

OPEN UNIVERSITY STUDENTS ASSOCIATION

Student Leadership Team (SLT)

10 - 12 February 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 (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 & returning
 - Social media engagements
 - Annual membership response rate
 - Newsletter open rates, click throughs and sign ups
 - Shop orders
 - Membership of Clubs and Societies

2.4 Areas where the metrics are tracking downwards (excluding those where the tracking is following normal seasonal patterns) are:

- Website new and returning visitors
- Totum card registrations

2.5. Other metrics of note are:

- Newsletter sign-ups are showing a significant increase. From October 2022, a new 'from' email address is being used due to the newsletter going into some student's junk boxes. The newsletter has also shown an increase in click-through rates and open rates.

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 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)
- Two projects with a completed workstream and another workstream still in progress (Project 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 1 will be closed and the project will be reviewed as part of the new strategy development work.

3.5 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.

4.2 Key highlights to note include:

- Environmental and Sustainability Working Group has recruited 6 student volunteers and is developing action plan.
- SLT agreed and adopted their four priority areas at the October SLT meeting
- Association 50th programme of activities now fully delivered
- Freshers was a big success – 56 very well attended sessions
- Record-breaking voter turnout at By-Elections (2.9K)
- Second SiSE Hoot magazine distributed to all UK institutions.
- Survey and research project of the Student Submission for the TEF has been launched with a report due to be submitted in January
- Potential partners for the Lifelong Manifesto have been identified
- 2021/22 accounts submitted to Companies House, the Charity Commission and OSCR, including completion of Annual returns.
- Annual Membership Survey has now closed with 4221 students completing the survey out of 180,916
- Delivery of the by election where we had 58 overall nominations and 2938 voters
- On our second 50th birthday we launched our digital history book and the web-only version. Much of the same information will be used in the Digital Exhibition, which will go live early in the new year.

.3 Key issues and risks include:

- The OU's statement regarding use of reserves to support financial sustainability, means we must look prudently at our own subvention and manage future risks to our own funds.
- Risks around ensuring capacity and resource are available deliver SLT priorities
- Challenges for pending decisions around fixed term roles and 2023-24 budget planning due to OU seeking cost savings.

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