OPEN UNIVERSITY STUDENTS ASSOCIATION

Central Executive Committee (CEC)
8 – 10 October 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 Appendix 2. 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   Reference is made within the report to other relevant CEC papers which provide more in depth information on some areas. These are:
- 10/21/01 CEC Quarterly Impact Reports
- 10/21/10 Communications Strategy
- 10/21/14 Governance Review Implementation
- 10/21/15 2021 NSS Analysis
- 10/21/18 Behavioural Governance

2.3   Due to the nature of some of our metrics being driven from annual activities (eg Annual Membership Survey, elections, etc) a number of KPIs do not have updated statistics in this report.

2.4   Areas where the metrics are currently showing positive trends are:
- Improvement in awareness in 2021 NSS
- Growth in year-on-year new/returning visitors to the website and the Hoot

- Growth in membership levels for Groups
- Increase in year-on-year active volunteering roles
- Use of the Library Support service
- Significant increase in newsletter sign-ups (25% up on same period last year)

2.5 Areas where the metrics have tracked downwards and/or are reflecting normal seasonal reductions are:
- 2021 NSS effective academic representation indicator
- Video views
- Totum card registrations
- Social Media engagement
- Peer Support users

Additionally, we have seen a reduction in the number of Clubs and Societies following a recent audit which resulted in the closing of inactive Clubs and Societies.

2.6 Work on the collation of appropriate benchmarking data to support the development of targets against individual metrics has stalled due to current workloads and other commitments.

2.7 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 Updates and statuses for the projects in our Strategic Projects Portfolio are provided in Section B of the report:
- B1: Completed Strategy Projects
- B2: Strategy Projects in Progress
- B3: Strategy Projects not yet Started

3.2 Across the portfolio there are four wholly completed projects; one project with a completed workstream and a further workstream still in progress; six other projects in progress; and two projects not yet started. Of the projects in progress, the majority are AMBER status due to a combination of factors including resourcing challenges and delivery delay risks.

3.3 At the most recent meeting of the Strategy Projects Assurance Group (SPAG), it was recognised that some of the areas being considered for implementation following the Governance Review have a high level of cross-over with some of the strategy projects, especially those within the culture improvement programme. For this reporting period, separate papers have been provided to the CEC on the Governance Review due to the level of information being provided. It is anticipated that future progress of the Governance Review proposals will be consolidated into the Strategy Projects assurance and reporting mechanisms.

3.4 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 BAU 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.

5. **Feedback for the Board of Trustees**

5.1 The CEC is asked to provide feedback on areas that it would like to communicate to the Trustees at their next meeting, including:
- Areas of specific achievement/delivery in our strategy performance
- Areas of specific concern in our strategy performance and any CEC proposals for addressing these
- Any other feedback on our strategy performance and any CEC proposals for future focus areas for ensuring the delivery of strategic aims and objectives

Sue Maccabe
Strategic Projects & Change Coordinator