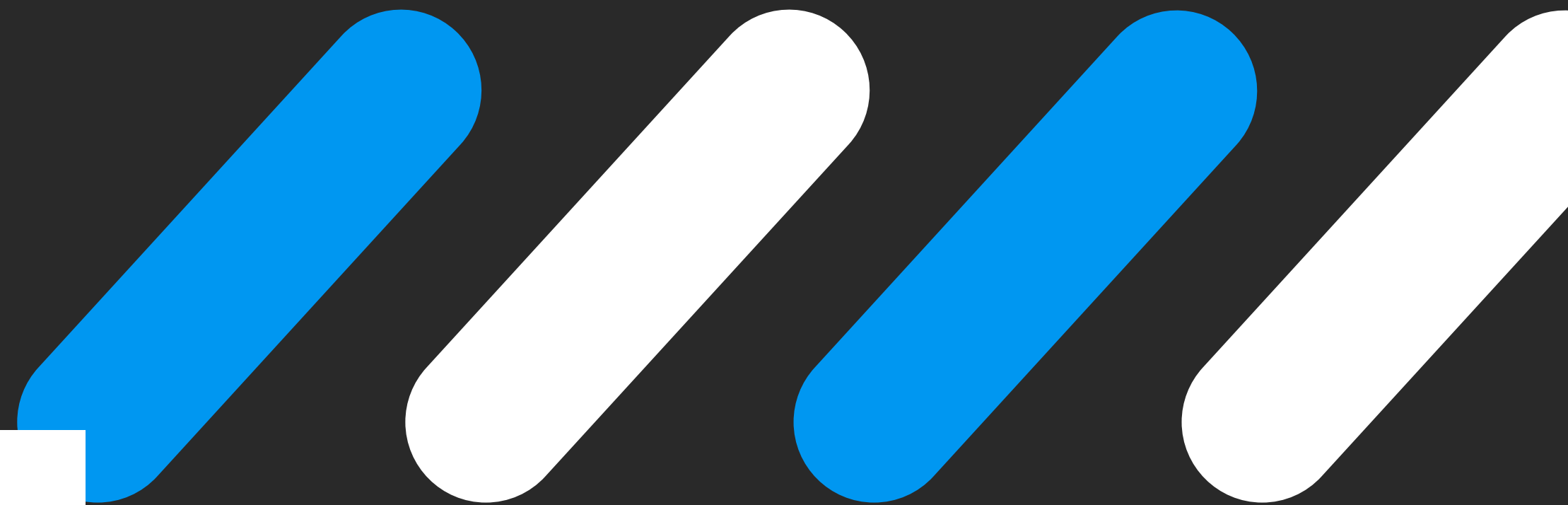
