The CEC is asked to:

i) **consider** the attached proposed strategy

ii) **endorse** the strategy for approval by the Board of Trustees at their meeting on 16th November 2015

**Background**

1.1 CEC 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 CEC 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 CEC 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 which included a vision, mission, values and draft objectives.
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, prior to its presentation to the CEC and Board of Trustees at their meetings in July 2015 where the draft was approved in principle.

1.7 The Board of Trustees considered the feedback from the CEC and made a series of changes to the draft. It was agreed that the next step would be to fill out the draft with a series of action plans below each objective to prescribe exactly how each will be delivered.

Proposal
2.1 The senior staff group held a strategy workshop in mid-October to prepare the draft action plans which are presented here for comment.

2.2 CEC members are asked to comment on the draft. Feedback will be passed to the Board of Trustees for consideration.

2.3 Finally, CEC members are asked to endorse the strategy for the Board of Trustees to approve.

Rob Avann
General Manager