

OPEN UNIVERSITY STUDENTS ASSOCIATION

Central Executive Committee (CEC)

3 – 4 July 2021

STRATEGY PERFORMANCE REPORT

The CEC is asked to:-

- i) **Receive** the Strategy Performance Report

1. Introduction

- 1.1 The Strategy Performance Report is attached as Appendix 1, with supplementary Appendices 2 through 6. The report provides performance updates on:
 - Section A – Key Performance Indicators (KPIs) and metrics
 - Section B – Strategic Projects
 - Section C – Business Plans

2. Section A – Key Performance Indicators

- 2.1 Updates on our strategy measures of success, comprising 20 metrics linked to our five strategic Key Performance Indicators (KPIs), are provided in Section A of the report with accompanying movement indicators and narrative.
- 2.2 Due to the nature of some of our metrics being driven from annual activities (eg Annual Membership Survey, NSS, elections, etc) a number of KPIs do not have updated statistics in this report.
- 2.3 Areas where the metrics are currently showing positive trends are:
 - Growth in year-on-year new/returning visitors to the website and the Hoot
 - Growth in membership levels for Clubs, Societies and Groups
 - Increase in use of Peer Support and Library Support services
 - Large increase in year-on-year active volunteering roles
 - Significant increase in % of new volunteers applying for roles
 - Significant increase in sign-us for the new Welsh newsletter
 - An uptick in the shop average order value

- 2.4 Areas where the metrics are currently reflecting downward trends are:
- Newsletter engagement (open rates & click-throughs)
 - Video views
 - Totum card registrations
- 2.5 Unfortunately, work on the collation of appropriate benchmarking data to support the development of targets against individual metrics has stalled recently due to workloads and other commitments. Areas for initial focus and potential sources of data have, however, been identified and this work will be progressed later in the Summer.
- 2.6 The CEC is asked to **note** the updates and is invited to provide feedback and comments and/or raise any questions in relation to the updates.

3. Section B – Strategic Projects Updates

- 3.1 A copy of the current Strategy Projects Portfolio is provided as Appendix 7, for reference.
- 3.2 Updates and statuses for the projects in our Strategic Projects Portfolio are provided in Section B of the report.
- 3.3 Across the portfolio there are now ten projects that have been initiated and are in progress. Three are status AMBER, with the remainder being status GREEN.
- 3.4 At the most recent meeting of the Strategy Projects Assurance Group (SPAG), it was recognised that some projects or elements of projects have effectively been completed based on the initial project scope but that the implementation of project outcomes is continuing to be reported via the SPAG. These are:
- **Project #2 (Individual Representation)** where the original project scope covered only the feasibility study.
 - **Project #11 (Governance Review)** where the original project scope covered only the work up to and including the delivery of recommendations.
 - **Project #14 (EDI action plan)** where the original project scope covered only the development of an action plan to deliver the BLM pledges.

It was also recognised that some of the areas being considered for implementation following the Governance Review have a level of cross-over with some of the strategy projects, especially those within the culture improvement programme.

The SPAG will give further consideration to whether there is a need for project consolidation and/or alterations to the future reporting processes for these projects.

3.5 The CEC is asked to **note** the updates and statuses and is invited to provide feedback and comments and/or raise any questions in relation to the updates.

4. Section C - Business Plan Updates

4.1 Updates on the twelve Business Plans covering business as usual (BAU) activities and projects for the 2020-21 academic year are provided in Section C of the report.

4.2 The CEC is asked to **note** the updates and is invited to provide feedback and comments and/or raise any questions in relation to the updates.

Sarah Jones
President

Sue Maccabe
Strategic Projects & Change Coordinator