QUARTERLY
STRATEGY PERFORMANCE REPORT
JUNE 2022

SECTION A:
STRATEGIC KEY PERFORMANCE INDICATORS (KPIs)

This section provides a quarterly update against the 20 strategy metrics.

Where the data collection mechanics have not yet been established and/or no new data is currently available, metric boxes have a strike through. Where data is being reported for the first time and there are no previous statistics to track movement against, this is indicated in the metric box.

Where there are previous statistics, this is displayed in the metric box along with a movement indicator.

Movement	For metrics where we are seeking to achieve upward tracking	For metrics where we are seeking to achieve downward tracking
Significant improvement	G Solid green upward arrow	G Solid green downward arrow
Moderate improvement	G Hollow green upward arrow	G Hollow green downward arrow
No change	A Amber horizontal arrow	A Amber horizontal arrow
Moderate deterioration	R Hollow red downward arrow	R Hollow red upward arrow
Significant deterioration	R Solid red downward arrow	R Solid red upward arrow

For metrics which require supporting/qualitative information (eg profiles, impact reports), the information is attached as further appendices.

INFORM & SUPPORT

AWARENESS

Metric 1

Annual Membership Survey (AMS) - % response rate

2021 - 2.14%
2020 - 0.98%

No new data until 2022 AMS results are available

Metric 2

Annual Membership Survey (AMS) Question 8 - % of responders selecting options 1,2,3 (awareness of membership of Association)

2021 - 91.8%
2020 - 95.1%

No new data until 2022 AMS results are available

Metric 3

Annual NSS Question 26 - % of responders selecting "N/A" (proxy for not aware)

2021 - 14.3%
2020 - Unpublished
2019 – 16.4%

No new data until 2022 NSS results are available

Metric 4
#new visitors to website & Hoot
(rolling 12 month figures)

Website:
Year to May 2022 – 195,902
Year to May 2021 – 218,838
R (significant deterioration)

Hoot:
Year to May 2022 – 18,863
Year to May 2021 – 15,879
G (significant improvement)

After a long track of increases in year-on-year new visitors to the website this is the second quarter of deterioration. These 12 month rolling statistics now straddle the transition to the new website which may be affecting the figures. This should be monitored across the next two quarters to see if it is indicating a downward trend which may need to be addressed. A truer indicator of underlying trends may be easier to see when we are able to compare the full first 12 months for the new site vs the full 12 months for the previous site.

The Hoot continues to show significant growth in new visitors.

OU Students ASSOCIATION

INFORM & SUPPORT

RELEVANCE

Metric 5

Service/resource usage – #students per area

See summary on pg 6

Many of the services are showing a quarterly decrease, but these are in line with normal seasonal fluctuations and masking underlying growth trends. Video views are increasing for the first time due to an increase in new content.

Metric 6
#returning visitors to website & Hoot (rolling 12 month figures)

Website:
Year to May 2022 – 40,393
Year to May 2021 – 48,011
(R) (significant deterioration)

Hoot:
Year to May 2022 – 2,208
Year to May 2021 – 2,389
(R) (moderate deterioration)

Website returning visitors have dipped in line with the dip in new visitors. Although the Hoot year-on-year growth in new visitors is still showing healthy increases, returning visitors is now in decline for the second reporting quarter.

Metric 7

Social Media Engagements (Assoc Twitter a/c) – % of total impressions

3 months to May 2022 – 2.9%
3 months to Feb 2022 – 1.7%
(G) (moderate improvement)

Following a dip in the last quarter, engagement levels have now returned to our average 2-3% levels. Tweets that saw the highest impressions were on 50th and Tutor Awards, highest engagement rates were on tweets about elections and merchandise, along with the live tweets from the April CEC meeting.

Metric 8
Annual Membership Survey (AMS) Questions 14 & 15 - % (median) of service/resource users who would recommend to other students

