



HELLO...

Strategic Plan 2024 - 27
Edge Hill Students' Union



01.

We are delighted to present our strategic plan for the next three years, which outlines our vision, mission, and values along with our strategic priorities. Our plan has been designed to give you the best experience possible at Edge Hill University. It is with great enthusiasm and dedication that we share this roadmap, which reflects our unwavering commitment to empowering you and protecting your rights, ensuring you have all the opportunities and support you deserve.



HELLO

As the leaders of a charity helping you through your time here, we have had the privilege of witnessing first-hand the transformative impact that higher education and advocacy can have on the lives of students. This strategic plan represents an important milestone in our journey as an organisation. It reflects our ambition to expand our impact and reach and to seize opportunities that effect meaningful change in the lives of students. Our aim is to foster an environment where you can thrive academically, emotionally, and socially.

Since the publication of our last strategic plan, we have witnessed significant changes within the higher education sector, from policy changes, Brexit, and the cost-of-living crisis. We embrace change positively, having a clear focus on the support we provide for you and have ambitious plans to increase it over the next few years. Our commitment to you is to be inclusive and fair and we want to 'live our values'.

Whilst this strategic plan provides a roadmap, we recognise that the journey may not always be straightforward. We will remain agile, responsive, and open to learning from our experiences and the ever-changing landscape of our environment.

I want to express my thanks to our dedicated team, partners, and supporters who have been instrumental in our achievements so far. Your commitment and support have aided our success to date and inspired us to think more ambitiously.



We have ambitious plans with the development of our new events and entertainment venue right at the heart of campus, we are expanding our student engagement services we provide and have committed to spend nearly £250,000 pounds on part time work for students in this next year alone. This will ensure that we help students with the financial, practical and employment opportunities that will ensure they are equipped to navigate the difficult economic and social pressures they are facing.

Annie Mapesa

President Faculty of Arts and Sciences

Iulia David

President Faculty of Health, Social Care and Medicine

Maggie Lam

President Faculty of Education

Paul Malone - Chief Executive

OCTOBER 2023



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WHAT DRIVES US?

VISION

Our vision is to ensure all Edge Hill students receive an accessible, inclusive, and enjoyable university experience.

MISSION

Our mission is to ensure Edge Hill student voices are heard, valued, and acted upon.

OUR VALUES

1. **ADVOCACY:** The Students' Union believes in advocating for the needs and concerns of students and works to ensure that their voices are heard, and rights are met. We are here for You.
2. **EQUITY:** The Students' Union values equity for all students, regardless of their background, and works to create a fair and inclusive environment.
3. **EMPOWERMENT:** The Students' Union strives to empower students to take control of their own education, and to be active and engaged members of the community, with our support.
4. **TRANSPARENCY AND ACCOUNTABILITY:** The Students' Union values transparency in all its activities and believes that students have a right to know what is going on in their Union. We will be open, honest, and fair.
5. **COLLABORATION:** The Students' Union believes in working collaboratively with other organisations, as well as with university staff to achieve common goals and improve your experience.
6. **INNOVATION:** The Students' Union believes in innovation, values open and new ideas and works to help improve the lives of students. We will take our lead from you.



03.

OUR STRATEGIC PRIORITIES

Collaboration - The Students' Union will encourage and support every student to pursue their interests and shape their future.

We strongly believe that we have an important role in assisting students as they explore their passions while studying at Edge Hill. Engaging in extracurricular activities offers numerous benefits, such as social connections, physical well-being, and mental health advantages, in addition to being an enjoyable way to meet new people and make friends. Similar advantages can be gained through paid work and volunteering with the Students' Union.

By establishing an environment where students can share their passions with one another, we can create new avenues for self-discovery. The Students' Union serves as a gateway through which students can explore the world and begin shaping their own future and finding their place within it.

Transparency & Accountability – Your right to know what is happening in your Union.

To effectively engage and represent our students, we recognise the importance of understanding their needs. We are committed to increasing our contact with students both physically and digitally. This will allow us to listen attentively, reflect on their feedback, and address the issues that are important to them. By doing so, we will foster a culture of accountability and credibility within our organization. Our aim is to continuously improve our services and ensure that we are responsive to the evolving needs and preferences of our student community.



Innovation – How we value open and new ideas.

We believe the Students' Union has a unique position to help students discover alternative paths for their future that are just as valid as traditional career choices. In addition to becoming excellent nurses, teachers, artists, lawyers, and business leaders, Edge Hill students should also embrace opportunities to lead in innovative ways of working and living. They can contribute as global public servants, social entrepreneurs, virtual activists, and pioneers in addressing social issues.

