



QM
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OUR
2030
PLAN

Welcome



Mike Wojcik
Chief Executive
Officer

Queen Mary is home to a truly global community, with students from a diverse range of backgrounds, cultures and all corners of the world. As a Students' Union, we exist to make sure that every student thrives and gets the most out of their university experience.

Our strategy outlines our direction working towards our 2030 goals and was built through collaboration with student input at its heart. In creating it, we launched our biggest research initiative to date, engaging with thousands of students through surveys, focus groups and workshops. Together, we identified the themes and priorities that matter most, and these are now

captured through our four strategic pillars and key performance indicators. These ambitious, yet achievable, goals align with our Mission, Vision and Values. They are more than just aspirations, they are a commitment to listen, act and improve the lives of all students at Queen Mary.

This plan features just the headlines, we've also developed detailed department plans to guide and measure our progress. We invite you to follow our journey as we bring our strategy to life using the weblink below.

See our full strategy
and our progress so far:
qmsu.org/strategy



Our Elected Officers 2024/25

We are incredibly excited to introduce our new strategy. This plan reflects the collective efforts and invaluable contributions of our current team, past officers, staff and students throughout its development. Together, we've created a strategy that reflects our values as an organisation, represents new focus areas and prioritises the needs of our students. We'll continue to listen to our students and use evidence to ensure that we fully understand our community, provide the right support and make meaningful changes to improve students' lives.



Our Students' Union
staff team at the
launch of our strategy

The Students' Union

Queen Mary Students' Union is a diverse, student-led charity that strives to be at the heart of the experience of all students at Queen Mary. The Students' Union is democratically led by students and elected officers who are supported by our staff teams. We offer students a range of activities, opportunities and commercial services, with all profits reinvested back into the Students' Union.

Commercial Services



Qmotion Sport and Fitness Centre



Retail and Cafés



Venues and Events

Central Services



Cleaning, Facilities and Maintenance



Communications and Marketing



Finance and Administration

Charity Teams



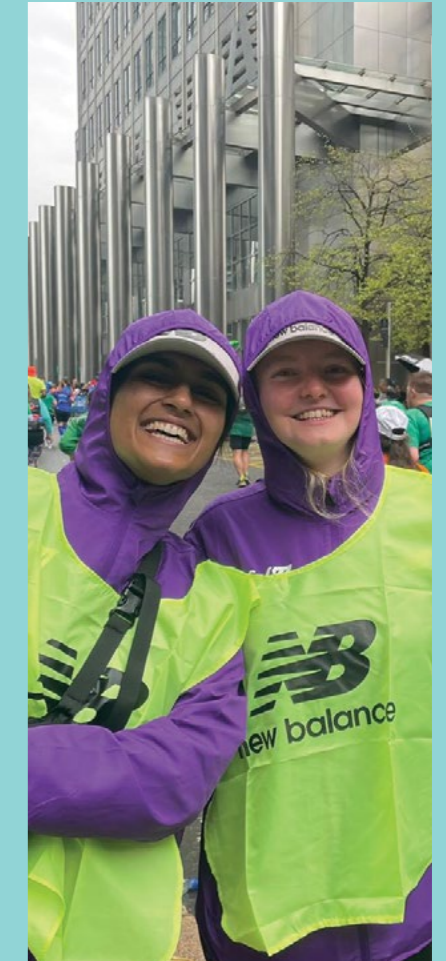
Student Voice

Liberation Campaigns
Elected Officers and Reps
Democratic Meetings
Elections
Course Reps



Sport

Sports Clubs
Recreational Sport
Sports Employability
Performance Sport
Wellbeing in Sport



Student Engagement

Societies
Volunteering
Student Media
Raise and Give (RAG)
Sustainability
Employability



Customer Services

Social & Study Spaces
Multi-Faith Centre
Student Staff Support



Help and Advice

Academic Advice Service
Welfare and Wellbeing
Student Community Support

A data-driven plan



We're a Students' Union, so our strategy needs to be based on feedback from students. Student life has changed rapidly in the last few years, so it was time for us to speak to lots of different students and understand what life is like as a Queen Mary student right now.

To make sense of all the data, we used basic statistical analysis for the survey data and thematic analysis for the qualitative data.

The analysis was focused on high-level strategic findings that would help us to understand how we can be the best possible Students' Union for all students. The preliminary findings were validated and refined by elected student officers and staff.

Based on the feedback from students, we identified 9 strategic challenges – things that we need to work on to be a great Students' Union for our students.

