

STRATEGY TRACKER

MEASURES OF SUCCESS - DETAILS

<p>1</p> <p>Annual Membership Survey - % response rate</p> <p>NEW</p> <p>First circulation in 2020 2020 % to be used as base line Track annually in 2021, 2022 & 2023 Decide whether to set improvement targets</p>	<p>2</p> <p>Annual Membership Survey Q7 - % of responders selecting options 1,2,3 (awareness)</p> <p>NEW</p> <p>First circulation in 2020 2020 % to be used as base line Track annually in 2021, 2022 & 2023 Decide whether to set improvement targets</p>	<p>3</p> <p>Annual NSS Q26 - % of responders selecting "N/A" (proxy for not aware)</p> <p>EXISTING</p> <p>Use % for 2019 NSS as base line Track annually in 2020, 2021, 2022 & 2023 Decide whether to set improvement targets</p>	<p>4</p> <p>Quarterly #new visitors to website & Hoot - % of total membership</p> <p>EXISTING</p> <p>#s available from April 2019 (Hoot) & July 2019 (website) Report quarterly on rolling 12-month tracking #s throughout 2020-2023 Decide whether to set improvement targets</p>	<p>5</p> <p>Annual profiling of service/resource users - % penetration of member segments</p> <p>NEW</p> <p>Member segmentation not currently undertaken. Exploratory work required to establish segmentation framework and to evaluate the data requirements/implications for profiling. Working Group to feed back on options and timelines</p>
<p>6</p> <p>Quarterly #returning visitors to website - % of total membership</p> <p>EXISTING</p> <p>#s available from July 2019 Report quarterly on rolling 12-month tracking #s throughout 2020-2023 Decide whether to set improvement targets</p>	<p>7</p> <p>Quarterly Social Media Amplification Actions (all Assoc accounts, incl reps) - % of total views</p> <p>EXISTING</p> <p>#s available from Sept 2019 Report quarterly on rolling 12-month tracking #s throughout 2020-2023 Decide whether to set improvement targets</p>	<p>8</p> <p>Annual Membership Survey - % service/resource users who would re-use or recommend</p> <p>NEW</p> <p>First circulation in 2020 2020 % to be used as base line Track annually in 2021, 2022 & 2023 Decide whether to set improvement targets</p>	<p>9</p> <p>Annual election participation - % eligible voters who take part</p> <p>EXISTING</p> <p>Use % for 2018 main elections and 2018-19 by-elections as base line Track for 2020 and 2022 main elections Track for and by-elections held 2020-2023 Decide whether to set improvement targets</p>	<p>10</p> <p>Quarterly activities participation - #students per activity type - % of total membership</p> <p>EXISTING</p> <p>Use #s for 2019 as base line Report quarterly on rolling 12-month tracking #s throughout 2020-2023 Decide whether to set improvement targets</p>
<p>11</p> <p>Quarterly volunteering participation - #volunteers applying for & completing roles</p> <p>EXISTING</p> <p>Use #s for 2019 as base line Track quarterly throughout 2020-2023 Decide whether to set improvement targets</p>	<p>12</p> <p>Annual profiling of engaged students - % penetration of member segments</p> <p>NEW</p> <p>Member segmentation not currently undertaken. Exploratory work required to establish segmentation framework and to evaluate the data requirements/implications for profiling. Working Group to feed back on options and timelines</p>	<p>13</p> <p>Annual profiling of election participants - % penetration of member segments</p> <p>NEW</p> <p>Member segmentation not currently undertaken. Exploratory work required to establish segmentation framework and to evaluate the data requirements/implications for profiling. Working Group to feed back on options and timelines</p>	<p>14</p> <p>Annual profiling of volunteers - % penetration of member segments</p> <p>NEW</p> <p>Member segmentation not currently undertaken. Exploratory work required to establish segmentation framework and to evaluate the data requirements/implications for profiling. Working Group to feed back on options and timelines</p>	<p>15</p> <p>Annual Membership Survey Q22 - % of responders selecting "agree" options for 1st statement (positive impact)</p> <p>NEW</p> <p>First circulation in 2020 2020 % to be used as base line Track annually in 2021, 2022 & 2023 Decide whether to set improvement targets</p>
<p>16</p> <p>Annual NSS Q26 - % of responders identifying positive for effective representation</p> <p>EXISTING</p> <p>Use % for 2019 NSS as base line Track annually in 2020, 2021, 2022 & 2023 Decide whether to set improvement targets</p>	<p>17</p> <p>Annual volunteering feedback - % volunteers identifying positive growth & development</p> <p>EXISTING</p> <p>Use volunteer survey responses from 2019 as base line Track annually in 2020, 2021, 2022 & 2023 Decide whether to set improvement targets</p>	<p>18</p> <p>Annual Representation/ Service Review - % OU staff identifying positive student impact in committees</p> <p>EXISTING</p> <p>Use % for 2019 Rep Review as base line Track annually in 2020, 2021, 2022 & 2023 Decide whether to set improvement targets</p>	<p>19</p> <p>Qual/Quant Impact reporting</p> <p>Quarterly CEC Impact statements (incl student contacts & issue heat maps) - NEW, to be established in 2020</p> <p>Annual Student Voice Impact Report - EXISTING, issued annually in Sept for previous academic year</p> <p>Annual Policy & Public Affairs Impact Report - NEW, to be established for 2020/21 academic year</p> <p>Annual Trustees Report - EXISTING, produced annually with end of year accounts</p> <p>Annual Report to Council - EXISTING, issued annually in Nov for previous academic year</p> <p>Volunteering Case Studies - EXISTING selection on website, to be refreshed annually</p>	<p>20</p> <p>Annual culture pulse survey & staff engagement survey - % stakeholders selecting "agree" options on living our values questions</p> <p>NEW</p> <p>Use survey results from Culture Review conducted in 2019 as base line Repeat survey and track annually in 2020, 2021, 2022 & 2023 Decide whether to set improvement targets</p>