

KSU

Kent Students' Union

STRATEGY DOCUMENT 2025



ksu.co.uk

Vision, Mission, Commitment and Values

Vision

Create a student experience where **every student belongs, every voice is heard**, and **real change happens**.

Values

Inclusive

Mission

We exist to build a **thriving student community**, to **amplify student voices** and to **take meaningful action** on student issues.

Values

Supportive

Commitment

We commit to being a **fearless advocate**, a **space for community** and a **source of support** for **every single student**.

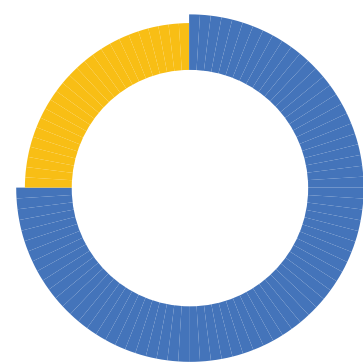
Values

Bold

Strong Foundations, Strong Future

- Strengthen financial sustainability
- Improve internal processes and infrastructure to enhance agility, efficiency and effectiveness
- Invest in training, development and wellbeing
- Embrace digital tools, automation and AI to transform how we work and deliver greater impact

“We need a financially stable, efficient and future proofed union to best serve students”



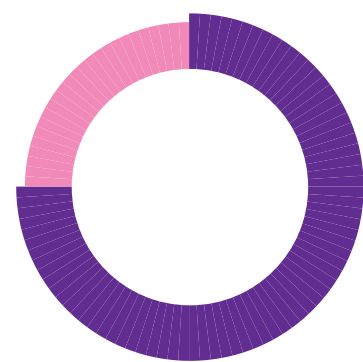
Impact Measure

75% of staff have seen positive changes in how we work



Students First, Always

- Create stronger, more visible advocacy efforts that challenge the University where needed
- Improve democratic structures to ensure more students are represented
- Enhance transparency about how we work and why we make the choices and changes that we make
- Make it easier and more appealing for students to get involved in shaping their Union and University experience and community.



Impact Measure

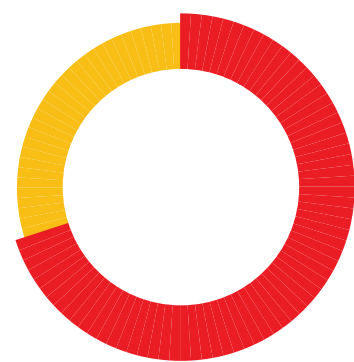
75% of students feel KSU helps shape positive change at Kent

“Students drive everything we do, and our role as their students’ union is to advocate, challenge and act on their behalf”



Belonging Starts Here

- Improve and modernise key physical spaces to ensure they are accessible, safe, and welcoming for all students
- Improve the variety of events and activities to meet the needs of a greater number of students, and to create a more inclusive experience
- Tackle student loneliness through intentionally designed communitybuilding initiatives, meeting the need of a broader range of students



Impact Measure

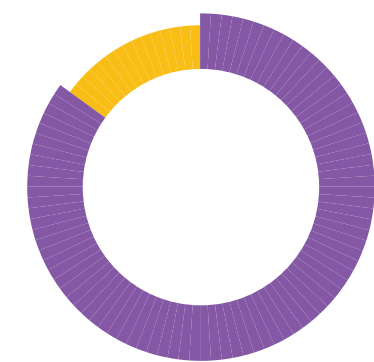
70% of students actively involved in Kent Students' Union (union participation score)

“Our spaces and services should be welcoming, accessible, and meet our students’ diverse needs”



Supporting Every Student, Every Day

- Modernise our advice and support services to address the evolving needs of students'
- Develop a better understanding of our students through data and insights
- Personalise communications to reach students where they spend their time
- Embed Equity, Diversity and Inclusion (EDI) in everything we do
- Improve the standards of service across all Union-run outlets and services



Impact Measure

85% of students are satisfied with Kent Students' Union outlets and services

“Every student should feel understood, supported and represented.”



KSU
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STUDENTS'
UNION