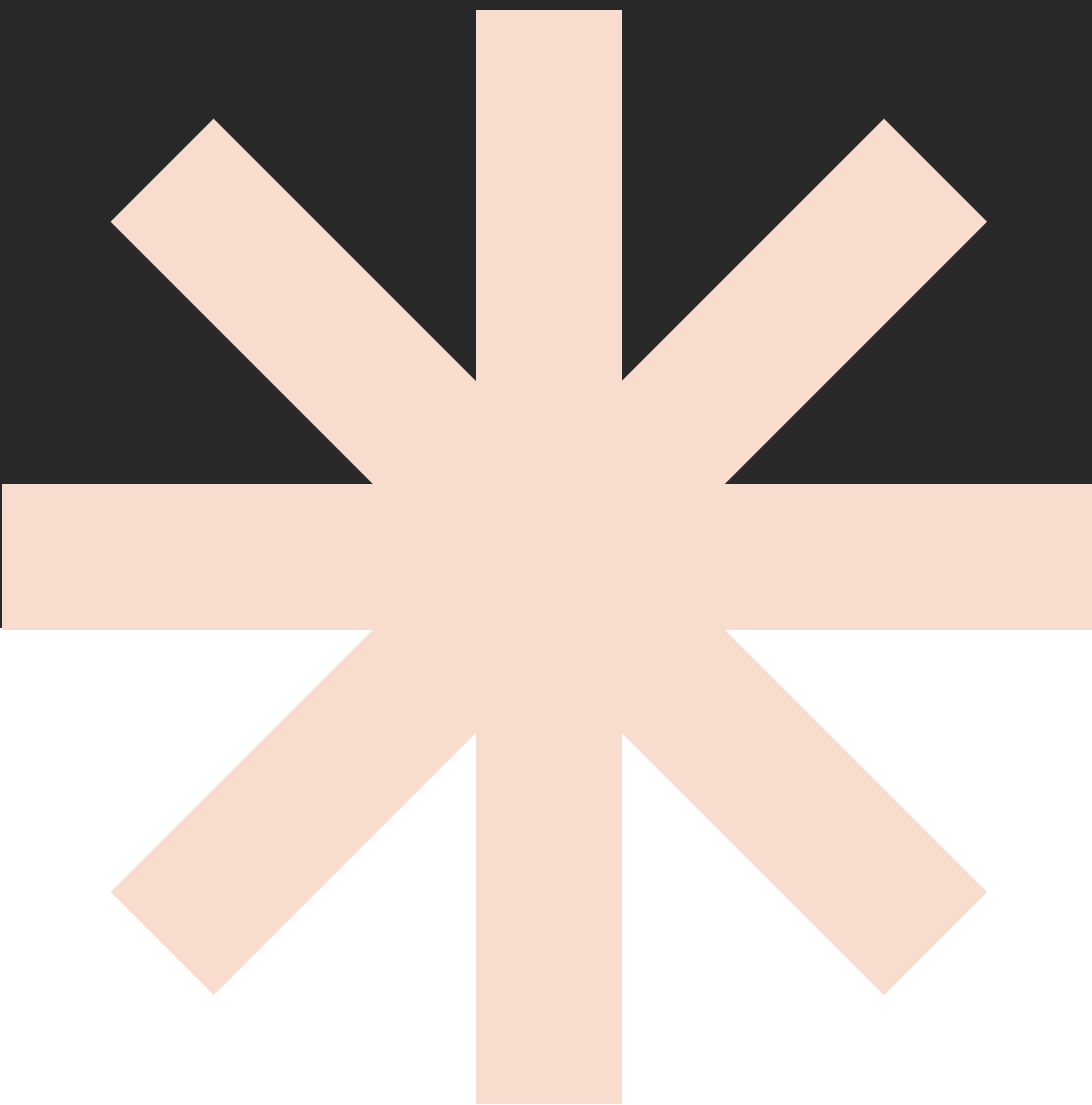


