



Learn

(Well)



Live

More



Strategic Plan

2024 – 2028



We're here to

Support students to **Learn Well**
and **Live More** at University.



Our vision for the future

Our students are **thriving**
because we are too.

Organisational Health Checks:

(assessed annually as overall
indicators of progress)

NSS Scores

Number of students actively engaging

Net Promoter Scores



Core Missions

We're focussing on 3 core missions over the next 3 years. These missions are what our students have been telling us they need us to be focussing on.

We'll review these missions annually, if we need to change focus based on student feedback we will.



Tackling the Cost of Studying

Goals 🚩

- Work at a national level to lobby for change to student funding models.
- Help more students gain part-time work and employ more students in our organisation.
- Keep our services and activities accessibly priced.
- Run short-term projects to tackle direct need.

Measures 🔍

- More students employed at the SU
- Increase access to hardship funds
- Students recognise us for the work we are doing in this area
- Student funding models are changed or under review



Boosting Student Wellbeing

Goals 🚩

Fight the student loneliness epidemic by creating more routes for connection.

Bring joy to campuses on purpose and curate spaces for students to be happy, connect with other people and know that they belong.

Work proactively to curate activity and shape services that work to the five pillars of wellbeing, working in partnership with the University and external organisations.

Measures 🔍

- Increased engagement in our volunteering and elected representative roles
- Students tell us that we have helped support a better sense of wellbeing for them
- Engagement in the Mental Health Charter measures
- Data from Student Support Services
- NSS feedback



Increasing

Attainment

Goals 🚩

Actively dismantle barriers to educational attainment.


Help more students to stay in University and leave with the education they have worked for.

Offer more activity that equips students with tangible skills, and help them to articulate these skills as transferable.

Engage with the Access & Participation Action Plan and Race Equality Charter measures. Ensuring this important work happens.

Measures 🔍

- Students recognise we are a place for skills development
- Awarding gaps reduced
- Graduate employment rates improve
- Completion rates increase



UCLan SU's Theory of Change

How we change the big things
with small actions

We create opportunities for students to voice **their feedback** on their education and student life and **empower them** to make the change they want to see →

Inputs (How we do it)

Elected Student Representatives

Campaign support

Unitu

Feedback forums

Students on University committees

Students on our Board of Trustees

Mechanisms of Change (Why it works)

There are many different ways to engage at different levels, which engages the diversity of our student body.

We maintain strong & respectful relationships with stakeholders in the student experience to connect students with decision-makers.

Opportunities to hear students' voices are shaped and led by students, creating peer-to-peer trust.

Outcomes

Short Term

Large numbers of diverse students are able to share their voices and ideas with the SU.

Long Term

Support for students is shaped directly around students' ideas and needs.

We provide accessible,
fun and student-centric
social enterprise
activities and **spaces** →

Inputs (How we do it)

Lampworks bar & venue

Cafe

UCLan merchandise

Student-led enterprises

Events programme

Marketing partnerships

Welcome Week events programme

SU spaces on Preston & Burnley campuses

Mechanisms of Change (Why it works)

We are not motivated by profit which means we can focus on our values more.

Our social enterprise spaces designed for students based on feedback from students.

Outcomes

Short Term

Student-designed spaces and resources means that they are welcoming, accessible and create a sense of ownership and pride.

Long Term

Students make friends, have fun and feel proud of their university experience.

We facilitate student-driven activities that offer **skills** development & a chance to find your **people** & **community** →

Inputs (How we do it)

Student societies

we employ students

Social sport

Support University-led competitive sport

Umii

Get-togethers

Student-led volunteering

Mechanisms of Change (Why it works)

Students have access to support to initiate, create and deliver inclusive activities that work for them and their peers.

Outcomes

Short Term

There is a huge diversity of opportunities and positive experiences to engage with at University.

Long Term

Students make friends, have fun and develop skills to serve them well in their next stages of life.

We deliver **services**
and facilitate **activities**
that enhance students'
well-being →

Inputs (How we do it)

Free and independent Advice Service

Dedicated VP Welfare

Student-Led welfare campaigns

Mental Health Charter work

Run events with friendship and connection front of mind

Mechanisms of Change (Why it works)

The independence of our Advice Service means we can provide trusted impartial support to students facing challenges at University.

Welfare activities are designed by students (current or recently graduated) which makes campaigns more relevant and effective.

Outcomes

Short Term

Students know how to access the right support for them, when they need it.

Long Term

Enhanced student wellbeing means more students feeling better, learning better and staying at University.

Our Goals



Students leave UCLan feeling like they belonged here. They have made positive memories that last a lifetime.



The University experience creates community-minded students who are active citizens.



Students stay at UCLan to complete their studies and achieve the award they have worked for.



Students leave with new skills & great employment prospects.



Students' mental health is positively affected by their University experience.





Our Values

Stay Human

We are embracing our digital future but this will never mean leaving the human approach behind. Our organisation is powered by people, and we exist to be the first port of call for our students when they need us. We'll never run out of time to have that conversation, the kettle is always on.

Do What We Say We Will

We are a reliable and sustainable organisation that our members and partners can trust to follow through on commitments we make. We don't over promise but we do challenge ourselves to achieve. We also proudly tell people about our work and celebrate our achievements.

Curiosity Not Judgement

We love that everybody is different and we value diversity of thought, experience and people. We embrace new ways of doing things with interest and questions, never judgement. We embrace our people's uniqueness, it's our superpower. We actively learn more about things we do not yet understand.

Prioritise Joy

We're a charity for students, not a law firm. Part of our mission is to bring people together to connect, try new things and feel happier whilst doing it. We can't achieve this without a large dose of fun. We welcome the weird ideas and the slightly silly ones too because we know joy is a radical act in a world where it is not always possible.

Act with Courage

We are brave because our members need us to be. Sometimes we need to challenge to make the change we need to see happen. We will always have the courage to say the thing, with care, that others might not be able to say. Our courage allows us to push boundaries and take calculated risks.

 **We promise to uphold these values in all that we do**



Enablers

The things that make the cogs turn,
and make us able to do what we do



Finance & Resourcing



Vision:

Our income is more diversified and we are less wholly reliant on University funding to deliver the activity and services we want to. Our physical spaces are allowing us to work for and with students.



Equity, Diversity & Inclusion



Vision:

We have delivered sector-leading work to create a more equitable, diverse and inclusive organisation for our staff and membership. We will lead from the front with compassion and courage to open our doors to more of our members than ever before by harnessing the power that diversity brings.



People & Culture



Vision:

Our people feel proud, happy and safe working at the SU. We have equipped staff with the tools, networks and knowledge they need to be delivering the best job possible for our members.



Data & Insight



Vision:

We know who our members are, we know what they care about and we can use the power of insight to advocate and provide for them more strongly.



Democracy & Governance



Vision:

We are delivering on our charitable objective to be the voice of students at UCLan, engaging more voices than ever before in feedback and change mechanisms.

This plan looks lovely, right?
But we are a member-led organisation,

Powered by students

And this means that things can and should change when there is a need to. We will stick to these guiding principals over the next 3 years but we will also be acting on the feedback our members give us, that's the fun bit!

To see what we and our members get up to on this next adventure, head to our website or follow us on social media.

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