



# STRATEGIC PLAN

2025-2030





# OUR JOURNEY



HASU has been on a journey over the last few years, we set a clear plan from 2022-2025 with the aim to make a real difference around:

- Amplifying student voice
- Building community, inclusion and belonging
- Ensuring organisational sustainability

We are proud of our impact and growth with improvements made in:



### Building trust with the University

*The relationship with the University has come on in leaps and bounds with HASU viewed with trust and respect and as an organisation that can deliver.*



### Events

*We have delivered safe, inclusive and incredible events for our students with amazing acts and infrastructure.*



### Increase in funding

*The University have increased our block grant funding and supported us to grow as an organisation.*



### Developments to the Representation System

*We piloted a new way of gathering student feedback and closing the feedback loop through our Department Reps. We created new accessible online training that increased take up. We worked with the University to reinstate and develop the Student Academic Group into the Student Experience Group for key issues to be fed to senior University colleagues.*



### Student Voice Surveys

*We developed a strong knowledge bank of student views through our twice-yearly student voice surveys. These surveys played a key role in providing feedback to the University and developing HASU services.*



### Safety of venue

*The Venues team have done an incredible job at improving the inclusivity and safety of the venues. We achieved Gold in the Best Bar None Awards for 2 years in a row and achieved 5 stars in the Licensing Security and Vulnerability Initiative Award.*



### Alternative events

*We worked hard to offer a variety of free or subsidised events to appeal to all our students from trips to UK attractions, and pat and chat events to film nights.*



### Democratic restructure

*We revamped our Part Time Officer structure moving from 11 unpaid elected Officers to 3 students receiving a bursary.*



### Governance and policy

*We established a clear plan for the updating and renewal of organisational policies to strengthen the foundations of the organisation. We recruited new external Trustees and improved the flow of information to the Board of Trustees.*



### Gym

*The gym received a complete refit with all cardio equipment and weight machines being replaced.*



### Clubs and Societies training and support

- *Training has been rewritten with student leaders receiving in-depth face to face training with an online version for those that couldn't make it.*
- *We are back to a full team of staff to support clubs and societies with leaders feeling the benefit of having more staff support.*
- *We created new key processes and forms such as constitutions, risk assessments and introduced online elections to improve efficiencies and transparency.*



### Financial sustainability

*Our finances have improved since COVID, although still challenging, we managed to stop the deficit position and achieve a good surplus in 2023-2024.*





# OUR VISION

## YOU BELONG HERE

Every student should feel at home when studying at Harper Adams and know that HASU has their backs.





# OUR VALUES



## AMBITIOUS

- We work hard to achieve our goals.
- We provide the best experience.



## QUALITY

- We show our worth through everything we do.
- We take pride in our work.



## TRANSPARENT

- We share progress.
- We are open and honest with our financial performance.



## INCLUSIVE

- Every student belongs at HASU.
- We represent all our students.



## INNOVATIVE

- We are open to change.
- We seek new ideas and approaches.

# OUR AIMS



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**PROUD TO BE HASU**



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**YOUR VOICE**



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**MAINTAIN & BUILD  
ORGANISATIONAL  
SUSTAINABILITY**





# Aim 1

# PROUD TO BE HASU

**We are the Students' Union for Harper Adams students.**

**Students will be proud that they are a member of HASU. We will achieve this by creating new opportunities and delivering top quality events, alongside having a clear plan to engage our students and other key stakeholders such as University colleagues.**

## **New Opportunities**

From new clubs and societies to give-it-a-go activities and fun trips, we will create something for all Harper students to do on campus and beyond during free time. We will work closely with our local community to ensure we and our members are having a positive impact.

## **Engaging Stakeholders**

We will utilise, monitor and develop impactful marketing techniques for our social media and website to engage our members and share our progress. We will celebrate wins to maximise knowledge, understanding and involvement in HASU. We will have a clear plan to engage other key stakeholders such as University colleagues and the local community. Our Executive and Part-Time Officers will be the figureheads of HASU, holding the University accountable, when appropriate, and being held to account by our students.

## **Facilitating Engagement**

We will deliver a program of activities through our Part-Time Officers to engage the traditionally unengaged students within our community including international students, apprentices, and commuter students.

Our clubs and societies will be a key vehicle for students to meet like-minded friends and try something new in a safe, inclusive and respectful environment.

## **Quality, Safe & Inclusive Events**

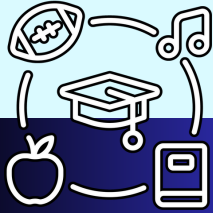
Top notch events are a key part of what makes Harper special. We will continue to deliver quality, fun events that are safe and inclusive to ensure the Harper Spirit flourishes.

H A S U  
AWARD  
*Ceremony*

# Aim 1

# PROUD TO BE HASU

## SUCCESS IN 2030 WILL MEAN...



**51%**

OF STUDENTS WILL  
BE MEMBERS OF  
CLUBS AND  
SOCIETIES



**70%**

OF CLUB & SOCIETY  
MEMBERS ARE  
SATISFIED WITH  
THEIR EXPERIENCE



**51%**

OF STUDENTS WILL  
PARTICIPATE IN  
GIVE-IT-A-GO  
ACTIVITIES



**51%**

EMAIL OPEN RATE  
FOR HASU  
PRESIDENTS EMAIL  
UPDATES



**80%**

OF UNIVERSITY  
STAFF ARE AWARE  
OF THE PURPOSE &  
STRATEGY OF  
HASU



**75%**

OF STUDENTS WILL  
AGREE SU NIGHT  
TIME EVENTS  
REPRESENT VALUE  
FOR  
MONEY



**60%**

OF STUDENTS WILL  
SAY THEY ARE  
PROUD OF THE  
WORK HASU  
UNDERTAKES



WE DELIVER

**5 EVENTS**

PER YEAR THAT  
SPECIFICALLY TARGET  
UNDERREPRESENTED  
GROUPS



**50K**

FOLLOWERS  
ENGAGING WITH SU  
SOCIAL MEDIA  
ACROSS ALL  
PLATFORMS



# YOUR VOICE

Students lead the Students' Union, whether through our elected Executive Officers, the Representation System, our Annual General Meeting or directing our work through research. Everyone will feel as though their voice is listened to and acted upon. Students will trust that HASU has all of Harper students' backs and will do everything it can to create the best student experience.

