

City, University of London Students' Union

STRATEGIC PLAN

2019 - 2022



CITY
STUDENTS'
UNION



WELCOME

We are excited to be able to share our new Strategic Plan which will be guiding our work until 2022. Our approach has been clear from the start, to create a plan that worked for you as students at City, University of London (City) we would need to speak to you. In creating this plan, we listened to you through surveys and a number of focus groups. We also listened to our other stakeholders through dedicated interviews and learned from our existing research. The outcome from this consultation is clear, we need to create a Students' Union that delivers services and support that empowers you during your time at City and beyond.

One of the key messages you gave us is that employability is of the highest priority to you and that we have a role in supporting this. We also found out that your access to financial support and information could be better and that you would like our help to make sure you are always getting value for money. We know some of the big issues you want us to work on like closing the BAME Attainment Gap and creating suitable systems for you to have your voice heard. Finally, you want to enjoy your time at City and have positive mental health, and we're here to support you with this.

We believe we have come up with a plan that is dedicated to what you have told us and we will work with you to turn this plan into a reality. The next three years are going to be exciting and we can't wait to transform not only the Students' Union, but also your time at City!


Tuna Kunt & Philip Gilks

President 2019/20 / Chief Executive



Library

B200

Security & WCs 

Tait Building

OUR VISION

You have a great time as a student at City and when you graduate you believe your time here has given you the skills and experiences to achieve your goals.

OUR MISSION

The Students' Union will empower student success, with services and support that enhance your time at City and beyond.

OUR VALUES

We

LISTEN,

LEARN

and

LEAD

Our values define our approach and culture, we'll demonstrate them in our behaviour by:

ASKING THE QUESTIONS THAT MATTER

How does it feel to be a student at City? How can your experience be improved?

QUESTIONING OUR WORK

Asking, are we working in the most effective way? Is there a better way? We thrive on finding innovative ways to tackle the issues you raise that present barriers in order to add value to your experience at City.

NOT FEARING FAILURE

We try new things in the knowledge that not everything will work first time. What matters is learning from our experience and constantly seeking to improve.

EVIDENCE UNDERPINNING WHAT WE DO

From our experiences, learning from others and from listening to you.



PRIORITY ONE

MAKING YOU
STAND OUT
FROM THE
CROWD

You have told us that employability is the most important thing for you whilst studying at City, with two-thirds of you telling us that being qualified to get into work after study is your top priority.

We'll put this at the heart of everything we do, helping you stand out by providing a springboard for you to achieve your goals.

**WE WILL SUPPORT
YOU TO STAND OUT
FROM THE CROWD BY:**

01 |

Providing you with opportunities to develop your professional skills and to articulate them confidently to prospective employers or within your own enterprise.

02 |

Helping you create networks with influential individuals and companies within your desired sector of work or relevant to your programme of study.

03 |

Ensuring that high quality, tailored and accessible careers support is available for you across City, regardless of your school or course.

**WE ARE GOING TO KNOW
WE HAVE ACHIEVED
THIS WHEN:**

A |

Students identify the Union as a leading provider of co-curricular professional and personal skills development at City.

B |

Students who are involved in Union activities can clearly communicate the skills they have developed.

C |

Students who have developed skills through the Union are more likely to have secured professional level work and/or study.

A photograph of two women walking on a sidewalk in front of a modern glass-walled building. The woman on the left is wearing a light blue button-down shirt and dark trousers, carrying a black handbag. The woman on the right is wearing a green top and dark jeans. The scene is brightly lit, suggesting daytime. The text 'PRIORITY TWO' is overlaid in a dark blue banner at the top, and 'MAKING THE MOST OF YOUR MONEY' is overlaid in a semi-transparent dark blue box in the center.

PRIORITY TWO

MAKING THE
MOST OF
YOUR
MONEY

We know that being a student is expensive, you invest time and money into your experience at City and it is only fair that you want to make the most of it. You told us that finance is one of your biggest worries, with almost half of you wanting us to help you save money and find part-time work.

We know you want to achieve value for your investment in higher education and we will work to achieve this.

WE WILL SUPPORT YOU TO MAKE THE MOST OF YOUR MONEY BY:

01 |

Helping you with practical, reliable guidance and access to financial support.

02 |

Working with you and the University to ensure transparency around costs whilst driving value for money from your investment.

03 |

Putting more pounds in your pocket, by finding and developing part-time job opportunities and ways to save you money.

WE ARE GOING TO KNOW WE HAVE ACHIEVED THIS WHEN:

A |

We have launched a finance guidance service and students tell us that it is helping them.

