OU Students Association Strategy 2015 to 2018

Vision: To encourage a vibrant and active student community with open access and equal opportunity, to which all OU students feel a sense of belonging and where they are able to positively influence the student experience and engage and support each other.

Mission: To be the voice of and community for all OU students.

Values:
Democracy: We believe that open, transparent and accessible democratic structures led by students improve our performance and strengthen our accountability to those we represent.

Equality: We believe there should be equality for all in a community that values and respects diversity.

Integrity: We believe we should stay true to our principles and uphold the founding mission of the Open University, maintaining an independent and fair representation of the student voice.

Partnership: We believe that healthy relationships built on mutual trust, respect and shared goals offer the best chance of achieving our aims.

Our mission and values weave through our four key objectives:

Objectives:
We will raise and maintain awareness amongst students and OU staff of our actions, activities and achievements.

We will engage students in all parts of our work, building a vibrant and supportive community and fostering new opportunities wherever possible.

We will listen to OU students and represent their collective voice within the University and beyond.

We will exercise good governance in an effective and accountable manner.
We will raise and maintain awareness amongst students and OU staff of our actions, activities and achievements.

Overall target: To improve student awareness of, and satisfaction with, their students association as recorded by the National Student Survey.

Key actions to deliver the above:

To implement our new communications strategy to target our audiences, using the best possible tools and testing new approaches.

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<tr>
<td>1. The National Student Survey is our only external measure of how the Association is perceived by students. We know that awareness of the Association is our main hurdle in improving satisfaction. A targeted approach in combination with our general work to raise awareness should help to address this.</td>
<td>Target each annual cohort of possible National Student Survey Respondents with promotional material about the Association</td>
<td>Contribution to improvement of National Student Survey results for the Association</td>
<td>Annually, beginning in 2016</td>
<td>Deputy President Head of Digital Communications Support from Research &amp; Information Officer and VP Communications</td>
<td>Green April 17: we have supported the OU throughout the survey period, which has included articles in OU students magazine and social media promotion, which has referred interested/eligible students to the what-we-do page on the Association’s website. On this page we have provided six examples of how previous feedback has been used by the Association. As we are not able to directly communicate with eligible students, these messages have been untargeted, so we have taken a broader approach so it’s relevant to as many students as possible – which was one of the drivers for Student Voice Week.</td>
</tr>
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</table>
| 2. Our research work has shown us that students do not identify with ‘OUSA’ and it is a major | In line with our new communications strategy and brand guidelines, make a gradual shift towards all new literature, promotional | Begin early 2016 and move over during the year | VP Communications | Green April 17: Further to the update in January, we consider this objective as complete. We have subsequently been looking at the...
issue for our awareness amongst new students which has a negative impact on NSS results. We feel it would be better to make the change over to using our fuller title.

3. Further work to develop our communication tools and audiences to enable using the right tool for the right purpose.

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<tr>
<td>4. Awareness of OUSET is low amongst students and staff within the University. Demand is lower than our capacity and we could help many more students each year.</td>
<td>Focused promotional and marketing campaign to raise awareness of the work of the Open University Students Educational Trust, both amongst students (with a view to increased awareness of OUSET applications from students)</td>
<td>Increased number of OUSET applications from students</td>
<td>Begin in Winter 2016 with a view to using the February student intake as an example for future uptake to enable</td>
<td>Head of Operations</td>
<td>Green ongoing April 17: OUSET Trustees approved a pilot scheme recruit and train OUSET Ambassadors throughout 2017. The scheme is planned to be launched in June 17 Review meeting with the Research Degree School took place to discuss OUSET’s further support.</td>
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</table>

