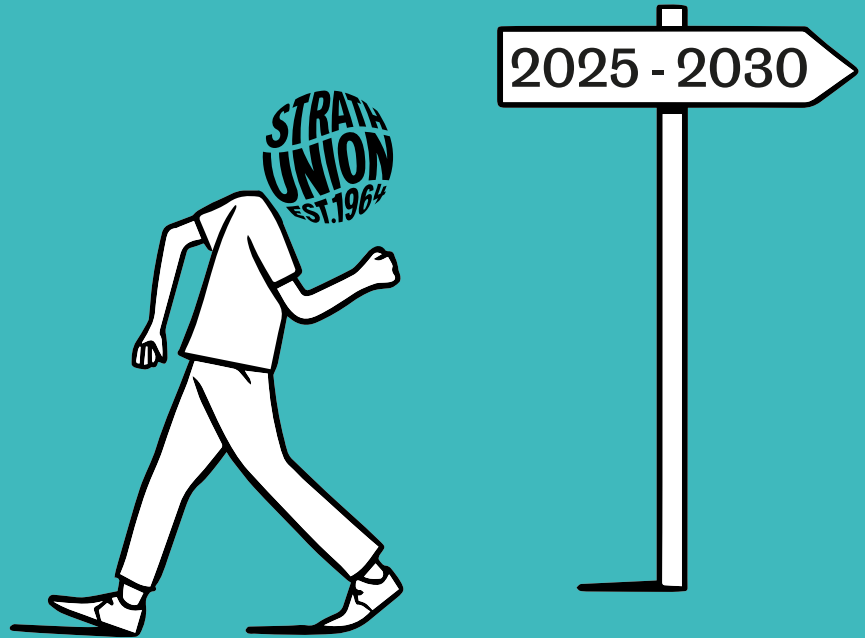


Strath Union Strategic Framework





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Strategic Framework

2025 - 2030

MISSION

We are at the heart of the Strathclyde student community, supporting every student.

VISION FOR 2030

A diverse community delivering lasting impact, where people know they belong and can be their best selves.

KEY PRIORITIES

Strathclyde Community

- Creating a strong sense of belonging for all students
- Celebrating the diversity of our student community
- Enabling participation, connection and meaningful engagement
- Supporting students to build networks that enhance their university experience
- Providing a wide range of opportunities and activities
- Delivering a broad, inclusive and accessible sports and activities offer

Wellbeing & Future

- Providing advice and support at key points in the student journey
- Ensuring students know where and how to access support
- Advocating for students and ensuring their voices are heard
- Supporting students to maintain and improve their mental health and wellbeing
- Developing our pantry and support initiatives to help address cost-of-living pressures
- Inspiring and supporting students to develop skills, confidence and future ambitions

Strong Student Voice

- Understanding what matters most to students
- Empowering students to lead campaigns and drive positive change
- Strengthening our student representation system
- Ensuring students are partners in shaping education and the student experience
- Providing insight and evidence to inform institutional decision-making

A Place to Belong

- Acting as a central hub for connection, community and belonging
- Providing quality, affordable and inclusive services
- Expanding accessible and inclusive social opportunities, including non-alcohol events
- Strengthening our commercial offer to support financial sustainability

VALUES →

Ambitious

Empowering

Collaborative

Inclusive

ENABLERS →

Student-led

Our People

Impactful

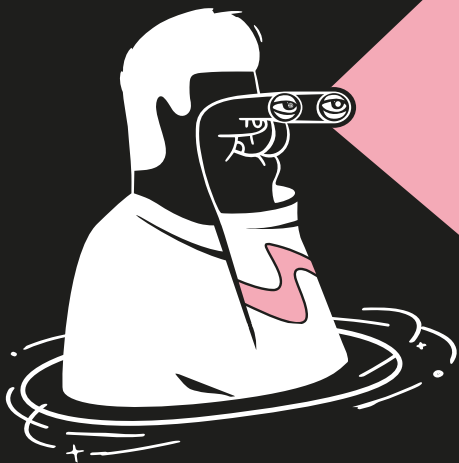
Ethical

Sustainable

This Strategic Framework sets out the priorities that will guide Strath Union's decisions, investments and partnerships between 2025 and 2030.