Services users:
2021 median - 91%
2020 median - 88%

Resources users
2021 median - 84%
2020 median - 71%

No new data until 2022 AMS results are available

Service/Resource Description	Measurement Basis	Dec 2021	Mar 2022	June 2022	Quarterly Change	Year-on-Year Change
Societies	As at reporting date	17	17	17	No change	Decrease
Societies members	As at reporting date	7,785	7,887	7,887	No change	Increase
Shop orders	In quarter prior to reporting date	630	282	235 **	Decrease	Decrease
Shop average order value	In quarter prior to reporting date	£36.67	£35.43	£36.16	Increase	Increase
Assoc newsletter new sign-ups	In quarter prior to reporting date	970	275	59	Decrease	Decrease
Assoc newsletter open rates	Average for quarter prior to reporting date	24.5%	22.3%	18.7%	Decrease	Decrease
Assoc newsletter click through rates	Average for quarter prior to reporting date	5.2%	3.7%	2.4%	Decrease	Decrease
YouTube Video Views	In quarter prior to reporting date	2,640	2,270	2,481	Increase	Increase
TOTUM cards	For 12 months prior to reporting date	11,216	10,828	10,623	Decrease	Decrease
Peer Support Users	For 12 months prior to reporting date	146	135	148	Increase	Increase
Library Support Requests	For 12 months prior to reporting date	153	131	126	Decrease	Increase
OUSET successful applications – number and % of all apps	Most recent presentation/academic year	2021 J/K 52 (91%)	-	-	-	-

** In this quarter there were an additional 938 graduation sales with an average order value of £28.27

ENGAGE & INVOLVE

ENGAGEMENT

Metric 9

Election participation – % eligible voters taking part

Main elections:
2022 – 1.30%
2020 - 1.13% (moderate improvement)

By-elections:
2020 - 0.75%
2019 - 0.76%
(no new data)

Voter turnout increased in 2022 elections due to focus on comms and promotion.

Metric 10

Activities participation
- students per activity type

[See summary on pg 8](#)

Support group membership has continued to grow now that new members can be accepted again. Club statistics have dropped this quarter but are still showing good year-on-year growth levels.

Metric 11
Quarterly volunteering participation - volunteers active in roles and applications

Active in roles – Year on year tracking:
3 months to May 2022 – average 201
3 months to May 2021 – average 343
R **(significant deterioration)**

Active in roles – month on month tracking:
May 2022 – 202
Apr 2022 – 201
Mar 2022 – 200

Applications:
3 months to May 2022 – applicants 19 (% new volunteers = 63%)
3 months to Feb 2022 - applicants 747 (% new volunteers = 78%)

Large reduction in year-on-year tracking, predominantly due to the micro-volunteer pilot concluding (reduction of active 95 volunteering roles). The pilot is currently being evaluated and recommendations for the future for this type of role will be coming to the CEC soon. Month-on-month tracking is holding steady.

Limited recruitment activity in the previous quarter (graduation ceremony roles only) but still showing good levels of new volunteer engagement.

Activity Description	Measurement Basis	Dec 2021	Mar 2022	Jun 2022	Quarterly Change	Year-on-Year Change
Disabled Students Group members	As at reporting date	795	795	811	Increase	Increase
OU Pride members	As at reporting date	841	841	845	Increase	Increase
BAME Group members (excl FaceBook)	As at reporting date	129	129	133	Increase	Increase
Clubs	As at reporting date	87	88	83	Decrease	Increase
Club members	As at reporting date	14,255	14,264	13,829	Decrease	Increase
Number of online events & meet-ups	In quarter prior to reporting date	40	28	71 **	Increase	Increase

** We have previously reported only meet-ups and ad-hoc online events, reporting mechanics have now been revised to incorporate all community events including regular drop-ins etc – totals going forward will therefore better reflect ALL community meet-ups and events.

ENGAGE & INVOLVE

REACH

Metric 12

Profiling of election participants

Profiles for the 2022 elections will be available in the September 2022 report

Metric 13

Annual profiling of engaged students

Not yet available

Metric 14

Annual profiling of active volunteers

An anonymised profile was shared in the June 2021 report for all volunteers active in roles during the period January 2020 to March 2021 which showed under-representation of younger students (35 and under), newer students (Level 1) and male students in the total volunteer cohort in comparison to the make-up of the overall OU student body.

The next stage of this work - to determine whether different types of roles show differences in demographic characteristics to the student body and volunteer cohort as a whole and to carry out another profile – is still in progress and will be shared when available.

INFLUENCE & TRANSFORM

IMPACT

Metric 15
Annual Membership Survey Question 28 - % of responders agreeing that the Association has a positive impact on their student experience

2021 – 52.6%
2020 – 47.6%

No new data until 2022 AMS results are available

Metric 16
Annual NSS Question 26 - % of responders agreeing that the Association effectively represents students' academic interests

2021 – 43.4%
2020 - Unpublished
2019 – 45.0%

No new data until 2022 NSS results are available

Metric 17

Annual volunteering feedback – % volunteers identifying positive growth & development

The annual feedback survey is under development but has not yet been introduced.

Metric 18

Biennial Representation/ Service Review – % OU committee staff identifying positive student impact/influence in committees

2019 Review 82.0%
No new data available yet.

INFLUENCE & TRANSFORM

IMPACT

Metric 19

Qualitative Impact Reporting:

CEC Quarterly Impact Reports – see separate paper 07/22/01

Appendix 2 - Central Committee Representatives' Quarterly Impact Report

ORGANISATIONAL CULTURE

MAINTAIN AN ENABLING ORGANISAITONAL CULTURE

Metric 20

Annual Membership Survey Question 29 – % responders selecting 'agree' options on whether the Association is living its values.

