

BCUSU

Strategy

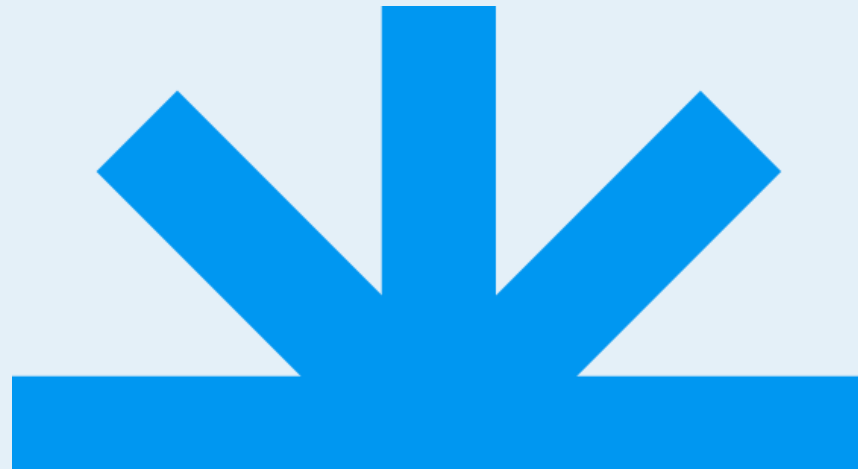
2024+

Birmingham City University
Students' Union



Our vision

Have a positive impact on the experience of all BCU students, so they can achieve their full potential.



Our mission

Ensure all students have access to support and opportunities that will empower them to successfully participate in and change the world around them



**‘How well does the students’ union
(association or guild) represent students’
academic interests?’**

80%

positivity in

Q25 of NSS



WhatUni Student Choice Awards

Become a

top 25

Students'

Union



Priorities

**How we will reach
the top...**

Enablers

**What we need to
deliver...**



Priorities

How we will reach the top

► **Confidence & Wellbeing**

Support students' needs, improve personal social development and prepare them for the future

► **Representative Student Voice**

Be the legitimate and independent voice for ALL students at BCU

► **Estates & Facilities**

Create vibrant safe spaces that can provide the campus life that students want and need



Social Experience & Belonging

Establish and develop communities and networks for students to thrive



Teaching & Learning

Empower students to take ownership of their education and benefit from the university environment

Enablers

What we need to deliver

► **Engagement & Communication**

To effectively reach and engage students, and promote ourselves to be visible and relevant

► **Partnerships**

Strong collaborations with BCU, local organisations and the students' union sector to enhance services and opportunities for our students

► **IT & Digitisation**

Access to infrastructure and digital platforms for efficient and effective communication, engagement and operational delivery



► **Culture**

High performing organisation, with dedicated people to lead and deliver across core staff, student staff and volunteer bases

► **Commercial & Finance**

Appropriately funded strategy, with sustainable and diverse income streams, supported by fully digitised and integrated processes

Our values

Who we are at our core...

Who we are at our core...

▶ **Driven**

By data and insight, we are responsive and continuously seeking to improve through informed practice and empowered decision-making

▶ **Inclusive**

Of ALL students at BCU, meeting them where they are and adjusting our approach to be relevant to their evolving and diverse needs

▶ **Representative**

Of our students' interests locally, regionally and nationally, with loud voices and bold actions that are based on a students

Who we are at our core...

► **Ethical & Professional**

In every action, so that we are recognised as capable and trusted to deliver for our students

► **Collaborative**

Our students, staff, stakeholders and partners are essential in achieving our vision through innovative and sustainable ways of working

► **Trustworthy**

In all that we do, holding ourselves, our stakeholders and our partners to accounts, and utilising resources effectively and responsibly