Strategic Objectives* 2023/26

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Our Journey*So Far

Team Away Day
Discussion on culture, aspirations and direction.

Annual Members Survey
What we do well, what we need to do more of.

Culture & EDI Audit
Baseline for where we are now & aspirations for where we want to be.

Board Away Day
Who we are, what we do, what we want to be.

Student Council
Ideas, feedback and direction.

Strategy Task Force
Small internal group to create plan.

Key Findings

>70% of DMU Students are Gen Z in Full-time Study

Purpose of DSU

Advice & Wellbeing Services, Social Opportunities, Big Events (Freshers), Clubs & Socs, Democratic Functions & Course Reps

Community is Important

Work Alongside Study

Activities Whilst Socialising Are Key

Digital Space & Shared Experience

Key Themes

Our students are mostly Gen Z & that means unique needs.

DSU is a key source of support on academic & wellbeing issues.

DSU needs to be a place students can eat, socialise & study.

DSU should provide student opps with an emphasis on making friends, building communities & improving CVs.

Do less, do it well.

Smarter, not harder.

Be data led.

Students need help to make friends & spaces to spend time with them.

We'd like an agreed set of behaviours that encompasses culture & EDI.

We want our message to be clear, visible and relevant.

With trust comes responsibility, we want to be accountable.

Key Enablers

Focused Strategy, KPIs & Reporting

We are Strategic Leaders & EDI & Culture first.

Strategic & Accountable Board.

Motivated & Purpose-driven Officer Team.

Culture of Institutional Partnership. (DMU)

High Performing Staff Team.

All together makes...
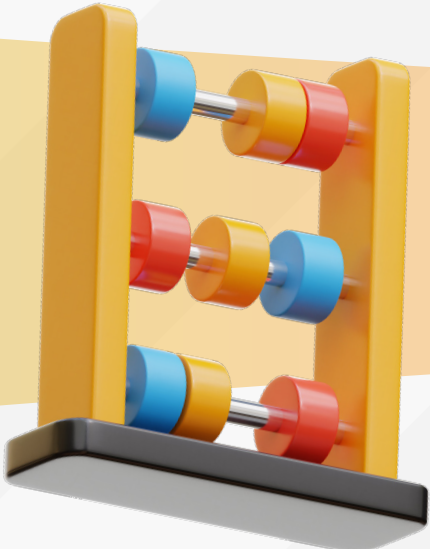
Data, feedback & ideas.

AMS, Staff, Board

Conscious Inclusion

People & Students

Strategic Objectives

North Star

"We are a **student-led*** organisation that works for the **interests and needs** of our **student members**"

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Our strategic objectives

Visibility
Be a visible and welcoming SU that is well-known by our students and beyond.

Empowering
Giving students the platform to lead, be heard and make positive change.

Belonging
Provide an accessible space and inclusive environment that encourages the growth of student communities.

Opportunity
Offering students exciting and diverse opportunities for their personal and professional development.

Experience
Working with students to provide them an enriched and memorable university experience.

Our Organisational Behaviours:
EDI | Staff Engagement & Motivation | Change Management | Emotional Intelligence & Interpersonal Skills | Insights & Data

Organisational Behaviours

EDI
Embedding EDI into the fabric of what we do and who we are, not treating it as an add on with a separate plan but as an integral part of our staff and Officers' day to day work.

Emotional Intelligence & Interpersonal Skills
We will expect and provide a learning framework to improve & grow. We encourage self-advocacy, embrace resilience and think critically.

Staff Engagement & Motivation
Recognising and rewarding great work, developing our people & being a great place to work and proving opportunities to get together and learn from each other.

Insights & Data
Make well thought out decisions & track meaningful stats that focus on behaviours.

Change Management
In an agile sector, we will approach change well and take its impact seriously. We work smart, not hard and seek to embrace change, but not for changes' sake.

Visibility

Be a visible and welcoming SU that is well-known by our students and beyond.

By 2026 we will have...

🏅 rejuvenated and readjusted the parameters of our data collection, asking ourselves at regular intervals what the data is telling us, what other data we may need to prioritise (behavioural versus interaction for example) and improved our collection methods year on year.

🏅 a fully-branded SU building that is recognisable to all and be known by our students.

🏅 increased engagement and follower metrics across digital platforms, including social media, email and website interactions.

🏅 become more integrated into the DMU student community through SU events.

🏅 increased the number of Exec Officer projects and have Officers involved in the wider national student picture.

Measure of success...

Conduct an annual data review.

KPI tracking throughout the year and adjustments made YOY.

Digital channel health and engagement stats increase YOY.

AMS | WhatUni survey | NSS survey.

Engagement data and statistics YOY.

Student engagement with digitally advertised events.

Aim to reach at least 80% event attendance targets per event with clearly defined target demographics depending on data and student feedback YOY.

Project reports including project round-up and review.

Number of Officer projects increased 25% by 2026.

Notable Officer engagement with at least one major national campaign each year.

Notable Major Projects: Annual Members Survey | Impact Report | Freshers | Officer Induction & Support

Empowering

Giving students the platform to lead, be heard and make positive change.

By 2026 we will have...

🎖 developed a Student Leadership framework to assist students become effective leaders during and after university.

🎖 increased student awareness and participation in leadership elections and democracy.

🎖 embedded a culture of celebrating and communicating change & student experience through Officer social media channels and more.

