

Glasgow University Union

Strategic Plan 2015-2018



A low-angle photograph of a historic stone building, likely a university hall. The building features large, arched windows with intricate metal grilles. The stone is a warm, golden-brown color. In the foreground, a dark, ornate metal railing is visible, partially obscuring the lower part of the building. The text is overlaid on the upper half of the image.

The members and the students
of the University of Glasgow are
at the very heart of everything
we do.

Student Unions are constantly having to review what they do and evolve to meet the changing needs and expectations of our increasingly diverse and dynamic student communities. This strategy clearly sets out a range of actions and priorities which seek to do just that. The GUU has a proud history and while certain great strengths such as Debates and iconic social events as Daft Friday remain quite rightly at the heart of the wide range of activities it supports, the strategy confirms the continuing need for drive and commitment, imagination and innovation to take the Union forward. As GUU looks forward to the exciting addition of a new club venue, and all the opportunities it will present, it also recognises that the facility at the foot of University Avenue, through efficient and effective stewardship, has something very special to offer, not just to the University community but as part of the West End and City of Glasgow.

While facilities matter, they are nothing without people and GUU is to be commended for putting student officers, union staff, and students at the very centre of the strategy. The Union exists for them in a range of ways: as a place of relaxation, development, participation and engagement. It's an inclusive community that through this strategy aims to offer fun and fulfilment, life skills and life-long friendships. It's a fantastic mix.

As a University, I know how much we value the tremendous strength and quality of our student experience. This relies on a whole host of people working in our schools and colleges, in University services and through the SRC, clubs and societies and of course our student unions to deliver quality services, support, and learning opportunities. This document more than understands the role the Union can, and indeed must play in continuing to enhance the reputation of the University as a great place to come to, to learn and live. I therefore wish all those associated with the Union and who take this strategy to heart, every success in delivering its important aims.

PROFESSOR ANTON MUSCATELLI
PRINCIPAL



We are not afraid
to be ambitious; we
strive to make the
student experience
at Glasgow the best
it can be.



Contents

- 1 Introduction
- 2 Strategic Review
- 3 Governance & Management
- 5 Review 2011-2014
- 7 Mission
- 9 Aims & Objectives
 - 9 Student Experience
 - 13 Operational Excellence
 - 17 Effective Communications
- 19 Acknowledgements

Introduction



I am very proud to present Glasgow University Union's (GUU) strategic plan for the next three years, beginning in 2015 and running through to 2018. This plan has been put together after extensive stakeholder engagement carried out in the closing months of 2014, and ranged from campus-wide surveys to group consultations. This engagement allowed us to see exactly what our members, and also non-members, are expecting from GUU and the purpose of this document is to outline how we will meet these expectations in the coming years to the very best of our ability.

The last four years have seen some big changes to GUU and its services which have significantly impacted the way GUU operates, most noticeably the demolition of the Extension Hive nightclub. This plan therefore not only looks to the future, but also offers an insight into recent years and explains how these unexpected difficulties have been overcome.

The constant hard work throughout this time from both the Board of Management and the staff have continued to lead GUU in a positive and progressive direction, evident from the handful of awards won recently including Club Mirror's UK Student Union of the Year for three years running. GUU's previous strategic plan is also revisited to establish what has been achieved and what goals have been met throughout the 2011-2014 period.

Most importantly, this plan presents a realistic and concise vision of where we hope to see ourselves in three years, clearly outlining what our intended outcomes are and how we intend to achieve these. We are not afraid to be ambitious with these for we strive to make the student experience at Glasgow the best it can be as well as to provide services which the University of Glasgow can be proud of.

With a brand new Extension opening in September 2015, GUU has some very bright and prosperous years ahead with well-established foundations to build upon. We will continue to be key leaders in our respective areas, whether it be debates, games, literature or entertainments, and will always hold the satisfaction of our members and the students of the University of Glasgow as our top priority.

We hope this plan goes a long way to showing our dedication for improving and diversifying GUU's operations as well as presenting a strong and defined focus for the future.

OWEN MARTIN
PRESIDENT

Strategic Review

The Strategic Plan 2011-2014 was intended to be a strong step towards expanding the services offered by the Union whilst strengthening the position of those on offer already. It was hoped that by introducing a structured plan it would help consecutive Boards of Management to move the Union forward and would go some way towards dealing with the issue of the lack of continuity and cohesion between successive Boards.