We then came up with 4 strategic focus areas that will allow us to address the challenges, these are the pillars of our new strategy and what we'll be working on for the next few years.



Our methods

STUDENT SURVEY

3867 RESPONSES

QUICK Q'S AT POP-UPS

253 RESPONSES

EMOJIS AT POP-UPS

140 EMOJIS

STUDENT WORKSHOPS

6 EXEC & 3 REPS

FOLLOW-UP INTERVIEWS

34 STUDENTS

VALIDATION WORKSHOPS

23 STAFF & REPS



Some of the findings



41%

of survey respondents selected **"making friends"** as one of their top three positives about the student experience.

31%

of survey respondents selected **"meet new people"** as one of the top three things they were hoping to get out of their university experience.



STRESS, OVERWHELM & POOR MENTAL WELLBEING

was a major theme in the qualitative data.

The qualitative data suggested that students from different demographic groups really appreciate activities that are tailored specifically to them.

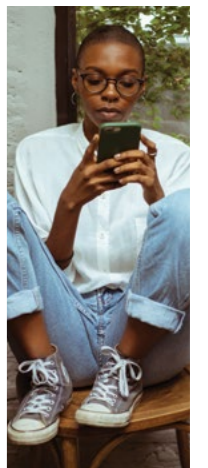


44%

of survey respondents selected **"feeling stressed or overwhelmed"** as one of the three biggest issues they have faced.

24%

of survey respondents selected **"struggling to meet new people"** and **"make friends"** as one of the three biggest issues they have faced.



LONELINESS, ISOLATION AND SOCIAL ANXIETY

were suggested as major issues for some students by the qualitative data.



Our vision

Our vision is for every student to feel they belong, in an environment where wellbeing, inclusion and community are at the core of everything we do. We will ensure every student is empowered to grow and thrive throughout their time at University and beyond into their future lives.



Our mission

We Listen.

We are proud to be a student-led and democratic organisation. Understanding all our members, listening to their priorities and responding to their ideas for change and feedback is essential to ensuring we are effectively advocating, supporting and championing all students and tailoring our activities to meet their needs.

We Act.

As a Students' Union, we will always respond to the needs of our students and take swift action on the things that matter to our student community. We will call out actions and behaviours that do not align with our values and facilitate campaigning to ensure we are active in creating educational and societal change.

We Improve Students' Lives.

Everything we do as a Students' Union should have a positive impact on our students' lives, both now and beyond into their individual futures. Whether it's supporting our student groups to run aspirational activities, providing unforgettable experiences through our events programme, making change happen with our part-time officers or offering jobs and affordable services through our commercial outlets, we'll always aim to do the best for our students and improve their lives.



Our values

STUDENT-LED

We exist for students. We empower students to have their say, lead and create change together. Students are at the heart of our decision-making and by always listening to them we're able to pro-actively respond to the changing priorities and needs of students.

HONEST

We are always open, transparent and respectful, consistently being fair and honest with students and our partners. We strive to freely share information, whilst always listening to feedback, to continually improve what we do.

ETHICAL

We are ethical and socially responsible, demonstrating our integrity across all that we do. We take responsibility to reduce our impact on the planet, learning from others on integrating ethical and environmental good practice across our services, whilst making sure students have the support to do the same in their own lives.

INCLUSIVE

We embrace our vibrant and diverse community at Queen Mary, celebrating individuality and freedom of expression, whilst fostering a sense of understanding and respect. We listen to the voices of all students, address inequalities and remove barriers to participation to ensure everyone can grow and thrive whilst at university. When our students have differing opinions, we always seek to be fair and balanced in our approach.

SUPPORTIVE

We provide support, guidance and a helping hand to students during their time at university, ensuring we foster an environment that is caring and reassuring to all. When we're not able to directly support, we endeavour to work in partnership with other University and external services to make sure we always get students to the right place to be supported.

Our strategic pillars

Our strategic pillars bring the work of the Students' Union together and span across all that we do. They are evidence-based and have been created from the insights we have collected from our students, student representatives and staff. The strategic pillars are ambitious and highlight our priority areas, outlining what we will focus on and what our outcomes will be across all of our campuses over the coming years.

1

We will build an authentic student voice.

Pg 14

2

We will support meaningful connections.

Pg 16

3

We will resonate with every student.

Pg 18

4

We will prioritise students' mental health.

Pg 20





Pillar 1

We will build an authentic student voice.

We listen, but there's more to hear.