To raise the profile amongst students of our activities and opportunities for students, including OUSET and the OU Students Shop.
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<tr>
<th>Applications (and OU staff, particularly those in Student Support Teams and those using the intranet (with a view to increased referrals).)</th>
<th>Higher annual spending</th>
<th>Operational planning</th>
<th>Volunteering role to be created to help to spread the message out across social media. This is to be scoped out to establish best practise.</th>
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<tr>
<td>To raise OUSET’s profile; OUSET Trustees will receive a presentation from the University’s Development Office regarding their involvement in the upcoming celebrations of the 50th anniversary of the University</td>
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<td>Training sessions with the Student Recruitment Teams are at the planning stage.</td>
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<td>Ongoing. Externally, OUSET has been advertised directly to students via OU Students Magazine. Each edition of the Magazine generated increased a number of applications the Ops Team processed. Internally, a number meetings took place to promote OUSET within the University’s departments including information share with SRF, Research Degree School and OUSBA</td>
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<tr>
<th>5. There is a need for better marketing of the wider Association and our full range of services to make students aware</th>
<th>Make use of OU Student Shop orders to increase the profile of the wider Association and of OUSET,</th>
<th>Increased student engagement in the Association (e.g. volunteer scope with warehouse in early 2016 with a view to rolling out in</th>
<th>Make use of OU Student Shop orders to increase the profile of the wider Association and of OUSET,</th>
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<td></td>
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<td>Head of Operations</td>
<td>Head of Operations</td>
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<td>Support from Head of Student Community, Head</td>
<td>Support from Head of Student Community, Head</td>
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**April 17:** Following his recent appointment as Digital Communications Officer, Paul Severn, is overseeing a piece of work on web analytics. He is currently investigating the use of
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<th>and making use of our subsidiary organisations.</th>
<th>e.g. flyers inside deliveries and better integration on social media.</th>
<th>roles, social media followers) Increased number of OUSET applications from students</th>
<th>increased satisfaction with the Association and our range of services</th>
<th>summer 2016</th>
<th>of Volunteering and Head of Digital Communications</th>
<th>tracker URLs, marketing banners and Facebook adverts, to have a better understanding of our current output and student interest levels. This work will inform the future direction of this objective. Additionally, the comms team are keen to expand this objective to capitalise on what the University are mailing to students, and explore whether a physical ‘welcome pack’ can be sent to students in the post, as well as through orders from the shop and NUS extra cards.</th>
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<tr>
<td>6. The OU Students Shop has untapped potential, following the success of the new merchandise range and the potential impact of a new webstore.</td>
<td>Develop and implement marketing plan for OU Students Shop, using new webstore as focus for driving customers to the site</td>
<td>increased sales</td>
<td>Early 2016</td>
<td>Head of Operations Support from Head of Digital Communications</td>
<td>Green ongoing</td>
<td>April 17: The team included Shop’s business cards in the student consultative goodie bags to promote service, added an article about the new stock to the OU Student Magazine and will be ‘sponsoring’ a student event at the Chart Day to raise awareness. January 17: The Team is currently working on a marketing proposal that would concentrate on seasonal stock offers, stock advertising via planned rota and revaluation of the existing stock. The proposal will be presented to the Board of Directors in the first instance. The Team is preparing for the first 6 monthly review of the website traffic/patterns/completion of orders</td>
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<tr>
<td>7. There is a need for a focus on the student community in the University’s recruitment efforts. Research evidence shows engagement in a student community aids retention and completion, so we are a key part of the offer to students.</td>
<td>To work with the University to improve the presence of the Association's activities, opportunities and student community in all marketing materials including prospectuses and the enquirer website.</td>
<td>Increased awareness of the Association amongst new students</td>
<td>Early 2016</td>
<td>President</td>
<td>President</td>
<td>April 17: the Digital comms team were recently approached by an OU developer (James Hart) about the Community tab on the OU website. We expressed an interest in helping the OU redevelop this area of their site.</td>
</tr>
<tr>
<td>OU Students Shop (<a href="http://www.oustudentsshop.com">www.oustudentsshop.com</a>) is now the domain operated by the Association. All students are still being redirected to the new site. The Operations Team has implemented a number of changes to the new site, including news update webpage. The change from paid exam papers to free has increased the webshop’s traffic, generated more orders and increased the value of individual OUSET donations.</td>
<td>via Google Analytics application to enhance services offered to its customers</td>
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|  |  |  |  | General Manager | General Manager |
|  |  |  |  | Support from Head of Digital Communications | Support from Head of Digital Communications |

|  |  |  |  | Amber | Amber |
|  |  |  |  | April 17: the Digital comms team were recently approached by an OU developer (James Hart) about the Community tab on the OU website. We expressed an interest in helping the OU redevelop this area of their site. | 
|  |  |  |  | January 17: No further update. The Director of Marketing has recently left the University. | 
|  |  |  |  | October 16: Marketing have recently shared with us their current proposal to introduce a focus on pitching the University as the place where learning is personal. There is a student consultation on this very topic |
currently live on the Student Consultative Forums here. We have also advised having greater student input via workshops or direct research as the project develops further.