B |

Students recognise that the Union is driving value for money at City.

C |

Over £50,000 extra a year is in students' pockets through new job opportunities and discounts.



PRIORITY THREE

A PLATFORM
FOR DRIVING
IMPROVEMENTS

We pride ourselves on being the experts in collating evidence for change, demonstrating what works in tackling the issues that matter to you. Whether it is addressing the cost of catering on campus or responding to course module evaluations, we will speak for all students at City on the problems that matter. We will empower you and your Student Leaders to make a difference to the challenges you face.

WE WILL DELIVER IMPROVEMENTS BY:

01 |

Redefining our current representation and student feedback methods, creating a system that delivers lasting impact with opportunities for you to lead change.

02 |

Ensuring we have our finger on the pulse of student opinion, using a range of creative approaches to gather insight to understand and take action on the issues that matter to you.

03 |

Securing funding to deliver new initiatives that reduce the Black, Asian and Minority Ethnic (BAME) attainment gap.

WE ARE GOING TO KNOW WE HAVE ACHIEVED THIS WHEN:

A |

Students and City stakeholders know that we understand the issues affecting the student experience on every course and routinely turn to us.

B |

We are consistently placed in the top 10 nationally in National Student Survey (NSS) Q26.

C |

We can proudly showcase the influence and change that our feedback has provided within the University and to the students we've supported.

A photograph of three people sitting in bright yellow modern chairs in a contemporary office or lounge area. The man on the left is wearing a red jacket and orange sneakers, gesturing with his hands as he speaks. The woman in the middle has curly hair and glasses, wearing a light blue shirt and blue jeans. The woman on the right has long blonde hair and is wearing a dark blazer. They are seated around a small white table. Large windows in the background show a brick building and an interior space with bookshelves. The overall lighting is bright and modern.

PRIORITY FOUR

YOUR HEALTH,
HAPPINESS AND
COMMUNITY

We all need some extra support at times and you've asked us to be there when you need it the most. We know that for some, arriving at a new university can feel daunting without the right support, so we will turn our attention to every stage of your student journey.

We know that creating connections will help with your mental health and we will create the spaces, support and activities you need to make the most of your time here.

WE WILL IMPROVE YOUR HEALTH, HAPPINESS AND COMMUNITY BY:

01 |

Running high quality accredited advice and guidance services that are available when you need them most. If we can't provide the answers, we will point you to the right source of support.

02 |

Providing opportunities to nurture your wellbeing at every stage of the student journey from pre-enrolment to graduation.

03 |

Regularly monitoring student wellbeing and mental health and advising City of what needs to change to make life better.

04 |

Developing opportunities, spaces and external partnerships for you to make friends on your course or around your interests.

WE ARE GOING TO KNOW WE HAVE ACHIEVED THIS WHEN:

A |

The Students' Union Advice Service achieves the Advice Quality Standard kitemark.

B |

We have an evidence base of delivered approaches that are effective at improving transition, retention and attainment.

C |

A fifth of all students are a member of at least one student group.

ENABLERS

Our Strategy sets our direction, but it will not be possible without a number of enabling priorities that support delivery.

The key enablers are:

PEOPLE

Our priorities are ambitious. We will recruit, develop and support hard-working and inspiring staff, sabbatical officers and volunteers to deliver the Strategy. We will create working practices that encourage problem solving, are enhanced by evidence and which help us learn from mistakes.

OUR ENGAGEMENT WITH STUDENTS

We want to make it easy and rewarding for students to engage with us. To help with this we will develop our activities and approaches so that we go where students are, rather than expecting students to come to us. We won't forget where we have come from and we will continue to develop what works, such as our student societies and our democracy.

A GROWING UNION

If we are to be accessible and useful for the diversity of students we will need to grow our skills and capacity over time. A key to this is securing and making the most of additional funding and spaces to support our students.

A PRODUCTIVE RELATIONSHIP WITH CITY

We have developed a good relationship with colleagues at City and we will invest time to continue to develop this over the years to come, so that our contributions are recognised as an important part of student experience. It is important that we embed a positive relationship and reputation amongst University leaders, as well as academics and support staff across all schools.

A SUSTAINABLE FUTURE

Our impact goes beyond City and we have a responsibility to demonstrate our commitment to an ethical and environmental future. We will work towards the Sustainable Development Goals and be recognised as 'very good' in Green Impact.



CITY
STUDENTS'
UNION

For more information visit:
citystudents.co.uk/strategy

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