



# **NTSU Strategic Plan**

## **2020-2025**

**NTSU**  
NOTTINGHAM TRENT STUDENTS' UNION

# PRESIDENT'S FOREWARD

---

**Nottingham Trent Students' Union (NTSU) exists to represent Nottingham Trent University (NTU) students, enhancing their university experience from the moment they start their course. 2019 marks a period of significant change, with the introduction of our new strategic plan.**



It was decided that NTSU and NTU would sync their strategic cycles so that collaborative work could become easier, allowing for a greater student experience.

This strategic plan was kickstarted when NTSU's new Executive team took office in July 2018. Since then, the team has been involved in developing it through to its final state, based on many research and development sessions held throughout the year. We consulted a wide range of students from all years and modes of study across all four campuses. In total, around 4,000 students were involved in this process, taking part in key events including the Collaborative Strategy Workshop and several focus groups with under-represented groups as well as our strategy survey.

To ensure that we understood the full depth of what our key stakeholders thought about us, members of the NTSU Executive team interviewed senior University leaders, probing and challenging them on their perception of NTSU and exploring where our strategic journey could take us. Our own staff members were consulted during this process, working on a new set of mission, vision and values together, ensuring that all of us at the Union are working towards common themes and goals. The NTSU Trustee Board engaged in a deep dive session, examining the emerging themes and strategic challenges that we may face in the future.

This strategy is the product of many open and honest conversations and will make NTSU stand out amongst other unions. Our collaborative approach means that this new strategy will not only influence the student experience, but also the way NTU and the sector operates over the next five years.

**Bradley Fox**  
NTSU President 2018/19 & 2019/20

# WE ARE NOTTINGHAM TRENT STUDENTS' UNION

## Mission:

We empower students to make NTU the best academic and personal experience for themselves and others.

## Our Vision:

Diverse communities of fulfilled students motivated to create positive change.

## The Values which guide us are:



**Student Led**



**Inclusive**



**Supportive**



**Forward  
Thinking**



**Ambitious**



# STRATEGIC COMMITMENTS & OBJECTIVES

---



# STRATEGIC COMMITMENTS & OBJECTIVES



We will advocate for the best educational experience for NTU Students	We will encourage healthy communities	We will represent and celebrate our diverse membership	Our strategy will be enabled by
Enhance the quality of teaching and learning.	Facilitating student groups that reduce loneliness and isolation and promote wellbeing.	Campaigning to close attainment gaps at the University and in society.	Financial stability, generating surplus from our primary purpose trading activity for service innovation and reinvestment in our facilities.
Offering representation, advice and guidance to members ensuring NTU procedures are just and transparent.	Designing and managing Union spaces and services with health and well-being in mind.	Embedding under-represented groups in decision making and planning.	A people strategy that supports staff development, innovation and project-based working.
Supporting students' educational transitions.	Engaging members in the design of strategies and services that support them.	Leading the conversation about Equality, Diversity and Inclusion on campus.	A sustainable approach, strengthening the environmental dimension to our decision making.
Embedding the good practices, attitudes and behaviours that our student staff require for future employment.	Encouraging mutual respect between our members and their local communities.	Engaging with national policy agendas in the interest of all NTU students.	The use of technology for communication and service delivery to complement high quality face to face activities.
			The provision of equivalent services at all NTU campuses.