It provides clarity on where we will focus our energy and resources to deliver meaningful outcomes for students and strengthen our role at the heart of the student experience.

This is a framework for long term direction. Detailed delivery plans will be developed annually to ensure our work remains responsive to the evolving needs of students.



Our mission

**We are at the heart
of the Strathclyde
student community,
supporting every
student.**

Our vision for 2030

**A diverse community
delivering lasting impact,
where people know they
belong and can be
their best selves.**

Our role

Strath Union exists to represent students, enhance their experience, and create opportunities for connection, growth and impact. We do this by listening to students, working in partnership, and acting where we can make the greatest difference.

How this framework was shaped

This strategy reflects:

- Student priorities, insight and lived experience
- The evolving needs of a diverse and changing student population
- Our role as a democratic, student-led organisation
- The importance of long-term sustainability and impact

How we will work

Across all priorities, we will be:

- **Student-led** → students shape our direction and decisions
- **Collaborative** → working in partnership with the University and others
- **Inclusive** → accessible, welcoming and representative
- **Impact-focused** → delivering meaningful outcomes for students

Strathclyde Community

We will be a welcoming and inclusive hub that brings students together, strengthens community, and supports every student to thrive.



Our focus

- Creating a strong sense of belonging for all students
- Celebrating the diversity of our student community
- Enabling participation, connection and meaningful engagement
- Supporting students to build networks that enhance their university experience
- Providing a wide range of opportunities and activities
- Delivering a broad, inclusive and accessible sports and activities offer

What success looks like

- Increased participation across Union activities
- Strong engagement from under-represented student groups
- Students reporting a greater sense of belonging and connection

Wellbeing & Future

We will support students at every stage of their journey and empower them to succeed during university and beyond.



Our focus

- Providing advice and support at key points in the student journey
- Ensuring students know where and how to access support
- Advocating for students and ensuring their voices are heard
- Supporting students to maintain and improve their mental health and wellbeing
- Developing our pantry and support initiatives to help address cost-of-living pressures
- Inspiring and supporting students to develop skills, confidence and future ambitions

What success looks like

- Increased awareness and use of support services
- Students feeling confident in navigating challenges and opportunities
- Improved student wellbeing and readiness for life beyond university

Strong Student Voice

Students will be at the heart of decision-making at Strath Union and across the University.



Our focus

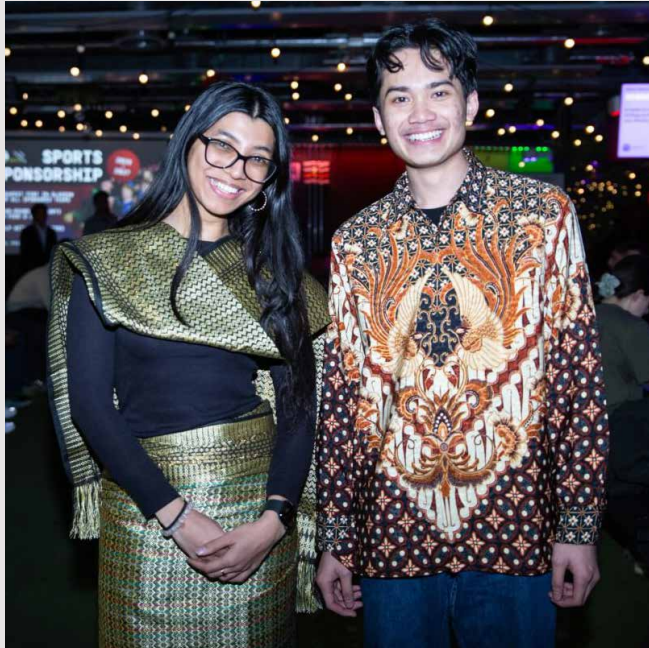
- Understanding what matters most to students
- Empowering students to lead campaigns and drive positive change
- Strengthening our student representation system
- Ensuring students are partners in shaping education and the student experience
- Providing insight and evidence to inform institutional decision-making
- Inspiring and supporting students to develop skills, confidence and future ambitions