**BCUSU**



**Strategic Plan**

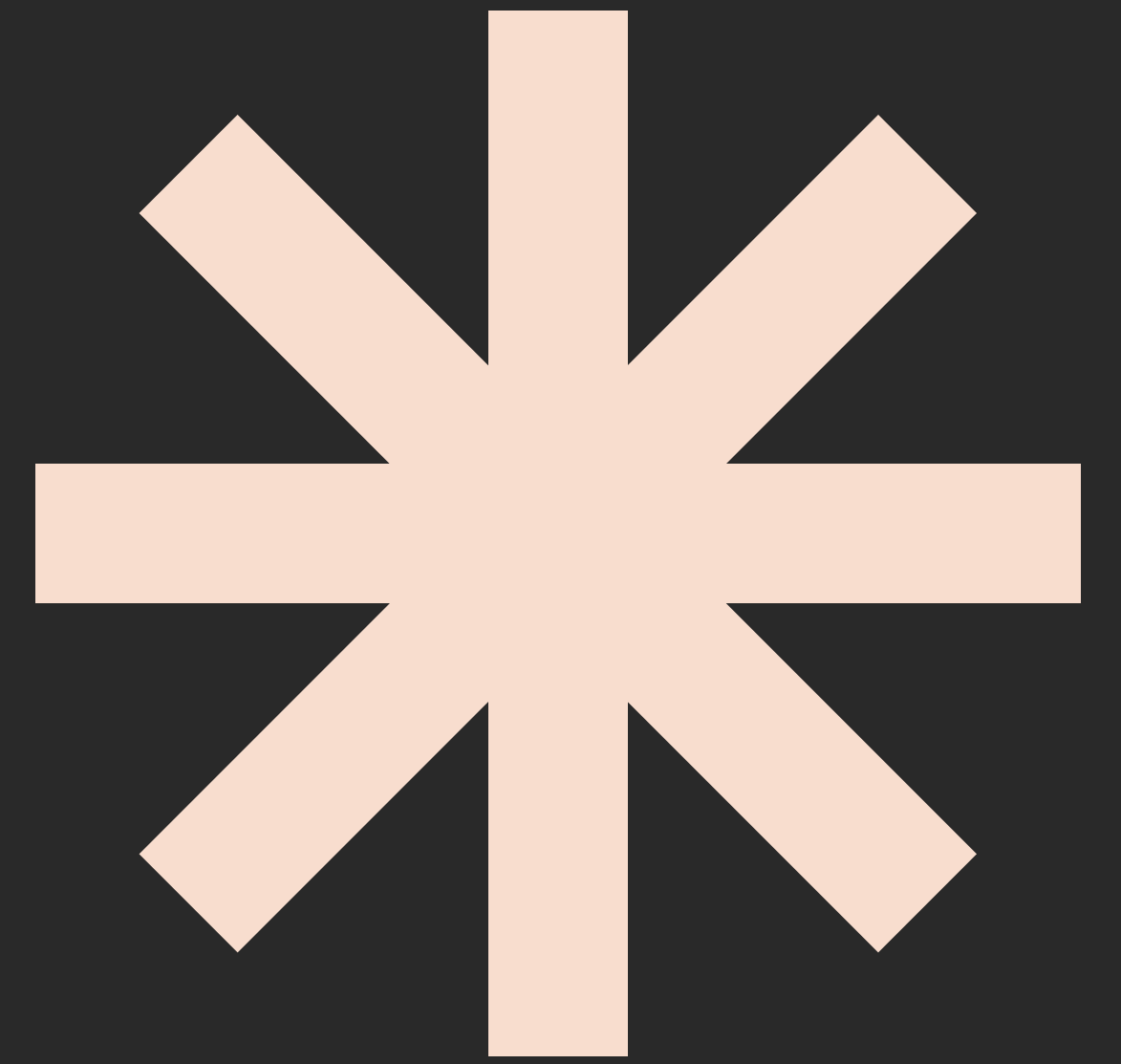
**2022-28**



**Birmingham City University  
Students' Union**

# **Our Purpose**

**Empowering students to  
shape their own lives**



# **Our Vision**

**To be an excellent Students'  
Union by 2028**



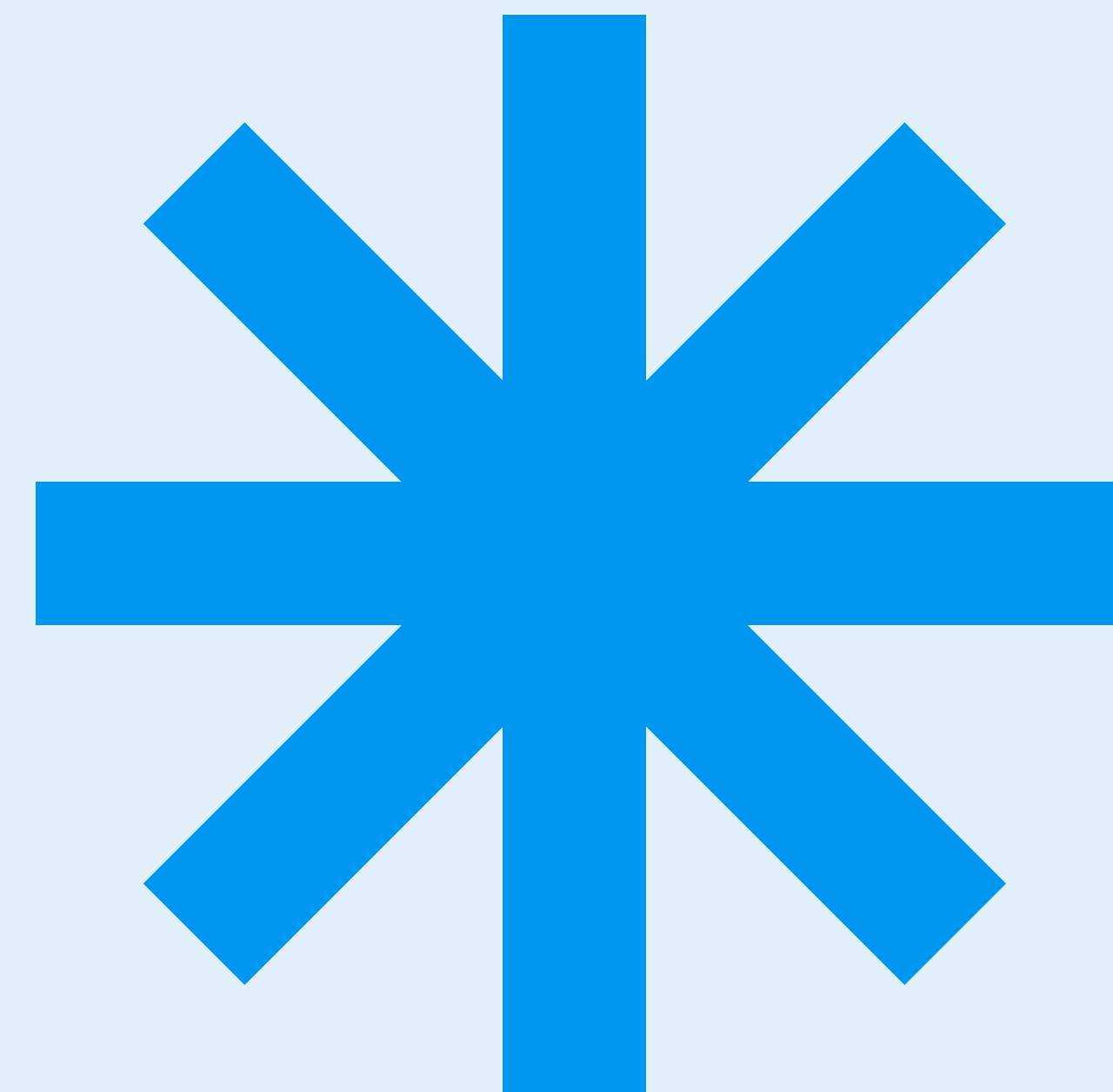
**Good to great by '28**

# **Our promise to students**

**BCUSU is here for you to enhance your student life.**

**We connect you to fun when you want it, help when you need it.**


**BCUSU creates communities and spaces for you to belong socially and academically.**



# Strategic Aims

Our student aims for 2022 - 2028 have been identified as:

## Fun when you want it

- ▶ **Connect students with their people, communities, and friendship groups.**
  - ▶ **Give opportunities for students to get involved in a wide range of societies and student groups.**
  - ▶ **Deliver an annual schedule of regular activities, events, and experiences.**
- 

# Strategic Aims

Our student aims for 2022 - 2028 have been identified as:

## Help when you need it

- ▶ Provide advice and information on wellbeing, housing, money, and academic matters.
- ▶ Represent students and make certain they are heard.
- ▶ Here for students every step of their university journey

# Strategic Aims

Our student aims for 2022 - 2028 have been identified as:

## Connecting students

- ▶ **We keep students informed of what's happening on campus and in Birmingham.**
- ▶ **We connect students to opportunities for personal growth and local community engagement.**
- ▶ **Students are connected to their Students' Union and Officer Team and know what they have achieved.**



# **Enablers**

**With an ever-changing student population, we need to constantly renew ourselves to ensure that we remain relevant. An emergent strategy will be applied to Student Voice, Social Policy, and activities, with an annual activities plan drafted every year targeting students who are not currently engaging with their Students' Union.**