# WE WILL ADVOCATE FOR THE BEST EDUCATIONAL EXPERIENCE FOR NTU STUDENTS

---



# WE WILL ADVOCATE FOR THE BEST EDUCATION EXPERIENCE FOR NTU STUDENTS



Objectives	Activities	Measures
Enhance the quality of teaching and learning.	Produce two themed insight papers each year which articulate the views of our students. Present via Academic Board agenda or another route agreed with NTU.	Relevant NSS, PTES & PRES scores, key indicators in annual members survey and additional qualitative methods.
Offering representation, advice and guidance to members, ensuring NTU procedures are just and equitable.	Annual proactive review of NTU procedures and data to suggest improvements to processes informed by IAS service usage stats. IAS preventative work stats.	Cases opened in IAS as a % of the total cases initiated by the University.
Supporting students' educational transitions.	Every student starting a new level of study will receive an NTSU induction and an opportunity for personal contact with an officer by 2021.	Student experience surveys & qualitative research.
Embedding the good practices, attitudes and behaviours that our student staff require for future employment.	Devise a programme of value-added activities so that NTSU becomes the best student employer within Nottinghamshire.	Numbers of students engaging in value added activities. Student employee experience survey results.

# WE WILL ENCOURAGE HEALTHY COMMUNITIES

---





## WE WILL ENCOURAGE HEALTHY COMMUNITIES

Objectives	Activities	Measures
Facilitating student groups that reduce loneliness and isolation and promote well-being.	Give it a Go week refocussed on community building activities to promote Union engagement and relationship building.	Number of first time engaged students post Welcome Week. Number of students who register for continued activity.
Designing and managing Union spaces and services with health and well-being in mind.	Budget allocated for improvements. NTSU services introduced to address specific health and well-being needs.	Engagement in new services designed to address health and well-being. Net promoter score for facilities.
Engaging members in the design of strategies and services which support them.	Students provided with meaningful opportunities to influence service design and improvements supported by Union staff.	Student satisfaction measures for relevant services.
Encouraging mutual respect between our members and their local communities.	Campaign to promote active, responsible citizenship.	By reduction in neighbour complaints, penalty notices and disciplinary proceedings. Proxy measures of positive programme delivery.

# WE WILL REPRESENT AND CELEBRATE OUR DIVERSE MEMBERSHIP

---



# WE WILL REPRESENT AND CELEBRATE OUR DIVERSE MEMBERSHIP



Objectives	Activities	Measures
Campaigning to close attainment gaps at the University and in society.	Qualitative interviews / insight which collates the experiences of students. Results presented to senior NTU managers and academics.	NTU attainment gap and success for all statistics. Access and Participation Plan targets.
Embedding under-represented groups in decision making and planning.	Complete an E&D Officer review using external expertise if necessary.	Successful implementation of changes. Success measured by engagement in new structures and results of the new system. Find means of measuring demographic engagement in Trading activities.
Leading the conversation on our campuses on equality, diversity and inclusion.	Programme of events and guest lectures for staff and students to discuss and debate relevant issues.	Event attendance. Net promoter score of attendees. Subsequent policy and practice changes.
Engaging with national policy agendas in the interests of all NTU students.	Respond to national consultations. Publish responses. Engage election candidates on national policy. Develop structures to engage members.	Policy features in election manifestos, hustings and campaigns. Related Union policy made at Union meetings.

# OUR STRATEGY WILL BE ENABLED BY

---



# OUR STRATEGY WILL BE ENABLED BY



Objectives	Activities	Measures
Financial stability, generating surplus for service innovation and reinvestment in our facilities.	Generate annual minimum £150k trading surplus.	Management accounts. Set measure for Entertainment product innovation.
A people strategy that supports staff development, innovation and project-based working.	Publish a People Strategy created with staff input.	Employee Experience Survey, staff turnover and employee engagement metric.
Strengthen the environmental dimension to our decision making in line with the UN sustainable development goals.	Tackle operational challenges e.g. plastic usage, carbon free transport in partnership with SDOF where appropriate.	Progress against the sustainable development goals.
The use of technology for communication and service delivery to complement high quality face to face activities.	Create a digital framework which plots lifecycle of software and plans replacement. Seek opportunities to improve working practices.	NCVO Digital Maturity Matrix score.
Provision of equivalent service offers at all physical NTU campuses.	Ensure we have an appropriately branded, regular on-site programme of service delivery at Confetti.	Q26 NSS Score and annual members' survey.