**July 16:** Positive initial discussions held with new Director of Marketing in late 2015. At that stage, she was awaiting the recruitment of new staff due to the mass overhaul and re-organisation of this unit.

Marketing have begun to consult us on key research and development activity, so there is a potential for much greater involvement in the future.

Improved presence achieved in latest prospectus by Head of Digital Communications who provided excellent copy, with an assurance that future editions can include even more content from the Students Association.

One to continue following up, possibly via a meeting with Director of Marketing for new President, VP Comms and Head of Digital Comms at minimum.
To raise awareness of the Association within the OU, fostering relationships and understanding.

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<td>8. Associate Lecturers are the staff group most regularly in contact with students.</td>
<td>Develop promotional materials and regular communication updates for all Associate Lecturers, including exploring providing articles for their e-magazine (Snowball) and targeting TutorHome for our news items</td>
<td>Increased awareness amongst Associate Lecturers</td>
<td>Summer 2016</td>
<td>VP Communications Head of Digital Communications</td>
<td><strong>Amber</strong> <strong>April 17:</strong> VP Communications &amp; VP Student Support have recently started a project to explore what opportunities might exist for ALs to refer students to the Association.</td>
</tr>
<tr>
<td>9. Student Support Teams are the first point of contact for students for advice or issues with their study.</td>
<td>Develop promotional materials and regular communication updates for Student Support Teams, including a spotlight on services relevant to the types of enquiries they receive (e.g. Nightline, OUSET, Peer Supporters etc).</td>
<td>Increased awareness amongst Student Support Team staff</td>
<td>Early 2017</td>
<td>VP Communications Head of Digital Communications Support from all teams.</td>
<td><strong>Amber</strong> <strong>April 17:</strong> before promotional material is developed, we have decided to re-run the OU staff awareness survey, to get a better understanding of how the different OU staff teams perceive the Association. The survey opened on 3/4/17 and will be promoted throughout April.</td>
</tr>
<tr>
<td>10. Better awareness across University staff</td>
<td>Make ourselves available for increased awareness</td>
<td>After conference, All staff teams.</td>
<td><strong>Green</strong> <strong>January 2017 -</strong> Presentation given to Careers service at their annual</td>
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will increase engagement with the Association.

presentations to University units as part of staff meetings or other events.

amongst University staff

Autumn 2016

Ongoing

away day in November, this resulted in a lot of interest and questions. They have also now added the OU Students Association volunteering opportunities onto the careers website, linking back to us.

A number of presentations to OU units and at OU events have taken place recently, including at the Library Services Conference and Taught Postgraduate Conference as well as at each student consultation event.

We have also made presentations externally and we accepted an invitation to deliver a session at the forthcoming Memberwise Conference in October 2016.

There remains more to be done to improve our intranet presence and make ourselves available for other events and presentations.

To improve how we communicate our policy decisions, our positions on key issues facing OU students and our achievements.

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<td>11. Our research shows that students believe this to be one of the most important areas of the Association’s work on their behalf.</td>
<td>To pilot blogs on recent policy achievements or ongoing issues.</td>
<td>Regular blog with an increasing audience</td>
<td>Pilot by summer 2016 Look to develop</td>
<td>VP Education Deputy General Manager</td>
<td>Amber (more to be done)</td>
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<tr>
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<td>April 2017:</td>
<td>Student Voice Week was a successful week-long event with over 400 attendances recorded to online and on campus events.</td>
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We know that students want to know more about our work in this area and we also appreciate that we need to get better at using better tone, tools and more engaging media for such news and discussions in order to engage students with the issues.

