OPEN UNIVERSITY STUDENTS ASSOCIATION

Student Leadership Team (SLT)
21 – 23 April 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

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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:
- New visitors & returning to the website
- Annual membership response rate
- Newsletter open rates
- Society members

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

- TOTUM card registrations
- Social media engagements
- The Hoot (New & returning visitors)

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:

- Permanent appointment of Chair of Trustees and CEO offer stability as we begin strategy work.
- Negotiation around subvention proposals for the next 3 years has begun
- Environmental and Sustainability Working Group have agreed and launched action plan. New sub-teams are working on strands of the plan.
- Board of Trustees approved funding for Individual Representation Service for further year.
- New 'Our Priorities' areas of the website created to highlight achievements within the SLT priority areas.

- Completed the investing in volunteers accreditation which as been approved.
- Recruitment of new University Challenge team.
- Library Study Volunteer Requests hit 400.

.3 Key issues and risks include:

- Staffing capacity is currently reduced due to absence and staff moving on.
- Some work may need to stop or pause to limit burnout and maintain quality of our priority areas/services.
- DSG Committee has had 3 resignations this month, two of which were recently co-opted.
- Scope of Student Chat Platform refocussed, still awaiting single sign on.

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