Undeb Myfyrwyr PCYDDS
UWTSD Students' Union

STRATEGIC PLAN

2026 - 2029



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About Us

All Students' Unions are unique, however, we're something special. From multiple campuses across Wales and England to subject areas spanning from Engineering to Humanities, apprentices in Computing to the next generation of performers.

This SU focuses on how it can empower students from enabling them to try new things, develop skills, advocate for themselves, make their voice heard across countries, governments, and the University, and support them to have fun along the way.

We aren't generic and neither is our strategy. We'll continue to respond to national issues, we'll support students through a new regulatory climate and enhance their skills whilst doing so. With a dedicated staff team to create an environment where every student can thrive at UWTSD.

In addition to this strategy will be an operating plan which further develops how we will deliver the objectives. Our performance management processes will be connected to achieving the strategic objectives. Outside of these processes the Board of Trustees will actively monitor the strategy with updates provided at each meeting.

Values

Strong and Flexible

We represent the interests of students with a strong will. However, we will be flexible in how we tackle issues in partnership with students.

Open to constructive challenge

We are always be open to new ways of doing things and challenge ourselves to be the best we can be.

Accessible

We will continue be an SU that anyone can engage with and lead through an accessibility-first approach.



Mission

From enrolment to graduation, here for every UWTSD student, wherever and whoever you are.

Once a student enrols they join us. We're there with them every step of the way until they graduate, regardless of where they study or how they have come to study at UWTSD.

Vision

By 2029 we will be the most impactful SU in Wales being able to articulate how we have enhanced the lives of students through the experiences they share with us.

We'll enable students to develop skills whilst at University which they can use beyond graduation to be resilient, sustainability-focused, and even more employable. Our impact data will show how we're delivering beyond our peers to better the lives of students at UWTSD.



Enablers

People & Culture Sub Strategy

Our staff team being the right people; in the right roles supported to be the best they can for students.

Marketing & Commercialisation Sub Strategy

Communicating beyond our brand. Displaying who we are through powerful connection with our students. Creating opportunities for income generation.

Processes & Tool Sub Strategy

Utilising tools like AI to reduce administrative burden on our staff team whilst also considering how we can streamline processes which members engage with.



Strategic Ambitions

Empower Students

We will deliver impact *with* Students.

Deliver Uniquely

We will build upon our successes by *delivering uniquely*.

Listen to and Understand our Members

Every student has their own story and the Union wants to listen, hear, and celebrate with those stories. *Embedding experiences into decision making.*



The ‘how’ of achieving the strategic plan...

	Student Voice	Student Opportunities	Student Advice
Empower Students	Accountability for student officers will be facilitated via the student voice team.	We will re-develop our processes and systems within opportunities to be student-led and reduce administrative burden.	Further development of self-service, where students can understand their rights, options, and capabilities.
Unique SU	Community-based Course Rep training will continue to be sector leading.	Skills week will be embedded across all sites as part of the academic timetable. We will support students to feel more connected to the skills they are developing and better able to articulate them.	Our casework-informed practice combined with pro-active workshops and empowerment of students will mean a triangulated approach to student advice.
Listen to and Understand members	The student voice team will continue to embed student voice in processes and evolve how it delivers for and with students.	Our events and activities within Student Opportunities will be dynamic in nature. They will respond in a more agile way to student want and need.	Through exit surveys, combined with the University’s SEP the service will reflect the demographic needs of students.

How we will measure our success...

	2027	2028	2029
Empower Students	60% of students will tell us through our satisfaction surveys that they are empowered by projects delivered in Opportunities.	70% of students will tell us through our satisfaction surveys that they are empowered by projects delivered in Opportunities and Advice.	80% of students will tell us through our satisfaction surveys that they are empowered by projects delivered in Opportunities, Advice, and Voice.
Unique SU	95% of students who used the advice service will tell us that they remained at University due to our help.	97% of students who used the advice service will tell us that they remained at University due to our help combined with measures of preventative campaigns. An increase of 30% of students engaging in Skills Week (from the previous year) combined with 10% of attendees returning the following Skills Week cycle.	97% of students who used the advice service will tell us that they remained at University due to our help combined with measures of preventative campaigns The students' union will be recognised by students as sector-leading in its delivery of skills week and services with 15% of attendees returning the following Skills Week cycle.
Listen to and Understand members	83% of students will say that the students' union effectively represents their academic interests in the NSS.	87% of students will say that the students' union effectively represents their academic interests in the NSS. 70% of committee members will say that we have listened to their feedback and made changes within Opportunities.	90% of students will say that the students' union effectively represents their academic interests in the NSS. Free text comments within the NSS will highlight how voice, opportunities, and advice have supported the score.

Undeb Myfyrwyr PCYDDS
UWTSD Students' Union

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