In both surveys, around a third of responders selected 'not sure' to this question. The percentages below are from the two thirds of responders who did express a distinct view.

INTEGRITY:
2021 – 68.5%, 2020 – 68.5%

EQUALITY & INCLUSIVITY:
2021 – 72.1%, 2020 – 71.5%

OPENNESS:
2021 – 70.5%, 2020 – 69.6%

COLLABORATION:
2021 – 68.9%, 2020 – 69.4%

KINDNESS & COMPASSION:
2021 – 71.6%

No new data until 2022 AMS results are available

SECTION B:
STRATEGY PROJECTS UPDATES

SECTION B1:
COMPLETED PROJECTS

Project Number	Project Scope / Description	Project Final Update
Project 1A	**Conduct membership research and analysis**. **Workstream 1A:** Develop and launch the Annual Membership Survey to gain membership feedback. The survey will provide valuable on-going data for strategic KPI tracking, provide inputs for service/activity reviews and help to inform business decision-making.	**Workstream 1A:** The AMS was piloted and then fully launched during 2020. It will be repeated in Autumn each year. This work has now been transitioned into Business-as-Usual activities and sits within the Strategy & Insights Business plan for delivery and reporting for the 2021-22 AY and on-going.
Project 2	**Individual Representation.** **Phase 1:** Identify needs, assess options and develop recommendations and funding requirements. Prepare a full business case for presentation to OU PVC-Students to seek OU funding. **Phase 2 (subject to funding provision):** Develop and implement individual representation resources and services for a fixed pilot programme period. The pilot programme will provide 'proof of concept' for the realisation of the benefits identified in the Phase 1 business case. It will also provide the evidence base for the development of a case to secure additional funding to allow the permanent inclusion of individual representation for students in the Association's services portfolio.	**Phase 1:** A feasibility assessment was carried out during 2020 and a business case for funding was presented to the OU. Funding was agreed for a 15 month pilot programme, commencing at the start of the 2021-22 AY. **Phase 2:** The pilot programme was launched in August 2021 and will run until October 2022. A funding request has been submitted to the OU for continuation of this service beyond October 2022

Project Number	Project Scope / Description	Project Final Update
Project 4	**Scope of work**: Map the student journey from registration through to graduation, identifying comms and engagement touchpoints where the Association can meet student needs and expectations at key stages of their journey. **Project Required Outcome:** This work will contribute to the aim of creating meaningful on-going connections and communications with OU students at all key stages in their student journey.	This work was completed during June 2021 and delivered comprehensive engagement and comms recommendations for six key stages in the student journey: pre-study; initial engagement; learning; end of module; results; and after study. These recommendations will be incorporated into future marcomms plans, commencing with the 2021-22 marcomms plan (Strategy Project #15).
Project 8	**Stakeholder mapping & analysis:** **Workstream 8A:** Stakeholder mapping exercise – identify all internal and external stakeholder groups, develop an understanding of the importance, contributions and potential impacts of each group. **Workstream 8B:** Develop and implement a stakeholder engagement plan. The plan will include the objectives and aims of any engagement/comms with each of the stakeholder groups and will be used to inform decisions on the choice of engagement/comms channels, comms content, timings and priorities.	The stakeholder mapping exercise (Workstream 8A) was completed in the Spring of 2021. Three maps were created: one for the OU Students Association; one for the OU; and one for the external stakeholder environment. On-going maintenance of the stakeholder maps has been passed across into Business-as-Usual activities. The work to complete initial stakeholder engagement plans (Workstream 8B) was completed during early Summer 2021. The implementation of these plans has been consolidated into the development of the 2021-22 marcomms plan (Strategy Project #15).

Project Number	Project Scope / Description	Project Final Update
Project 11	To commission an external review of the OU Student Association governance structures and mechanisms that will result in clear and achievable recommendations for change that can lead to improvements in efficiency and effectiveness of the organisation.	Almond Tree Strategic Consulting were commissioned to carry out the full Governance Review and they delivered their findings report and recommendations to the Association in Spring 2021. The recommendations were accepted by our Board of Trustees (BoT) and a draft implementation plan was produced. A number of student consultation activities were carried out and, building on the consultation findings and the report recommendations, a series of proposals were developed. The Board of Trustees accepted these proposals and agreed to call a Conference for 22nd and 23rd January 2022 for members to vote on whether the proposed changes should go ahead. The proposals were developed into a set of resolutions and were voted on by members at the Conference in January 2022. Unfortunately none of the resolutions met the required 75% approval threshold for implementation.
Project 14	Develop and implement an action plan to further the advancement of equality, diversity and inclusion (EDI) throughout all Association policies, activities and ways of working.	The Equalities Action Plan was completed in Quarter 1, 2021. The requirements of the plan are being taken forward by the EDI Working Group under Business-as-Usual processes as part of a broad scope of work to advance our EDI agenda. This will also include the development of an EDI sub-strategy. The Working Group delivers quarterly updates on progress to the CEC and the BoT.

