

# STRATEGIC PLAN //

2022-23 //

**YOUR  
STUDENTS'  
UNION**

Keele **SU**



# CONTENTS //

	Page
Our Vision / Our Mission .....	1
Values .....	2
Strategic Plan 2022 -2023 .....	3
Officer Aims .....	4
Strategic Priorities // Supportive .....	5
Strategic Priorities // Friendly .....	6
Strategic Priorities // Creativity .....	7
Strategic Priorities // Putting Students First .....	8

# WELCOME TO KEELE UNIVERSITY STUDENTS' UNION //

Welcome to our third annual Strategic Plan! We like to update our student facing plan each year so we can ensure that we remain relevant to Keele students and the situation happening around us. The last two years has seen us focusing on COVID and recovery from the pandemic, so it's a welcome change this year for us to be able to put our energy into more positive outcomes for students. Whilst we update our Strategic Plan each year, some things that don't change are our **vision**, **mission** and **values**.

## OUR VISION //

To empower every student to be who they want to be and make a difference to the world.

**In order to pursue this vision, we have built our mission.**

## OUR MISSION //

Through the delivery of our quality support, activity, representation, entertainment and value for money services, we will ensure that Keele students feel part of a community which is inclusive, where they can grow in confidence and simply, be students.



Elected Officers | 2022/2023

# OUR VALUES //



## SUPPORTIVE

We will support you through your entire student journey, both through the good times and not so good times.



## FRIENDLY

We will make you feel welcome when engaging with us and ensure we are approachable. Whether you engage with us every day or once a year, we'll be there.



## CREATIVE

We want you to be creative, inspired to try new things with us, and become who you want to be. We also want our staff to be creative, trialling new ideas, to ensure we can keep up to date with what you need.



## PUTTING STUDENTS' FIRST

It goes without saying, we're a Students' Union, we exist because of you, we'll change and flex as you need us to so we can stay relevant to you.

# 2022-2023 STRATEGIC PLAN //

Our vision, values and mission are **WHY** we do things.

This strategic plan is **HOW** we will do it.

**WHAT** we will do is delivered via our internal departmental plans and objectives.

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**“Every year, Keele Students elect peers to represent the views of Keele students.”**  
**This year, your Elected Officers are:**



**Jade Cioffi**  
Union Development &  
Democracy Officer



**Jack Medlin**  
Education Officer



**Dan Lay**  
Welfare & Diversity Officer



**Tom Guilbert-Newell**  
Activities & Community  
Officer



**Maisie Glock**  
Athletic Union & Sports  
Officer



# OFFICER AIMS //

Whilst the Elected Officers have their individual aims, each year they work together to create 5 collaborative key aims. These collaborative aims are designed to ensure that you have the best student experience possible. The Elected Officers are supported by staff to achieve these aims, which are:

## Student Safety & Wellbeing //

We will work with the University and students to ensure our campus and wider community is a safe place for all. We continue to acknowledge the national student mental health crisis, and will work to ensure there are holistic support networks in place for all students.

## Access and Inclusivity //

We know that students can face discrimination based on disability, race, class, religion, gender, sexuality, and other protected characteristics. We will work to make all students feel included in the Keele Community, and will increase the diversity of voices heard through our democratic systems.

## Quality Education //

We will work in with Keele University to create high-quality, de-colonised education, which provides value for money but learns from the pandemic. We will ensure students are involved in co-creating their education, and that assessments are reflective of, and prepare students for, post-university life. We will fight to ensure you face as little disruption as possible in your education, even in a turbulent national context.

## Cost of Living //

We are experiencing a cost-of-living crisis which could price students out of their education. We will lobby for affordability, help students find suitable part time work, and will engage in national campaigns to fight for additional financial support for students.

## A Fair and Sustainable World //

Keele students came to university looking to enhance their future, but in this turbulent world, the future can seem uncertain. We'll work to safeguard this future by engaging students in sustainable initiatives and campaigns working to combat environmental, social, and economic injustices.

### How will we do this?

Democracy and representation is at the heart of what we do and is a driving force for change. This is your Students' Union and we want to amplify your voice at every level. All our priorities will be delivered through the mobilisation of student networks, Voice Representatives and other student leaders.

# STRATEGIC PRIORITIES //

We take our values seriously and base our strategic priorities on them.

How will we **SUPPORT** you this year?



- Continued provision of high quality, independent, impartial advice through ASK (Advice & Support at Keele SU), in whichever way you prefer to engage, whether that be via video call, face to face, email or phone.

- It's not always easy being a student, so we'll promote mental health and advice services available to you, so you know what you can access.

- We know that financial wellbeing is central to your studies and that it impacts on every part of your life. We will work to embed financial literacy into all areas of our work, from our skills development during recruitment to our Elected Officer campaigns.

- Working with the Elected Officers, ASK will continue to speak up for your rights and work to resolve common problems you tell us about through their social policy work.

