



STUDENTS' UNION

 LINCOLN STUDENTS' UNION

Strategic Plan

2023 - 2028

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Welcome to Lincoln Students' Union Strategy 2023 - 2028



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Group Chief Executive James Brooks



As the Chief Executive Officer, I am privileged to introduce our ambitious and forward-looking University of Lincoln Students' Union 2023-2028 Strategic Plan. This five-year roadmap reflects our shared commitment to enhancing student life, championing inclusivity, and fostering a vibrant, dynamic environment that empowers every individual to excel. Our vision is to redefine excellence in student representation, well-being, and engagement by harnessing the collective strength of our diverse community. This strategic plan is the result of extensive collaboration among students, staff, and stakeholders. It is designed to propel our Students' Union to new heights while staying true to our core values and mission. We want to press reset on old-fashioned student democracy and, over the next five years, become a truly modern Students' Union that engages and values its members. Together, let us embark on this exciting journey to shape a brighter, more fulfilling future for all members of our university family.

Lead Officer VP Activities 22-23 Louis Williams



It is with immense pride and enthusiasm that I introduce the new University of Lincoln Students' Union 2023-2028 Strategic Plan. This comprehensive blueprint is the culmination of countless hours of collaboration, engagement, and research. Assembling the aspirations of our diverse student body with the vision of a progressive and inclusive future. As your lead elected Student Officer, I am confident that this plan will not only enhance the student experience at our modern and ambitious institution but also empower lasting, positive change in the wider community. Together, let us embark on this exciting journey as we strive for excellence and embrace innovation. Creating a legacy that past, present, and future Lincoln students can be proud of.

Building a community of engaged and empowered students to make your student experience unforgettable.



Our Vision

Empower students to fulfil their potential through building a community that innovatively represents, supports and creates opportunities.

Our Mission

Our mission is to create a supportive, collaborative, innovative community that fosters inclusivity and belonging. We believe every student deserves a chance to succeed and strive to create an environment where all can thrive personally, academically, and professionally.

Our Values in Achieving Our Vision and Mission

Quality

We will make sure that everything we do is to a high standard. In everything we do, we will always aim to be the best. everything we do, we will always aim to be the best.

Strong

We will be a strong, sustainable Students' Union that our members can trust to make their experience at Lincoln the best it can be.

Innovative

We will pursue new and creative ideas, processes, and products to drive improvements in our services and how we engage with our members.

Inclusive

We will recognise and respects diversity and promote equal opportunities and belonging for all our members.

Honest

We will always be honest with our members. Everything we tell them will be the truth – they can trust us.

Dynamic

We will always respond and act quickly to any issues that affect our members, on campus, in the local community, or nationally.

We are a registered Charity, and the charitable objects of the Students' Union are the advancement of education at the University of Lincoln for the public benefit by:

- Promoting the interests and welfare of Students at the university during their course of study and representing, supporting and advising students;
- Being the recognised representative channel between students and the university and any other external bodies;
- Providing social, cultural, sporting and recreational activities and forums for discussions and debate for the personal development of its students.



Our primary strategic focus will be on effective communication with our members and accurately representing students. We will implement a segmented community approach that recognises our members' interests and engages them with pertinent opportunities and information tailored to their community groups. Our goal is to position the Students' Union as a visible, supportive entity that is relevant to all University of Lincoln students, engaging in balanced communication and actively listening to ensure that our organisation remains connected and relevant to our membership.

Based on our members' feedback, we have developed **three key themes** on which we will base our work over the next five years.

Theme 1

Student Community

Creating an environment for peer-led communities to thrive, which fosters a sense of belonging and inclusivity and encourages participation in university life and beyond.

Theme 2

Student Representation

Using insight, innovative democratic processes, and peer-to-peer feedback to be experts in understanding, communicating and effectively representing our members' views locally and nationally.

Theme 3

Student Support and Advice

Providing holistic support and trusted independent advice to improve students' experience, focussing on mental health and the cost of their student experience.

Theme 1

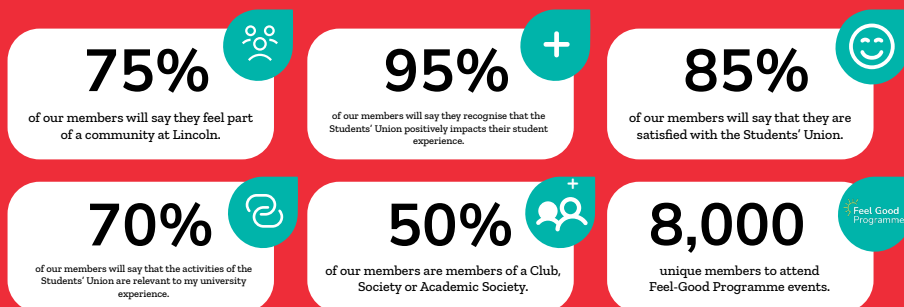
Student Community

Creating an environment for peer-led communities to thrive, which fosters a sense of belonging and inclusivity and encourages participation in university life and beyond.