Project Number	Project Scope / Description	Project Final Update
Project 15, additionally incorporating Project 5 and Project 6	**Overall Scope: Develop Comms Strategy and Marcomms Plan.** **Part 1: Develop Association Communications Strategy** in same format as other enabling strategies (Volunteering & Research) incorporating aims (linked to strategic aims), objectives and measures of success. **Part 2: Develop Marcomms Planning Tool** by merging comms matrix work to date with stakeholder engagement outputs from Project #8. Planning tool to identify external/OU/membership audiences, audience comms objectives, audience messaging themes and channels/timing considerations. **Part 3: Develop Association Marcomms Plan for 2021-22 AY** with clearly identified actions, responsibilities/accountabilities and monitoring/evaluation mechanisms. This project incorporates the two further strategy projects that were initially separately scoped: **Project #5** (the development of a Student Engagement Value Statement) **Project #6** (working with OU principal stakeholders to promote, sign-post and support the Association.)	**Part 1:** The Communications Strategy was completed in July 2021 and runs through to the end of the 2022-23 academic year. **Part 2:** The Marcomms planning tool was completed in October 2021 and will be regularly maintained vis business-as-usual processes. **Part 3:** The Marcomms Plan for 2021-22 was completed in November 2021 and is now operational. The development of an annual Marcomms plan will now form part of annual business-as-usual planning processes. **Project 5** The engagement value statement was completed during March 2022 and will be published via the 'Get Involved' section of the website. **Project 6** Requirements for working with OU stakeholders to help to promote, sign-post and support the work of the Association have been incorporated into the 2021-22 Marcomms Plan.

SECTION B2:
PROJECTS IN PROGRESS

OU Students ASSOCIATION

Project Number	Project Status	Project Scope / Description	Project Update
Project 1B	GREEN	**Overall Scope:** Improve our understanding of student needs, expectations and motivations and conduct a regular review of our services, engagement activities and communications. **Workstream 1B: Service & Activity Reviews**. Create the process for an annual service and activity review and facilitate the first such review before transitioning the process into BAU. The annual reviews will enable us to assess, on an on-going basis, the effectiveness and impact of our work and enable infirmed decision-making on resource allocation/prioritisation.	**Workstream 1B:** The Membership Services Directorate met to review services delivered within their area, this day-long workshop involved a review of the student journey and experience through our services. This allowed us to identify issues which could be improved easily and quickly, and those which needed more strategic input and support from the CEC and Trustees. Several recommendations were made across the day and teams gained a better insight of each other's roles too, offering opportunities for collaboration and sharing of best practise. The next steps are collation of a report to the CEC for strategic input around the issues prioritised which are causing barriers to student engagement in services. These will be shared with the incoming CEC and the outgoing CEC for comments, and priorities will then be agreed based on the strategic priorities of the incoming CEC. The roles of CEC Lead and Staff Team Lead for this project will both need to be reassigned due to the change in CEC and the appointment of the Director of Membership Services to the role of Chief Executive. **Risks and Interdependencies:** Large projects such as Elections, 50th planning and Freshers will always impact staff capacity, the planning had taken this into consideration.

Project Number	Project Status	Project Scope / Description	Project Update (SEE ALSO SEPARATE CEC PAPER 07/22/06 FOR A MORE DETAILED UPDATE ON THIS PROJECT)
Project 7A	GREEN	**Workstream 7A – WORK IN PROGRESS:** Create new communities where students can benefit from social interaction and informal mutual support. **Workstream 7B: - WORK NOT YET STARTED** Create more opportunities for students to support other students though volunteering roles that are effective and adaptable to student needs.	**Workstream 7A** was initiated in March 2021. **Completed:** •Key requirements for platform established from Test and Learn project and other sources. •Decision to pursue our own pilot supported by CEC. •Project Team completed full options analysis including researching potential providers, attending demos with several providers, and receiving proposals from providers. •Options analysis identified Aluminate as the most appropriate platform. •Business Case for funding was submitted to BoT 8/6/22 and has now been approved **Key actions and next steps:** •Seek advice from StoneKing on Ts &Cs of contract. •Progress discussions with OU IT about Single Sign-On. •Check with DPO about Data and carry out a Data Processing Impact Assessment (with GDPR team support) •Update report to DSE and OU Info Security Teams. •Set up session with project team and Aluminate team to discuss any final questions. •Aim to sign contracts by end of July. **Risks and Interdependencies:** •We will stay in close contact with the DSE/MyOU team as there is still a significant interrelationship between the aims of the projects . •We will need to work with OU IT to integrate single sign on with Aluminate. •Promotion of the platform by the Association and the OU will be critical for the pilot's success.

