

STRATEGY TRACKER

OUR DESIRED STRATEGY OUTCOMES

HOW WE WILL DO IT

HOW WE WILL MEASURE SUCCESS

OU & ASSOCIATION SHARED GOALS:

To provide more extensive and relevant support services and information to greater numbers of students

INFORM & SUPPORT

Increase awareness
Improve relevance

Ensure that every OU student knows that they are a member of the Association and can easily access the services, support and resources that they want and need during every stage of their student journey.

AWARENESS

1 Annual Membership Survey - % response rate

2 Annual Membership Survey Q7 - % of responders selecting options 1,2,3 (awareness)

3 Annual NSS Q26 - % of responders selecting "N/A" (proxy for not aware)

4 Quarterly #new visitors to website & Hoot - % of total membership

TO ENHANCE STUDENT WELL-BEING AND ENJOYMENT

To get larger numbers of students involved in our activities, our social and academic communities and our democratic and representation processes

ENGAGE & INVOLVE

Increase engagement
Improve opportunities

Increase student engagement levels by creating a greater range of opportunities for involvement in the wider student community.

ENGAGEMENT

9 Annual election participation - % eligible voters who take part

10 Quarterly activities participation - #students per activity type - % of total membership

11 Quarterly volunteering participation - #volunteers applying for & completing roles

TO IMPROVE STUDENT SATISFACTION

To give students a stronger, more powerful and more effective voice

INFLUENCE & TRANSFORM

Increase influence
Improve impact

Empower students to take a leading role in influencing the decisions that impact their study journeys and their student experience.

IMPACT

12 Annual profiling of election participants - % penetration of member segments

13 Annual profiling of engaged students - % penetration of member segments

14 Annual profiling of volunteers - % penetration of member segments

TO INCREASE STUDENT RETENTION

TO INCREASE STUDENT SUCCESS

15 Annual Membership Survey Q22 - % of responders selecting "agree" options for 1st statement (positive impact)

16 Annual NSS Q26 - % of responders identifying positive for effective representation

17 Annual volunteering feedback - % volunteers identifying positive growth & development

18 Annual Representation/Service Review - % OU staff identifying positive student impact in committees

19 **Supplemented with qualitative/quantitative impact reporting, eg.**
Quarterly CEC Impact statements (incl student contacts & issue heat maps), Annual Student Voice Impact Report, Annual Policy & Public Affairs Impact Report, Annual Trustees Report, Annual Report to Council, Volunteering Case Studies

Maintain an enabling organisational culture which is true to our shared values

20 Annual culture pulse survey & staff engagement survey - % stakeholders selecting "agree" options on living our values questions