

OPEN UNIVERSITY STUDENTS ASSOCIATION

Central Executive Committee (CEC)

16 - 17 July 2022

STRATEGY PERFORMANCE REPORT

The CEC is asked to:-

- i) **Receive** the Strategy Performance Report
- ii) Provide **feedback** on performance to be shared with the Board of Trustees

1. Introduction

- 1.1 The Strategy Performance Report is attached as Appendix 1, with supplementary Appendix 2. The report provides performance updates on:
- Section A – Key Performance Indicators (KPIs) 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 (KPIs), are provided in Section A of the report with accompanying movement indicators and narrative.
- 2.2 Reference is made within the report to other relevant CEC papers which provide more in depth information on some areas. These are:
- 07/22/01 CEC Quarterly Impact Reports
 - 07/22/06 Student Chat Platform
- 2.3 Due to the nature of some of our metrics being driven from annual activities (eg Annual Membership Survey, elections, etc) a number of KPIs do not have updated statistics in this report.

- 2.4 Areas where the metrics are currently showing positive trends are:
- Hoot new visitors
 - Video views
 - Use of our Peer Support & Library Support services
 - Membership of Clubs, Societies and our Support Groups
- 2.5 Areas where the metrics are tracking downwards (excluding those where the tracking is following normal seasonal patterns) are:
- Slowing growth in Hoot returning visitors
 - Website new and returning visitors
 - Totum card registrations
- 2.6 Other metrics of note are:
- Whilst newsletter sign-ups are showing a decline in both the quarterly change and the annual change, these are seasonal fluctuations which are masking an underlying longer term growth trend.
 - The active volunteer base has shown a large drop versus the previous quarter – this is due to the expiration of the micro-volunteers pilot programme as noted in the report.
 - For the 2022 elections we are reporting a 1.30% voter turnout which is an increase from the 1.13% turnout in 2020.
 - Shop sales have seen a big boost with the return of face-to-face graduation ceremonies (938 graduation sales with a healthy average order value of £28.27).
- 2.7 Work on the collation of appropriate benchmarking data to support the development of targets against individual metrics has not yet progressed.
- 2.8 Now that we have two full years' worth of KPI tracking data, we are also in the process of creating two-year tracking graphs to develop a wider understanding of longer term trends.
- 2.9 The CEC 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 strategy projects portfolio there are now:
- eight wholly completed projects (Projects 2, 4, 5, 6, 8, 11, 14 and 15)
 - one project with a completed workstream and another workstream still in progress (Project 1)
 - three projects fully in progress (Projects 9, 12 and 13)
 - two projects with one workstream in progress and another workstream not yet started (Projects 7 and 10)
 - one project not as yet started (Project 3)

- 3.3 Of the projects and workstreams currently in progress, all are status GREEN with the exception of Project 9 which has an AMBER status due to some interdependencies between the Association and the University.
- 3.4 The CEC 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 (BAU) activities and BAU projects for the 2021-22 academic year are provided in Section C of the report.

4.2 Key highlights to note include:

- Success of 2022 elections:
 - Increased voter turnout (1.30% vs 1.13% on 2020)
 - Double the number of candidates (74) than in 2020
 - Over 60% of candidates new volunteers
 - Zero behavioural complaints or election rule infringements
- Continuing 50th birthday celebrations, including the launch our new podcast, the Association Conversation Station, and new 50th merchandise for the webstore
- The third event of the International Distance-Learning Student Forum (IDLSF) took place in June
- New operational approach to Association communications to improve our reporting of impact
- Senior Policy Advisor, Adnan Rahman, joined allowing a refocus on our Policy & Public Affairs agenda
- Recommendations from the clubs review now being implemented
- The first international students newsletter has been issued
- The first edition of the print version of The Hoot for students in secure environments (SiSE) has been issued and we will shortly be issuing a print version of the Annual Membership Survey to SiSE
- Promotion of our Values and Behaviours Policy
- EDI conference in June
- Planning and preparations for the face-to-face July weekend and dinner
- Set up of fundraising mechanisms for the OU Students Educational Trust
- Resumption of face-to-face graduation ceremonies and associated increase in shop orders/revenue
- Risk Register approved by the Trustees
- Approval of the OU Students Educational Trust for 2022-2025
- Webstore upgrade approved
- Creation and publication of the Students Association manifesto for the Northern Ireland Assembly elections
- Launch of a new 'Insight of the Month' programme to share results of the Annual Membership Survey via the website
- Our first online student Prize Winners' Party
- Planning and initiation of onboarding for new CEC and Trustees

4.3 Key issues and risks include:

- We will be going through a significant period of transition, with an Interim Chief Executive and an interim Chair of Trustees, recruitment of a new Chief Executive and new Chair of Trustees, a new incoming student leadership team and student trustees and with other staff departures and recruitment affecting capacity in some areas.
- Budget planning for 2022-23 was delayed due to decisions still to be made about staffing and the likely levels for face-to-face activities in some areas. Initial work on headline costs is indicating that some costs may need to be funded from reserves.
- Volunteer engagement for graduation ceremonies has been very low, putting additional strain on the staff team and increasing the costs of running the merchandise stalls.
- The impacts of Covid, Brexit and inflation are continuing to increase the costs of stock for the webstore

4.4 The CEC 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 CEC 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 CEC proposals for addressing these
- Any other feedback on our strategy performance and any CEC proposals for future focus areas for ensuring the delivery of strategic aims and objectives

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