB students, their achievements, and their stories.

Our Targets:

- New elected Campus reps in place for campus groups, met fortnightly in term-time
- The Exec Team will visit every campus at least monthly
- Students will be able to see and access their SU on every campus
- We'll have at least 100 organised student societies across all multi-Faculty campuses
- We'll deliver an annual cultural programme celebrating our diverse student body and 70% of students feel Beds SU celebrates the cultural diversity of the student community
- 75% of students will feel social opportunities meet their needs as a student
- Footfall and daytime customer spend in our venues will grow year-on-year

How we'll be with you...

To create positive change

Goal 1

Students feel empowered and supported to better their student experience.

Goal 2

Beds SU promotes an equitable student experience and enhances student's interests throughout it.

Goal 3

Beds SU enables an impactful, democratic, and representative Student Voice at UoB.

Our Targets:

- 80% of students asked will feel their SU creates positive change in the University
- We'll have seen positive change for students on at least four big long-standing issues at the University by using student-developed Theories of Change
- All our Liberation Networks will be active with at least 20 members each and be active across all multi-Faculty campuses
- The proportion of students voting from the main demographic groups and Campuses will be within 10% of the student population
- We'll create a hub of resources on students' consumer rights
- All students will receive and have access to a termly review of how their SU has achieved for them
- We'll be a Green Impact "Gold" students' union: engage students in UN Sustainable Development Goal campaigns and work with our university to establish a dedicated sustainability strategy

How we'll be with you....

When you need support

Goal 1

Beds SU fosters an inclusive, caring, and student-centred university community.

Goal 2

Students feel equipped to navigate Student Life successfully.

Our Targets:

- We'll respond to every student enquiry within two 'Working Days'
- Project Reach Out will connect with 25% of students
- Our online 'complaints' module is included in the University's formal online student induction
- Launch of a self-service 'student knowledge space' providing information on life as a student for our diverse students' needs
- Every course receives an introduction to our Advice Service and key academic support offered
- 75% of students, when asked, would seek support from Beds SU when needed
- Net Promoter score of 85% in our Enquiries/Advice Service

A photograph of students in a workshop or studio setting. They are gathered around a table, looking at papers and working together. The room has large windows on the right, letting in bright light. There are various items hanging on the walls and ceiling, including what looks like a yellow safety vest and some equipment. The overall atmosphere is collaborative and focused.

What we'll need to achieve our goals.

For Beds SU to realise its strategic aims, we've identified 5
"enablers" that will ensure our success for students:

University Partnership

Much of the strategic plan requires positive, high-trust partnership with the University. In particular we want to improve our relationship in faculties and with course-level staff.

Our plan will also support the University's top priorities: to improve student retention, outcomes, and satisfaction.

Engaged and Enthusiastic Student Leaders

Beds SU will offer students the support they require to become confident and skilled representatives for their student community, while encouraging them to work in collaboration with staff to enhance the student journey/experience.

Resources

The plan requires a high performing staff team and stable funding that sufficiently allows us to benefit our diverse, multi-campus student community and invest to achieve our goals.

Digital by Default

Where possible, activities will have a virtual presence to ensure students can access their SU regardless of their location or circumstances.

Campus Reach

The SU will bring a cross-campus mentality to its representation and activities and seek to promote this more broadly at the University.





We need your support to ensure we can help all students on their journey here at UoB

To realise our ambitions and continue to build an SU that is championed by its members, we need ideas and feedback from you, our students, and colleagues from across the University. To have your say or be involved, get in touch.

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