In the four year period since the plan was introduced, five out of ten aims have been fully implemented while four have seen significant progress. The five fully implemented are focused on debating, internationalisation, GUU's student magazine and affiliated clubs and societies, which are four areas GUU has excelled in over this time.

- Within debating, attendance at core events has increased by more than the target of 25% and following a grand final appearance at the World Debating Championships 2014 in Chennai, GUU is once again one of the top ten university debating institutions in the world.
- A complete revamp of GUU's student magazine, the G-You, in January 2014 saw an increase of contributors grown in excess of our 50% target and weekly open meetings ensure these numbers remain high.
- Our target of affiliating 60% of the University of Glasgow's clubs and societies was met in January 2013 and this figure has continued to increase since.
- GUU has continued to be the leading provider for international students on campus, hosting a wide array of annual events, specifically in Freshers' Week, catered solely for international students.

Four other aims have made significant progress, but have not been fully implemented to date.

- Increasing Union membership to one third of the University's student population was a leading example of an aim that was hugely affected by factors out with the Union's control, in this case the demolition of the Extension Hive nightclub. The club was a huge membership incentive meaning overall numbers suffered somewhat, making it very difficult to achieve this target.

- The Schools' debating programme has developed significantly and it is thought this will become instrumental in recruiting students to the University in the not too distant future. GUU intends to work with the University going forward to ensure this.
- Improving and establishing GUU's catering facilities has seen steady progress with 2014 seeing new developments. This has been incorporated into our new Strategic Plan and represents a key priority for the next three years.
- Finally, holding a monthly guest lecture was found to be unsustainable due to a lack of regular interest and available speakers. Talks are currently held at least once a quarter with a wide range of speakers taking part.

Establishing GUU as a music performance venue is the only aim that has seen limited progress. This is due to numerous complications which come with running a live music venue, principally high set up and booking costs and subsequent financial risk associated with low ticket sales. However, GUU continues to offer a range of bands and DJs in Freshers' Week and throughout the year. Additionally Open Mic has become well established since its move to the old building and one-off events such as comedy and talent contests continue to be popular.

A strategic plan is essential in moving GUU forward and provides the Board of Management with a structured and targeted approach over a number of years. Reviewing progress regularly allows the Board to prioritise what aspects of the Union still require attention, investment and development. The Strategic Plan 2015-18 will build on the success of its predecessor, and will support a prosperous period in GUU's history.



Governance



The Union is governed by its Board of Management, a body of twenty-six Union members of whom eighteen are current students of the University. Annual elections are held in March.

Any member of the Union may stand for election to the Board, and any part- or full-time student of the University may apply for membership of the Union. Newly-elected Board members are provided with appropriate information and training to enable them to carry out their duties effectively and contribute positively to the running of the Union. To aid continuity and provide stability, Vice-Presidents and Former Student Members serve for two years, with the terms staggered so that only half of the seats are up for election in a given year. Vice-Presidents, as with the Honorary Treasurer, must have held life membership of the Union for not less than ten years, and Former Student Members must have held it for at least one; this helps to ensure that the student Board members have ready access to advice from non-student members who have sufficient cumulative knowledge of the Union's operations, as well as some experience of best practice in business.

A General Manager is appointed by the Board and is responsible for the day-to-day management of the Union's commercial operations and administrative support functions such as HR, Finance and Marketing.

The Board of Management meets on a monthly basis, with the General Manager in attendance. Since the development of the last strategic plan, the Board of Management conducted a review of senior management arrangements with a view to reducing key person risk and developing the tier of management below the General Manager. This has led to the

formalisation of two deputies each responsible for separate areas of operations but liaising closely together and better able to cover any periods of absence.

