

UNION STRATEGY 2017-20

COMMUNITY OF BALANCED INDIVIDUALS

HERE FOR YOU

We are here for
ALL STUDENTS

YOUR DEVELOPMENT

We can
DEVELOP
you

YOUR NEEDS

We will
HELP / SUPPORT
you

YOUR VOICE

We will increase
**YOUR ABILITY TO
MAKE CHANGE**

YOUR UNION

Foundation / Enablers – Resources – Staff – Finance – Productivity

HERE FOR YOU

We are here for ALL STUDENTS

This pillar represents the elements of Union activity that reach vast numbers of students already as well as demonstrating our commitment to improving our ability to reach those that we do not currently.

It will require us to improve our understanding of the needs of different students and changing ourselves to be there for PG / overseas / non-SK students.

The aim of this pillar will be to increase our reach, and positive impact, to ALL STUDENTS. We will need to understand our membership, recognise their different needs and provide a bespoke offer.

Objectives in this area provisionally are:

1. We will complete a stakeholder analysis to understand our membership and levels of engagement.
2. We will communicate more effectively with students about issues that they are interested in.
3. We will provide a Union supported activity for every student – including PGs and non-SK groups that conventional model CSPs currently do not cater for.
4. Every student feels that they are part of an Imperial-wide community with the Union at the centre.
5. Imperial for Life – from day one onwards you have access to the Union's Services.
6. Union Council and sub-committees (eg management groups), are visibly democratically accountable.
7. Union Council is valued as the decision making body for the Union.
8. We will embrace Technology to be at the forefront of innovative democracy where consultation is targeted to students with a vested interest in given topics.
9. We will create diverse democratic channels for widespread engagement to facilitate and empower student led change.
10. We will remain the most democratic Union in the UK with engagement that is representative across demographics.
11. Our offer is supported by diverse democratic structures that have clear boundaries and are understood by students.
12. We will reach out to currently un-engaged students using technological solutions to provide targeted communications.
13. Every student is part of an imperial-wide community and ICU is recognised as the enabler.

Additional metrics:

- Rep network stats and election stats to identify areas of no or low engagement.
- Students recognise us as the enabler.
- Range and quality of the channels for participation.
- Commit to X visits per site per term / year.
- No of meetings not held at South Ken

YOUR DEVELOPMENT

We can DEVELOP you

This pillar represents our commitment to on-going development of our members and their learning beyond the classroom.

It will focus on those involved at all levels of Union activities, often as volunteers or student staff. For clarity, volunteers includes Club and Society committee members as well as elected Union officials such as liberation officers, Constituent Union officers etc.

The aim of this pillar will be to increase the skills and the tools that students have in order to create well-rounded students as well as improve their ability to understand and articulate these extra skills to employers.

Objectives in this area provisionally are:

1. Students say that the Union has helped them develop.
2. The Union is recognised externally as a centre of volunteering training excellence.
3. Students, including student Staff, can articulate the skills that they have gained.
4. All Club, Societies and Projects (CSP's) know where they can get guidance and support.
5. We will provide interactive and engaging training with options for gaining relevant qualifications.
6. We assess and respond to members training needs through easy to access training needs assessments.
7. We will work with Clubs and societies to provide enhanced support around risks including Health & Safety processes.
8. The Union has an established, highly demanded, membership offering for recent graduates (graduates of 2017-2019) which is mutually beneficial for both students and alumni.
9. Job Descriptions are created so that volunteers / committee members know what is required and expected of them in committing to a role.
10. We will review administrative processes and procedures to reduce the burden of volunteer roles whilst recognising that there is value in learning 'mundane' tasks.
11. We will evaluate and develop the Imperial Plus workshops to increase their reach and impact.
12. There is recognition that volunteering at the Union improves your employability, whilst not spoiling your leisure activity or detracting from your degree.

Additional metrics:

- Unique volunteers
- Total volunteer hours
- No of qualifications
- No of Life Time memberships
- Measured through risk assessments
- No of incidents and near misses reported
- No of Signposting and effective handovers

YOUR NEEDS

We will HELP / SUPPORT you

This pillar represents the direct help that the Union provides for members who need additional support.

We will support individual students with specific issues and will take a proactive approach to tackling root causes of issues and increasing awareness of the support that is available before it is needed.

We acknowledge that the competitive nature of Imperial inhibits students showing vulnerability and aim to take steps towards creating a culture of nurture in the community.