Currently:



What will success look like:



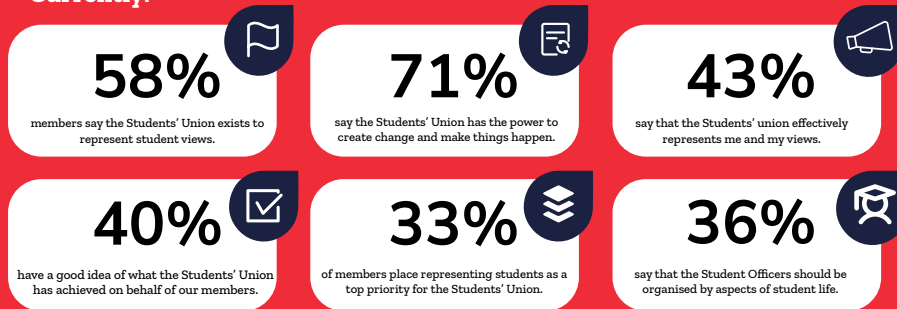
- We will focus on building a strong sense of community among our members by providing our members with opportunities to socialise and make friends. In addition, we will reduce the cost of participation in Students' Union activities and remove all barriers to student involvement by encouraging a peer-to-peer support mechanism to reduce the barriers of shyness and confidence that stop a student from participating in our activities.
- We will create a career community by creating a job network and connecting our members with alumni, local business leaders, and professionals.
- We will expand opportunities for our members to join sports, societies, academic societies and liberation/cultural groups.
- We will increase cultural awareness and diversify the Students' Union's range of events and activities.
- We will expand the International Student Association and promote cultural events on campus.
- We will create a visibility campaign that highlights the contributions made by diverse groups of our members to the Students' Union.
- We will promote networking opportunities through the Students' Union's digital and physical communities.
- We will create various social events that cater to all members' demographics.
- We will establish peer-to-peer support systems and create a fundraising platform for student-led projects.
- We will promote the mental health advantages of being part of our communities through getting active and/or socialising.
- We will expand our cultural events and provide opportunities for our members to celebrate their culture and heritage.
- We will increase our visibility on campus by promoting our events and activities through various channels, such as social media, posters, and newsletters.
- We will provide social groups for our members from marginalised communities.
- We will diversify its events and activities to cater to the diverse student population.
- We will promote cultural awareness and provide opportunities for our members to learn about different cultures and traditions.

Theme 2

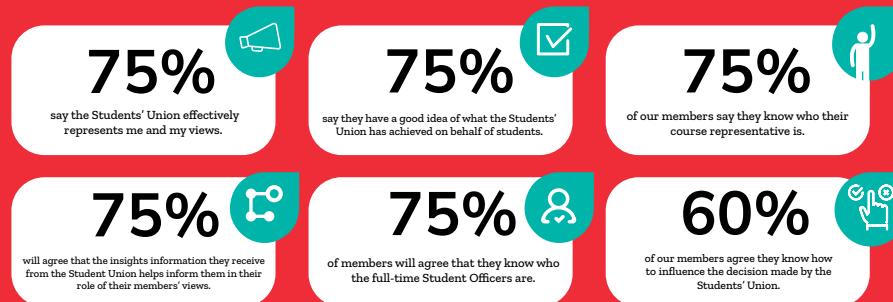
Student Representation

Using insight, innovative democratic processes and peer-to-peer feedback to be experts in understanding, communicating and effectively representing our members' views locally and nationally.

Currently:



What will success look like:



- We will recognise the value and output of student input and involve them in decision-making processes using innovative communication means.
- We will increase our student insight and produce monthly reports to inform our Student Officers of current matters affecting our members to improve our representative ability to represent all of our members effectively.
- We will carry out a full governance review to innovatively modernise our democratic decision-making to make it relevant and accessible to our members and allow a fully inclusive system of engagement for our members who wish to participate actively in our decision-making processes.
- We will review and change the remits and accountability methods for our elected Students Officers, increasing the opportunity for members to support and assist the elected Student Officers with their work.
- We will offer opportunities for individual and group representation to allow our members to choose the best approach for their needs.
- We will focus on change and access, ensuring all our members have equal opportunities to succeed and thrive.
- We will provide opportunities for our members to identify with something, and we will provide opportunities to allow our members to community organise themselves to represent and campaign on matters that affect them.
- We will create representation opportunities for diverse demographics, including low socio-economic backgrounds, diverse cultures, liberation groups, PGT & PGR, mature students, and part-time and commuting students.
- We will represent all demographics proportionately and take a holistic approach to academic, well-being, career, housing, and finance issues.
- We will use our insight to amplify student voices by ensuring they are heard by the University Senior Leadership Team, professional services staff, academic staff, local authorities, and government bodies.

