



ABERDEEN UNIVERSITY STUDENTS' ASSOCIATION

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# STRATEGIC PLAN

## 2019-2022

# INTRODUCTION

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**AUSA is pleased to present its Strategic Plan for the period from 2019 –2022. What follows in this document reflects our high-level plans for the next three years, which are designed to support all students at the University of Aberdeen, regardless of their location or method of study, and to enhance their time at University.**

We recognise that our present and future students are our potential leaders of tomorrow, and therefore a core fundamental belief of AUSA is that the views and opinions of our students need to be heard, and they should be able to express these, and have influence over their educational and personal journey through the democratic processes that exist in the University of Aberdeen, AUSA, and in the wider political framework in their country of residence.

We also believe that the idea of belonging to a community (however you may choose to define this) is a fundamental human need, and despite technology, there is still a need for like-minded individuals to interact with others. We will therefore continue to provide and promote different opportunities for participation in communities of choice, be they sports clubs, societies, forums, or group within the campuses, or their local area. Employability remains a key concern amongst our students, and community participation can help our students to build skills that are transferable into the workplace.

Finally, we will continue to provide and refine our support services and carry out research into trends that will impact upon the needs of our students.



### Further detail on our three key strategic objectives and associated priorities are set out below.

Cutting across everything that we will do is the recognition that the University of Aberdeen is a multi-campus University, and that there is no such thing as a typical student – the needs of a new first year student may be very different from someone engaged in Post Graduate study for example.

Sustainability issues (environmental, social and financial) will form our second cross-cutting objective. The current AberGreen project has done much to promote sustainable activities amongst our student body, through the Shared Planet Corner Shop, the Student Garden, the Swap Shop, and the Dr Bike initiatives. Once the funding for this programme ends in March 2020, we will seek ways to continue to support our students to further develop these programmes.

We aim to ensure that our day to day operations will have as low an environmental impact as possible, and specific consideration on these matters will be given to everything we do.

Finally, AUSA will seek to implement innovative and cost-effective solutions to become a more efficient and “tech-savvy” organisation, allowing us to deliver to “Generation Z” in line with their expectations.

Lawson Ogubie  
Student President  
June 2019

# OUR VISION

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**Our overall vision is to be an organisation that engages students to have a voice, fulfil their potential and get the most out of their University experience.**

# OUR MISSION

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**Support, Empower, Represent**

# OUR VALUES

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AUSA will adopt the following values. In dealings with us, you can expect the organisation and its staff to be:

- **Democratic**
- **Professional**
- **Transparent**
- **Inclusive**
- **Supportive**
- **Approachable**
- **Friendly**
- **Collaborative**

# OUR STRATEGIC OBJECTIVES

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## 1. Student Voice

Every student shall have access to strong and influential representation through AUSA.

## 2. Strong Communities

Every student shall have the opportunity to identify with, and participate in, a community that they feel part of.

## 3. Life Experience

Every student shall have access to information, advice, development services and support to allow them to get the most out of their time spent at University.

# I. STUDENT VOICE

Every student shall have access to strong and influential representation through AUSA.

PRIORITIES	HOW WILL WE ACHIEVE THIS?	WHAT DOES SUCCESS LOOK LIKE?	HOW WILL WE MEASURE OUR SUCCESS?
Ensure that representation is at the heart of everything we do	<ul style="list-style-type: none"> <li>• Education and awareness raising</li> <li>• Effective marketing and communication</li> <li>• Informed and supported Sabbatical team</li> <li>• Further develop a strong AUSA presence on all campuses</li> <li>• Gather a solid evidence base to support a possible extension of AUSA's physical presence</li> </ul>	<ul style="list-style-type: none"> <li>• High level of student awareness of AUSA</li> <li>• AUSA is a well-resourced organisation</li> <li>• AUSA is a "tech-savvy" organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Unprompted Sabbatical Officer recognition</li> <li>• Unprompted AUSA recognition</li> <li>• Usage of all contact points</li> </ul>