Objectives in this area provisionally are:

1. Increase the awareness, and therefore the accessibility, of our services.
2. Officers and relevant staff have a profile so that students have a 'face' to attach to the Union and know that they can contact a person.
3. Proactive projects to ensure that Students have the tools to spot and signpost others for help.
4. We will engage college to commit to a joint mental health strategy.
5. We will establish a clear understanding of the role of the Union Advice centre with signposting to and from complimentary College provisions without duplication of service.
6. Along with College, we will widen the provision of mental health first aid training through ensuring that college have a trainer to offer this to staff and students.
7. Students are comfortable with discussing and handling mental health issues and approach stress healthily.
8. We will develop a toolkit for students so that they can be 'friends helping friends'.
9. We have a data driven approach to awareness campaigns to identify problems genuinely affecting students.
10. We will develop cultural communications which inform students of expected behaviours as well as how they can be supported to navigate such issues.
11. We will establish relationships with charities and other organisations with the expertise to drive our work.
12. Will have access to emergency funds.

Additional metrics:

- Roadmap of staff and student help for everyone to know who to turn to.
- Training for students to learn how to spot issues
- A systematic approach exists to ensure contact across campuses, students and staff.
- Students are satisfied with this service and success is communicated to students

YOUR VOICE

We will increase YOUR ABILITY TO MAKE CHANGE

This pillar represents the Unions' work in creating an environment where students' voices can be heard.

Often advocating our members' voices to the College and providing processes to ensure that this is effective. This will require us to increase awareness of the opportunity to make change through the Union.

The aim of this pillar will be to increase the frequency and impact of student-led change by Imperial students.

Objectives in this area provisionally are:

1. Students know that they can influence and change things supported by the Union so that every student feels like they have someone "fighting their corner" through a comprehensive, functioning and inclusive change network.
2. We will demonstrate the impact that our officers and campaigns have had on students and their community.
3. The Union's structures (Board of Trustees, Council, Management groups etc) are more understandable and accessible.
4. We will map the representative structures present for each student on each course. We will resolve and clarify gaps or overlaps.
5. We will provide a supportive framework around our liberation officers and campaigns which enables greater levels of activity and impact.
6. The Union will provide centralised training for all elected student officers.
7. We will advocate to College such that they will provide leading rent guarantor and vetted landlord schemes.
8. We will develop our ability to influence faculties and departments directly.
9. The Union will be a powerful advocate to college for the wellbeing of students.
10. We will work with college to standardise and improve skills and motivation of personal tutors.
11. We will communicate with students that we have a role with college and local government. Students know how to feed into this and shape the issues we are working on.
12. Students will know how to get involved in operational issues and boundaries are known.

Additional metrics:

- To what extent are we a distinct voice in:
 - Wider student community
 - Local community
 - Government
 - Knightsbridge

YOUR UNION

This Foundation underpins all of the Pillars and enables the work and the objectives within these to be achieved and delivered by a team of dedicated and fulfilled individuals.

Finances and systems must be robust and fit for purpose for students on all courses and campuses. We will establish a culture of continued progression for volunteers, staff, teams and departments and ensure that the Union is transparent and accessible and provides excellent value for money.

The aim of this Foundation will be to ensure that we are a well-run, functional organisation positioned to best serve our members.

Objectives in this area provisionally are:

1. Constituent Unions and management groups will have well-defined roles and are centrally supported in fulfilling these.
2. We will collect and tell compelling stories of positive impact on individuals and groups to better communicate the role of Union to students.
3. We will evaluate and overhaul back of house systems to ensure better responsiveness and user experience.
4. The Union will be completely accessible for everyone with staff roles known and understood by students.
5. We will develop strategies that underpin our work including: Communications, Partnerships, Be Active, PG engagement, Commercial (Social enterprise).
6. We will develop a 10-year capital investment plan supported by reserves policy that enables appropriate investment into Union facilities and systems.
7. We will achieve Investors in People Platinum award.
8. We will conduct and enact a brand Review.
9. We will provide a mechanism for students to identify their gripes for the Union to resolve.
10. We will ensure the Union remains alert, flexible and impactful to ensure continuity of service in perpetuity.
11. We will conduct a Governance review including Officer Trustee role review (esp DPFS).
12. We will establish relationships with third party organisations with the expertise needed to develop appropriate, effective services for our members.
13. We will develop creative / innovative back of house and administrative solutions.