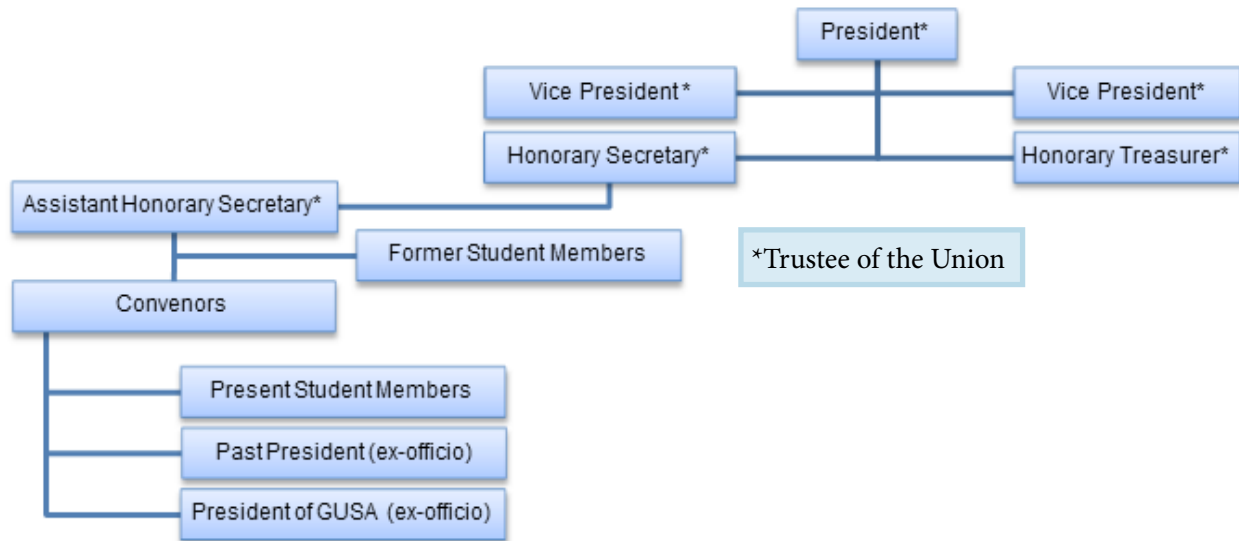
A number of standing committees of the Board of Management exist to enable more focussed discussion and facilitate decision-making in specific areas (outlined on next page). Minutes of all meetings of the Board and its committees are displayed prominently in the Union building and are available to key stakeholders.

In recent years the Board has set up ad-hoc committees to deal with issues requiring specialist knowledge; one such example was a committee to review the Constitution of the Union to update it as required in the light of changes to legislation and other events since its last amendment. This drew on the input of a selection of Board members as well as the advice of solicitors where this was required in relation, for example, to licensing law. This approach has also been used to review and/or develop policies in the areas of equal opportunities and diversity, and complaints handling.

The monthly meetings of the Board, along with the committee meetings detailed above, deliver a high degree of control over the Union's commercial and not-for-profit operations. The monthly management information provided to the Board and Finance Committee is produced by a Management Accountant and the Honorary Treasurer, both of whom have extensive knowledge of the Union's operations. The quality of this information supports the Board's decision-making processes and, in turn, the Union's financial performance; this has allowed the Union to remain first and foremost a student-run, student-centred entity at the heart of campus life.



Management



Committee	Membership	Function
<i>Finance</i>	Trustees, Conveners, Former Student Members, General Manager.	Monthly, detailed review of management information; considers proposals for significant expenditure items; makes recommendations to Board on key financial decisions.
<i>House</i>	Executive, Conveners, Present Student Members, General Manager or Commercial Manager or Internal Services Manager	Twice-weekly consideration of operational issues; helps to ensure integrated approach between Board and staff to the running of the Union.
<i>Debates</i>	Convener of Debates, Union members as approved by the Board.	As required, including approval of debating club lines and parliamentary debate motions; appointment of clerks for parliamentary debates; arrangement of weekly speaker training and other, ad-hoc Union debates events; selection of teams for participation in inter-varsity, European and world debating competitions.
<i>Games</i>	Convener of Games, Union members as approved by the Board.	As required, including devising and arranging hosting/prizes for Union events falling under the Convener of Games' remit (e.g. weekly quizzes, snooker/pool competitions).
<i>Libraries</i>	Convener of Libraries, Union members as approved by the Board.	As required, including agreeing and producing/inviting content for the Union's regular magazine, the G-You; maintaining the two Union libraries and ensuring they have past papers and other collections
<i>Entertainments</i>	Convener of Entertainments, Union members as approved by the Board.	As required, including planning entertainment acts for major Union events such as Freshers' Week and Daft Friday; arranging running of regular events falling under the Convener of Entertainments' remit (e.g. Open Mic, comedy nights, club nights).

Review 2011-14



GUU finds itself at the end of a period of transition in 2015. This period charts the years 2011 to 2014, during which GUU has seen extensive structural change during the redevelopment of the extension building in order to build a new sports and social facility on Gibson Street.

