

**OPEN UNIVERSITY STUDENTS ASSOCIATION**

**Central Executive Committee (C E C)**

**STRATEGY PERFORMANCE REPORT**

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The C E C is asked to:-

- i) **Receive** the Strategy Performance Report
- ii) **Note** the updates and statuses and is invited to provide feedback and comments and/or raise any questions in relation to the updates
- iii) **Provide feedback**, by midday on 26 January 2022, on areas that it would like to communicate to the Trustees at their next meeting

**1. Introduction**

1.1 The Strategy Performance Report is attached as Appendix 1, with supplementary Appendices 2 and 3. The report provides performance updates on:

- Section A – Key Performance Indicators (K P I) and metrics
- Section B – Strategic Projects
- Section C – Business Plans

**2. Section A – Key Performance Indicators**

2.1 Updates on our strategy measures of success, comprising 20 metrics linked to our five strategic Key Performance Indicators (K P I), are provided in Section A of the report with accompanying movement indicators and narrative.

2.2 Due to the nature of some of our metrics being driven from annual activities (eg Annual Membership Survey, elections, etc) a number of K P I s do not have updated metric statistics in this report.

2.3 Across the report, a total of 25 different tracked statistics have been shared. All but two of these are showing positive growth and movement trends. This is reflective of the significant gains that have been made over the last few months in terms of awareness, relevance, reach and engagement. Looking at not just the most recent reporting quarter, but considering activities over the last 12 months we have seen some significant achievements:

- The response rate for the 2021 Annual Membership Survey was 2.14% (3,883 responses), more than double the response rate of the 2020 Annual Membership Survey and creating one of the largest survey response data sets in our history.
- We have seen an increase in awareness of the Association in the 2021 National Student Survey to 85.7%.
- We have seen a 10% increase in new visitors to our website, and a 67% increase in new visitors to our online magazine The Hoot, in the last year.
- Newsletter sign-ups during our September/October 2021 Freshers period were up 68% on the same period in 2020.
- In the quarter to November 2021, compared to the same time period in 2020, users of our Peer Support service have grown by 62% and requests for our Library Support service have grown by 135%.
- Our volunteer base has grown by 20% over the last year.
- The introduction of new types of flexible and accessible volunteering roles has extended our reach, reflected in recent recruitment for roles such as Micro-Volunteering where we received 118 applications, of which 94% were from students who had never previously volunteered with the Association.
- Membership of our three student support Groups has grown by an average of 50% over the last year.
- Total membership of our Clubs has grown by 40% over the last year.

2.4 It is important to recognise that these significant advances have been made during a 12 month period where we have still been prevented from holding any face-to-face activities and events due to the ongoing Covid-19 situation and where volunteers and staff have all been restricted to online and home working.

2.5 Work on the collation of appropriate benchmarking data to support the development of targets against individual metrics has stalled due to current workloads and other commitments.

2.6 The C E C is asked to **note** the updates and is invited to provide feedback and comments and/or raise any questions in relation to the updates.

### **3. Section B – Strategic Projects Updates**

3.1 Updates and statuses for the projects in our Strategic Projects Portfolio are provided in Section B of the report:

- B1: Completed Strategy Projects
- B2: Strategy Projects in Progress
- B3: Strategy Projects not yet Started

- 3.2 Across the portfolio there are now six completed projects/workstreams; five projects/workstreams in progress; and two projects/workstreams not yet started. Of the projects in progress, one is status RED due to its interdependencies and the others are status GREEN.
- 3.3 Workstream B of Project 10 – to *Produce a manifesto for life-long learning* – is planned to be initiated in February 2022. Four student consultation sessions will be carried out at Conference in January 2022 exploring different aspects of life-long learning (Finance, Inclusivity, Digital Connectivity and Sustainability) to provide initial student voice input for the project. Expressions of interest are sought from C E C members who would like to join this project team.
- 3.4 The C E C is asked to **note** the updates and statuses and is invited to provide feedback and comments and/or raise any questions in relation to the updates.

#### **4. Section C - Business Plan Updates**

- 4.1 Updates on the twelve Business Plans covering business as usual (B A U) activities and B A U projects for the 2020-21 academic year are provided in Section C of the report.
- 4.2 Significant progress and deliverables over the last few months include:
- The development of Governance Review resolutions for Conference, who accompanying drafts of updates Articles and Bye-Laws.
  - Conference planning.
  - 50<sup>th</sup> Birthday planning.
  - Completion of 2020-21 accounts and audit and preparation of Business Papers for Conference.
  - An initial roll-out of a blended working trial for staff, subsequently suspended when Government Covid-19 'work from home' guidelines were reintroduced in November 2021
  - Development and introduction of a new Values and Behaviour Policy and a new complaints procedure.
  - The launch of the International Distance Learning Student Forum.
  - Freshers Fortnight in September 2021.
  - The launch of a new series of events – Student Insights – to support our Equality Diversity & Inclusion work.
  - Student Voice Week in November 2021.
  - The soft-launch of our new website.

- The recruitment and onboarding of 8 new staff members.
  - Completion of a tender process to appoint new auditors.
  - The introduction of new funding criteria for the Open University Students Educational Trust (O U S E T).
- 4.2 The C E C is asked to **note** the updates and is invited to provide feedback and comments and/or raise any questions in relation to the updates.

## **5. Feedback for the Board of Trustees**

- 5.1 The C E C is asked to provide feedback on areas that it would like to communicate to the Trustees at their next meeting, including:
- Areas of specific achievement/delivery in our strategy performance
  - Areas of specific concern in our strategy performance and any C E C proposals for addressing these
  - Any other feedback on our strategy performance and any C E C proposals for future focus areas for ensuring the delivery of strategic aims and objectives

**Sarah Jones**  
**President**

**Sue Maccabe**  
**Head of Strategy & Insight**