ENSA
STRATEGIC PLAN

▶ ▶ ▶ 2021 - 2024 ◀ ◀ ◀

ENSA EDINBURGH NAPIER STUDENTS' ASSOCIATION

❯ WHAT WE WANT FOR STUDENTS:

Edinburgh Napier University students are enriched by their university experience and empowered to become confident and successful contributors to their work places and communities.

❯ WHY WE EXIST:

ENSA exists to enable students to make the most of their university experience. We do this by representing, supporting and developing Edinburgh Napier students to be successful in their studies; to try out new things; to engage in, and contribute to, university life; to be healthy and happy; to bring about positive change; and to have fun.
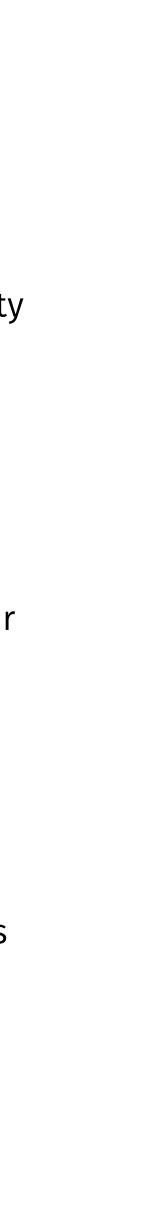
❯ WHAT MATTERS TO US:

- **Community** – we want students to feel a sense of belonging, to be included and inclusive, to meet and appreciate people from all walks of life, to participate in the local community, to take part in extracurricular activities and to make new friends while at university

- **Education** – we want students to be supported to learn and develop, to be stretched and challenged, to enjoy their studies, to gain the knowledge and skills they need to make a difference to their work places and their communities

- **Representation** – we want students to have a say in shaping their university experience

- **Empowerment** – we want students to feel empowered to bring about positive change for themselves, others and the environment

- **Wellbeing** – we want students to be mentally and physically healthy, and feel good about themselves and their future prospects

- **Transformation** – we want students to have a broad range of exciting extracurricular opportunities to stretch and challenge themselves, learn new skills, to develop as leaders and be transformed by their university experience

WHO WE ARE AND WHAT WE DO:

Edinburgh Napier Students' Association (ENSA) is a student-led, independent charity serving all students of Edinburgh Napier University. Our three elected Officers, the President and two Co-Presidents, are champions for students and work on their behalf to ensure they have the best possible experience at university. We serve our members primarily through the following key areas:

Representation: we train over 300 Programme Reps, chosen by students, to represent concerns on education-related matters and effect change

Advice: we provide an independent and confidential welfare rights and education service

Campaigns: we run a range of campaigns throughout the year promoting equality and diversity, health and wellbeing, sustainability, and other issues important to students

Events: we put on a range of exciting events throughout the year, including Freshers' Week

Sports and Societies: we support over 20 sports clubs and more than 30 societies

OUR KEY PRIORITIES FOR 2021 - 2024

ENGAGEMENT

Everything we do is for students. And we want to do more great things for more students. For the next three years we have set ourselves the goal of increasing engagement so that more students will:

- Know who we are and what we do

- Take up extracurricular activities

- Put themselves forward to represent the study body by running for office, serving on ENSA 50 or being a Programme Rep

- Vote in elections

- Use our Advice Service

- Take part in campaigns

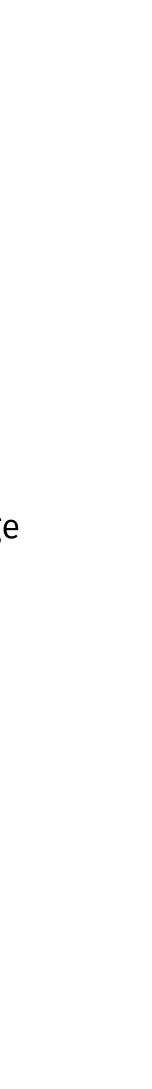- Enjoy our events, including Freshers Week

In order to achieve these goals, we will:

- Increase our social media outputs and use a greater variety of communication channels

- Develop our competency in using a wider range of digital technologies

- Have a more visible presence across all three campuses

- Make more use of Programme Reps and the ENSA 50 to understand what students want

- Deliver more meaningful campaigns that are important to students

- Have more of a variety of events across the year at different venues

- Work in partnership with other organisations and with the University when there is a clear benefit for students

- Increase our commercial income to enable us to offer more for students

- Share our success stories so students know what we do and the difference we make

› WELLBEING

We want Edinburgh Napier students to be healthy in body and mind. To enhance student wellbeing we will:

- Enhance our Advice Service to enable more students to access support for academic and welfare issues