🎖 increase the number of clubs and societies leadership roles overall by increasing number of societies and rejuvinating closed ones.

🎖 increase the number of courses at DMU and global partners who have Course Representation.

Measure of success...

Engagement framework progress against baseline objectives.

Student engagement with relevant Student Leadership events increases YOY.

DSU elections survey data, increase in number of candidates and number of votes increased YOY.

Student Council participation data YOY.

Officer digital content creation targets set at start of year and regularly monitored.

Officers post at least once a week on relevant channels (term time).

Consistent engagement with Officer social media YOY regardless of channel or Officer Team.

DSU digital channel health and engagement channels increase YOY.

AMS | What Uni

Clubs & Societies committee number trends.

% of Clubs and Societies funding spent YOY.

Number of students running for Clubs & Societies core committee leadership roles tracked YOY and barriers identified.

Course Rep numbers and engagement with DSU.

Notable Major Projects: Student Leadership Framework | Elections

Belonging

Provide an accessible space and inclusive environment that encourages the growth of student communities.

By 2026 we will have...

🎗 reduced barriers for students finding and building communities during their time at DMU by increasing the number of student groups YOY.

🎗 created a regular 'menu' of bookable spaces for students within their students' union and those spaces are being used regularly.

🎗 run an accessibility audit of our spaces and events and develop a framework for the SU to ensure the continuous improvement of accessibility over the life of the strategic plan.

🎗 increased engagement with students across SU initiatives that relate to Belonging overall.

🎗 provided more opportunities for students to get involved with SU projects or events which are student led.

Measure of success...

Clubs & Societies engagement statistics.

Created, used and improved the DSU Mega Calendar for cross-department collaboration.

Space booked by students has increased by 10% each term versus YOY stats.

Commercial venues to be used 95% of the time.

Audit conducted.

Working group or project group established and actions taken, reporting to P&C Sub-Committee.

Improvement from baseline audit findings.

Engagement data and statistics.

AMS.

Aim to reach at least 80% event attendance targets per event with clearly defined target demographics depending on data and student feedback YOY.

Number of student led events in DSU increases 10% YOY.

Notable Major Projects: Freshers | Skills Fest

Opportunity

Offering students exciting and diverse opportunities for their personal and professional development.

By 2026 we will have...

- ⭐ become more involved in DMU Varsity through events, initiatives and campaigns. Become a key part in this process.

- ⭐ built, developed and continually improved a robust training plan for clubs and societies committee members which delivers effective and applicable skills to improve experience annually.

- ⭐ launched a careers outreach initiative with projects for current students to assist DMU in the employment rates of graduates.

- ⭐ increased funding available for clubs and societies to remove barriers for student groups being formed and improve the development and impact of the groups we have.

- ⭐ increased local partnerships in Leicester by 50% including creating more volunteering opportunities for students.

Measure of success...

Collaborative and good working relationship with DMU Sport.

Increase in Varsity-themed events.

Increase in Varsity-themed digital stats engagement.

Amount of members trained versus amount of members we have increases YOY.

Student feedback post-events is wholly positive.

AMS | WhatUni | NSS

Run one project with careers outreach per academic year.

Volunteering engagement statistics & data.

Funding spent by financial year-end.

Projects reported on to internal staff committees & in DSU Impact Report.

Work with local businesses in long-term or one-off projects, one project per academic year.

Student volunteering hours increased 10% YOY.

Notable Major Projects: Careers Outreach Initiative | Block Grant Application | Volunteering Brokerage

Experience

Working with students to provide them an enriched and memorable university experience.

By 2026 we will have...

🏅 improved profitability of our commercial outlets and they continue to meet the needs of the student body.

🏅 Commercial and Membership become more aligned, We give students a place to eat, socialise and study.

🏅 a consistent DSU offer which students come to expect from us, decreasing one-off projects, focusing more effort and resource into regular cyclical projects, seeking to improve engagement and experience stats.

🏅 consistently achieve DMU students' overall satisfaction levels of their students' union to 70% and above each year.

🏅 continually improved completion rates of Annual Members Survey.

🏅 a student population that feels DSU is at the centre of student life.

🏅 become more proactive in our approach to student outreach by consistently doing 20 hours GOATing (Go Out and Talk) and GOAL (Go Out and Listen) per Executive Officer per term.

🏅 increased the amount of proactive outreach DSU stands across DMU per project per team.

Measure of success...

Budgets; income generation.

Annual commercial GAP analysis.

AMS | WhatUni survey data | NSS data.

Union-wide engagement statistics.

AMS completion data YOY increase.

Officer scrutiny committee reports.

GOAT/Ling hours tracked by Officers and reported on at Trustee Board.

Teams include outreach stands in all appropriate projects and report on engagement.

AMS increase in SU visibility.

Project report statistics.

Notable Major Projects: Commercial Vision | Project Click | Annual Members Survey | Officer Induction and Support

What Next?

Team Away Day

Delivery of our new strategic plan.

Freshers' Handouts and Marketing Plan

i.e. this isn't new, this is who we are!

Student Council Presentation

Delivery of our strategy to the Student Council.

Follow Up Staff Presentations

In-depth delivery of the strategic plan to staff.

Webpage Launch

Landing page that breaks down who we are for students with clear CTA's.

Office Vinyls

Visually embedding our new strategy for staff consumption.