



Strategy 2024 – 2027

We believe in better,
and we will achieve it together

Equitable | Empowering | Brave | Responsible | Collaborative



MISSION

We believe in better, and we will achieve it together.

VISION

We are leaders for our student community, shaping an inspiring and rewarding student experience.

VALUES

Equitable | Empowering | Brave | Responsible | Collaborative

Strategic Priorities

We shape an outstanding Academic Experience

Our members actively shape their teaching and learning experience in partnership with our university.

- **Effective Academic Representation:** In collaboration with our members and the University, we will review and develop an effective and sustainable model for academic representation at Nottingham.
- **Building strong partnerships:** We will strengthen our relationships with faculties, schools, departments and other teams to empower student leaders.
- **Experts on the things that matter:** We'll use our research and expertise to equip student leaders to collaborate effectively, driving meaningful and lasting change on the key issues that impact our members' education and academic experience.



We improve Student Lives

Students have a strong voice in their Students' Union, their university and their community, so they can change their lives for the better.

- **Building a better Students' Union:** We will review our democratic structures, so it is easier for students to make effective change in the Students' Union on the issues that improve student life.
- **Delivering successful services:** Services that make university life better for students, where their Students' Union is in a unique position to assist, or where the services generate sustainable income to support our other activities.
- **Research and expertise:** We build a strong understanding of how we want our students' lives to improve, sharing our learning with our members and partners. Using our knowledge to remove barriers and influence change.
- **Excellent advice:** We offer quality support through our advice centre to make a difference in the lives of individual students and use our expertise to make wider change.



We build Student Communities

Helping every student find their people at Nottingham, creating a sense of community and belonging that supports student wellbeing and builds positive connections.

- **Year-round engagement:** We will join up our activities and programmes to ensure that students from all backgrounds can find a place where they belong, wherever and however they study.
- **Quality student groups:** We will review our processes and systems to ensure that student groups, clubs and societies are sustainable and easier to run.
- **Supporting student leaders:** We will ensure that student leaders have the knowledge to succeed in their roles and we will celebrate their contributions to our communities.



Enablers

Brilliant people doing amazing things for students

Cultivating an environment where our people are supported and enabled to thrive in their roles and contribute effectively to our strategic goals.

- **Integrated Strategy:** Building on our existing people and equity, diversity & inclusion strategies, we will develop and deliver our 'Believe in Better' plan; to ensure everyone can perform at their best.
- **Listening to our people:** Using our Employee Engagement Survey, Investors in People and other insights, we will ensure that we continue to be a place where our people are proud to work.



Developing a Resilient and Sustainable Organisation

Continue to develop as an organisation so that we are resilient and sustainable for our members now and in the future.

- **Strategic Financial Leadership:** Develop and implement a forward-thinking financial strategy that ensures long-term stability, explores diverse revenue streams, and strategically balances our relationship with the University, preparing us well in advance of key financial milestones.
- **Governance for Impactful Leadership:** Sustain our governance structures and communication to foster transparent, accountable, and effective decision-making, ensuring that we continue to be aligned with the best interests of our members.
- **Empowering Conflict Resolution:** Innovate our complaints handling process to proactively address and resolve student concerns, reducing the need for formal complaints and working closely with the University to identify trends and provide timely support.
- **Effective Risk Management:** Develop and implement an appropriate risk strategy that monitors potential threats and opportunities, ensuring our risk management framework is fit for purpose, and supports long-term organisational resilience.
- **Robust strategic planning:** Develop planning processes that effectively use our data to make quality decisions and identify the key workstreams that deliver impact for our members.



Engaging Communication that connects with our membership

The way we communicate is meaningful to our membership. Students know who we are, what we do and trust us.

- **Building a Strong, Recognisable Identity:** Our brand reflects our unique identity, helping our members to connect with us and understand the contribution we make to life at university.
- **Amplifying Authentic Student Voices:** Student-driven content is at the heart of our communication strategy, and we empower our members to authentically communicate and amplify their voice.
- **Streamlining Communication Processes:** Our structures and processes support our communications, ensuring clarity, transparency, and accountability.



Systems and Data

The way we understand our data, and the systems we use as an organisation help us to ensure that we are doing the right things at the right time for our members. User experience through our systems and processes is seamless providing a positive user experience and integrated data.

- **Map out and understand our systems:** Have a clear understanding of what we have and what we need when it comes to the data that informs, and systems that enable our work.
- **Map out and understand key user journeys:** Have a clear understanding of the key user journeys and where processes need fixing or redesigning to improve user experience.
- **Future proof our work:** Develop and implement a road map that identifies the right systems and processes that streamline operations and enhance data accessibility.





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