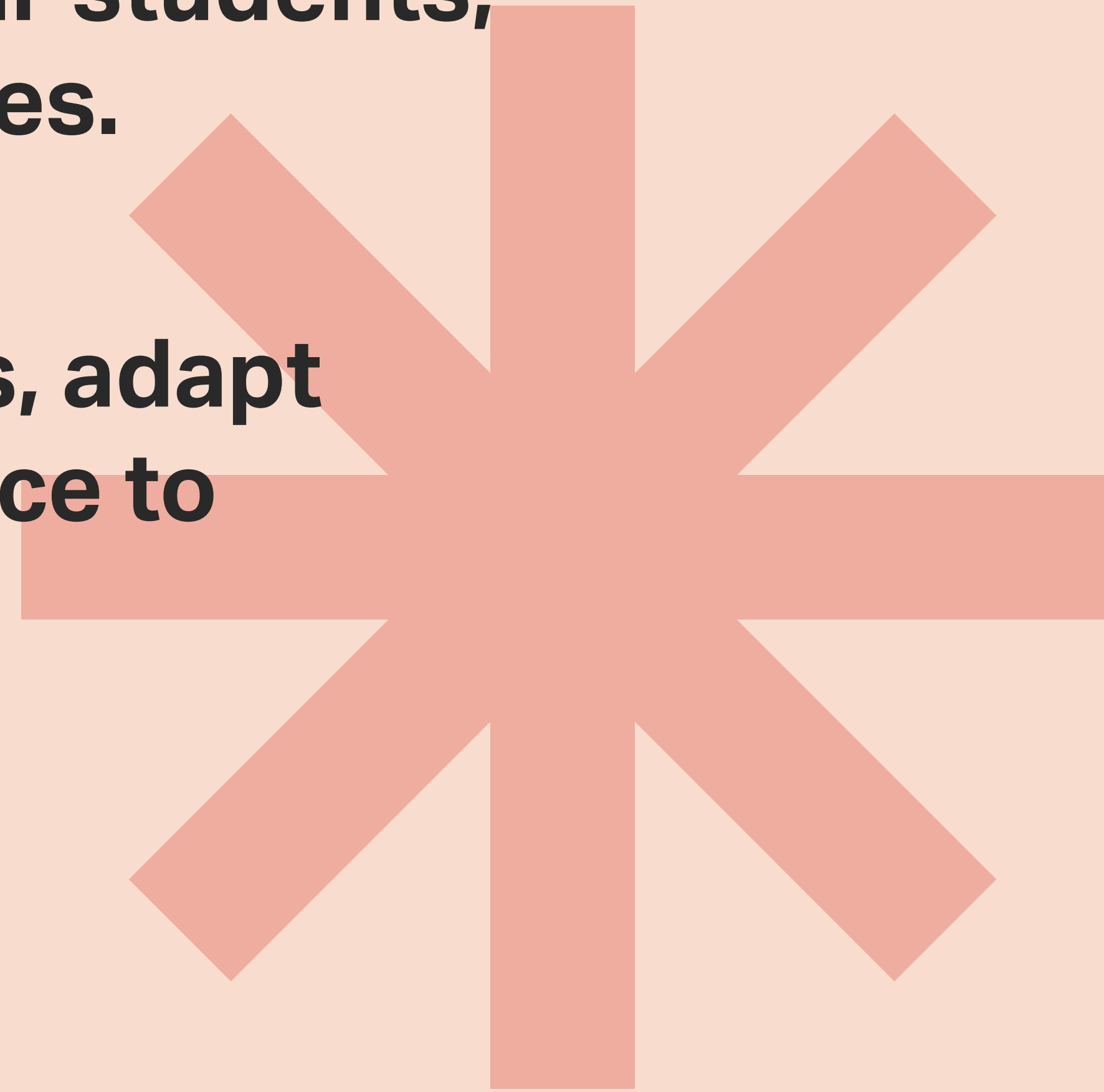
**Finally, we will continue to maintain a healthy organisation that can deliver these strategic aims.**



# Enablers

**Culture:** Create an inclusive, positive culture across all campuses that champions equity for our students, including a focus on our Protected Societies.

**Estate:** We will regularly review our spaces, adapt for emerging activities, and utilise our space to the need of students.



# Enablers

**Sustainability:** Ensure that we are financially and environmentally sustainable. Delivering successful services that makes university life better for students, where BCUSU is in a unique position to assist, or where the services generate sustainable income to support our other activities.

**Partnerships:** Work with University staff to further students' interests and seek external partnerships where they can support our strategic aims.

# **Our values and behaviours:**

In line with our purpose, we are focused on students. These values and behaviours underpin everything we do and are at the forefront of our strategic and day-to-day decision-making.

## **Think Big**

**Be ambitious**

**Have courage to put your ideas into practice**

**Be inspiring to others**

**We have ambitious targets and strive to be the very best at what we do, whilst inspiring our students to do the same.**



# **Our values and behaviours:**

In line with our purpose, we are focused on students. These values and behaviours underpin everything we do and are at the forefront of our strategic and day-to-day decision-making.

## **Long Term, Not Short Term**

**Begin with the end goal in mind**

**Finish what we start**

**Always evaluate**

**We are always here for when our students need us. We also develop individuals and services that have long term benefits to our students' lives.**

# **Our values and behaviours:**

In line with our purpose, we are focused on students. These values and behaviours underpin everything we do and are at the forefront of our strategic and day-to-day decision-making.

