

# LEICESTER STUDENTS' UNION STRATEGIC PLAN

## 2025-2028







# OUR STRATEGIC PLAN

Our strategic plan aims to provide focus and direction for the future of Leicester Students' Union. It is designed to be viewed as a conventional three year strategy, but with overarching principles that can be carried forward in years to come. Each year, the strategic plan will be supported by an operational plan which will not only help us to progress towards our vision and goals but will serve as a benchmark for year-on-year advancements in our service delivery.

*This strategy belongs to our students- it will evolve with them, adapt to their needs and always seek to help them thrive, belong and succeed. It will be reviewed annually to ensure it remains relevant and in the best interest of our members.*





# OUR VISION



A community where all students are empowered to **thrive, belong** and **succeed**.

## OUR WHY



We believe students who **engage** with the Students' Union are **happier**, make more friends and have **better academic outcomes**.

## OUR HOW



**Advocate** for, **support** and **create spaces** for all students.



# STUDENT LED

## WE'RE PROUD TO BE STUDENT LED.

This strategy empowers our officer teams now and in the future to make decisions and advocate in the best interests of our diverse student body. We will grow our understanding of what students think, feel and believe by empowering our student reps, growing our data and insight capacity and by supporting students to engage with their union at any point in their journey.



## A COMMUNITY WHERE ALL STUDENTS ARE EMPOWERED TO THRIVE, BELONG & SUCCEED

We will support our students in achieving better personal and educational outcomes. Students that are meaningfully engaged with the union gain well-rounded development that enhances both their life and studies.

- We will support students to develop new life skills.
- We will empower students to build confidence, resilience and believe in their abilities.
- We will develop physical, social and digital spaces to enable students to thrive, belong and succeed.



### BY 2028, WE WILL HAVE...

1. Expanded our Peer Mentoring programme to include PGT, Distance Learners and Foundation students.
2. Implemented a student group development programme to empower our student leaders to grow as people .
3. Developed systems and processes that allow us to be agile to proactively respond to student needs.
4. Heard that students feel more confident, resilient and equipped at the end of their university journey.
5. Committed to revitalising the Students' Union by investing significantly in our physical spaces that enable students to thrive.
6. Enhanced annual engagement of students in our democratic processes such as the Ideas System, Elections and Leicester100.

## A COMMUNITY WHERE ALL STUDENTS ARE EMPOWERED TO THRIVE, BELONG & SUCCEED

We will build vibrant communities and networks to ensure our students have a place where they belong and can flourish as their authentic selves.

Students that are engaged and part of student groups and/or communities are more likely to stay at university, progress well and complete their studies with better outcomes.

We will continue to invest time, efforts and resources to reach and provide additional support to as many students as possible who we've identified as under-engaged or experiencing loneliness.

- We will **create opportunities** for students to make and build lifelong friendships.
- We will **empower** students to lead and develop their own communities.
- We will **reduce loneliness** amongst our members by creating enriching spaces for them to be their true selves.



Strategic Plan 2025-2028

### BY 2028, WE WILL HAVE...

1. Boosted student engagement with the union, focusing on active and meaningful involvement year on year.
2. Targeted students most at risk of isolation, loneliness or low engagement by creating or facilitating activity and spaces designed to offer a half step into full student engagement or leadership.
3. Ensured we have a thriving calendar of community activity supported and delivered by our Part Time Officers.
4. Refocused and doubled our efforts to support the growth of Academic Societies to ensure growing sense of community within university schools.

## A COMMUNITY WHERE ALL STUDENTS ARE EMPOWERED TO THRIVE, BELONG & SUCCEED

We will advocate on behalf of students by representing their needs on issues that can affect and impact their success and experience at university.

We will achieve this by expanding our Academic Representation programme to build a valuable knowledge bank to transform Leicester Students' Union into a proactive, impactful, and data-driven entity serving its members.

- We will **continue to develop** and deliver sector leading academic representation.
- We will **support** students through challenging periods by strengthening our Advice Service to ensure we can provide help to those in need.
- We will ensure **student voice is embedded** into university decision making and advocate at the highest level for excellence in academic experience.



### BY 2028, WE WILL HAVE...

1. Developed a knowledge bank that enables us to truly consider ourselves the voice of students. Staff and Officers will be able to tune in to real time student feedback that drives our work across the union.
2. Embedded systems of representation within the postgraduate community.
3. Made a meaningful and positive impact on student's academic journey.
4. We will have impact assessed our Advice provision and provided effective academic advice and general guidance to more students leading to better outcomes and greater satisfaction in the support they have received.





# HOW WILL WE MEASURE SUCCESS?

For each of our 14 strategic targets we've set ambitious goals which can be found in the appendix. Each year we will set a series of ambitious targets that help us move towards our end goals. We're clear about our purpose and why we do what we do but this annual process also allows us to flex and adapt to the changing environment we're working in or if students tell us they need something different from us.

But we do need to be able to track whether we're supporting students to thrive, belong and succeed more broadly. As such, we'll also be monitoring the following headline KPI's:



BY 2028...

## THRIVE

- 8 out of 10 students feel more confident as a result of their engagement with the SU.
- We will also see 8 out of 10 students tell us that they feel more resilient having worked with the SU.

## BELONG

- 50% of all University of Leicester students are meaningfully engaged in our SU student community.
- Annually, we will increase post graduate engagement by 10%.

## SUCCEED

- We will achieve and maintain a top quartile score in the NSS, PTES & PRES.
- We will reduce the retention gap for students from "at risk" areas by 10%.

# ENABLERS

## MARKETING & COMMUNICATIONS

We will develop our communications to ensure our students hear from us authentically and in a way that they find accessible.

## INCOME GENERATION

We will generate income ethically, to help fund our student activities or services.

## HR & PEOPLE

We will be a great employer, dedicated to supporting and developing our staff so they can bring their most effective selves to work - to best support our students.

## FINANCE & RESOURCES

We will manage our resources appropriately to maximise our impact for students.

## DATA & INSIGHT

We will be data led in our work, decision making and planning.