Project Number	Project Status	Project Scope / Description	Project Update
Project 9	AMBER	**Revised Overall Scope:** To develop a Representation Action Plan to support the shared goals of the Association and Open University to ensure Student Voice is effectively heard at all levels of the University to improve outcomes for students. This work will aim to remove barriers to inclusion, increase engagement. **The action plan will:** Develop, in conjunction with the OU, a shared Code of Practice for academic representation with the aim of improving the effectiveness of student voice within OU governance. Support the University's own Student Voice Action Plan. Develop shared principles for best practise and standards for Student Engagement, working with key OU stakeholders to promote the standards and embed student engagement in OU activities and projects.	**Code of Practice** A representation guide to communicating with students was drafted by the Association, together with staff guidance on academic representation, and these were presented at the Supporting and Improving Academic Representation Task & Finish Group meeting on 13th June. These received positive feedback and will form part of the content of the Code of Practice. This work will continue to be progressed with the incoming VP Education. **Student Engagement Standard** A number of tweaks to the Standard have been agreed with the outgoing VP Engagement and these will be actioned. Work to launch the Standard will be taken forward with the incoming VP Engagement, with the aim of launching the Standard during Student Voice Week 2022. This project has STATUS AMBER as there are still some interdependencies between the Students Association and the University and therefore still some aspects of this project which we may find difficult to progress on a unilateral timeline.

Project Number	Project	Project Scope / Description	Project Update
Project 10B	GREEN	**Workstream 10A:** **WORK NOT YET STARTED** Establish a process for authorising, funding, supporting and running campaigns. **Workstream 10B:** **WORK IN PROGRESS** Produce a manifesto for life-long learning.	**Workstream A:** This work will no longer be treated as a strategy project but will instead sit within the Policy & Public Affairs business plan for 2022-23, which will cover campaigning where we are specifically seeking to influence higher education policy. The Student-Led Projects initiative is currently creating a model for authorising, funding, supporting and running student-led projects. This will be treated as a 'Test & Learn' model which – if successful – can then be rolled out and used as a model for Student-Led Campaigning in other areas. **Workstream B:** The project team has met on several occasions now to agree a project plan as well as the key themes that will be addressed in the manifesto. The outputs from the project will include: •A manifesto document (PDF – possibly printed) •A microsite containing the manifesto content but with more interactive features •A launch event (with scope for further nations launch events) •A comms campaign that effectively promotes the manifesto messaging We are currently collating data from internal and external sources that will help us to hone in on messaging and support the next phase, which is copy-writing. We are involving the EDI working and Sustainability working groups in this phase of information gathering to ensure that the manifesto will be joined up to other areas of the Association's work. The currently estimated completion and launch date is Sept/Oct but this may be revised to ensure the timing can give us maximum impact based on the political calendar.

Project Number	Project	Project Scope / Description	Project Update
Projects 12 & 13	GREEN	**Project 12:** Identify a model of 'One Team' working and produce a 'protocol' for student representatives and staff members identifying clear expectations. Communicate a 'One Team' message and intent, devising a 'One Team' action plan and designing/leading 'One Team' sessions and activities. **Project 13:** Devise an agenda that highlights, encourages and celebrates our stated values.	**Project 12** • This project is being managed by the Culture Change Working Group under the 'Build Consistent Collaboration' strand of the Culture Review Recommendations • With the current intervention of Pecan Partnerships to re-look at the 'One Team' aspects of our culture, this work will be paused until the outcomes of this intervention and any associated recommendations are available • The work will then be taken forward by the new CEC once they have completed induction and have agreed their priorities for the first six months of their term • Alongside this, there will also be a separate review of the scopes of all current working groups to ensure that scopes are aligned with priorities and to avoid any duplication of work **Project 13** • A campaign was created to highlight the Values and Behaviours policy, including a written article aimed at volunteers and also a video and a number of infographics highlighting key areas of the policy (distributed more widely, aimed at all students) • Campaign content was created to have longevity for on-going use • Continued promotion of our values will now be incorporated into business-as-usual activities within business plans and the through the implementation of the new EDI sub-strategy and this strategy project will be logged as completed in future reports

