OPEN UNIVERSITY STUDENTS ASSOCIATION

Central Executive Committee (C E C)
3 – 5 July 2015

OUSA STRATEGY

The C E C is asked to:-

i) **comment** on the strategy

ii) **discuss** the suggestions highlighted

iii) **agree** any proposed amendments

iv) **recommend** this strategy for approval by the Board of Trustees at their meeting on 6th July 2015

1. **Background and process to date**

1.1 C E C members first discussed the outline for a proposed new OUSA strategy at the meeting in September 2014 where a different approach to the previous strategy was agreed.

1.2 The C E C meeting in November 2014 received and considered the research reports from the OUSA ‘get engaged’ and National Student Survey analysis which provided an overview of current issues including OUSA’s low awareness amongst students but high satisfaction levels with those we have engaged with.

1.3 OUSA’s senior staff group held a discussion session in January 2015 to outline some of the major challenges facing us and discuss some potential ideas for future actions.

1.4 Building on this, the C E C meeting in March 2015 included group discussions around the ‘get engaged’ recommendations and four major areas of further development for OUSA: how we can represent the student voice, how we can build a vibrant student community, how we must support students, and how we can make OUSA relevant by regions/nations and by faculty.
1.5 Using the feedback captured from these sessions and previous discussions, a draft outline of an OUSA strategy was discussed by the Officer team during their meeting in May 2015.

1.6 OUSA’s senior staff group and later the full staff group was provided with the opportunity to comment and make suggestions on the draft.

2. Proposed strategy

2.1 A final draft strategy is attached at Appendix 1.

2.2 This document contains a proposed vision, mission, set of values and set of objectives for OUSA for the period 2015-2018. Underneath each objective is a set of headline actions which have emerged from the above consultation and discussion process. It is proposed that these are further developed into full action plans if the strategy is approved, which will then form the basis of business or team operational plans for the OUSA staff group which will in turn inform appraisal processes.

2.3 Actions under objectives will look ahead only around 12-18 months on a rolling basis, as the strategy must be a living document which changes in line with the world around us rather than staying static and going out of date as soon as it is published.

2.4 CEC members are asked to comment on the proposed strategy, with particular reference to the comments shown tracked in the appendix which contain suggestions which have been made which I am keen to receive feedback on.

3. Next steps

3.1 Feedback from CEC members will be shared with the Board of Trustees at their meeting on 6th July 2015. It is hoped that members will feel able to recommend the strategy for approval by the Trustees who will make the ultimate decision on behalf of OUSA.

3.2 If approved, the document will be fleshed out further into the action plans noted above and a public version will be produced for sharing using the new OUSA branding and in an engaging style and format.

Rob Avann
General Manager