| To better integrate ‘hot topics’ and policy decisions in existing media e.g. website and magazine. | Establish potential | Further in 2017 | VP Communications  
VP Education  
Deputy General Manager  
Head of Digital Communications | Amber  
January/April: VP Comms is presenting a separate paper on the challenges of communication in-between CEC meetings. In this paper, a round-robin newsletter is being proposed, to capture ‘hot topics’ and policy decisions, which can then be re-published across our communication channels. Additionally, in the student magazine, a summary of the Officer Reports is now being published as a regular feature. |

| To experiment with audio and video means of providing this content to students, possibly including training on using such media as part of induction for the incoming elected Officer Team in 2016. | Successful pilot of using such media  
Establish potential | First pilot leading up to Summer 2016  
Review in late 2016 | VP Communications  
Head of Digital Communications | Green  
April 17: Throughout Freshers we supported a number of Facebook Live broadcasts (with the Library, VP Community and PLEXUS). Additionally, as part of the work to formalise the radio host roles, we will be providing a training day on campus in May, which will be attended by 15 invited students. |
To call on the University to provide access to better communication tools

We will engage students in all parts of our work, building a vibrant and supportive community and fostering new opportunities wherever possible.

Key actions to deliver the above:

To create a vibrant student community with volunteering opportunities, societies and the engagement of students.

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<tr>
<td>12. We want to take a considered approach to how we develop opportunities for students and how we engage them in our work.</td>
<td>To develop and implement an engagement plan, focusing both on how we attract students to get involved and on how we enhance their interest and level of engagement, including recommendations for future promotional materials.</td>
<td>Engagement plan developed and in place</td>
<td>Spring 2017</td>
<td>Head of Student Community</td>
<td>Red (on hold)</td>
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**January 2017** – No further update.

The implementation of the Regions Review Project will have a significant impact on our work in this area, and many of our key priorities will be defined by the anticipated benefits of this projects.

However, we will continue to review the need for a specific engagement plan.

| 13. We would like to improve our ability to use data to keep track of student involvement and | To explore the potential for using Voice or an alternative University software package for handling and maintaining our data. | Explore feasibility | Winter 2016 | Head of Operations Support from Head of Student Community | Amber |

**April 17:** This objective may need to be revisited as the new website might become one of the main way to manage and maintain student data.

**January 17:** The Operations Team gained limited access to Voice (read-only). There are plans for additional training to take place to increase the...
| 14. To develop better estimates for the numbers of engaged students. | Run an audit of current involvement and volunteer roles. | Produce a summary of current roles and involvement. | Autumn 2016 | Head of Student Volunteering Head of Student Community Research & Information Officer Projects Officer | **Amber** | **April 2017:** Current tracking of volunteers using excel has proved successful to an extent. We are in regular contact with volunteers via a monthly newsletter and have collated information on volunteers, including moderators.

New CRM system project is underway with Gravit-e and once this new database is in place, volunteers will be able to manage their own data and we will be able to manage and search individuals by role, area and other attributes which are useful to helping us establish who is interested in each role. |

| 15. There is a need for greater local involvement and for the Association to have a greater presence in students’ own communities. | Produce standardised project packs for local regions/nations which gives students wishing to develop a project or an event the means and key information they need to do it. | Scope and explore feasibility Produce pilot pack Test and evaluate | Summer 2017 | Head of Student Community Deputy General Manager VP Community Head of Student Volunteering Projects Officer | **Green** **Ongoing** | **April 2017:** 20 local hosts held simultaneous meet-ups on 25th February as part of the Big Feb Meet-Up. There were three ways for students to get involved online (one for students based on the Continent and two generic online meet-ups on OU Live and on Facebook). An equivalent summer event for 17th June is being scoped. |
16. There is untapped potential for more student societies and members.

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<tr>
<th>Activity</th>
<th>Timeframe</th>
<th>Manager</th>
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<tr>
<td>To continue to develop the drive for more student societies and members, including exploring the provision of a standard information pack for those seeking to start a new society and furthering the links and support from University faculties.</td>
<td>Winter 2016</td>
<td>Head of Student Community Projects Officer</td>
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17. We want to re-shape the structure and role of the Association in the regions and nations to improve student engagement.

