OPEN UNIVERSITY STUDENTS ASSOCIATION

Central Executive Committee (CEC)
28 – 30 October 2022

STRATEGY PERFORMANCE REPORT

The CEC is asked to:-

i)   **Receive** the Strategy Performance Report
ii)   Provide **feedback** on performance

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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 (eg 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:
        • Hoot new visitors
        • Social media engagements
        • Shop orders
        • Use of our Peer Support & Library Support services
        • Membership of Clubs, Societies, and our Support Groups

2.4   Areas where the metrics are tracking downwards (excluding those where the tracking is following normal seasonal patterns) are:
        • Clubs and Membership of Clubs

- Slowing growth in Hoot returning visitors
- Website new and returning visitors
- Totum card registrations

2.5 Other metrics of note are:
- Whilst the Clubs and Members of Clubs are showing a big decline, this is largely due to the recent Clubs Review where many clubs had become unresponsive.
- Newsletter sign-ups are showing an increase after a decline in the previous quarter.
- The Annual NSS Question 26 has shown a decline this year. Further analysis is currently in progress.

2.6 Work on the collation of appropriate benchmarking data to support the development of targets against individual metrics has not yet progressed.

2.7 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.

2.8 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:
- Ten wholly completed projects (Projects 2, 4, 5, 6, 8, 11, 12, 13, 14 and 15)
- Two projects with a completed workstream and another workstream still in progress (Project 1, 10, 7)
- One project fully in progress (Projects 9)
- 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 At the most recent meeting of the Strategy Projects Assurance Group (SPAG), it was agreed projects 12 & 13 will be closed and the objectives will be managed and delivered by other workstreams noted within the report.

3.5 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 2022-23 academic year are provided in Section C of the report.

4.2 Key highlights to note include:
- Significant progress with Strategy Project 7 to introduce a new Student Chat Platform. The contract with a platform provider has been signed and implementation is underway.
- Work is being carried out with the new CEC to create a set of team priorities to focus on during their two-year term.
- All CEC members received access to a new Twitter account.
- The July CEC weekend was a big success and provided a great opportunity for staff, current and new CEC, BoT, and OU guests to get together.
- The audit of the 2021-22 accounts was completed in September
- The handover period for OUSET trustees is now completed, and the new chair is Sarah Jones.
- First online Prize Winners' Party – a celebratory event for students who have won prizes during the academic year in our competitions and survey prize draws.
- Onboarding and induction weekend completed with new CEC.
- 50th anniversary elements during July CEC weekend and annual dinner.

4.3 Key issues and risks include:
- Newly elected CEC members stepped down from roles soon after being elected. Additional work will be required to bring them up to speed and bring the whole group together around their priorities.
- The media blackout following the death of the Queen and subsequent changes to Freshers dates greatly impacted our work. These were responded swiftly to all issues that arose, and were able to reschedule/rework planned communications, content, and other messaging effectively.
- Success Factors, the OU's HR system, continues to generate additional payroll reconciliation.
- The team continue to support the issues with registration on the website.

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 from the Central Executive Committee (CEC)

5.1 The CEC is asked to provide feedback on areas that it would like to communicate to the Trustees 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.

Margaret Greenaway
President

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