

OPEN UNIVERSITY STUDENTS ASSOCIATION

Student Leadership Team (SLT)

14 – 16 July 2023

STRATEGY PERFORMANCE REPORT

The SLT 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. 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 Due to the nature of some of our metrics being driven from annual activities (e.g. Annual Membership Survey, elections, etc) a number of KPIs do not have updated statistics in this report.
- 2.3 Areas where the metrics are currently showing positive trends are:
- New visitors for the website & The Hoot
 - Annual membership response rate
 - Newsletter open rates
 - Group membership
- 2.4 Areas where the metrics are tracking downwards (excluding those where the tracking is following normal seasonal patterns) are:

- Website returning visitors
- Newsletter sign ups
- YouTube views

2.6. The SLT 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 closed
- B4: Strategy Projects not yet Started

3.2 Across the strategy projects portfolio there are now:

- Ten wholly completed projects (Projects 1, 2, 4, 5, 6, 8, 11, 12, 13, 14 and 15)
- One project with a completed workstream and another workstream still in progress (Project 7)
- Two projects closed (Project 9 & 10B)
- One project not as yet started (Project 3)

3.3 Of the projects stated above, only project 7A remains in progress. Project 9 & 10B will be taken into Business as usual and will no longer report into the Strategy Projects Assurance Group.

3.4 The SLT 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 2022-23 academic year are provided in Section C of the report.

.2 Key highlights to note include:

- Work to explore cost and feasibility of staffing roles considering changes to how we do things and pending changes to subvention
- Safeguarding panel have received training and are in place.
- Open letter to DfE campaign launched, focusing on part-time student finance (childcare and maintenance)
- University Challenge team accepted onto TV stage of the show and episodes filmed (watch this space)
- New Association Leaflet produced to be sent out to students in study materials – highlighting the SLT & encouraging Hoot submissions
- Finance software implementation is under-way and project is on track.

- Strategy development work ongoing. Missions, Vision, and Values have been agreed.
- Recruitment closed for student representatives (70 applications, 30 non-completed applications). 17 CDC applications.

.3 Key issues and risks include:

- 2024-5 will see confirmed cuts to our subvention which will require us to think creatively about how we operate. Changes to our operations will be essential.
- Review of GDPR policies has identified some actions in relation to the new website to ensure compliance. It is taking longer than expected to resolve due to capacity issues.
- Low student rep applications for some committees i.e., Post grad research and WELS

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

Amy Undrell
Head of Strategy & Insight