



# Strategic Plan 2020 - 2025

## Our Vision

**To be recognised as a progressive student centered organisation focused on holistically representing, supporting and caring for student needs.**

## Our Mission

**Provide, develop and sustain a supportive, inclusive, safe foundation for our members that transpires belonging, respect and a sense of community whilst advocating and inspiring individuals.**

## Values

**Student Centered**

**Diversity**

**Integrity**

**Team Work**

**Fun**

# Increase Guild Membership

## Objectives

**Deliver robust services that meet the needs of our students**

**Develop technical systems relating to Guild membership to improve the data available to the Guild in order to build responsive programs for the student body**

**Develop opportunities to improve student representation across the University**



## Outcomes

- Guild membership grows by 10% annually
- Data systems are appropriate to support Guild data needs
- Guild Senate and Staff are included in relevant discussion groups across the University
- 50% of Guild members access Guild Services
- 50% of members report that they have communicated with the Guild in some form

# Increase Guild Revenue

## Objectives

**Develop additional sources of funding to improve services provided to the student body, including commercial revenue opportunities and event revenue**

**Explore appropriate sponsorship opportunities to reduce SSAF expenditure for events**

## Outcomes

- Funding for Service provision for International Students is procured
- Commercial revenue represents 5% of overall Guild Revenue
- 30% of funding for large Guild events is supported by Sponsorship



# Improve Student Life

## Objectives

**Deliver a comprehensive event and activities program that increases student engagement across all campuses**

**Develop excellent communication strategies to increase awareness of Guild services to students and other stakeholders**

**Develop collaborative working opportunities across the University to improve outcomes for students**

**Conduct regular and ongoing targeted surveys to ensure continual improvement**

**Develop and implement innovative strategies to support the mental health and wellbeing of students**

**Develop strategies to increase student participation in clubs, societies and collectives, inclusive of the support and development of new clubs, societies and collectives across all campuses**

**Improve student representation across campuses and provide systemic advocacy for students on policy as identified**



## Outcomes

- Ongoing review of services to ensure events meet students' needs
- 80% of students are satisfied with services, events and activities
- 70% of students say they know what is going on at the Guild
- 60% of University staff say they know what the Guild does and can confidently refer students in need of Guild services
- At least one collaborative working project delivered each year
- 2 Student surveys delivered each year with results published on the Guild website
- 90% of students accessing Guild Student Assist support report that they are satisfied with the service received
- 10% increase in students who say that the Guild has supported them to improve their mental health and wellbeing
- 15% increase in clubs, societies and collectives reporting that they are satisfied with the support provided by the Guild
- 20% increase in the number of affiliated clubs, societies and collectives
- 15% increase in student satisfaction regarding student representation and systemic advocacy

# Improve Organisation Standards

## Objectives

**Develop personal and professional growth opportunities for staff, senate and students**

**Recruit and retain excellent and suitably qualified and/or experienced staff to support the Senate in obtaining the best outcomes for ECU students**

**Develop robust policies and procedures that are appropriate and relevant to the organisation**

**Develop and implement infrastructure that supports and improves the experience of our student body, staff and senate**

**Reduce the Guild's carbon footprint by making sustainable choices in the conduct of our organisation**

## Outcomes

- All staff attend at least one training session per annum, that is focused on professional/personal development
- Staff turnover reduced to under 10% per annum
- Policies and procedures are reviewed regularly and updated as appropriate
- IT functions well and does not impede productivity
- Additional infrastructure is invested in and implemented
- 100% of all recyclable materials are disposed of using recycling methods available
- 40% of stationary and other consumables purchased are recyclable
- Provision of items and information to assist students to adopt more sustainable practices