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<th>Manager</th>
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<tr>
<td>Run a regions review project to arrive at recommendations for the future.</td>
<td>Summer 2016</td>
<td>VP Representation Deputy General Manager</td>
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18. We want to increase student engagement within the University community.

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<tr>
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<tbody>
<tr>
<td>To work in partnership with the University to identify, implement and evaluate new student engagement opportunities as part of the joint student</td>
<td>Winter 2017</td>
<td>President General Manager</td>
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**April 2017:** Societies promoted themselves online on Facebook at January Freshers.

Doctor Turing society has recently been affiliated (Mar 17).

Approval has been received for the “Networking and Training Event” on 10th June. Planning is underway.

Societies have adopted a new funding structure – requesting grants for specific activities.

**April 2017:** The Grassroots Working Group have a number of recommendations to present to the CEC this month: They propose a new Student Community Volunteer, regular ‘Meet and Greets’ between CEC members and students and finally the Group recommend that how we look at and deal with external affairs in the Nations feature as part of the Subvention negotiations and CEC review later this year.

**January 17:** The appointment of the Student Engagement Manager for the university has now been confirmed following interviews held in December.
<table>
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<tr>
<td>October 16</td>
<td>We have helped shape the role description and person specification for the forthcoming role of ‘Student Engagement Manager’ which will be recruited ready for January 2017. This role will take on responsibility for delivering the projects identified as part of this work.</td>
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<tr>
<td>July 16</td>
<td>The student engagement project has made good progress over last year in identifying and prioritising a number of key initiatives. This work was slowed slightly by lack of staffing capacity in academic services to pick some of this work up and progress it, but we understand that this will be relieved following strategic investment in this area of work. We must keep up the momentum with this crucial work.</td>
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<tr>
<td>April 17</td>
<td>No further update on this work at present, we await further information about plans for student community tools.</td>
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<tr>
<td>January 17</td>
<td>We are waiting to see what will happen with the next stage of the Online Student Experience Programme (OSEP) within the University.</td>
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19. Research shows that retention of students is aided by the belonging to a wider student community and the forming of social bonds with other students.

To call on the University to introduce better social community online tools for all students to use to forge social relationships, support networks and the feeling of belonging to a wider student community.

Pilot and explore potential of Yammer as such a tool for students

Winter 2016

President General Manager

Red
To foster peer-to-peer support and connections between students to assist their study experience.

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<tr>
<td>20. There is a need to increase student take up and volunteering in peer-to-peer support</td>
<td>Increase student awareness of peer-to-peer support, e.g. Nightline and Peer Supporters, not just as a service but as a volunteering opportunity.</td>
<td>Increased number of volunteers</td>
<td>Summer 2016</td>
<td>Head of Student Support</td>
<td>Green Ongoing</td>
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<tr>
<td>21. Develop other means of peer-to-peer support</td>
<td>Explore the potential of a ‘study buddies’ scheme</td>
<td>Explore feasibility</td>
<td>Winter 2016</td>
<td>Head of Student Support</td>
<td>Red</td>
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</table>
Explore the potential of a Peer Supporter scheme for Offender Learners leaving custody

Explore feasibility

Spring 2017

VP Student Support
Head of Student Community

Green
Complete

January 2017: The new service has been well received by colleagues within the University, who have agreed to promote it to those who may need to get in touch. We have already received our first contacts from students and we are pleased with progress so far.

Explore the potential of volunteer mentors

Explore feasibility

Spring 2017

Head of Student Volunteering

Amber

April 2017: New roles around grass roots project have begun and the idea of mentors is a project which will be explored in tandem with the new student support team.

We will listen to OU students and represent their collective voice within the University and beyond.

Key actions to deliver the above:

To use our research and information to inform our student representatives, enhancing our ability to influence the University.