GUU's lease of the extension building was terminated in January 2013, which saw GUU lose one of its greatest revenue streams. In order to mitigate the effects of this during the period of redevelopment, the University agreed to provide supervised deficit funding throughout the period of construction, funding the gap to bring GUU to a monthly break-even position. In addition to this, however, it was crucial that GUU changed its business approach in order to remain as successful as possible – financially and socially – during the interim period.

Without a night club, GUU has had to redefine its proposition to the student population. The old building has been marketed as a unique and alternative club night venue, and at the centre of this is the now multi-functional Debates Chamber which can serve as a debating chamber, disco, and a lecture theatre,

using new audio-visual equipment installed in 2013.

Instead of running a weekly club night, GUU offers one-off big events in the old building to celebrate national events or holidays (such as Halloween or St. Patrick's Day) drawing together the efforts of all committees to offer students a packed programme of events. There has been a renewed focus on sports events, with increased marketing of the Beer Bar as a sports viewing venue and by showing notable games and tournaments on larger screens in the Debates Chamber or Dining Room.

GUU has hosted two Freshers' Weeks (2013 and 2014) in the old building, with a markedly improved performance in 2014 as the Board became more knowledgeable, creative and confident in their development of the old building space, supported with increased funding for Entertainments. Daft Friday has continued to be the premier Christmas ball for students with ticket sales increasing year-on-year, despite stricter licensing regulations.

With the closure of the Extension, the Board recognised that there was an increased importance on GUU's

Review 2011-14



daytime services to increase footfall and revenue. This has been done by introducing a wider variety of food offered in the Beer Bar as well as a rebranding of the catering facility.

In 2012, the Porter's Box was relocated to its original position by the main entrance, allowing for the shop to be downsized and a new coffee shop facility to be introduced on the ground floor. Not only has this added to GUU's daytime service portfolio, but the space is now available in the evenings and helps meet the high demand for room hire from clubs, societies and private clients.

With greater focus on GUU's traditional services and increased work required to implement new ideas and offerings, as well as involvement in the extension redevelopment negotiations and construction, the General Manager's workload has both evolved and increased. In response to this, the Board created two new management positions in 2013 – Commercial Manager and Internal Services Manager – in order to alleviate the increasing pressure on the building's operations.

GUU faced further challenges in 2013 with regards

to its perception in light of allegations of discrimination at its annual intervarsity debating competition. In response to the widespread criticism GUU was under from both the student population and the public, the Board commissioned an independent panel to conduct an inquiry into GUU's alleged discriminatory culture.

A number of recommendations were made by the panel, all of which were adopted and implemented by the Board. These included writing an Equality & Diversity Policy, a Bullying & Harassment Policy, a Complaints Procedure, as well as updating the constitution and discipline memorandum. The Board has worked closely with welfare clubs and societies in order to ensure that GUU remains a welcoming place for all on campus.

Despite the circumstances under which GUU was operating, it is a testament to the hard work of the management that GUU won the Club Mirror Student Union of the Year in 2011, 2012 and 2013, a Best Bar None Gold Award in 2013 and the Ents Forum Award for Best Student Event of the Year in 2014 for the annual 'Daft Friday' ball.

Mission

Glasgow University Union was first established in 1885, with the mandate of providing social and study facilities for students at the University of Glasgow. In its 130th year, GUU continues to be a social centre for students on campus; in addition to this, GUU provides a range of services that enhance student experience and allows students to develop their personal skills outside of academic circles. The following three sections outline GUU's current activities and its aims to build on established foundations over the next three years.

Student Experience

This section outlines areas that encourage students to participate in all aspects of GUU and develop unique and useable skills that can be utilised during their time at University and after graduation.

Operational Excellence

This section concentrates on the services and properties of the building in ensuring they are of the highest possible standard.

Effective Communications

This section focuses on how we plan to effectively communicate with our members, life members and the wider student population as well as ensuring GUU is the most welcoming and safe environment on campus.

I have very happy memories of debating at Glasgow University Union. The standard of debate was always high, and stood me in good stead when I entered political life. Standing up in front of a sometimes hostile Union audience was good training for later party hustings and then the Scottish Parliament, and often as much of an education as university lectures!

