

Strategic Theme	Narrative	In 2011/12 we will achieve this by	How will we know it we have achieved anything.	In future years
<i>SUBU as a major collective force for ALL students</i>	SUBU needs to			SUBU will Be recognized through:
	<p>i) be more proactive on representation and holding BU accountable to their values and vision in particular regards to</p> <p>a) academic matters</p> <p>b) the student experience as delivered by BU student services</p>	<p>By reorganising our Representation efforts through the creation of another department.</p> <p>In particular this department needs to provide research based evidence for elected officers and others seeking to influence BU and other stakeholders..</p> <p>Future scanning and scenario planning will also become part of the department's remit during 2011/12.</p>	<p>The provision of desk and primary research before all major committees of BU Board; Senate; Academic Standards Committee; Education and Student Experience Committee; School Academic Boards.</p>	<p>SUBU research heralded as of interest to other students' unions and NUS</p>
	<p>ii) work harder on identifying and working with Hard to target/reach groups if it is to truly hold BU to account for its activities, its vision and its values.</p> <p>Hard to reach groups would include:</p> <p>International students Part timers Distance learners HSC students esp at regional locations eg Salisbury; Portsmouth Mature learners coming back to study Placement students Post Grad Taught and Post Grad Research students</p>	<p>Focusing the executive committee and SUBU staff on 'owning' certain groups of students. Researching their needs and seeking to improve the way that they engage with SUBU in particular on advice/welfare matters.</p>	<p>The production to agreed timetables of bespoke research to support developing issues or themes.</p> <p>A sense of a more diverse mix of interest in SUBU.</p>	<p>SUBU becoming an expert in the learning experiences of all its students and facilitating the connections between these student groups and BU</p> <p>SUBU acknowledged as leading on supporting the welfare issues of non traditional students</p> <p>All students on placement, and with part time study or via apprenticeships will fully understand the role of SUBU and how, if they so choose, to engage with it..</p> <p>Ensuring that . Student interests at centre of local housing, environment and community relations policy</p>

KPI's		<p>At least one piece of research carried out per term.</p> <p>a) academic matters b) the student experience as delivered by BU student services. c) the BU values.</p> <p>in order to evaluate BU and its values and vision</p>	<p>Evidence of a shift in BU approach on the basis of SUBU research and subsequent influence on at least six issues per annum of significance to students- as defined in the latest NSS and Student Experience Survey (SES); at least 10% increased feedback from the student rep system and one off comments communicated to SUBU and collected as part of the 'hedgehog process'.</p>	<p>SUBU research being sought out by NUS and at least ten other Students' Unions.</p>
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<p><i>SUBU understood and recognized as well as more accessible and approachable by ALL students</i></p>	<p>Part of the improvements to be made is not only about the geography of where SUBU can be found on the two campuses but also about the messages we put out about accessibility and approachability.</p>	<p>Weekly elected officer GOATING and GOALING in Winter and Spring terms. These themes managed through sabbatical meetings and influence from the Representation Services team.</p>	<p>There will be noticeable engagement from such groups not only in voting but also in activities such as clubs and societies.</p>	<p>SUBU will have a separate building at Talbot and a significant presence in the Lansdowne Exchange building.</p> <p>It will also present a better virtual presence for part time, distance learners and students on placement.</p>
	<p>....through improved communication and research into student needs.</p>	<p>Utilising the executive committee better by November to November elections.</p> <p>Using the overall campaign plan to structure involvement of the executive not solely as individuals but as part of a team and importantly for them to enlist active involvement and engagement from students</p>		
	<p>...by targeting 'hard to engage' groups such that we are sure that we are reaching all students.</p>	<p>Researching the needs of part time students; distance learners and those students on placement.</p> <p>Taking such research and developing a communications strategy that is appropriate to them.</p> <p>More active in interacting with students at BPCFE and the Lansdowne campus in general.</p>		