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<tr>
<td>22. Our research work has greatly aided our understanding and the level of evidence available to student representatives.</td>
<td>To develop and implement a research plan to understand the needs, concerns, priorities, ideas and interests of our students.</td>
<td>Research plan developed and implemented</td>
<td>Winter 2016</td>
<td>VP Representation &amp; Research Research &amp; Information Officer</td>
<td>Green Ongoing</td>
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April 17: A paper will be presented at the April CEC meeting outlining two studies: 1. Getting Involved with the Students Association and 2. Understanding Volunteering with the Students Association. After CEC approval, these studies will be scoped out in more detail by VP Representation and Research and the Research and Information Officer, in collaboration with Head of Student Voice, Head of Student Community and Head of Student Volunteering.
23. We need to stay up to date on the issues that are concerning students.

Identify ways to capture, monitor and track issues which students notify the Association about.

Explore means to do this

Spring 2017

Head of Operations
Head of Digital Communications
Research & Information Officer

Amber

April 17: The first survey had been completed, second one is planned for May 2017

The Association are involved with the development of the OU’s student ideas platform (one of the outcomes of the recent Student Engagement work streams), which will be linked to from our new website, allowing students to raise issues and give feedback.

January 17: To be picked up in 2017. The Operations Team in 2016 run twice a monthly monitoring survey of phone calls and e-mails to capture the nature of enquiries/issues that concern students. The Team will continue to screen calls to generate more accurate data.

These screening sessions’ findings have been shared with the relevant University departments to raise the awareness of the problems that some students are facing.

To work with the University to develop a culture where students are recognised as full partners in enhancing the student experience.

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<td>To build on good practice elsewhere in other universities.</td>
<td>To call on the University to empower students to be part of all appointment panels for the</td>
<td>Standard student place(s) written in to all documents governing</td>
<td>Winter 2016</td>
<td>President General Manager</td>
<td>Green</td>
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<td>April 17: The review of the University’s Charter is due to commence and we will be represented throughout the process by our OU Council Member.</td>
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University’s most senior executive roles as standard.

recruitment practice.

We called on this to happen as part of the University’s Council Governance Review in 2016 and have secured assurances that the right of students to be on all executive appointment panels will be included in the forthcoming review of the University’s own Charter as it requires Privy Council approval.

We will need to ensure we have representation on this working group, as promised.

One positive that should be noted is a student rep has been included as standard in the appointment process for all Executive Deans which is a significant change and an indication of the direction with other roles.

We want to continue the development of the student consultation process.

To work with the University to improve student consultation processes and practice to close the feedback loop and improve outcomes for students.

Improvements identified in feedback.

Improvements identified in future evaluation of the process.

Winter 2016

Deputy President

Deputy General Manager

Green

Ongoing

January 17: please see separate paper on the student consultative process.

October 16: see separate paper on the student consultative process and the outcome of the review.

To identify and take up opportunities to put the part-time and distance learning student voice at the heart of debate.

<table>
<thead>
<tr>
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<td>Status</td>
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</tbody>
</table>


To represent the OU student voice on matters affecting our members external to the University.

To identify and respond to consultations on issues affecting OU students.

Develop timely and thorough responses to consultations. Publish responses on our website.

Ongoing

General Manager

Green

Ongoing

April 17: Nicola Simpson, Acting President, made a speech at the recent All-Party Parliamentary Group (APPG) on Students regarding the difficulties and true experience of being a part-time and distance-learning student.

January 17: We responded to two government consultations in December 2016, one on the proposal for doctoral loans and the other on the proposal for maintenance loans for part-time students. We await the government’s response.

October 16: Ongoing. We made representation to the All Party Parliamentary Group on Students in September regarding the HE and Research Bill and we’re working with the University on its plans for TEF.

July 16: During the last 12 months, we have made representations on the following consultations:

HM Government Green Paper on the future of higher education (we also responded to similar consultations in Wales and Northern Ireland thanks to the hard work of their respective SARs).

