OUR **VISION** is an empowered and united student body.
OUR **MISSION** is to create an association where students can connect, belong and thrive.
OUR **VALUES** are to be Brave, Curious, Fair and Equal, Supported and Valued, Open (just and fair, sustainable, empowering, representative)

ABERTAY SA

CONNECT
INCREASE VISIBILITY WITH STUDENT BODY

Consultation sessions demonstrated a broad level of agreement that the association is not visible to the student body.

Instead it seems to focus its attention on a small group: this was not seen as a positive approach and many contributors encouraged the SA to think about how it could increase it visibility.

APPROACHES TO CONSIDER

1 Develop clear messaging on the SA identity (what do you stand for) and what is its offer to students (incentive to be involved). To develop branding and use consistently.

2 Develop online presence and highlight wins. This will require a strategic approach to communication and digital engagement. (see cross-cutting theme of Communication).

3 Physical visibility – what is the purpose of having a space and how important is that for students? How important is it for staff/ sabs? To consider what and where is the best physical location for the SA in order to be accessible and visible. Should it be somewhere more accessible, with longer opening hours?

4 Students shaping their future. Develop an accredited student training programme that can be advertised as part of the 'offer' from the SA. This could show the SA to be both credible and professional. Courses could include food hygiene, business incubator, comms/negotiations/soft skills etc.

5 More support to help sabbatical officers achieve their elected campaign agendas and then communicate about these achievements.

BELONG
CREATE A STUDENT COMMUNITY

Consultation sessions demonstrated a need for the SA to develop the way it engages with students in meaningful ways.

APPROACHES TO CONSIDER

1 Engage students to propose, shape and lead campaigns and other activities. Students at the forefront, the SA offering support.

2 Improve the society 'offer'. A recognition societies are critical in attracting students and could be developed further to attract and retain more members.

3 Support under-represented groups to have their voices heard. Suggestions included the introduction of specific liberation officer roles.

4 Peer-to-peer support for all students

THRIVE
SUPPORTING STUDENT WELLBEING AND RESILIENCE

The consultation sessions demonstrated a requirement for the association to re-focus on developing campaigns and initiatives relevant to student life, enabling students to thrive at Abertay.

APPROACHES TO CONSIDER

1 Mental Health. Working with partners to support all students no matter where they are.

2 Equally safe in Higher Education. Working with the institution and partners to tackle gender based oppression.

3 Physical Health. Working with university, NUS, SSS and Sports Abertay to develop the physical health and activity of students in order to support healthy lifestyles, improve retention and welfare of students.

4 Free advice service. To maintain the advice service and utilise data to shape student-led campaigns and influence university practise.

5 Safe environment. This relates to creating a welcoming campus environment for students and a focus on the safety of students.

6 Environmental campaigning

7 Championing and defending student rights

8 Supporting student employability and entrepreneurship

CROSS-CUTTING THEMES

1 Strengthening Governance: A strong feeling from contributors that the SA needs to develop its credibility both with the university and the students. This is linked to professionalising the association and its operations. Critical to this is well functioning governance which provides a clear mandate and therefore focus for the association. Suggestions that emerged included a constitutional review and remodelling other structures including the Class Rep system.

2 Representation and Democracy: Developing democratic processes to become more engaging and accessible – what technology exists which the SA could begin to utilise? Also becoming more outwardly focused and developing strong strategic relationships with the university and other externals such as NUS, SSS, Abertay Sports. Developing national student leadership on issues that affect Abertay students.

3 Communications: A critical factor in delivering the strategy is developing a strategic approach to communication, digital engagement. Suggestions included a re-focus on brand, development of engaging online content, social media, blogging, vlogging, enabling students to contribute content. This would include the creation of a digital strategy.

4 Sustainability and the Environment: The association will operate in a sustainable way, establishing environmentally friendly solutions.