

OUR PURPOSE

MISSION: A Focus on Comprehensive Engagement & Exceptional Service for Students

CORE VALUES: • Inclusive • Responsible • Engaging • Relevant

STRATEGIC OBJECTIVES

1 STUDENT SUPPORT & ENGAGEMENT

- Engage through our services, events, representation and communication
- Provide responsive & pro-active support for student rights and student welfare

2 UTILISE TECHNOLOGY & ONLINE PRESCENCE

- Invest in key technologies including website development
- Actively follow changing technological environment and ensure systems are as up to date as possible

3 FINANCIAL RESPONSIBILITY

- Focus on core services
- Financial sustainability to ensure continuation of future services
- Grow operating revenues and improve investment returns

4 EXECUTIVE ROLE

- Visible profile and on-campus presence
- Regular reporting on executive actions and progress to date
- Aligning executive, management & University goals
- Lobbying and advocating for student related issues

5 WORKING COLLABORATIVELY WITH OTAGO UNIVERSITY FOR THE BENEFIT OF STUDENTS

- Provide input into Wellness Hub initiative

HOW DO WE ACHIEVE THIS?

DEPARTMENT

KPIs

STUDENT SUPPORT

Goal 1: Raise awareness of services offered	1. Annual survey to students "What do students want"
Goal 2: Focus on core student services	2. Prepare LT plan
Goal 3: Develop professional image	3. New posters advertising services
Goal 4: Long term plan to cater for increasing demand (space and resource requirements)	4. Number of students helped
Goal 5: Develop more robust class rep. system	5. Develop plan for formalised class rep. system

EVENTS

Goal 1: Refresh events calendar & alignment with objectives (diversity of events to cater to a range of student initiatives)	1. Clean/refresh calendar
Goal 2: Robust financial plan for each event	2. Event satisfaction ratings (7 out of 10 a success)
Goal 3: Identify events to commercially grow and/or utilise corporate sponsorship	3. Attendees safety/zero harm outcomes
Goal 4: To help facilitate student-led events	4. Ticket sales
Goal 5: Locate suitable events venue	

RECREATION

Goal 1: Improved website and online functionality for users	1. Initial website improvements completed by Dec 2017
Goal 2: Facility management - explore use of under-utilised space in Clubs & Socs and use of squash & aquatic sites	2. Numbers attending recreation programme
Goal 3: Structured administration support to clubs	3. Course assessments 9+ /10
Goal 4: Make decision on future of Squash Court & Aquatic Centre	4. Review club admin club book
	5. Establish internal KPIs
	6. Report on options for use of Squash Court & Aquatic Centre

RADIO ONE

Goal 1: Develop digital strategy	1. Develop digital strategy plan (business case & cost)
Goal 2: Increase engagement with student base	2. Number of students trained
Goal 3: Grow academic broadcast	3. Number of academic programme broadcast
Goal 4: Grow financial independence	4. Number of paid advertisements

PLANET MEDIA

Goal 1: Develop digital strategy	1. Develop digital strategy plan (including digital advertising)
Goal 2: Identify & consider use of suitable App	2. Report on available App options and pros/cons
Goal 3: Ascertain Onecard potential	3. Report on available Onecard options and pros/cons
Goal 4: Financial growth	4. Increase in number of paid advertisements

CRITIC

Goal 1: Improve website and online functionality	1. Prepare LT plan (including digital strategy)
Goal 2: Increase online presence	2. Number of papers printed
Goal 3: Strong communication between OUSA departments	3. Number of online likes/shares
Goal 4: Develop LT plan to cater for changing environment	

MARKETING & COMMUNICATIONS

Goal 1: Update Marketing & Comms Guide (clearer guidelines & stricter request deadlines)	1. Develop long term digital strategy plan
Goal 2: Re-scope level of service & engagement and concentrate on events/marketing that add value	2. Complete website upgrade
Goal 3: Reduce number of events working on at any one time	3. Update Marketing & Comms Guide
Goal 4: Higher utilisation of students (interns, marketing & promotions)	4. In conjunction with events, refresh events calendar
	5. Annual plan incorporating events & exec requirements

EXECUTIVE

Goal 1: Raise visibility of individual profiles Convey clear plan of exec & management goals and report on progress	1. Prepare annual plan of goals and KPI's
Goal 2: Strengthen relationships with Otago University Finalise Investment Policy	2. Publish goals, progress of goals & outcomes in Critic/on-line
Goal 3: Actively liaise & communicate with OUSA management	3. Investment Policy completed
Goal 4: Review rules around honorarium payments Clarify executive roles	4. Number of published articles about OUSA
	5. Number of meetings with OUSA management
	6. Update honorarium rules and processes to simplify payments
	7. Prepare clear and understandable guide of executive roles

OVERALL GOALS

- Implement changes to Systems & Processes
- Financial goal = \$x
- Develop strong communication channels between Departments
- Develop plan for satellite campus
- Develop internal KPIs for performance management