The future of quality assessment at UK institutions

Changes to the Disabled Student Allowance

HM Government proposal to implement Postgraduate loans

Changes to the National Student Survey
### Changes to the Destination of Leavers from Higher Education survey

<table>
<thead>
<tr>
<th>To identify and work with relevant external partners on issues affecting OU students.</th>
<th>Identify partners relevant to the issue</th>
<th>Ongoing</th>
<th>President General Manager</th>
<th>Green Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 17: As above, we attended the APPG on Students to speak for the second time in March 2017.</td>
<td></td>
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</tr>
<tr>
<td>January 17: We continue to talk to others where relevant.</td>
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<tr>
<td>October 16: As above, we attended the APPG on Students in September alongside NUS and will continue to work together on issues affecting our students where we can.</td>
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</tr>
<tr>
<td>July 16: Meetings and discussions have been held with the NUS in recent months, but there is much more that could be done to work with the NUS and other external partners on issues affecting our students. This should be a development goal for the new CEC.</td>
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We will consider how the organisation can best represent our students in the future

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<tbody>
<tr>
<td>Our research demonstrates that members wish to see the benefits and disadvantages of</td>
<td>To explore the feasibility</td>
<td>Spring 2017</td>
<td>President</td>
<td>Amber</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>April 17: We are awaiting feedback on our latest subvention bid, but it appears unlikely that we will be able to take this</td>
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</tbody>
</table>
Association consider how it could represent individual students.

forms of individual representation.

Develop models if applicable

Make recommendations

General Manager

forward in quite the same way as previously envisaged.

January 17: We are including this issue within our funding bid for the next three years but it is one where further development is needed.

We will exercise good governance in an effective and accountable manner.

Key actions to deliver the above will include:

We will identify and break down barriers to ensure our student representatives and volunteers are drawn from all backgrounds and present a full picture of the OU student community.

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<tbody>
<tr>
<td>We need to undertake a full consideration and analysis of options for ensuring our future student elected leadership roles are open and appealing to all and are rewarded for their hard work on behalf of all OU students.</td>
<td>To explore and scope out the potential for moving to paid elected Officer roles in the future.</td>
<td>Explore feasibility</td>
<td>Spring 2016</td>
<td>Chair of Board of Trustees General Manager</td>
<td>Green Complete</td>
</tr>
<tr>
<td></td>
<td>To undertake a review of the remits of our Officer Team, making recommendations for the future.</td>
<td>Complete review Recommendatio ns considered by Central Executive Committee</td>
<td>Spring 2016</td>
<td>VP Administration VP Representation Deputy President</td>
<td>Green Complete</td>
</tr>
</tbody>
</table>

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<tr>
<td>Green Complete</td>
<td>October 16: As detailed in the BoT report, this proposal was agreed and payment has been implemented.</td>
</tr>
<tr>
<td>Green Complete</td>
<td>October 16: This work was completed for the 2016 elections. It will need to be completed again in late 2017 ready for the next election period.</td>
</tr>
</tbody>
</table>
Open out our democratic processes and voting to all students. | Implement one-member-one-vote elections in 2016 to overhaul our democracy. | Source provider for elections | Summer 2016 | VP Administration | Green Complete | October 16: Electoral Reform Services Ltd were appointed as our provider of the online voting platform for the elections 2016. OMOV elections were implemented as per the decision of Conference 2014 and of the Central Executive Committee.

We wish to widen the representation on the Central Executive Committee to include faculty-based issues. | Incorporate faculty representation within our Central Executive Committee. | Pilot with Central Reps to summer 2016 | Autumn 2016 | VP Administration | Green Complete | October 16: Faculty Reps were trialled in the last six months of the 2014-16 Central Executive Committee which helped to define the role. The new posts were rolled out for election in summer 2016 and all positions were filled. We now look forward to working with the new post-holders, and their Officer lead, to further develop the roles and embed them in the organisation and in the University’s new faculty structures.

