

Two stylized clouds of lightbulbs, one on the left and one on the right, rendered in a light blue/white color. The right cloud contains several glowing lightbulbs.

Strategic Plan 2011-14



University of Birmingham Guild of Students

Our Journey...

For the past two years we have been listening. Listening to you, our members, to find out more about the issues you are facing, and what you want from your students' union. We want to be experts on Birmingham students – your hopes, fears, and what you want and need from student life. To that end, we want to make sure your time at Birmingham is special.

Our Strategic Plan 2011-14 has been developed in response to your feedback and input. We have conducted a number of research initiatives from surveys to focus groups so that we could find out what really matters. We used this information to inform our plan, and in October 2010 we asked you to tell us what you thought about our proposals and ideas.

Our vision and plan for the next three years is based on your feedback, and this document outlines how we are going to achieve our goals. Our plan is based around four key themes which will guide our work, and within each theme we have identified key commitments we want to make. Our plan is also designed to ensure that we can respond to change. The ever evolving higher education landscape means that we must be responsive to your needs, and also be able to influence the university, local and national agenda.

Finally, we want to make sure that you get the best from your time at Birmingham and I hope that this is something we can do together!

Dora Meredith
President 2010/11



Our Plan...

To give you good **value from your time at Birmingham**

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To give you the chance to have **fun, enjoy life and challenge yourself at university**

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To **represent you to the university and other organisations on issues that matter**

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To give you the help and **support you need, and make sure you get what you want from university life**

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Our Vision...

We'll make sure you get the best from Birmingham!

Our Values

- Representing you
- Involving you in university life
- Giving you a say – and a vote
- Offering you support
- Having fun

To give you good value from your time at Birmingham

You have told us that value is extremely important. You want to get good value from your entire university experience - from both your education and the services provided by the Guild of Students.

To support us in the delivery of this theme, we will...



Make sure you get the most from your membership

We will clearly demonstrate the benefits of being a Guild member, explain how we are funded and where the money you spend in the Guild goes. We will also make sure you know how we are delivering value, and always consider the balance between price and quality in our services.



Run services that are open to all

We want to improve our online services and electronic communications through our websites and use of social media, and provide you with relevant and up-to-date information. We will continue to deliver and develop student focused services which are high quality, convenient and easy to access.



Make money to help run our activities and services

We will identify and develop new income streams, and ensure our activities remain financially viable. We will also make sure that our services are well managed and sustainable.



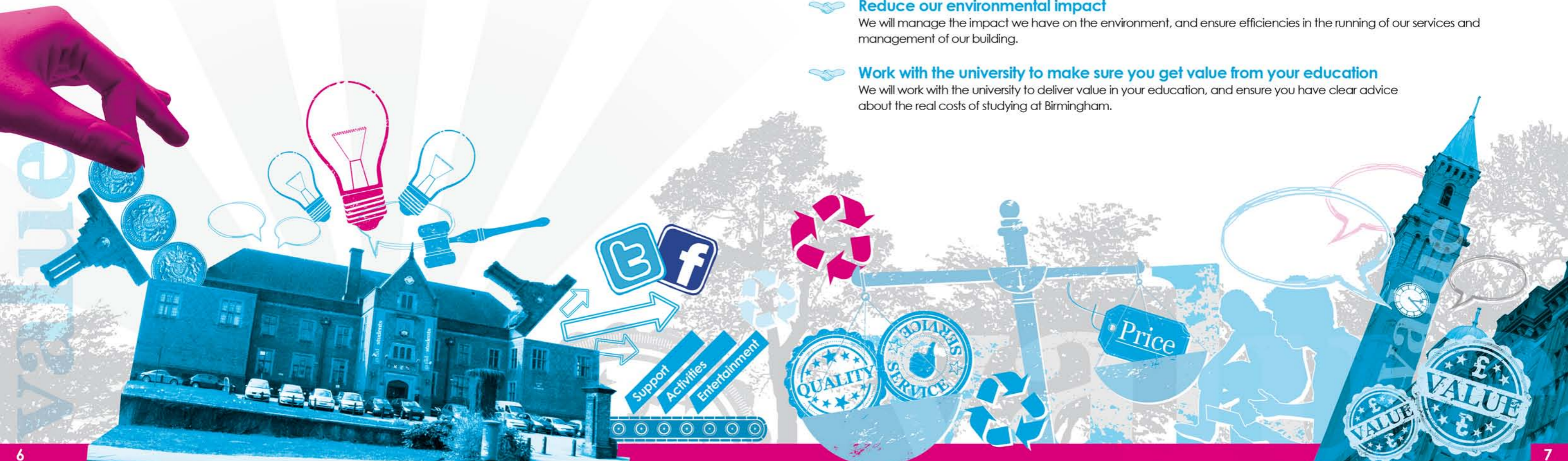
Reduce our environmental impact

We will manage the impact we have on the environment, and ensure efficiencies in the running of our services and management of our building.



