

**We believe
in better.
And we'll
achieve it
together.**

Vision

We'll be **leaders** for our student community, shaping an **inspiring** and **rewarding** student experience.



Values

In all that we do, we aspire to be:

01 Equitable

We'll be relevant, inclusive, respectful and accessible for our diverse membership, taking steps to encourage participation, celebrate difference and enhance the voices and opportunities of under-represented and disadvantaged groups.

02 Empowering

We'll be led by our members, seeking democratic input to drive our policies and priorities, and we'll support and enable students to own and lead their personal experiences.

03 Brave

We'll be ambitious and tenacious in pursuing our members' interests, challenging policy-makers, creating new and innovative solutions and taking calculated risks to advance our influence and impact. We'll always believe in better for students.

04 Responsible

We'll always look to do the right things, in the right ways, holding ourselves to the highest standards of corporate and social responsibility, aligning our work with the UN Sustainable Development Goals and managing our finances & resources effectively.

05 Collaborative

We'll work together with our members and stakeholders; leading, learning and sharing with key partners and collaborators so we can expand our impact and continue to do better.



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Key strategic priorities

We'll focus on three priority themes of work:

01 Academic representation:

We'll develop our academic advice and support services and our student voice framework to ensure students remain at the heart of the learning experience. We will learn from and share with others, valuing this aspect of our work as our primary purpose. We'll be valued throughout the University community as credible, evidence-informed commentators on the student academic experience, and will develop our position as influential partners, empowering students to shape their learning experience.



02 Building student community

We'll grow participation in our student community – including from under-represented and disadvantaged groups – developing a sense of belonging and improving wellbeing, making sure we're inclusive, engaging and relevant for all our members across a rich variety of opportunities. We will develop our role as leaders and contributors within the national student community, representing our members' needs to influence policy. We'll develop our student-focused social enterprises to return added benefit. We'll encourage and celebrate those students who volunteer to support and lead their student community, helping them to succeed in these roles and adding value for their futures.



03 Improving students' lives:

We'll be influential throughout and beyond the University in representing our members' interests, seeking positive change on their behalf. We'll be experts in the wider student experience, working to understand the challenges facing our members outside of their classrooms, lecture halls and laboratories. We'll develop and negotiate solutions to reduce burdens and identify positive solutions, particularly in relation to finance, housing, employability, and physical and mental wellbeing, to improve students' chances of success.



Enabler Plans

We must make sure the organisation develops to deliver this plan, and we'll focus on improving our work in four key areas:

01 Brilliant people doing amazing things for students:

We'll develop our people – from student leaders to volunteers and staff – so they can make their best contribution in delivering our strategy. Our recruitment, induction and training practices will welcome people full of potential and help them to transform that potential into personal and professional achievement. We'll continually review our policies and processes to make sure our offer is the best it can be.

02 High quality, transparent decision-making:

We'll develop our governance, policy and general decision-making structures – benchmarked to sector best-practice – to provide the highest quality decision-making for all our stakeholders, strengthening the governance and democratic foundations on which all our activities are built.



03 Engaging communication:

We'll provide up-to-date information, advice, and activities in a way that engages and keeps pace with our students and their expectations, encouraging participation and helping them feel part of our broad community. We'll be at the forefront of changes in communications technology and trends.

04 Living our values:

We'll challenge ourselves to continually do better in adhering to our values. We'll develop new methods of improving and motivating individual, collective and organisational behaviours to align with our values as distinct features of our character.