SECTION B3:
PROJECTS NOT YET STARTED

Project Number	Project Scope / Description	Notes
Project 3	**Scope:** **Workstream A:** Implement a student support resource library. **Workstream B:** Explore opportunities to expand our student support services through partnerships with external service providers, support agencies and societies.	**Workstream A:** Within Business-as-Usual activities two mini-hubs have been created - one for EDI resources and one for individual representation resources – and scoping work has been carried out on the development of a broader Association-wide resources hub for use by students, volunteers and staff. It is anticipated that the development of a full resources library/hub will be considered as a development opportunity for the new website. **Workstream B:** It is likely that any requirements for this work to be conducted will be determined by the outcomes of the annual service review (Project 1B).

SECTION C:
BUSINESS PLANS UPDATES

Business Area	Achievements & Deliverables	Issues & Risks
Chief Executive	All elements of the business plan have been completed, except for the implementation of a staff engagement survey and a review of the Association strategy. Both are in hand with their respective teams, just with revised timescales. The Association Board of Trustees will be considering a donation to OUSET in line with their new strategy. A thorough handover of the Chief Executive role and responsibilities has also been undertaken and completed. I wish all members of the CEC the best for the future.	All elements of the business have been completed apart from the two noted left, which are re-scheduled. Staff transition process is underway to support the interim Chief Executive.

Business Area	Achievements & Deliverables	Issues & Risks
Director of Membership Services	This year's elections signified a huge success, with both increased engagement and **zero** behavioural complaints or election rule infringements. There are still improvements to be made to continue to encourage higher engagement and other models to consider for the future, but this election signifies big changes which have had a positive impact in attracting new candidates and voters. We are currently in discussions with the University about continuation-funding for our individual representation pilot and seeking to ensure the service continues for students. This month also kicked off some of the 50th Celebrations in the Nations, with Dublin involving us in a special celebration ahead of the graduation ceremony at Croke Park. This month we were also able to announce that we are recruiting two external trustees. One position is for the chair and we are seeking those with experience of HR and culture or digital marketing/communication skills to support our skills audit and identified gaps on the board.	A range of confidential issues as well as changes in responsibility have meant some items have not progressed as hoped, however, there are clear plans for getting things back on track to ensure we are in a fantastic position to welcome the new team. The work individual CEC members have done with Pecan and in responding to the survey has been a tremendous support in identifying areas for improvement and in reflecting on the 2020-22 term.

Business Area	Achievements & Deliverables	Issues & Risks
Director of Engagement	The third International Distance-Learning Student Forum, (IDLSF) is scheduled for June (a month later than planned due to elections on both sides of the pond!). It's very promising to see the commitment both the Association and our colleagues in Athabasca have to making the partnership a success. Further sharing of best practice has occurred outside the meeting, with a meeting to discuss induction and on-boarding approaches and processes for newly elected student leadership teams. We are now in a position to launch a new operational approach to Association communications that aims to dramatically improve our reporting of impact to raise awareness of why students should engage with our services and community. We are currently recruiting Comm Champions from across the staff teams and will be launching the new approach on 1st August. Our new Senior Policy Advisor, Adnan Rahman, joined the Association at the beginning of May and will be picking up much of the activity that has been neglected over the last 12	We will be going through a significant period of transition, with new CEO, Chair of Trustees recruitment, new CEC team incoming, and a number of new staff in the management team (or staff moving into new positions). Realistically, the interim period before a permanent CEO is recruited will involve providing more support to the interim CEO and a potential need to reduce involvement in some of the activities and projects that I'm currently involved in. It will be important to ensure that they are handed over effectively so that they are progressed. Priorities during this period will be providing the best possible start for incoming CEC and supporting the Heads of Team, especially Senior Policy Advisor and the incoming Head of Strategy & Insight who are new in role.

Business Area	Achievements & Deliverables	Issues & Risks
Community	Following the approval of the recommendations from the clubs review which went to the April CEC, we are now in full swing with implementation. Work has restarted on the meet-ups review, alongside the eagerly anticipated return to face-to-face meet-ups and events. We will support our hosts and societies in this transition. There has been significant progress in the Student Chat Platform Project, and a provider has now been recommended and received approval from the Board of Trustees. We were pleased to work with the Area Representative for International Students to send the first newsletter, and to establish a mailing list. This is our last report with Anca Seaton in post as VP Community and we would like to thank her for her service to students, and the student community during her term. It has been a pleasure to work with you Anca. We look forward to welcoming Cazz Flowers to the role over the coming months.	We continue to see varying engagement from our clubs, and we will be removing those which are inactive from the website.

