



Imperial College Union Board of Trustees

12 December 2018

AGENDA ITEM NO.	Item 10
TITLE	Consultation on the Union Vision
AUTHOR	Alejandro Luy, Rob Tomkies, Jarlath O'Hara
EXECUTIVE SUMMARY	<p>Derived from the original consultation and the statements and objectives in <i>Our Strategy</i>, we would now like to consult our membership on the following vision:</p> <p><i>To be the most inclusive, democratic and active Students' Union in the world.</i></p> <p>A summary of the pros and cons of each proposed method of consultation is included to allow the committee to make an informed decision.</p>
PURPOSE	To inform the committee of progress on the vision to-date and to choose a method of consultation.
DECISION/ACTION REQUIRED	To choose a method of Consultation

Consultation on the Union Vision

Background (also the draft accompanying statement for consultation)

The Union carried out significant student consultation prior to and during the formation of *Our Strategy 2017-20*

In developing the strategy, we built our Vision and Mission concepts into the introductory welcomes from the President, Managing Director and Chair of Board of Trustees. This enabled our Values (Inclusivity, Partnership, Democracy and Leadership) to be explicitly focused on in the rest of the strategy. We now believe there will be additional unifying and motivational benefits for both you and our staff from an explicit articulation of our Vision.

Derived from the original consultation and the statements and objectives in *Our Strategy 2017-20*, we would now like to know your thoughts on our current draft vision:

To be the most inclusive, democratic and active Students' Union in the world.

Draft Consultation Questions

1. To what extent do you agree with the following aspects of the vision (Strongly agree to Strongly Disagree)
 - a. "Inclusive"
 - b. "Democratic"
 - c. "Active"
 - d. "In the world"
2. To what extent do you agree/identify with the Vision overall? (A-D)
3. (If disagree or strongly disagree to question 2) What would you change about it that would make you agree with it? (free text)
4. Do you have any other feedback/ideas about the vision? Do you feel like anything is missing from it? (free text)

Reasons for Consultation

1. A Union Vision should help shape everything the Union does – so the Union (i.e. our 18,000 members and our staff) should have an opportunity to shape *it*.
2. Opportunity to consult widely on something quite simple but with a high impact
3. Consultation on Union Strategy 17-20 not in recent student or even staff memory
4. Increased awareness of vision (i.e. as a marketing/dissemination tool)
5. Lack of consultation is a recurring complaint amongst our membership and not authentically consulting could lead to significant backlash.
6. To be an initial step towards future Strategy development

For Decision: Consultation Option for Students

Stand-alone survey	
Pros	Cons
Faster response (before Christmas)	Smaller reach
High Flexibility in Question type/number	Over-surveying

Social Media Poll	
Pros	Cons
Immediate	Restricted flexibility of question type/number
High Visibility	Cannot guarantee that respondents are members

Student Experience Survey - 2020	
Pros	Cons
2k-5k respondents	Slower Response (data available in February/March 2020)
Already in the pipeline	Among hundreds of other questions (possibly perceived as less important)
Good flexibility of question type/number	

For Decision: Consultation Option for Staff

Should the method of consultation look different for Staff at all?

Focus Group/Interview	
Pros	Cons
High Interaction/Agency	Smaller reach
More comprehensive feedback	More Qualitative

All Staff email/survey	
Pros	Cons
Wide Reach	No Guarantee of feedback
Efficient	Impersonal

Open Meeting	
Pros	Cons
Medium Interaction/Agency	Risk of low turnout (especially as many recent similar meetings)
Transparency	Low Quality Data

Others? E.g Whiteboard/Flipchart, Competition/Game, open invitation to input etc.