Revise the ways we engage and consult students so our democracy and planning will improve and will get students more involved

- **developing the effectiveness Officers and exec**
  - Executive Elections improvements and targets (R: ChairC, VP Com)
    - Target 8000 voters (R: VP Com)
      - All posts contested (R: VP Com)
      - Mobile Voting (R: VP Com)
      - Better Exec Profile (R: VP Com)
    - Improved publicity and sponsorship (R: VP Com)
      - Co-opt Head of Media to Elections Committee (R: VP Com)
      - Earlier Advertising (R: VP Com)
    - Improved elections committee training (R: ChairC, VP Com)
    - Improve exec profile throughout the year (R: VP Com)
    - Increase number of candidates (R: VP Com)
      - Increase Appeal (R: VP Com)
        - Appeal to college & Internationals (R: VP Com)
        - mode of study
      - 'Stand' Project (R: VP Com)
        - SUEI A1.2
        - Candidate workshops/training (R: VP Com)
      - Removing potential candidate barriers (R: VP Com)
        - New Candidates Pack (R: VP Com)
        - Reduce cost to candidates (R: VP Com)
  - Review Exec posts (R: ChairC, VP Com, President)
    - set out clearer job outlines
    - initiate a discussion on roles
  - Improve offer training and support (R: GM, President, Student Res)
    - Develop handover templates for each officer (R: Exec)
    - Review the training and induction programme (R: Student Res, GM)
    - Better training on budgeting and budget control in the context of new finance system (R: VP Fin, GM)
    - Undertake 360 officer appraisals (R: GM)
  - Improve exec accessibility and profile (R: Exec, DGM, President)
    - Return Exec Info Board to piazza (R: VP Com)
      - Exec Photos and info displayed around union (R: VP Com)
    - Improve web presence (R: VP Com)
      - increased use of social media (R: VP Com)
      - Improve intergration with social media (R: VP Com)
    - Video bloging (R: VP Com)
      - Professional image (R: VP Com)
    - Improve Exec polls (R: VP Com)
      - Weekly Polls (R: VP Com)
      - Targeted polls (R: VP Com)
    - Reception is effective (R: VP Com)
    - Signage of exec weekly plans/diary's on screen (R: VP Com)
    - Working outside the office (R: VP Com)
- **developing Union Council's effectiveness** (R: VP Com, ChairC)
  - Experiment with other meeting formats e.g. OST (R: VP Com)
    - NUS Review (R: VP Com)
      - Efficiency (R: VP Com)
      - Time saving (R: VP Com)
    - Proposal referred to Exec or Trustees (R: VP Com)
    - How they are to be taken up reported back electronically (R: VP Com)
    - Challenges at next formal council (R: VP Com)
    - General exec reporting could be a topic proposal E.G (R: VP Com)
  - Develop the profile and role of councillors (R: VP Com, VP Com)
    - Website (R: VP Com)
    - Reporting from BOT (R: VP Com)
  - Work on the relationship with the Board (R: VP Com)
  - Implementing reward system (R: VP Com)
  - Improve Councillor Training (R: VP Com)
    - Training (R: VP Com)
      - Online guides (R: VP Com)
      - Competency (R: VP Com)
- **Improving financial accountability** (R: VP Fin, GM)
  - Monthly finance committee meeting
  - Better financial commentaries on management accounts
  - Review budget and accounting formats to
- **Develop a strategy in relation to college members** (: 01/06, R: VP Com)
  - Exec buddy system (R: VP Com)
    - Monthly meeting (R: VP Com)
    - Find out senior players and partner them (R: VP Com)
    - Meet Jim & Co (R: VP Com)
  - College Crew (R: VP Com)
    - Develop (R: VP Com)
      - Contact (R: VP Com)
      - Training (R: VP Com)
      - Meet & Greet (R: VP Com)
    - Involve Exec College Members (R: VP Com)
  - Induction talks (R: VP Com)
    - Bring them here (R: VP Com)
    - Tour of sections (R: VP Com)
  - Personal tutors (R: VP Com)
    - Bring them here (R: VP Com)
    - Tour of sections (R: VP Com)
- **Continue to develop officer planning and reporting** (R: Exec, GM, President)
  - On going consultation
  - Reporting to council
    - Online
      - Feedback
      - Social media
      - Blogs
  - Picking up strategic objectives
    - Better feedback
  - Video reports on topics
    - online
    - articles
- **developing mechanisms to monitor the effectiveness of the Trustee Board** (R: VP Com, President, GM)
  - Ensure that there are ongoing mechanisms for Board induction and training
    - SUEI A3.1
  - Ensure that good communication exist between the Board, council and executive (R: VP Com)
  - Amend to Chair of council having a key role
  - Increase awareness of BOT (R: VP Com)
  - Video blog (R: VP Com)
  - Social media (R: VP Com)
- **Make exec and staff roles in delivering on the Strategic plan clearer** (R: GM, President)
  - Review sections of the plan at monthly meetings
  - Publish updates and progress reports termly
    - monthly
  - Build broader commitment through exec presentation
    - When exec are elected
    - More interactive
    - Using examples
- **Being more outward looking to get new ideas and challenges** (R: Exec, GM, President)
  - Use external Trustees to assist with broadening our vision
  - Creating effective partnerships with other Students Unions (R: Exec, GM)
    - Stimulate and spread the costs and risk of innovation
    - 94 Group
    - Other top unions
    - Shared values Unions
    - Local Unions
    - NUS
      - Networking
      - Comparison
      - Get them to come to LSU
      - Beverages
  - Attendance at conferences for Union and sections
    - Reporting
    - New findings