Business Area	Achievements & Deliverables	Issues & Risks
Digital Comms	We have rebooted our monthly analytics reporting, with a plan in place to fill the gap left from the months surrounding the launch of the website. We continue to receive excellent feedback on the new website and a 50th section of the website has been made to showcase the content created during 2022 to celebrate the 50th anniversary and outlines the themes planned for the remainder of the year. The podcast planned to mark the 50th anniversary was launched in April, and at the time of writing has three episodes recorded. A plan for pivoting the podcast from a strong 50th theme to a more general Association-focussed show is currently being considered. The first edition of The Hoot for students in secure environments has been completed and sent off for printing and delivery. These printed magazines contain a letter from the Association reminding those students that they too are part of our community and encourage them to share their stories with us. We also sent off the updated Association leaflet for printing. As with last year, the leaflet will be included in module materials beginning with the J presentation and will continue until stock runs out. Of course, we can't miss the fact that the team will be saying goodbye to Fanni Zombor as she finishes her term as VP Engagement. Fanni has worked closely with the Digital Communications team for four years and has provided endless enthusiasm and encouragement. From launching The Hoot, to creating a new creative volunteer role, establishing Student Voice Week to being an integral part of the move to our new website, Fanni has provided a tremendous service to OU students. Good luck in your new role as Student Trustee Fanni! We look forward to welcoming Louise Robinson as she steps into the role on 1 August.	Sadly, Gabby Willis will be leaving us shortly for a new role elsewhere. This means capacity in the team will be lower than it was previously, though there are plans in place for ensuring adequate coverage of The Hoot's editorial and promotional queues, and supporting in projects and working groups Gabby was a part of.

Business Area	Achievements & Deliverables	Issues & Risks
EDI & Student Welfare	With the help of members of the Culture Change Working Group some great content was created to help raise awareness of our Values and Behaviours policy. Library Study Volunteer Requests still continue to roll in and our amazing volunteers are closing in on record individual numbers (more will be revealed soon we hope!). The annual EDI Conference takes place on the 19th and 20th June and has a fantastic schedule. A version of the Hoot and Annual Membership Survey is being sent out to Students in Secure Environments.	The DSG and BAME Committees still require a great deal of hand holding from the team.

Business Area	Achievements & Deliverables	Issues & Risks
Executive Support & Staff Welfare	Despite the difficulties at the start, preparations for the July CEC weekend are progressing well. The timetable for both current CEC and new CEC are coming together for the weekend nicely and the attendees to the dinner on the Saturday night have also been confirmed. It should be a really nice weekend, celebrating our current CEC and also what the Association has achieved as a whole over these last two years. It will also be great to get together and see everyone in person, after being online for so long! The previous BoT meetings have run in a hybrid format and have been successful in doing so. It provided that extra level of flexibility which meant each Trustee and staff member could attend the meeting in the way they wanted to. Adnan has successfully been inducted into his position of Senior Policy Advisor and has settled into the Association really well.	The team now faces some capacity issues following the resignation of Georgie, and Leanne still being on maternity leave. It comes at a busy time, with various recruitments in the pipeline and also the July CEC weekend looming. However, I am very pleased to be getting some additional help from Ciara. I have had to put the recruitment pack project on the backburner for now but hoping this can be picked up in the next few months.

Business Area	Achievements & Deliverables	Issues & Risks
Finance & Resources	This has been a particularly busy period for transaction processing, stock reconciliations and data recoding for KPI purposes with the resumption of graduation ceremonies in March. We have also been working closely with the 50th Anniversary Project Manger to set up fundraising for OUSET. Work on the Risk Register and the process for keeping the register updated continued. Both received Trustee approval in May and we now have a schedule of work in place that should ensure we continue to be alert to identifying and managing the ever-changing risks we face.	With a focus on budget planning and preparing for year end, as well as various policy reviews due to go to Finance Resources and Risk Committee in June/July, there is no capacity at the moment to further the work started on exploring alternative finance systems. With decisions still to be made about staffing and face to face activity levels in some areas, as well as other workload pressures, budget planning for 2022-23 is delayed. Work on the headline costs against funding levels, however, is indicating that some costs may need to be funded from reserves. Over the longer term, this would not be sustainable. Trustees will therefore need to consider carefully what level of funding they are prepared to support from reserves, particularly if the excess is likely to be of a recurrent nature.