- We are here to support your educational journey, from helping you navigate University systems and processes, to supporting you having a say in the academic content on your course. We have listened to you about the Student Voice

Representation Scheme, and are designing a new structure which works better for you.

- We will support Keele students to reflect on, and make sense of the skills they learn with us as part of a broad range of co-curricular activities. The self-knowledge gained is a key attribute for employment. It is valued by employers and will improve graduates' success when seeking employment after Keele.

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- We asked students "If we could help to make one positive change to your time at University, what would it be?" Many of the answers were small changes that we could make for you by working with the University. We will commit to finding the simplest way of gathering year long feedback so we can make your time at Keele the best it can be.

# STRATEGIC PRIORITIES //



How will we create a **FRIENDLY** environment?

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● Joining Societies and Sports Clubs is one of the best ways to meet new people and form friendships at University. We will continue to work with Societies and Sports Clubs to ensure they are accessible, have an excellent suite of training to aid student development, are well promoted, and provide a safe space for all.

● We will ensure that this training includes in-person sessions as well as online training programmes, and ensure that committee members have access to the resources that they need to deliver a great experience for student members. We have secured funding to re-work our committee training so we can support clubs and societies to deliver co-curricular activities accessible to all.

● All Keele SU staff work alongside a behavioural framework, where they strive to be supportive, empowering and communicating well at all levels. We hope that staff working towards these behaviours results in the same friendly service in all areas of Keele SU that students interact with.

● Through a diverse and inclusive programme of entertainment, whether you enjoy dance anthems, theme nights, grime, rock or a good old pub quiz, we'll do our utmost to ensure there is something for everybody.

● We will uphold our commitment to providing non-alcoholic social and study spaces in the Students' Union building so that you've got more space to spend time with friends. We want this building to be your home during the day as much as it is at night.

● We'll work tirelessly to ensure that Keele SU is a place you can come to with old friends and meet some new ones too, whatever your interests or the time of day.

● "What made you smile today?" We asked this question in our research again this year, and your answers made us smile, we want to keep that momentum going so will use the information gained to inform how we make Keele SU the most friendly place it can be.

# STRATEGIC PRIORITIES //



How will we let **CREATIVITY** triumph?

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● By listening to you - we would rather try something new and it not work than to simply not try. We have to work within the objectives of our charitable status but we're here to guide you through that, so don't let that stifle your ideas.

● We don't know everything. We cannot do everything, nor can we afford to do everything. We are not perfect, but if you have ideas for a campaign or want support with something we don't or can't deliver, or are financially constrained to do so, we will help you find charities, organisations or people in the community that can!

● We are building a culture in the Students' Union where our staff and officers are free to be creative and try out new ideas. We hope that students will benefit from this, and in turn, feel able to be creative when engaging with Keele SU.

● Over the next 12 months, we will develop a Student Leadership Programme, enhancing our training for student groups, volunteers and voice reps. By April 2023 we will have a new suite of training for students to access to help empower them further in their roles.

● We want to make the way we communicate with you, and in turn, the way you communicate with us, to be as accessible as possible. We will be exploring what the best ways for you to tell us what your needs are, and the best ways for us to get information to you in a way you find most engaging.

# STRATEGIC PRIORITIES //



## How will we **PUT STUDENTS FIRST**?

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- We will support the Elected Officers to be the best they can be. You elected them to represent your views and they can only do this effectively with the support of the wider students' union.
- Students should feel safe both on and off campus, and we are proud that this is largely the case. However, we will work with the University on support for anyone negatively impacted by any aspect of student safety.
- The last 12 months has seen several national campaigns around drink spiking and more recently the impact of this crime on students. Our procedures are robust, and we are committed to continuous improvement. In partnership with the University, we will scrutinise both sets of internal procedures to ensure they exceed expectations to make you feel safe in venues across campus.
- Sustainability is extremely important to us. We are committed to environmentally friendly policies and practices, working with the University and national organisations to be the best we can be.
- We will put you first by seeking your opinion, through official annual surveys, reviewing NSS results, and having Elected Officers and student

leaders listen to you. This includes ensuring better representation of students who aren't always on the main campus.

- We will uphold our democratic principles and support you to engage in activities such as Union General Meetings and Keele SU Elections. We will incorporate our new learning to make processes even more inclusive, including a full review of Keele SU's Election regulations.
- We will ensure that student voice mechanisms are reviewed, ensuring that student feedback informs an evidence-led approach to developing Union General Meetings, Keele SU election processes, Speak Week, and opportunities for students to have their say.
- We will attend University meetings, feed into their structures, embed students into those meeting wherever possible, and ensure that we are representing your needs when we are there.
- We're committed to making the Keele Community and wider world a fairer place. We will work hard for the liberation of underrepresented student groups through campaigns, representation, and training.

## We hope we've met your needs in this plan.

This is just an overarching view of what we'll be doing, it isn't an exhaustive list. Please let us know if our priorities need to change.

**Keele SU Elected Officers  
& Staff Team.**



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**YOUR  
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