Advocacy - The Students' Union will make sure that we understand what matters most to our students and take effective action accordingly.

One of our main responsibilities is to grasp and represent the students' needs to the University, the local community, as well as other local and national stakeholders. To accomplish this effectively, we must establish a strong framework for representation and utilize research and communication methods that work well to identify and address concerns, exerting influence to bring about desired changes. However, it is not sufficient to achieve change quietly. Our aim is to motivate you to generate fresh ideas, embrace creativity, and actively advocate for change. We require more students to support our campaigns, which should be pertinent to the diverse student body at Edge Hill. To accomplish this, we must truly focus on the priorities of our students, remain determined in our efforts to bring about positive change, and take pride in sharing our successes with students.





Equity - The Students' Union will expand, intensify, and enhance the diversity of students we interact with.

To achieve this, we will broaden our reach and engage with a wider range of students. By deepening our interactions, we aim to foster meaningful connections and ensure that all students feel represented and included. This expansion will not only benefit the students but also hold us accountable for our actions and encourage greater engagement. It is essential for students to understand who we are, what we do, and the positive influence we can have on their experience at Edge Hill.

Empowerment - Every student will have a great academic experience supported by the Students' Union.

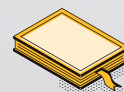
Students have expressed that one of our main priorities should be supporting them throughout their academic journey. We understand that Edge Hill students should expect and have access to an excellent academic experience, befitting a recent University of the Year winner. A challenge faced by most students is understanding what they can reasonably expect from their academic experience. We will contribute to raising awareness about the minimum acceptable standards for key academic activities such as scheduling, assessments, feedback time, class time, teaching methods, learning resources, personal tutoring, and other related matters.





FURTHERMORE

students sometimes feel frustrated by the slow pace of change. They fear that the resolution of an academic complaint or issue may only benefit future students, which discourages them from raising important concerns. Therefore, it is crucial for us to strive towards influencing change more quickly.