KPI's		<p>By 'How's SUBU for you ? showing 'satisfaction' rates of 85+%. Greater participation rates in the survey from BPCFE, students on placement and part time adnd distance learners HSC students</p> <p>Increased numbers of votes in SUBU sabbatical elections by</p> <ul style="list-style-type: none"> i) Students at BPCFE ii) Students in their placement year 	<p><u>All</u> students will be aware of which services are delivered by SUBU and which by BU and WHY that is important</p>	<p><u>All</u> BU students will state that SUBU has had a positive impact on their BU student journey.</p>
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<i>SUBU as creating friendships</i>	...reacting positively to groups of students that develop.	Supporting any external priming activity in clubs and societies eg DofE.		
	...being proactive in the development of student groups around issues and interests	Actively seeking out academic areas that may wish to develop a society, especially those academic programmes that student reps would consider to be problematic, as happened with Psychology in 10/11 We will organise AGM's for at least two thirds of the clubs.		
	Developing student led community projects alongside one off events such as MAD days.	We will get a student committee for volunteering and will empower them to source and develop at least three local community projects. We will increase participation in volunteering by 10% primarily through the student led projects. We will train the clubs and socs and volunteering in 'succession planning' and 'how to make it stick'	It will be clear from the number of groups of students that form (and stick!) that we have done a good job.	.SUBU will be recognised and appreciated as the starting place to come in order to forge student friendships.
KPI's		There will be at least one academically orientated society from each school. 80% of the clubs will operate in 12/13	We will from 2012/13 start to measure student involvement in clubs and societies	We will double the number of clubs and societies to 150 We will double the clubs and societies involvement numbers in 12/13 by 2016. We will triple the number of student led projects from the 11/12 level of three to nine.

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<i>SUBU as helping people to realise their potential</i>	BU graduates leaving ‘with a broad understanding of key business principles.	Campaign leaders being effectively trained to lead campaigns	Campaigns will clearly be better recognized, participated in and 80% of all students will have heard of at least two SUBU campaigns (not including standard democratic processes such as the ‘Student Shout’ meetings and elections	Engage all student leaders will be engaged in a SUBU training scheme that also involves ‘how to organise a campaign/ get involved in a campaign’.
	<p>Influence on Sports RAG and Sports together? . Daily student programming- ‘hive’ of activity</p> <p>Greater student involvement in the other side of SUBU Reception; Advice (Law students?); Volunteering- student led groups; Nerve magazine- layout, ad sales? You get to spend what you make?</p>	<p>SUBU will actively seek to work closer with Placement and careers in particular so that it has a key influence in employability matters and connect better to students on placement.</p> <p>Employing/involving students in these areas</p>		<p>All SUBU student staff will have been trained in the key business principles of SUBU.</p> <p>Externally acknowledged as a leading employer of people.</p> <p>Be seen as a leading students’ union in helping students to ‘realise’ their potential.</p>
KPI’s	.	<p>Measures from training courses.</p> <p>Evidence of more meetings with Placements and Careers.</p>		Gold IIP

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<p><i>SUBU will be ethical and environmental in its activities</i></p>	<p>Being ‘ethical and environmental ‘ should be an underpinning ethos of a student led membership organisation.</p>	<p>Working with BU even closer on campaigns such as ‘Green Week’.</p> <p>Facilitating the ‘student switch off’ campaign.</p> <p>Encouraging the executive committee to run with at least two environmental and ethical campaigns.</p>	<p>There will be more campaigns of an ethical and environmental nature visible to students.</p>	<p>we will SUBU will achieve the Gold Green Impact award.</p> <p>10% pa reduction in carbon footprint</p>
	<p>SUBU has already achieved IIP status since 1997, a National Training Award in 2000, a Bronze and in 09/10 silver Green Impact award. It did also in 09/10 and 10/11 promote in its retail operations the notion of ‘profit with principles’.</p>		<p>We will be seen to be leading by example on environmental matters by more obvious joining up of activities like Amazon packaging that seems to have covered every angle.</p>	<p>All SUBU staff are trained in Equality and Diversity matters.</p>
	<p>SUBU also has underpinning ‘ethical’ principles in its commercial areas. It has never sold cigarettes in its retail operations and has not had cigarettes for sale in any of its premises since 2005. It will not sell alcohol lower than £1.50 for a standard measure.</p>			<p>SUBU will continue to be gain at least one nomination per year in the NUS awards.</p>
	<p>SUBU will also recognise its responsibilities and influence with the student body in order to try and support the local community</p> <p>.</p>	<p>Seeking to work closer with the neighbourhood watch team.</p>	<p>We will be acknowledged as making a difference in the local community, as we were in 10/11.</p>	<p>SUBU will be viewed as having a model, joined up approach to ‘studentification’ matters.</p>
<p>KPI’s</p>	<p>.</p>	<p>At least two campaigns of an ethical and environmental nature initiated and delivered by the executive committee.</p>	<p>80% of all students will have heard of at least two SUBU campaigns (not including standard democratic processes such as the ‘Student Shout’ meetings and elections</p>	<p>By 2015 SUBU will win the ‘HE Students’ Union of the year’ award.</p>