What success looks like

- Increased engagement in democratic processes and representation
- Clear evidence of student-led change and influence
- Strong and effective partnership between students, the Union and the University

A Place to Belong

We will ensure the Union is a welcoming, inclusive and vibrant space that reflects and supports our diverse student community.



Our focus

- Acting as a central hub for connection, community and belonging
- Providing quality, affordable and inclusive services
- Expanding accessible and inclusive social opportunities, including non-alcohol events
- Strengthening our commercial offer to support financial sustainability

What success looks like

- Students see Strath Union as the heart of campus life and a place where they belong
- Our spaces, services and events are welcoming, inclusive and widely used
- Students value our affordable commercial offering and choose to spend time in the Union
- Commercial success enables continued investment in the student experience

Our Values

These values shape how we work, how we show up, and how we deliver for students.

Ambitious

We aim high because our students deserve the best. We challenge ourselves to grow, improve and make a lasting difference, and we are confident in our role as a driver of positive change.

Empowering

We create opportunities for students to lead, influence and succeed. We support people to build confidence, develop skills, and realise their potential.

Collaborative

We achieve more by working together. Through strong partnerships and shared purpose, we ensure students are at the heart of everything we do.

Inclusive

We are a Union where everyone belongs. We celebrate diversity, remove barriers, and create welcoming environments where every student can thrive.

Our Enablers

These foundations enable everything we do.

STUDENT-LED

→ Students shape our priorities, decisions and direction. We empower students to lead, influence and actively shape their Union and their university.

OUR PEOPLE

→ Our staff, officers and student leaders are our greatest strength. We invest in their development, wellbeing and success to ensure we can deliver lasting impact.

IMPACTFUL

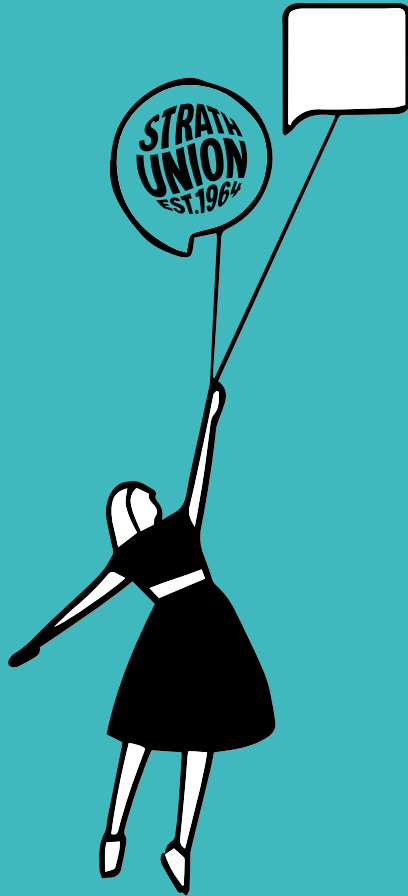
→ We focus on what matters most to students and measure our impact to ensure we deliver meaningful and lasting change.

ETHICAL

→ We act with integrity, transparency and accountability, ensuring our decisions reflect our values and responsibilities.

SUSTAINABLE

→ We take a long-term view, ensuring Strath Union remains financially, environmentally and organisationally sustainable for future students.



Delivering this strategy

This Strategic Framework will be delivered through annual delivery plans, officer priorities and performance measures. We will review progress regularly to ensure we remain focused, responsive and accountable to students.