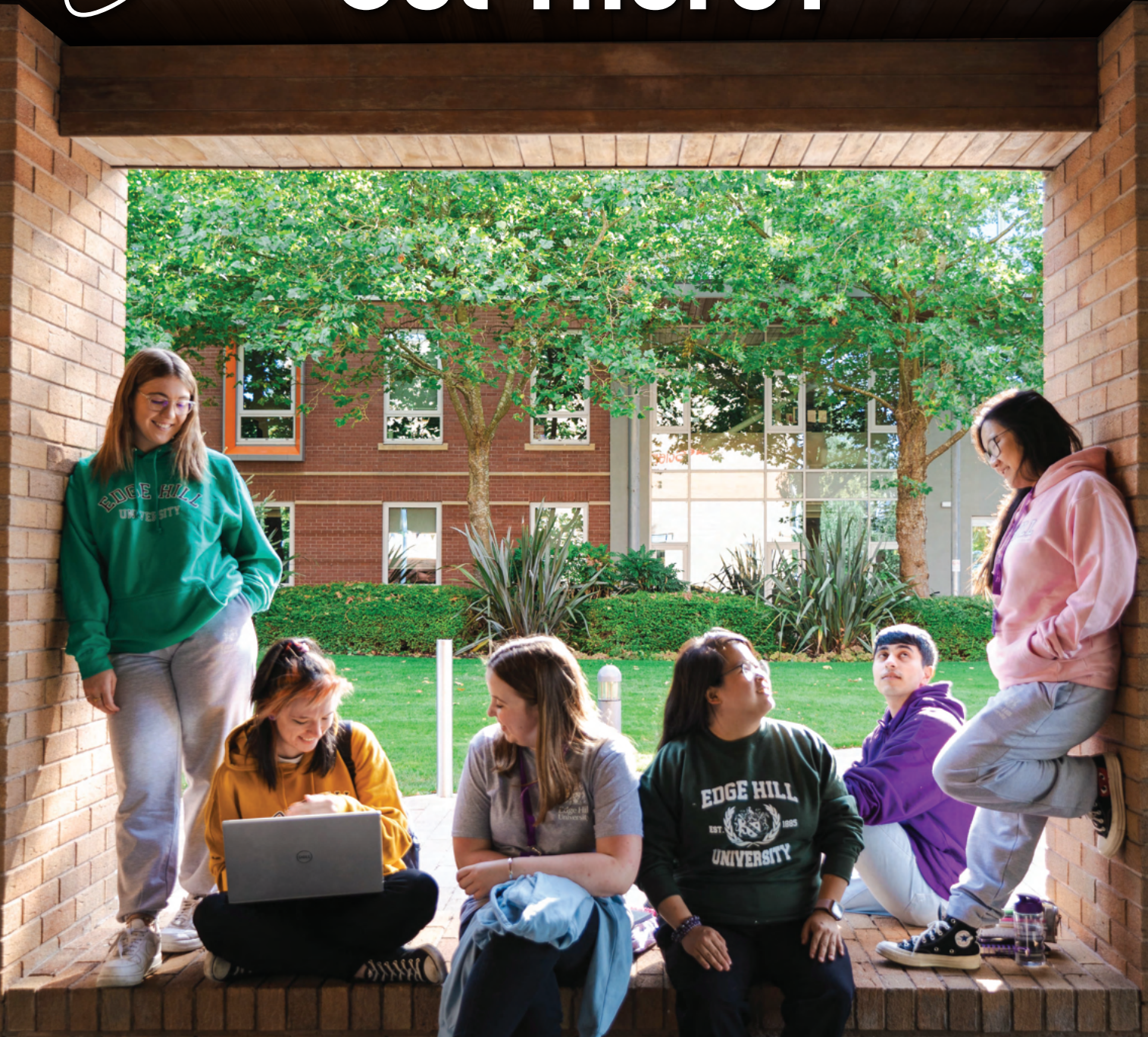


We believe that by representing students' viewpoints to the University, ensuring that student input is at the core of all university activities, and empowering students to actively participate in the academic community, we can support a high-quality academic experience.





How Will We Get There?





To achieve our strategic objectives, we understand the importance of having capable and dedicated individuals, a strong financial foundation, and effective marketing and communication.

Therefore, we will develop strategies for each of these areas: people, finance, and marketing and communication.

PEOPLE – being an exceptional employer

Individuals should strive to embody the qualities of an exceptional employer and actively showcase their abilities. To achieve this, we will set ambitious goals for our team which will be supported through modern human resource practices. Our objective is to build a new organisational culture that thrives on the contributions of our talented workforce, their innovative ideas, extensive knowledge, unwavering dedication, and strong enthusiasm. We will make efforts to attract talented individuals and make significant investments in every stage of their employment journey, ultimately becoming an employer that people aspire to work for.

We expect commitment, dedication, and accountability from our team.

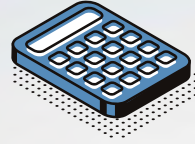
Our Students' Union is committed to nurturing a culture of learning and development within our own workforce. By investing in our dedicated team of staff and volunteers, we will equip them with the necessary skills, knowledge, and resources to effectively support students, engage in policy advocacy, and drive positive change. We will prioritise staff well-being and professional growth to ensure a sustainable and impactful organisation.

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FINANCE

ensuring a solid financial framework

Alongside the dedicated individuals driving our organisation, it is crucial to have a strong financial foundation and a plan for gradual growth. To achieve our vision, we will establish management information systems that will inform our growth, implement financial controls and procedures that minimize risk, and actively seek diverse income sources through commercial activities and project-based initiatives. Additionally, we will develop and implement a Reserves Policy that enables us to seize future investment opportunities, whilst continuing to be a financially sustainable organisation. We are a not-for-profit organisation, so we aim to re-invest heavily in the services we provide, and the students we employ.

MARKETING AND COMMUNICATION

making our achievements known

The upcoming phase of our development hinges on the crucial role of marketing and communication, with engagement serving as the central pillar of our objectives. It is imperative that our internal and external channels deliver meaningful, focused, and pertinent information to elevate our brand and bolster our reputation. Our aim is to ensure that our commitments to students has a profound impact, resonating with a broader audience and garnering commendation.

DATA AND TECHNOLOGY – embracing innovation

The Students' Union will continue to undergo transformation through the integration of data and technology across our operations, communication, and stakeholder engagement platforms. Our dedicated team will spearhead ongoing enhancements across various domains such as our website, customer relationship management system, financial systems, and beyond. Additionally, we will continue to specify tailored software solutions, e-commerce implementation, mobile application advancements, digital and online publishing, and the expansion of student media platforms. By harnessing the power of data and technology, our aim is to enhance intelligence, insightfulness, efficiency, and overall effectiveness in all our endeavours.









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