



Keele University Students' Union

STRATEGIC PLAN //

2025-28 // A GUIDE FOR STUDENTS

**YOUR
STUDENTS'
UNION**

Keele  **SU**



WELCOME TO KEELE STUDENTS' UNION STRATEGIC PLAN 2025-2028 //

CORE VALUES //

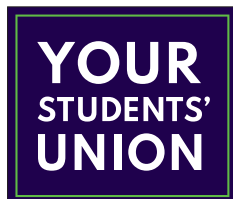
Over the past year, we've engaged in various activities, discussions, and reflections across our organisation, from the Board of Trustees to employees, members, and the University. This has helped us shape our direction for the next three years, focusing on three key promises:

Our Promises:

- We will prepare students for life after Keele.
- We will help students to have fun and make friends for life.
- We will support students through their university challenges, every step of the way.

Our Vision:

To empower every student to be who they want to be and make a difference to the world.



Learn more:



KeeleSU.com

Follow us:

@KeeleSU

@Keele_SU

@KeeleStudentsUnion



WE ARE GLOBAL
CITIZENS

We lead with ambition and inspire positive change, championing sustainable practices, inclusivity, and diversity. We prioritise environmental, ethical, and social sustainability while ensuring everyone feels welcomed, supported, and represented.



WE CHALLENGE
& COLLABORATE

We balance challenging the University to improve the student experience with collaborating to create transformative change. We always put students first, fostering partnerships within Keele's vibrant learning community.



WE UNLOCK
POTENTIAL

We provide leadership opportunities and create an environment where students can discover their strengths, unlock their full potential, and build lifelong friendships.



1

STRATEGIC OBJECTIVE //

Prepare you for life after Keele.

We aim to inspire every student at Keele to recognise the skills and behaviours they've developed, unlocking their potential through active engagement with the Students' Union.

● **Develop an employability offer:**

We'll create an Employability Programme with short courses and training, including current training for course reps, network leads, and clubs and societies committees. We'll work with local employers to address skills gaps and utilise the University's LinkedIn Learning Platform for free online learning content.

● **Enhance student staff learning and development:**

We'll review current student staff training, invest in new training opportunities, and embed mandatory training into the Employability Programme.

● **Support Elected Officers' career development:**

We'll review and develop Officer Training and Induction, ensuring Officers are equipped to succeed and develop skills for future employment.

● **Provide life skills education:**

We'll produce an "SU Graduate Guide" and online tutorials on life skills like wages, pensions, mortgages, and tax.

● **Support Post Graduate Research Students (PGRs):**

We'll establish links with Learned Societies and Research Charities, plan mini research conferences, and conduct surveys to ensure PGRs recognise the Students' Union as a resource of support.

● **Promote student-led businesses:**

We'll offer free opportunities for students to promote their enterprises, plan mentoring opportunities with local businesses, and hold enterprise days.





2

STRATEGIC OBJECTIVE //

Help you have fun and make friends for life.

We foster a dynamic and welcoming community within our vibrant University, where you can discover your tribe, build meaningful connections, and create unforgettable moments.

■ Understand student needs for events:

We'll survey the membership to understand their needs and habits for evening events, increasing attendance and engagement.

■ Support International Students:

We'll explore pre-arrival International Mentor systems, create training programmes, and develop cultural competency sessions and sports taster events.

■ Maximise social spaces:

We'll develop the SU building and other University spaces for social opportunities, ensuring societies have the spaces they need.

■ Empower students to organise events:

We believe there's nothing better than students delivering for students and we want to explore opportunities to fund, coach and support student-led events.

■ Engage commuting students:

We'll survey students to understand their needs, draft a delivery plan for SU presence in Newcastle, and increase engagement with commuting students.

■ Support student groups:

We'll review society processes and training, create a Society Development Grant process, and increase engagement across the student body.





3

STRATEGIC OBJECTIVE //

Support you through your University challenges, every step of the way.

We empower you through student leadership roles, collaborate with the University, and advocate for your needs, ensuring a transformative and sustainable approach to wellbeing and support at Keele.

Review Officer roles and Union democracy:

We'll conduct consultations and research projects to ensure decision-makers are diverse and representative, making relevant changes to By-Laws and democracy models.

Celebrate success stories:

We'll launch a 'You're Great!' campaign and remodel the "Keele Student-Led Awards" evening to celebrate University staff and student achievements.

Support Course Reps:

We'll hold Course Rep Conferences, review training, and produce Student Voice Reports with tangible outcomes and recommendations.

Train Union staff:

We'll conduct skills analyses, provide development opportunities, and ensure staff are equipped to support students.

Empower Networks:

We'll review Network processes, support engagement, and hold events to increase demographic engagement.

Promote the Co-Op:

We'll shout about the Co-op as your student-owned shop throughout Welcome Week and in our online campaigns making sure you've got access to affordable, everyday essentials while you're living or studying on campus.

Enhance advice services:

We'll review ASK stats, launch positive messaging campaigns, and develop initiatives to support students' basic needs.





STRATEGIC ENABLERS //



Our enablers outline the foundations and conditions needed for the Union to succeed in its strategic objectives.





Keele University Students' Union
Newcastle-under-Lyme, Staffordshire. ST5 5BJ.

T: 01782 733700 | E: su@keele.ac.uk | W: KeeleSU.com
Keele SU is a Charitable Incorporated Organisation No.1173328

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