

NUA STUDENTS' UNION

STRATEGIC PLAN 2020-2023



Our Purpose

To be the recognised representative channel between the student body and Norwich University of the Arts (NUA) ensuring that the overall student experience at NUA is the best it can be.

Our Vision

To become the best small & specialist Union in the UK.

Our Core Values

- **Representation**
We have the freedom, flexibility and autonomy to represent students and continually champion their rights, views, interests and needs.
- **Democracy**
We ensure that all students have the opportunity to influence the policies, campaigns, and activities of the Union.
- **Independence**
The Union works on behalf of NUA students and is run independently to NUA. We provide information, advice and guidance that is impartial, unbiased and objective.
- **Sustainability**
The Union is committed to the protection of our natural environment by reducing our direct environmental impact. Also ensuring a sustainable future for the Union considering income, logistics and capacity of staff.
- **Equality**
We provide equal opportunities to all NUA students and Students' Union staff.

Our Strategic Priorities

Increase student participation in all democratic processes and elections.

Student representation is essential in ensuring that the Union remains student-led and reflects the diverse needs of students. All students require equal and fair opportunity to participate in the democratic processes of the Union. We will achieve this priority by:

- Monitoring the number of SU President Election nominations every year.
- Ensuring that an SU President is elected annually in accordance with the constitution.
- Finding new ways to increase voter turnout for the SU President Election to a minimum of 15%.
- Ensuring that 100% of Steering Committee members are elected every year in accordance with the constitution.
- Ensuring that 100% of Liberation Officer positions are elected every year in accordance with the Constitution.

Effectively communicate with the student body.

Communication methods must be continually reviewed, evaluated and updated to identify ways that will engage the highest amount of students possible. This particularly applies to new students and those that have not yet engaged with the Union. We will achieve this priority by:

- Researching, reviewing and utilising the most popular methods of communication that students interact with.
- Increasing the number of page visits and unique visitors to the NUASU website.
- Utilising a range of social media platforms to increase the number of likes and followers.
- Regularly reviewing all printed materials, ensuring relevance and currency.

Provide a range of welfare support services and campaigns to students.

The Union must remain aware of internal and external factors that are impacting the welfare and happiness of students. The Union is committed to providing a range of support services and increasing the visibility of these services across the student body. This will enable students to proactively manage their health and wellbeing. We will achieve this priority by:

- Developing external relationships with relevant local support services.
- Identifying and providing a variety of welfare services and campaigns, both on and off campus.
- Utilising a range of communication channels to increase the visibility and promotion of welfare services and campaigns.
- Collaborating with the NUA Student Support Team on relevant awareness campaigns.

Reduce our direct environmental impact to help protect the natural world.

The Union is committed to implementing positive sustainability practices as well as raising awareness amongst students and Union staff about environmental issues. We will achieve this priority by:

- Researching and implementing digital solutions where appropriate to reduce paper waste.
 - Develop a range of Union-led awareness campaigns linked to environmental issues.
 - Providing opportunities for students to get involved in local and national environmental campaigns.
 - Researching and sourcing ethical and responsible suppliers, focusing on the reduction of packaging and plastic waste.
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Increase student engagement with societies and Students' Union social events.

Extra-curricular activities are vital in providing students with opportunities to rest, socialise, participate in debate and collaborate. They also help to provide a sense of community and positively impact the personal development of students by offering richer and more diverse social engagement. We will achieve this priority by:

- Increasing the number of active club & societies to a minimum of 35.
- Increasing the number of trained Society Officers to a minimum of 85%.
- Providing effective annual training to Club & Society Officers, aiming for 100% of attendees feeling confident in their role.
- Increasing the number of students that participate in clubs and societies.
- Increasing the number of students that attend Union events.

Ensure a sustainable future for the Union considering income, logistics and capacity of staff.

To ensure longevity of the Union, new opportunities must be identified that will benefit the overall operations of the business. This will help to strengthen our impact on the student community and support our overall mission and vision. We will achieve this priority by:

- Researching different income streams and implementing them as appropriate.
 - Providing more opportunities for NUA students to volunteer and/or work within NUA Students' Union.
 - Increasing the number of Students' Union staff.
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Increase engagement and knowledge of student voice processes, including the Student Rep system.

Feedback from the student body assists the Union in obtaining evidence about key student issues. This then helps to enforce change that improves the overall experience and personal development of students. Feedback is obtained through a variety of methods to ensure that the student voice is heard across all demographics. We will achieve this priority by:

- Filling 100% of Student Rep positions each year.
 - Increasing the number of trained student reps to a minimum of 85%.
 - Increasing attendance at all Deans Forums to a minimum of 80%.
 - Increasing attendance at all Student Reps Groups to a minimum of 40%.
 - Providing effective annual training to Student Reps, aiming for 100% of attendees feeling confident in their role.
 - Monitoring the annual results of the National Student Survey (NSS) aiming for a minimum 65% student satisfaction.
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