- Develop the expertise in our Advice Service to provide academic representation for those Edinburgh Napier students studying outside of Scotland including the University's Global Online students

- Create a programme of recreational sport to attract a wider range of students who have a preference for casual participation in sporting activities

- Diversify our sports programme to be more inclusive to attract BAME and LGBT+ students as well as students with disabilities

- Offer more outdoor activities to promote a sense of wellbeing that comes through nature connection

- Partner with the University Wellbeing Team to support the delivery of the University's Wellbeing Strategy

❯ COMMUNITY

It's important to feel a sense of belonging while at university. For this reason, we are committed to building student communities and connecting students with the local community by:

- Doing more to support societies - to grow and develop existing societies and identify opportunities to aid in the creation of new ones

- Helping societies through training and development to understand their role in promoting a sense of community and inclusivity

- Highlighting opportunities for students to get involved in, and connect with, the local community through participating in local events and activities or fundraising for charities

- Offering a range of events and activities at different times of the day and at different venues in order to be more inclusive of students from different backgrounds and with differing priorities, including part time, mature and postgraduate students

- Providing an attractive range of online events and activities using digital technologies to engage all students including distance learners

❯ EDUCATION AND LEADERSHIP DEVELOPMENT

University is a great time to work on developing leadership skills. ENSA will scale up its support for student leaders by:

- Promoting volunteering and providing training and development opportunities for student volunteers in collaboration with Volunteer Edinburgh and ENU Student Futures

- Improving and enhancing its induction and professional development programme for Full Time Officers

- Developing and supporting Full Time Officers (2022/23 Officers are pictured below) to deliver their manifestos

OLUMUYIWA OPALEYE
President for Societies & Community

VISHAL KHATTAR
Co-President for Education & Employability

EKAMDEEP BUMRA
Co-President for Sport & Wellbeing

- Supporting Programme Reps to effectively represent students' academic interests

- Providing the structure for an effective ENSA 50

- Ensuring all clubs and societies leaders complete essential training and are offered additional training opportunities throughout the year

- Encouraging them to get involved in meaningful campaigns to bring about positive change

- Giving them opportunities to contribute to organising and delivering events and activities

KEY ENABLERS

> OUR PEOPLE

We will continue to nurture a collaborative and consultative culture, where all staff feel valued, challenged and supported to deliver a high-quality service for students.

Specifically, we will:

- Work as a team to develop values and behaviours to guide our work and our working relationships

- Ensure that staff have professional development plans in place that are implemented and reviewed annually

- Enhance our performance management processes to provide staff with ongoing feedback for development purposes

❯ GOVERNANCE AND SUSTAINABILITY

We will continue to develop and improve our governance structures to ensure that ENSA is well-governed, financially sustainable and fully compliant. We are committed to:

- Providing a full induction programme for Board members

- Being financially sustainable with at least three months of reserves in the bank

- Developing and making accessible the full suite of our policies and procedures

- Using the SCVO Governance Code as a basis for assessing governance arrangements

- Becoming a recognised NUS Quality Student Union

- Putting sustainability, both financial and environmental, at the heart of our decision-making

❯ EVALUATING PERFORMANCE AND MEASURING SUCCESS

We are committed to continuous improvement, which is why we will monitor, evaluate and report on our performance to ensure that we are delivering a high quality service for students in line with our priorities outlined in the prior sections.

In order to be the best students' association we can be, we need regular feedback and input from students. We will therefore seek the views of students through a number of channels both formal and informal, including:

- Programme Rep and ENSA 50 forums

- ENSA Annual Student Survey

- Social media interaction

- Advice Service Feedback Survey

- Informal conversations with Full-Time Officers

- National Student Survey

We will use the following performance indicators, both quantitative and qualitative, to help us measure our success:

Engagement	• Social media impressions • Election turnout • Number of candidates running for election
Wellbeing	• Number of students using the Advice Service, including Global Online / TNE students • Advice Service turnaround times • Students are satisfied with the quality of the Advice Service • Number of sporting opportunities available (clubs and recreational) • Number of students taking part in sport • Healthy Body Healthy Mind Award achieved

Community	• Number of ENSA events offered • Number of societies on offer • Number of students taking part in societies
Education and Leadership Development	• Numbers completing Rep training • Numbers completing Office Holder training • Students are satisfied with the quality of training and support offered • ENSA 50 members have a shared sense of purpose and clear programme of work • Students' academic interests are represented effectively (NSS question)
Our People	• Staff are positive about working for ENSA • An annual review system is in place
Governance and Sustainability	• ENSA is financially sustainable • ENSA is on track to being recognised as an NUS Quality Student Union