The Union itself was the hub of university life, and like most students, I spent many enjoyable hours there. It played, and still plays, an intrinsic role in preparing young people for adult life.

**RT HON NICOLA STURGEON MSP
FIRST MINISTER OF SCOTLAND**



“Without the GUU, I would not
have been successful
at, or post, University.”

-Laura McGowan



Aims & Objectives



Student Experience

GUU promotes a range of services and activities which encourage participation from students across campus. It is important that these services continue to grow and develop so that members feel they have benefited from their time at GUU and the University of Glasgow.

AIM 1 - “We will help our members develop useable skills that benefit them during and after their time at university.”

GUU offers numerous opportunities to develop unique skills and gain valuable experience, ranging from involvement with any of GUU’s committees to attending events to participating as a Freshers’ Helper. Graduate attributes are extremely important to the University of Glasgow and the skills and experiences which GUU can provide can be utilised both on campus and after graduation.

Operational Objectives

- Develop and expand on the events and services provided by GUU’s committees to ensure they give relevant and unrivalled experience to those involved.
- Offer speaker training and public speaker workshops with the aim to achieve an institutional debates ranking of 1.00 (currently 0.66); achieving one break per competition.
- Actively support GUU’s student magazine with the aim to expand contributors by 50% and to heighten the magazine’s profile on campus, therefore increasing readership.
- Effectively promote events run by committees such as journalism workshops, literary talks and guest lectures with the aim to increase attendance and reach.
- Ensure that the Bridie and Elliot Libraries are kept free for study as much as practically possible to ensure GUU is seen as a viable choice for study at any time, day or night, during opening hours.

Aims & Objectives

AIM 2 - “We will provide every opportunity for students to become fully involved in, and contribute to, all aspects of the Union.”

Engaging with as many students as possible is extremely important to GUU’s success. Students should feel they have every opportunity to get involved in and contribute to the GUU and its services, facilities and events.

Operational Objectives

- Host a series of annual events catering for international, home and mature students to increase their engagement and involvement with GUU.
- Provide opportunities for members and students, such as focus groups, meetings and question and answer sessions, to directly engage with the Board of Management.
- Actively promote all the benefits of becoming involved with GUU, from attending events up to running for a position on the Board of Management.

AIM 3 - “We will have the best student club night in Glasgow.”

GUU will open a brand new facility in September 2015 including four new bars and a nightclub, fully equipped with state of the art lighting and sound equipment. The facility will be a top competitor for the student market, not just in the West End but the whole of Glasgow.

Operational Objectives

- Establish a strong brand that has a loyal student following with regular weekly attendees, with at least one club night achieving capacity every week.
- Experiment with new and innovative club nights with the intention of further diversifying the range of events on offer at GUU.
- Practise and actively promote safe socialising, ensuring our members and their guests are aware of all GUU’s policies and procedures.
- Maintain a high standard of bar service and operations to allow us to continue to compete for and achieve accreditations such as the Best Bar None award.



Aims & Objectives

AIM 4 - “We will actively support affiliated clubs and societies in achieving their own aims.”

GUU currently has a record number, 120, of affiliated clubs and societies that utilise the facilities and services on offer. However, we aim to achieve an even stronger relationship with clubs and societies by actively helping them with the running of their events, promoting their events and holding more Union events and activities in association with them.

Operational Objectives

- Work closely with clubs and societies in the run up to their events, be aware of what they hope to achieve and help them in as many ways as possible to do this.
- Establish a strong calendar of events in association with clubs and societies, working alongside clubs and societies to provide special one-off events such as quizzes, competitions, guest lectures and speakers, charity events and club nights.
- Revise the affiliations package on an annual basis and ensure it supports clubs and societies’ objectives whilst also maximising benefits offered, taking into account any feedback received and responding to this as effectively as possible.

The GUU is a union characterised by diversity, personality and interest. Being part of a community is important and the GUU provides this for all students, as well as contributing a great deal to the student experience at University of Glasgow with the diverse range of events and activities it holds for all students. It contributes to student personal development both intellectually through debating as well as socially, which can be seen in its successful Alumni, many of whom still engage in the Union.

My involvement in student politics was sparked by the GUU when I sat on the Board of Management as a Present Student Member. It was a year of hard work and many successes and gave me experience and courage to eventually run for the position of SRC President. I still involve myself in the GUU through the creation of the best event in the student calendar, Daft Friday.

