



YORK ST JOHN STUDENTS' UNION

## STRATEGIC PLAN

2020-2024

York St John Students'
Union are proud to
present our strategic plan
for 2020-2024. The plan
will guide our priorities
for the next four years,
with everything we
do centering around a
'student first' approach.



### **OUR PLAN**

The Students' Union initiated consultation with stakeholders in August 2019 with completion of this process in March 2020. As part of the consultation, students gave feedback via workshops, focus groups, online surveys and forums. We have carefully analysed three years worth of data from the NSS and internal surveys, and have interviewed staff from across the university. We have also collated and reviewed strategic plans and documents from within the sector and beyond to aid our innovation in creating this plan.

York St John Students' Union believes that this plan reflects what is important to you and we will work with our partners and you to make the plan a reality. We can't wait to start this four year journey and to learn what we can achieve together!

The key themes that emerged from consultation were that the Students' Union should deliver services and activities that:



Support you regarding your academic studies and wellbeing



Empower you to challenge and change the world around us



Equip you with skills and experiences that will make you more successful

Tim Holmes
Students' Union
President
2019/20

Kirsten Jolley
President of Wellbeing and
Diversity
2019/20

Jenny Marchant
President of
Education
2019/20



# OUR MISSION & VISION

#### **MISSION**

We aim to empower students at York St John University to challenge and change the world around us.

#### **VISION**

By 2024, York St John Students'
Union will play a major part in the
life and transformation of students
by being the central hub of social
activity, representation and
opportunity.





## **OUR VALUES**



#### **INCLUSIVE**

Provide activities and spaces that make students feel that they belong.



#### **TRANSFORMATIVE**

Ensure that the Students' Union provides opportunities and experiences that positively change lives.



#### **CHALLENGING**

Constantly critique and question what we and our partners do to ensure that we are always striving to act in the best interests of students.



#### **EMPOWERING**

Equip students with the skills, opportunities and experiences to enable their success.



#### **FUN**

Make student life at York St John University enjoyable and rewarding.

### **OUR PRIORITIES**

- Provide independent advice services that help students to stay and enjoy life at university.
- Offer spaces and opportunities to enhance belonging and student communities.
- Engage with the university, city and wider community to ensure that students get the best experience - on campus and beyond.
- Be recognised as a change-making organisation.
- Provide activities and opportunities that aid students to gain employability skills and become active citizens.





## OUR ENABLERS

**Utilisation of Spaces** 

Communication, Insight and Analysis

People and Relationships

Governance, Finance and Risk Management

Ethics and Environmental Sustainability







Beyond a 9-5 Campus

Advice, Support and Advocacy

Students as Partners

Digital Transformation

# OUR MEASURES OF SUCCESS



80% satisfaction regarding questions 21 and 25 in the NSS\*



60% of income from non-subvention means



70% of student body engaging with the Students' Union \*\*



85% staff satisfaction



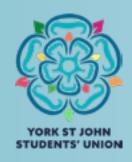
National recognition for being an effective and impactful Students' Union

\*based on NSS data released anually

\*\* based on unique interactions with the SU including commercial services, representative and advice services, memberships and digital engagement.







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