



Strategy

Strategy for 2023/24 – 2026/27

Mission

To make a positive difference to all OU Students

Vision

Your Students Association will:

- Empower a student voice that is strong and effective in representing the diversity of our members
- Work collaboratively with the University to ensure that students are at the centre of decision making
- Build an inclusive community which nurtures a sense of pride and belonging
- Provide relevant, quality services which enhance the student experience

Strategic aims

Create a welcoming environment and champion accessibility for all	Increase engagement through evidence-based decision making	Enable students to lead, represent and advocate	Embrace change to ensure we are future facing and sustainable
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Objectives

Create flexible and relevant engagement opportunities that cater for all students	Improving the relevance of our activities & services	Create mechanisms and processes that facilitates effective student leadership	Modernise our identity and offering to OU students based on their need
Provide safe online spaces for groups of students to interact	Increase the reach of our activities & services	Increase awareness of the impact of student leadership	Embed environmental sustainability across Association work
Prioritise equity, diversity, inclusivity, and accessibility at all levels of decision-making	Enable students to guide our decision-making through effective listening and consultation	Empower students to Influence decisions that impact their student journey	Develop digital infrastructure to provide an inclusive remote student union experience



Values

Welcoming

We ensure every student feels welcome and supported whilst celebrating diversity, embracing all backgrounds, and fostering a sense of belonging.

Accountable

We are accountable to our members and actively work toward their best interests.

Bold

Empowering people to be creative and ambitious in their actions, whilst striving to improve the experience of all our members.

Adaptable

We are dynamic in meeting the needs of our diverse members and reactive to changes that affect their experience.

Sustainable

Ensuring we are responsible in our activities, safeguarding the future of the Association and promoting a positive environmental impact.