## Advocating for students:

We are here to represent students and be their mouthpiece to the University and beyond. We will be a critical friend to the University working with them and lobbying for change. Our Executive and Part Time Officers will use our insight from research, Course Reps, Clubs and Societies to advocate for our students.

## Understanding our members:

We will develop a knowledge bank of understanding on key issues by ensuring that student voice is an integral part of every activity we do. Each interaction with our members, through commercial or membership activities, should have student voice at its heart. We will collate and analyse the data and relay insights to the relevant areas of the institution. We will use this information to improve our own services and opportunities, sharing feedback and strategies throughout the year.

## Academic Representation:

We will work with the University to create a visible and impactful Representation System (Course Reps, Department Reps etc) that the University and students can be proud of. Reps will be trained and supported to perform their role to the highest standard with feedback flowing naturally from students to course reps to Course Teams and Managers. And from Course Committees to Department Reps to the Student Experience Group, our Executive Officers and the University and then back to students.



# YOUR VOICE

## SUCCESS IN 2030 WILL MEAN...

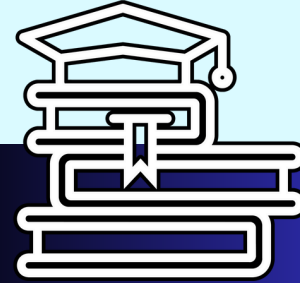


### SURVEY

WE ARE AHEAD BY  
**5%**  
OF THE \*NSS Q25  
BENCHMARK



WE ACHIEVE  
**51%**  
RESPONSE RATE  
YEAR ON YEAR TO  
OUR STUDENT  
SURVEYS



EVERY COURSE  
STREAM WILL HAVE  
AT LEAST 1 COURSE  
REP



**70%**  
OF STUDENTS WILL AGREE  
THAT THE SU COLLECTS  
STUDENT FEEDBACK FOR  
THE BETTERMENT OF THE  
STUDENT EXPERIENCE



# MAINTAIN & BUILD ORGANISATIONAL SUSTAINABILITY

Healthy finances are essential to the sustainability and growth of HASU.  
We need to be secure and transparent in our financial situation and continue to achieve a stable position. To grow we need to be brave to explore alternative sources of income.  
Working for HASU will be a positive experience, and we will be a great employer with all staff feeling trusted, respected and empowered.  
Executive Officer elections will be a great opportunity for our students with contested elections happening year on year.

**Diversify income:**  
Clear business plans are required for us to grow as an organisation, we will work with key partners and stakeholders to develop a plan for diversification over the next 3-5 years.

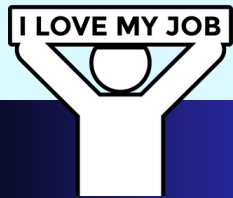
**Staff team:**  
We will strategically invest, where possible, in new staff roles that will help us achieve this strategic plan. All staff will feel there are avenues for staff development and enjoy working for HASU. We will be viewed as a great employer.  
We will increase the number of students standing in Executive Officer elections by improving the visibility of the roles, the difference that can be made and how important they are.

**Finances:**  
We are committed to operating as a transparent, not for profit organisation whose members understand that the Union's income is spent entirely on the betterment of student life at Harner



## Aim 3

# MAINTAIN & BUILD ORGANISATIONAL SUSTAINABILITY SUCCESS IN 2030 WILL MEAN...



**80%**

NATIONAL PROMOTER  
SCORE (NPS)  
ACHIEVED. OUR STAFF  
WILL SAY HASU IS A  
GREAT PLACE TO  
WORK



80% OF ALL STAFF  
WILL AGREE THEY  
HAVE BEEN OFFERED  
PROFESSIONAL  
DEVELOPMENT  
OPPORTUNITIES



**10%**

INCREASE IN  
COMMERCIAL  
INCOME VIA NEW  
STREAMS



ACHIEVE A  
MINIMUM OF A  
BREAK-EVEN  
POSITION YEAR  
ON YEAR



OUR ELECTIONS  
WILL BE  
CONTESTED  
WITH 5  
CANDIDATES PER  
ROLE



# OUR ENABLERS

## Partnership working with HAU

To be successful, we need the support of our key partners in the University at course, department, executive and board level. We will work together to improve the Student Experience and specifically to deliver the Respect policy creating a safe and inclusive environment. We need to be the critical friend of the University holding them accountable through our Executive Officers when required.

## Internal Governance and Policy

We need to ensure our governance and business policies and procedures are suitable and able to cope with the demands of our fast-paced environment. We need to continuously review our policies, procedures and Governance to ensure that as we grow as an organisation, our governance is still fit for our members.

## Financial support from HAU

To be successful, some of our aims require funding over and above what we alone can generate commercially. We will continue to work closely with the University to achieve aims that benefit both us, them and our students.

## Data

We need to ensure our data is of good quality and utilised to show the impact we are having across the University. We will use the full capabilities of MSL to track our impact and engagement. We will ensure we have the knowledge and skills to maximise how we use and share data with students and University colleagues.