PRIORITIES	HOW WILL WE ACHIEVE THIS?	WHAT DOES SUCCESS LOOK LIKE?	HOW WILL WE MEASURE OUR SUCCESS?
Ensure that students get the best possible representation via the class rep system to further their studies	<ul style="list-style-type: none"> <li>• Consistency of practices across all class reps</li> <li>• Good collaboration with Schools and UOA Senior Management</li> <li>• Robust training programmes for class reps</li> </ul>	<ul style="list-style-type: none"> <li>• Profile of class reps is high</li> <li>• The role is valued by all stakeholders</li> <li>• Class reps are key influencers</li> <li>• There is a "waiting list" of suitable candidates</li> </ul>	<ul style="list-style-type: none"> <li>• Number of students putting themselves forward</li> <li>• Number of vacant posts</li> <li>• Enhanced Transcript statistics</li> </ul>
Ensure that our governance systems are easy to understand and engage with	<ul style="list-style-type: none"> <li>• Relevant and applicable by-laws</li> <li>• Education and awareness raising</li> <li>• Development of appropriate engagement mechanisms</li> </ul>	<ul style="list-style-type: none"> <li>• Students fully understand how AUSA and its governance mechanisms operate and know how to engage with AUSA at the appropriate level</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement with AUSA</li> <li>• Traffic on web site/other engagement mechanisms</li> <li>• Student response to referenda</li> <li>• Number of ideas generated</li> </ul>

# 2. STRONG COMMUNITIES

Every student shall have the opportunity to identify with, and participate in, a community that they feel part of.

PRIORITIES	HOW WILL WE ACHIEVE THIS?	WHAT DOES SUCCESS LOOK LIKE?	HOW WILL WE MEASURE OUR SUCCESS?
Ensure that all students have opportunities to participate and come together in a structured way	<ul style="list-style-type: none"> <li>• Provision of easy access opportunities</li> <li>• Interactive and participatory training and development of key/committee members</li> <li>• Collaboration with UOA and other relevant organisations</li> </ul>	Every student has a sense of belonging	<ul style="list-style-type: none"> <li>• Reduction in loneliness statistics</li> <li>• Increase in case studies</li> <li>• Enhanced Transcript statistics</li> </ul>
Ensure that AUSA organises suitable events and other initiatives that are accessible to all students across all campuses	Understanding the access and cultural needs of all students	Engaged and popular events	Increase in non-traditional student involvement



PRIORITIES	HOW WILL WE ACHIEVE THIS?	WHAT DOES SUCCESS LOOK LIKE?	HOW WILL WE MEASURE OUR SUCCESS?
Ensure that there are closer links between AUSA and local partner organisations to strengthen opportunities for student involvement in the local area	<ul style="list-style-type: none"> <li>• Joint programmes and initiatives</li> <li>• Volunteering programme</li> <li>• Outreach programmes</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership programmes on campus</li> <li>• “Certified” volunteering programme</li> <li>• National acclaim/recognition</li> </ul>	Number of local partner organisations
Ensure that our students have the confidence to become more involved in local democratic structures by raising awareness and understanding of the key democratic mechanisms of the UK/ Scottish /Local Government	<ul style="list-style-type: none"> <li>• Education and awareness raising.</li> <li>• Electoral register sign up on matriculation</li> <li>• Workshops and Visiting Speakers</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in voting levels</li> <li>• Student involvement with local/ community councils</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in number of students standing for election</li> <li>• Number of community councils engaged with</li> </ul>

# 3. LIFE EXPERIENCE

Every student shall have access to information, advice, development services and support to allow them to get the most out of their time spent at University

PRIORITIES	HOW WILL WE ACHIEVE THIS?	WHAT DOES SUCCESS LOOK LIKE?	HOW WILL WE MEASURE OUR SUCCESS?
Further develop relevant and appropriate support services in line with current and anticipated student needs	<ul style="list-style-type: none"> <li>• Establish programme of research into societal trends that will impact upon students which is outcome focussed</li> <li>• Build flexibility in delivery mechanisms</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant, professional, modern service</li> <li>• Badge as a centre of excellence</li> <li>• Recognition</li> <li>• Multi-faceted delivery model</li> </ul>	<ul style="list-style-type: none"> <li>• Utilisation of services</li> <li>• Accolades/Awards</li> <li>• Usage statistics</li> <li>• Impact on UOA Counselling service</li> </ul>