Theme 3

Student Support and Advice

Providing holistic support and trusted independent advice to improve students' experience, focussing on mental health and the cost of their student experience

Currently:



What will success look like:



- We will explain more precisely what Students' Union Advice does to increase student awareness and utilise the service.
- We will reduce barriers to support, such as making appointments easier to schedule and more flexible.
- We will focus on financial support, including offering workshops on budgeting, providing emergency funds, and connecting our members with external financial resources.
- We will provide specialist legal housing advice to help our members navigate complex housing issues.
- We will offer digital support and advice through chat boxes, online forums, and virtual appointments to increase accessibility and convenience.
- We will implement a student-based support system within our networks, where peers can contact each other and offer support and advice.
- We will provide 1:1 individualistic support, where our members can meet with advisors in a private setting to discuss sensitive issues.
- We will increase the visibility of support services through marketing and outreach efforts.
- We will foster outreach and collaboration with societies and academics to understand student needs better and create tailored support services.
- We will hold housing providers and landlords accountable for student housing standards and work towards accreditation and standard capacity.
- We will expand mental health (welfare) support by promoting awareness of our community activities, promoting the benefits of getting active and socialising, promoting the University Counselling services, and connecting our members with external partners.
- We will develop practical expansion plans for financial advice, including fundraising opportunities and financial literacy workshops.

In Support of Strategic Delivery

People and Culture

We recognise that to be able to deliver our Strategic Plan and to serve our members to the level that they expect; staff support is key. Our values must be reflected in our staff members. Our members told us that our staff team are approachable, fun and knowledgeable in their roles, and we want to embed this culture throughout our staff team.

We also recognise that the Students' Union has grown dramatically following Covid. Likewise, we recognise that our staff have had to grow with the organisation. We will work to ensure that all areas of our organisation are staffed to appropriate levels and that staff are developed to allow us to meet our members' expectations.



- We want to be known as a great place to work by our staff – an employer of choice.
- Have a staff team who work together to deliver shared goals and objectives.
- Create a positive organisational culture which promotes collaboration and cross-departmental working.
- For staff to be satisfied with their roles and feel motivated, valued and rewarded.
- We will ensure that our values, mission and vision are reflected in the actions and personality of our staff team.
- We will look to develop and upskill our staff members to improve the services that we offer continually.
- We will recruit talented staff members who show a commitment to developing our members and improving their experience whilst our members are in Lincoln.
- We will adopt a dress code, identity and uniform policy that allows our members to identify Students' Union staff.
- We will ensure that our staff members are kept informed of issues currently affecting our members and that they will all be able to assist our members who approach them.



In Support of Strategic Delivery Communications

We will commit to the aims of our Marketing & Communications Plan across the organisation, ensuring key messages and best practices are reflected in all print, face-to-face, and digital communications with our members and stakeholders.

We will segment our messages and use our website as a hub of all essential information to communicate and engage effectively. We will consider the interests, needs and concerns across all membership demographics and ensure our tone and content is relevant, developing our delivery methods in line with digital communications developments.



Communicating best and development across all areas of the organisation is essential to being significant for our members. Therefore, we will complete the feedback loop, be transparent with our members in all aspects of service delivery, and pay particular attention to promoting the impact of the Student Officers as our membership representatives.

To make apparent to all our members that these elected persons are actively, and in an impactful way, representing and engaging our members and leading our organisation for the benefit of all members, it is vital that the members know what they are doing for them.

In Support of Strategic Delivery Sustainability

At the University of Lincoln Students' Union, we believe that fostering sustainability is fundamental to building a better and more resilient future for our community, country, and planet. As an influential and innovative organisation, we are committed to leading by example and inspiring a sustainable mindset among our students, staff, and stakeholders.



Environmental Sustainability

We are committed to minimising our environmental footprint by managing our resources responsibly, promoting energy efficiency, reducing waste, and supporting biodiversity on campus. Our environmental initiatives will focus on the following:

- We will use our communication channels to educate and inform our members about living more sustainably.
- We are encouraging the use of renewable energy sources and improving energy efficiency in our facilities where it is within our control. Promoting responsible waste management practices, including recycling, composting, and reducing single-use items.
- Working with the University of Lincoln to enhance green spaces on campus and support biodiversity initiatives.



The University of Lincoln Students' Union is dedicated to engaging our students, staff, and stakeholders in our sustainability journey. We will continuously evaluate our progress and adapt our strategies to ensure that we are making a lasting and meaningful impact. Together, we will shape a brighter, more sustainable future for our community and future generations.



Social Sustainability

We recognise that social equity is an essential component of sustainability. Therefore, we will create an inclusive and equitable environment for all members of our community by:

- Developing programs and initiatives that promote diversity, inclusivity, and equal opportunities for all students, staff, and stakeholders.
- Ensuring access to affordable and healthy food options on campus.
- Collaborating with local and global organisations to support environmental initiatives.
- Encouraging student-led sustainability projects and providing resources and opportunities for students to engage in sustainability-related research and innovation.



Economic Sustainability

We understand that long-term sustainability requires financial stability. Therefore, we will ensure that our economic decisions support our environmental and social goals by:

- Implementing responsible procurement practices that prioritise environmentally friendly and ethically sourced products and services where financially possible.
- Integrating sustainability criteria into investment decisions and seeking opportunities for sustainable revenue generation.
- Encouraging a culture of resource efficiency and cost-effectiveness, reducing our reliance on non-renewable resources.
- Continuously evaluate the effectiveness of our sustainability initiatives and seek opportunities for improvement.





Quality Strong Innovative Inclusive Honest Dynamic