Work with the university to make sure you get value from your education

We will work with the university to deliver value in your education, and ensure you have clear advice about the real costs of studying at Birmingham.



To give you the chance to have fun, enjoy life and challenge yourself at university

You have told us that fun is one of the most important things we can provide. Not only do you want to have fun and enjoy yourself whilst at Birmingham, but you want us to help increase your employability and provide opportunities to develop skills outside of study.

To support us in the delivery of this theme, we will...

-  **Help you develop your skills outside of academic study**
We will help you identify the skills which can be gained from taking part in activities such as volunteering, to equip you for work and life after university. We will also ensure you are supported to run and develop student led activities.
-  **Make it easy for you to join in with Guild activities**
We will make it easy for you to get involved – whether that be joining a student group or taking part in volunteering. We will also make sure that you can access the information you want about groups and activities.
-  **Give you opportunities to have fun and enjoy yourself**
We will provide safe and affordable social spaces, and deliver an events programme which includes a varied range of activities and entertainment.
-  **Make your time at university special**
We will develop a Customer Service Charter which outlines what can be expected from our services, and ensure we have effective, motivated, and highly performing staff teams. We will also work with the university to make sure that your time at Birmingham is special.



To give you the help and support you need, and make sure you get what you want from university life

You have told us about your worries, the issues you are facing and what we can do to help. We know that academic achievement and workload are daily concerns, as well as career prospects and money.

To support us in the delivery of this theme, we will...



Make you feel part of the University of Birmingham community

We will focus on being a hub for student activity and promote diversity. We will also work to ensure a sense of community spirit for those living in university accommodation and the local community.



Help you make the move to (and from) university life

We will identify ways to offer you support – before, during and after university. We will provide opportunities for you to gain part-time employment, develop a Guild internship programme, and continue to work to improve the employability of Birmingham graduates. We will also provide you with opportunities to vote, volunteer, seek employment and take part in community activity.



Provide help and advice on the issues that matter most

We will make sure we are able to respond to your needs in the delivery of our support services. We will improve the academic and financial help available, and provide advice on a range of relevant issues such as managing debt, and budget planning. We will also work to improve housing standards in the local area.








Make sure you can get help and advice when you need it

We will make sure you can access help and advice when you need it most, and look at ways for smaller problems to be resolved quickly and effectively.



How will we know if we are achieving our goals?

Theme 1: To give you good value from your time at Birmingham

-  You will know about the benefits of being a Guild member, understand how we are funded and how money you spend in the Guild is used
-  You will visit our building and use our services more frequently
-  You will be able to access the information you want, when you want it
-  You will visit our website more often, and find our communications interesting
-  We will achieve a Gold Green Impact Award – an award which recognises environmental sustainability within students' unions

Theme 2: To give you the chance to have fun, enjoy life and challenge yourself at university

-  The Guild will be making a positive impact on your lives
-  We will achieve a Gold SUEI Award – SUEI is an evaluation scheme for students' unions which recognises best practice
-  More of you will be involved in student groups and volunteering
-  Our staff will be proud to work at the Guild of Students
-  We will achieve Investors in People (IIP) accreditation
-  We will be providing a range of opportunities which will improve your employability

Theme 3: To represent you to the university and other organisations on issues that matter

-  You will see representation as a core activity of the Guild - and feel that we provide you with a voice, and represent you to the university
-  More of you will attend and have issues resolved via our Forums and Guild Council
-  More of you will stand, and vote in our elections
-  You will know who the Guild Officer Team are, what they do and the impact of their work
-  Guild Officers will be spending more time communicating with you
-  We will have contributed to, and shaped University of Birmingham policy on key issues

Theme 4: To give you the help and support you need, and make sure you get what you want from university life

-  New students will have visited the Guild either online or in person and understand what we do and how we can help
-  Our student staff will have received feedback on their work and be able to identify the skills they have developed
-  Our internship programme will be providing you with opportunities to develop skills after graduation
-  We will be working with a range of community partners and representatives to ensure better housing standards in the local area
-  You will tell us that it is easy to find help, and access the support you need

Stay in touch...

If you'd like to find out more about our plan,
please contact our President at:
president@guild.bham.ac.uk

You can also visit us online, and follow the
'Guild of Students' on Twitter.

 [@guildofstudents](https://twitter.com/guildofstudents)

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guildofstudents.com