The SRC and GUU have a great working relationship, along with the other student bodies on campus, and deliver events and campaigns together that students can meaningfully engage in. I am very excited to see how the GUU will develop in the future and look forward to being a part of their development as an Alumna.

BREFFNI O’CONNOR
SRC PRESIDENT 2014-15



Engaging with as many
students as possible is
extremely important to GUU's
success.



Aims & Objectives

Operational Excellence

Student experience at GUU is directly related to the hard work and success of staff and the unique nature of our building. It is therefore imperative that GUU's estate is fit for purpose and that staff have the right skills to ensure a top quality service.

AIM 5 - "We will have an empowered and engaged workforce in the right place with the right skills at the right time."

GUU's staff are an integral part of the high quality service we provide. It is imperative that they feel adequately equipped and trained to do their job to the utmost of their ability. Central to this is feeling valued by both the Board of Management and the members, as well as being confident in their rights as an employee. GUU is committed to ensuring this is the case and is committed to holding staff opinions and views as a priority.

Operational Objectives

- GUU should enrol in the Hospitality Assured scheme and aim to become accredited by the year 2018.
- Invest in staff training at all levels to ensure the best possible standards in everything from customer care to health and safety.
- Implement a Dignity at Work Policy and ensure all Executive and managerial staff are aware and fully committed to the policy.
- Ensure all staff are trained and capable of operating all necessary equipment within the building to ensure the smooth running of events for both functions and student events.



Aims & Objectives



AIM 6 - “We will be seen as a top choice for functions and corporate events in the West End.”

External functions are an important revenue stream for GUU, particularly during the summer months when the campus is quiet. Since 2011, we have increased room occupancy drastically and the focus for the next three years should be on ensuring we are hosting the highest quality of events whilst ensuring that student events are unaffected and not limited.

Operational Objectives

- Create and implement a marketing plan for external functions in order to attract the best functions possible, particularly focussed on the summer months.
- Become a number one choice for conference and banqueting facilities on campus.
- Invest in equipment and materials to broaden what is on offer to prospective clients ensuring their needs and requirements are always met.

Glasgow University Union literally changed the course of my life. I entered it for the first time in October 1953, as a somewhat bewildered 17 year old, fascinated by debates but petrified by the thought of speaking. A few years later, having been part of the winning Glasgow team which won the ‘Observer Mace’ for the third time in a row, I was ready to start a career in Television, which I later left to set up Radio Clyde.

It’s also the place where I forged friendships which have survived well over half a century; indeed I still organise gatherings of Glasgow graduates over sixty under the banner of ‘Jubilados’ (the encouragingly cheery Spanish word for pensioners!).

LORD JAMES STUART GORDON
CBE, Chair of Scottish Radio Holdings 1996-2005.
GUU PRESIDENT 1958-59

Aims & Objectives

AIM 7 - “We will have a building that is fit for purpose and use all its assets effectively.”

During the interim period that GUU has faced without an Extension building, the use of rooms in the old building has been very intensive resulting in significant wear and tear to fixtures and fittings. It should remain a priority of the Board of Management to maintain the building and invest in bringing the original GUU building up to the standard it deserves.

Operational Objectives

- Develop a capital maintenance plan to ensure all fixtures and fittings within GUU’s buildings are fit for purpose.
- Consider innovative uses of all rooms within both the old and new extension buildings to fully utilise the spaces both creatively and effectively.
- Encourage engagement with all stakeholders of the new Stevenson/GUU extension building with the aim of maximising benefits to all students on campus.

AIM 8 - “We will establish our catering option as a popular choice for students and staff on campus, increasing numbers who use the services by 50%.”

Since 2011, GUU has opened the Drawing Room Coffee Shop as a new venture as well as rebranding the Café as ‘The Kitchen’. With a new Café area also opening in the new Extension, it is imperative to build on these operations to create an image as the number one choice for catering on campus.

Operational Objectives

- Invest in resources to increase quality, variety and uptake of the products on offer in GUU’s catering facilities in order to vastly increase customer base.
- With the new Stevenson Extension building GUU should be seen as the number one place to eat for gym members before or after training and club sport, ensuring a wide range of healthy options on offer.
- Conduct regular catering surveys to engage with customers and respond to feedback as effectively and efficiently as possible.