Make our communication targeted and relevant to specific "tribes" of members using digital technology. Help them talk amongst themselves and to union leaders.

Actions

- Prioritise our involvement with University portal (R: VP Coms)
  - Boost content (R: VP Coms)
  - Help make it a success (R: VP Coms)
- Review and develop our use E-mail (R: VP Coms)
  - Review the weekly E-mail (R: VP Coms)
    - look at how it is used (R: VP Coms)
    - How effective it is (R: VP Coms)
  - Target e-mail (R: VP Coms)
- Explore other communications channels (R: VP Coms)
  - sms (R: VP Coms)
  - apps (R: VP Coms)
  - widgets (R: VP Coms)
  - Facebook (R: VP Coms)
  - Twitter (R: VP Coms)
- Look specifically at communication with College students (R: VP Coms)
- Extend screen system across campus (R: VP Coms)
  - Explore the cost of big external screens to replace existing poster boards (R: VP Coms)
  - Halls? (R: VP Coms)
  - Library (R: VP Coms)
  - College (R: VP Coms)
- Train Exec and key staff (R: VP Coms)
  - templates for eposters (R: VP Coms)
  - Web content (R: VP Coms)
  - Blogs (R: VP Coms)
    - Video (R: VP Coms)
  - other areas (R: VP Coms)
- Continue to develop our web presence
  - note NUS Digital initiative
  - Tag web content to enable automatic population of target e-mail/web content for tribes
- Develop groups based on actions (R: VP Coms)
  - web click through (R: VP Coms)
  - attendance (R: VP Coms)
  - Memberships (R: VP Coms)
  - Cross matched with characteristics
    - Year
    - PG
  - Target content (R: VP Coms)
- Get the New Union mission and plan understood by members (R: President)
  - Freshers are a key opportunity

Give Students the information they need to make Better Decisions

- Healthy Living
- Campaigns
  - Stop, Wait, [housing] (R: VP Coms, VP Fin)
  - Better Decisions (R: VP Coms, Wel)
  - ETW
  - Involving Town Students (R: VP Coms, VP Fin)
  - Better Education (R: VP Coms, VP Ed)

Media and communications strategy (R: VP Coms)

- Good characteristics (R: VP Coms)
  - Right time and place (R: VP Coms)
  - Targeted on right people (R: VP Coms)
    - specific content (R: VP Coms)
    - Not spam (R: VP Coms)
  - Directly explains (R: VP Coms)
    - why is this relevant to me (R: VP Coms)
    - what do you want me to do (R: VP Coms)
  - Has a feedback mechanism (R: VP Coms)
    - measure response (R: VP Coms)
    - piloted and tested (R: VP Coms)
    - actually evaluated (R: VP Coms)
  - Has something of value (R: VP Coms)
    - information (R: VP Coms)
    - an attractive offer (R: VP Coms)
    - a link (R: VP Coms)
    - a joke (R: VP Coms)
- We should aim to (R: VP Coms)
  - maximise communication that is relevant to each member (R: VP Coms)
  - minimise them receiving stuff they aren't interested in (R: VP Coms)
  - Members will take more notice of everything they receive. (R: VP Coms)
- Bad characteristics (R: VP Coms)
  - Aimed at everyone (R: VP Coms)
  - Partially out of date (R: VP Coms)
    - multi event posters/fliers (R: VP Coms)
  - Avoidably sent to people low interest groups (R: VP Coms)
    - e.g. sending everyone a list of all the council vacancies (R: VP Coms)

Making sure staff, officer and volunteer teams work effectively and with a unified sense of purpose (R: President)

- Develop a clearer statement of
  - Mission
  - Vision
  - Values
- Involve departments in developing the Strategy
- Exec to present Strategic plan to staff