We will continue to place an emphasis on staff and student volunteer development. | Explore how to involve honorary life members in the future and what the | Establish current situation | Winter 2016 | President Management Team | Green | April 2017: Volunteer Team have put together a proposal which will be presented at April CEC.
<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Responsible</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make proposals for the future to be considered by the Central Executive Committee</td>
<td></td>
<td>Head of Student Volunteering &amp; Student Volunteers Officer</td>
<td>HLMs were surveyed and results collated to put together an offer which fulfils their level of interest. We will be taking on feedback from CEC and looking for approval of the recommendation to begin to put in place standardised offer.</td>
</tr>
<tr>
<td>We can learn and share with other student organisations</td>
<td></td>
<td></td>
<td>We can learn and share with other student organisations</td>
</tr>
<tr>
<td>Explore better links with other student bodies, including feasibility of twinning with another student union to share practice</td>
<td>Winter 2016</td>
<td>Head of Student Voice</td>
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<tr>
<td>Explore feasibility</td>
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<tr>
<td>Explore</td>
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<tr>
<td>We need to better join-up strategy with budget setting, appraisals and our current meeting cycles</td>
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</tr>
<tr>
<td>Develop an improved business cycle for the full staff group including strategy</td>
<td></td>
<td>General Manager</td>
<td></td>
</tr>
<tr>
<td>Assess current situation</td>
<td>Summer 2017</td>
<td>Deputy General Manager</td>
<td></td>
</tr>
<tr>
<td>Winter 2016</td>
<td>Head of Student Voice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 2017: Student Voice Team have now all subscribed to WIDAR (workers in democracy and representation Jiscmail) to share information. Currently are investigating other practices towards Representation in other Unions, Guilds and Associations and membership organisations. Activity: Visit from University of Derby Student Union Representation Manager, and the team have been involved in a continuous sharing of practice with University of Dundee Student Voice team and with London South Bank University Students' Representation Manager. The Association Student Voice Team are to attend national Membership Services Conference. As part of this HoSV has submitted a proposed talk / workshop about our success of Student Voice Week and Representation with it potentially leading to being featured as an item for the day's agenda at Membership Services Conf.</td>
<td></td>
<td>Green Ongoing</td>
<td></td>
</tr>
<tr>
<td>We need to better join-up strategy with budget setting, appraisals and our current meeting cycles</td>
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<tr>
<td>We should place an emphasis on better induction and training for student elected representatives</td>
<td>Explore potential for a regular training programme for the Central Executive Committee and Board of Trustees</td>
<td>Explore feasibility</td>
<td>Creation of appropriate induction training</td>
</tr>
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<tr>
<td>We must ensure sufficient focus and scrutiny on financial matters</td>
<td>Develop and improve financial reporting to the Board of Trustees, Central Executive Committee and</td>
<td>Assess current report templates and timing</td>
<td>Identify external good practice</td>
</tr>
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Management Team.

Make improvements
Seek feedback

**January 17:** Although this has been started there is still some work to do. This will be picked up after the annual audit in September 2016.

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<tr>
<th>Management Team.</th>
<th>Make improvements</th>
<th>Seek feedback</th>
<th><strong>January 17:</strong> Although this has been started there is still some work to do. This will be picked up after the annual audit in September 2016.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>We must ensure sufficient focus and scrutiny on financial matters</strong></td>
<td><strong>To develop and implement budgets and reporting for OUSET and OU Students Shop to their respective Boards and Managers</strong></td>
<td><strong>Analyse current expenditure and income</strong> <strong>Develop draft budgets and reports</strong> <strong>Pilot and review</strong></td>
<td><strong>Spring 2017</strong></td>
</tr>
<tr>
<td><strong>We must ensure sufficient focus and scrutiny on financial matters</strong></td>
<td><strong>To improve understanding and use of financial reports amongst Trustees, Management Team, Central Executive Committee members and OU Students Shop Directors</strong></td>
<td><strong>Encourage engagement with reports and budgeting process</strong></td>
<td><strong>Winter 2017</strong></td>
</tr>
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We will source the best possible partners and advisors for the Association, forging links to ensure that we develop as needed to deal with the challenges of a changing OU student demographic and wider higher education sector.

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<td>We require retained external legal advice</td>
<td>Run an invitation to tender process for legal services</td>
<td>Provider selected</td>
<td>Spring 2016</td>
<td>General Manager</td>
</tr>
<tr>
<td>We require retained external auditors</td>
<td>Run an invitation to tender process for audit services</td>
<td>Provider selected</td>
<td>Summer 2016</td>
<td>VP Administration General Manager Head of Resources</td>
</tr>
<tr>
<td>Our links with external organisations benefit our staff and student development</td>
<td>To explore other potential affiliations where appropriate</td>
<td>Affiliations identified Recommendatio ns made to Board of Trustees</td>
<td>Ongoing</td>
<td>General Manager</td>
</tr>
</tbody>
</table>