PRIORITIES	HOW WILL WE ACHIEVE THIS?	WHAT DOES SUCCESS LOOK LIKE?	HOW WILL WE MEASURE OUR SUCCESS?
Ensure that student led initiatives which provide opportunities for skills enhancement/employability are supported wherever possible	<ul style="list-style-type: none"> <li>• Skills enhancement volunteering programme</li> <li>• Links to UOA Business School, local partner organisations</li> <li>• Structured support programmes, including financial support</li> </ul>	Multiple student led start-up initiatives in AUSA space	<ul style="list-style-type: none"> <li>• Number of Volunteers/hours of volunteer time</li> <li>• Number of student-led initiatives</li> <li>• Grants awarded/secure</li> </ul>

# OUR CROSS-CUTTING THEMES

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## 1. Student demographics and multi campus locations

The demographic of the student population at the University of Aberdeen is wide and varied; alongside the traditional full-time undergraduate student there are students engaged in part time and online study, post-graduate students and an increasing number of international students, including those attending the International Study Centre. The University of Aberdeen also now operates across several campuses – Kings College, Foresterhill and Qatar.

In everything that we do we will aim to consider the varying needs of our students regardless of their location or method of study.

## 2. Sustainability - environmental social and financial

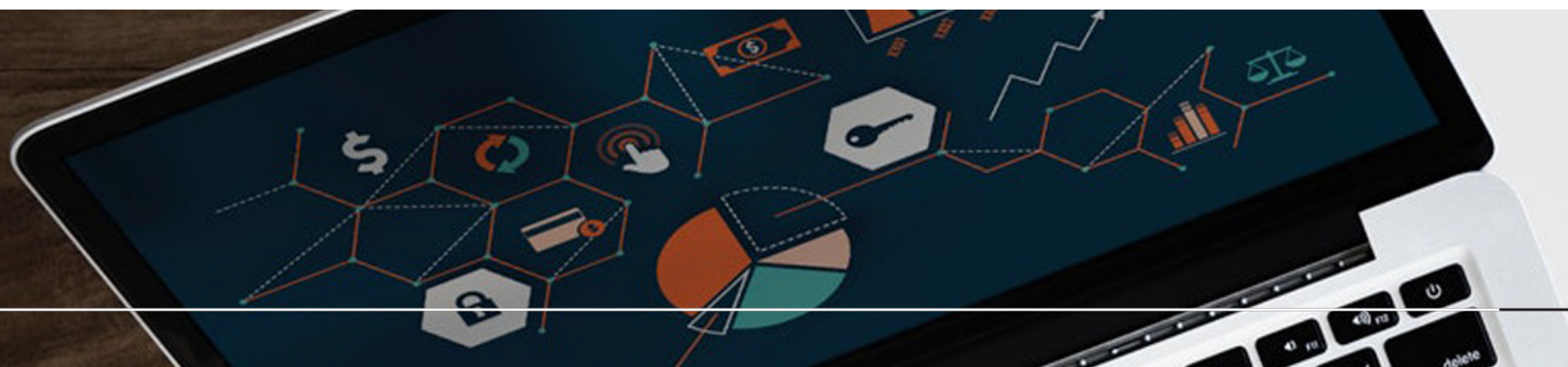
The sustainability of our actions – environmental, social and financial will also be considered in everything that we plan to do. In our day to day operations, we will consider the impact of our actions upon the environment and aim to minimise waste and the unnecessary use of resources wherever possible.

As a charity, most of our income is derived from a grant from the University of Aberdeen. Where opportunities arise to generate additional funds through suitable sponsorship or other income generation activities, we will seek to pursue these to raise additional funds to further benefit our students. We have recently taken over the bar café within the Student Union building, and this is our first step into commercial activity. Early indications are that the facility is proving to be popular, and we plan to review whether this trading activity should be transferred into a separate subsidiary operation, with a view to passing any profits generated back to the charity for re-investment in our core charitable activities for the benefit of our students.



### 3. Innovation

As a very small organisation AUSA recognises that there may be innovative and cost effective solutions that can assist us in our day to day activities, freeing up time spent on routine matters, and giving our staff additional time to deliver student facing services. Over the period of this plan, we will review all of our business processes, and if appropriate we will seek to streamline and automate these where it is possible and cost effective to do so. Most of our students joining us in the following years belong to "Generation Z" and have never experienced life before the digital age – information is always available through the internet regardless of the time of day or physical location, and we shall aim to deliver to our students in line with these expectations.





# CONTACT

AUSA Students' Union  
Elphinstone Road  
Aberdeen  
AB24 3TU

[ausa@abdn.ac.uk](mailto:ausa@abdn.ac.uk)  
01224 272965