## **Communication, Communication, Communication!**

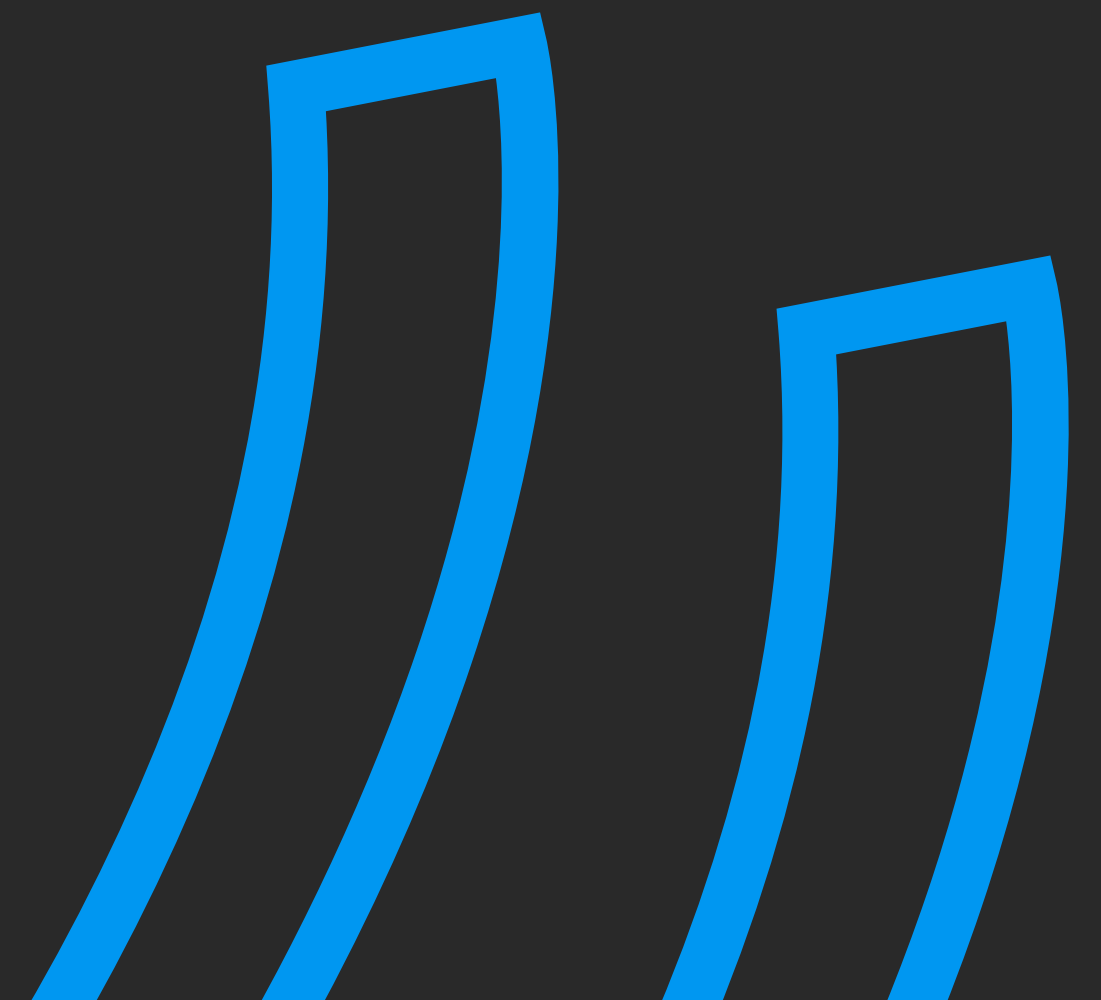
**Keep people updated with timely, open & honest communication**

**Have two way conversations; listen & respond**

**Plain speaking – talk simply**

**We actively listen and communicate.**

**We only use Plain English.**



# **Our values and behaviours:**

In line with our purpose, we are focused on students. These values and behaviours underpin everything we do and are at the forefront of our strategic and day-to-day decision-making.

## **Yes WE can!**

**Be positive**

**Get involved**

**Work together**

**We believe in ourselves and our students,  
and realise that together, we can achieve  
everything we want to!**