Business Area	Achievements & Deliverables	Issues & Risks
Operations	• The new OUSET strategy for 2022-2025 has now been finalised and approved by the OUSET Trustees. We have now started work on its implementation & this will help shape our Business Plan for 2022-23. • We have agreed a full Gravit-E upgrade to G7 for our webstore. The upgrade will make our store more secure, improve its visuals & make it easier to adjust/change. We are currently awaiting confirmation of a start date on this upgrade, this may not be until September 2022. • Following covid and a two-year break, face-to-face graduation ceremonies are back and our merchandise stalls are seeing good levels of sales which are making up for a fall in the online webstore sales. • We are looking to achieve our performance target goals for this financial and we are forecast to be just under our £80k turnover cap at a forecast prediction of £77'558.00. • We have created a '50 years' page on our webstore featuring our 50th merchandise (bears, notebooks and pins). We are also sourcing a new 50th Anniversary mug as well as some pencils & seeded bookmarks. We hope to have all products received and available on the store by mid to late June.	• Volunteer engagement has been very low for the 1st Graduation season which has put a lot of strain on the Ops Team needing to staff our stalls, has increased our travel costs and has taken staff away for their day-today duties. • Adam has now left OUSA, so we are recruiting a new Operations Assistant. Ryan is also due to leave on 15/07/2022 – so we will need to look to recruit for his role at that time. This will coincide with the busy OUSET application intake period so could prove challenging, We aim to have a new full-time operation assistant in place by June. • Sadly, due to the impact of covid, Brexit and inflation the costs for store items continue to rise – and so we must keep an eye on this regularly to ensure our cost to profit ratios remain steady.

Business Area	Achievements & Deliverables	Issues & Risks
Policy & Public Affairs (P&PA)	Despite limited time due to the Policy & Public Affairs role still not having been filled, we have submitted formal responses to Department for Education's consultations on Student Finance Reform and the Lifelong Learning Entitlement, highlighting the impact of the proposed changes on part-time distance-learning students and calling for the greatest possible flexibility to support the principle of lifelong learning. The Students Association manifesto for the Northern Ireland Assembly elections in May was sent out to over 65 candidates across the political spectrum and across all 18 Northern Ireland constituencies. We received several very supportive responses. We are delighted to have Adnan Rahman on board as the new Senior Policy Advisor who will be able to give the policy & public affairs work the attention it deserves.	Not a major risk, but it will take time for the new Senior Policy Advisor to develop relationships with important stakeholders and develop an understanding of the OU landscape. That said, we have every confidence that he will do this very successfully.

Business Area	Achievements & Deliverables	Issues & Risks
Strategy & Insight	Workshops were held with the Central Executive Committee (CEC) at its April meeting covering three areas – ways to increase CEC awareness, ways to increase voting participation in the election and opportunities for planning different types of student events. Using the results of the 2021 Annual Membership survey, we have planned a new series of 'Insight of the Month' infographic updates which will launch in June. Strategy and activity updates were prepared to be shared with the OU's Council in May, with the OU's Senior Team in May and June and with the OU's Student Voice Steering Group in May. We will shortly be issuing a hard copy equivalent of our Annual Membership Survey to OU students studying in secure environments (SiSE), to ensure that this group of students – who have far more limited opportunities to engage with the Association - are able to have their voices heard. In June we will be holding or first ever online Prize Winners' Party – a celebratory event for students who have won prizes during the academic year in our competitions and survey prize draws. The session will give students the opportunity to meet fellow students in a relaxed setting and learn more about the Association and ways to get involved.	Workloads in the earlier part of 2022 around analysis and impact/evaluation projects and OU consultations has necessitated the re-prioritisation and re-scoping of some of the developmental activities in our Business Plan. These include the Strategy Review, KPI benchmarking and target setting and exploration of the development of a Community of Strategy & Insights Practice.

Business Area	Achievements & Deliverables	Issues & Risks
Volunteering & Representation	The 2022 Elections have seen an incredible range of candidates who tirelessly campaigned throughout the voting period to encourage students to vote. The election working group worked hard to ensure that the election process was a success. This year saw a record number of candidates with 74 students submitting a nomination form, but also a substantial increase in the number of students voting in the elections. 2,764 votes were cast across the variety of roles available (compared to 2,234 in 2020).	Despite running a successful election there were some challenges that the election working group team encountered while running this years elections. Issues like students not receiving voting codes which is something that CIVICA manages, will need to be looked at during the election evaluation process. The recruitment of graduation volunteers continues to be a challenge this year. The website section for registration and creation of a volunteer profile continues to challenge our team as we recruit and provide inductions to new volunteers.

OU Students Association

PO Box 397
Walton Hall
Milton Keynes
United Kingdom
MK7 6BE

OU Students ASSOCIATION

Contact us at

💬 www.oustudents.com
🐦 @OUstudents
f fb.com/OUstudents
📷 instagram.com/oustudentslive