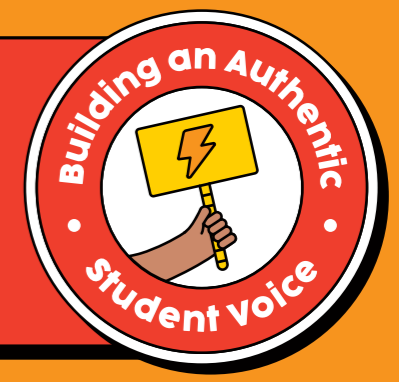
Currently, we rely heavily on student representatives to amplify student voices, often leading us to overlook individual nuances. This results in an incomplete understanding of the student experience and feelings of being unheard.

We will empower students to have their say.

By introducing more diverse and contemporary feedback channels, we will make it easier for a wider range of students to have their say. Student insights will lead our decision-making, helping us to foster authenticity and make students feel genuinely valued.

What success looks like

More students will give feedback at least once per academic year and, in return, will feel the Students' Union listens to them.





Pillar 2

We will support meaningful connections.

Establishing friendships can be challenging.

Despite the availability of social and recreational activities, the shift to hybrid learning and online lives has left students grappling with the challenge of forming genuine in-person friendships, leading to feelings of isolation.

We will support meaningful connections.

Acknowledging that students now face unique challenges will see us taking a fresh perspective in helping them to meet new people and develop lasting friendships. We will remove the expectation on students to establish inclusive student communities alone by creating a wide-reaching, eclectic range of activities with strong guidance and support.

What success looks like

More students have opportunities to connect with other students and feel part of a student community.





Pillar 3

We will resonate with every student.

Not everyone feels seen, heard or informed.

We provide a fantastic range of opportunities and communications for our collective student body but often students can feel their individual needs are overlooked. Channelling personalised support can help, but we currently rely heavily on student leaders to offer this.

We will make sure everyone feels acknowledged.

We'll ensure every student feels valued as part of the Students' Union, by identifying the most positive impacts we can have on individual experiences. We will build a stronger connection to each student community, by blending targeted activities and communications alongside our wider all-student engagements.

What success looks like

More students from a wider range of demographic groups engage with us and say their Students' Union is relevant to them.





Pillar 4

We will prioritise students' mental health.

There is a decline in mental wellbeing.

Irrespective of whether you're reading data from national studies or analysing trending topics on social media, it's starkly evident that the current student experience is one that can be filled with stress, anxiety and feeling overwhelmed.

We will contribute to positive mental health.

We will listen to students' current challenges to offer an accessible and supportive experience continually adapting to their needs and positively impacting wellbeing. Working collaboratively with students and other partners, we will aim to create a community thriving on communal support by addressing structural barriers that impact mental health.

What success looks like

Fewer students say their main concern is feeling stressed or overwhelmed and more students say we have a positive impact on their wellbeing.



Behind the scenes

To deliver our strategy, we will introduce a variety of new projects and initiatives to ensure that we listen, act and improve students' lives. We can't deliver our ambitious new plan without our dedicated operational staff helping to make it happen. This is a small snapshot of our teams behind the scenes.



Supporting our people

Our people are key to the success of the Students' Union, bringing their diverse expertise and commitment to deliver for students, empower student leaders and achieve our goals. We will foster a culture of honesty, support and teamwork to create a great working environment, whilst offering training, development and wellbeing opportunities to allow everyone to succeed.



Improving communications

Informed by our in-house research and feedback from over 800 students, our brand and identity will be refreshed to ensure we are authentic and reflective of our new mission and values. We will also continue to build on our approach of moving to more relevant and targeted communications to improve our connections to our student communities.



Taking climate action

We will take climate action across the whole university by developing new, ambitious targets, championing the student voice and re-imagining some of our flagship sustainability events; Climate Action Week and the Re-use Fair. We will also increase our visible actions, embedding sustainability across operations from finance and procurement, to recycling and engagement.



Sound financial foundations

We generate income through our commercial services and reinvest the profits to enhance the student experience. Alongside this, we receive support from a university block grant and in-kind contributions, enabling us to provide essential services such as clubs and societies, welfare support, and amplifying the student voice. We are committed to focusing our resources on the key priorities outlined in our strategy.



Strong commercial services

Our outlets are so much more than just shops, bars, cafés and a gym. These are important student-led spaces where students can come together to study, socialise, relax and have fun. They're also home to many of our clubs and societies' student-led events, activities and training sessions. We are a not-for-profit charity, and every penny we make goes straight back into improving students' lives.



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We Listen. We Act.
We Improve Students' Lives.

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