Being President of the GUU was the first position I had ever held; for that to be of such a diverse, strong and well-oiled machine set me up for my career. Being on the GUU Board gave me my first insights into the running of any business, from chairing meetings and project management to organising and hosting the Worlds Debating tournament as well as managing staff and elected members, all of which strengthened my organisational and communication skills and my confidence. The development curve was steep yet fully supported by the Board positions which offer guidance and encouragement.

Being part of the GUU inspired me then, and still inspires me now. I have a strong belief that being a good manager of people requires an inclusive attitude, engaging with everyone, at every level and motivating by being involved. This was all learnt through my time at the GUU. Without the GUU I would not have been as successful at, or post, University.

LAURA J. MCGOWAN

Senior Manager Retail Business Banking Risk, Lloyds Banking Group.

GUU PRESIDENT 2000-01



“Glasgow University Union
literally changed the
course of my life.”

-Lord James Gordon

Aims & Objectives



Effective Communications

The University of Glasgow currently enrolls around 24,000 students, however average annual GUU membership ranges from 15-20% of this, meaning many do not benefit from GUU membership. GUU's student survey identified that many are in fact unaware of the services GUU has to offer, demonstrating a need for GUU to communicate and engage more effectively with the student body.

AIM 9 - "We will strengthen our marketing to effectively engage with every student on campus and all our life members."

GUU members and students of the University of Glasgow are at the heart of everything GUU strives to achieve. It is essential that GUU continues to seek new ways to communicate directly with the wider student population as well as with its active and passionate membership community, ensuring they are provided with every opportunity to regularly engage in a meaningful way at all levels. Better communication will increase attendance at events, overall usage of GUU services and eventually loyalty to GUU in the form of increased membership numbers.

Operational Objectives

- Increase awareness of GUU services and activities through daily, streamlined and highly visible social media interactions and investing in marketing provisions – as well as utilising all University of Glasgow communications tools.
- Establish a strong, instantly recognisable GUU brand that is consistent across all areas, and one that members feel they can strongly identify with.
- Encourage and facilitate constant engagement and feedback from all members and University of Glasgow students through accessible, multi-channel conversations and responding and adapting assertively to the needs of the students.
- Ensuring mutually-beneficial promotion of both members' events and GUU events through allowing GUU social media platforms to be used as mechanisms to support student-run activities and endeavours.
- Increase engagement with our life members and promote a calendar of events which will help them participate in GUU's success.

Aims & Objectives

AIM 10 - “We will work with our members, their guests and other key stakeholders to champion equality and diversity both within the Union and across the wider campus.”

GUU strives to create the most opening, welcoming and comforting atmosphere possible so students see GUU as a ‘home away from home’ that can help ease some of the pressures of academic University life. GUU has a robust set of policies and procedures which are accessible to all members and students through the website and on request from the Porter’s Box. All management staff and members of the Board of Management currently receive equality and diversity training provided by the University.

Operational Objectives

- Actively support the work and initiatives of those on campus, working closely with the other student bodies, to ensure the University of Glasgow continues to be progressive in the field of equality and diversity excellence.
- Actively promote the excellent equality and diversity values, including policies and procedures, GUU upholds as well as continuing to educate the membership, affiliates and patrons of the high standards that are expected of them within GUU.
- Ensuring GUU continues to transparently and comprehensively investigate any complaint or negative feedback and make sure proactive measures are taken so that GUU remains a warm, welcoming and safe environment.
- Seek to expand on the current equality and diversity training in place for staff and board members and continue to consult a range of cross-campus societies and student representatives to ensure GUU is at the forefront of positive change.

My professors probably thought with some justification that I spent too much time in the Union. But I have never regretted doing so. It was in the Union that I learned how to hold my own in argument and in its debates that I learned how to hold a fractious audience. With contemporaries like John Smith and Donald Dewar I cut my political teeth. But I made friendships which are still important to me today.

As I climbed the slippery pole of the Union Board I had to manage staff, to keep to budgets, and to take responsibility. I enjoyed the fraternity of the Union and its sense of community. I was and remain proud to be a life member of it.

**SIR MENZIES CAMPBELL
CH, CBE, QC, MP
GUU PRESIDENT 1964-65**





The Glasgow University Union (GUU) is a central hub for the student experience and provides students with various opportunities to develop themselves during their time at the university. As one of the founding bodies of the GUU, GUSA has an incredibly strong relationship with the union with both bodies working together to support each other. This will be particularly important in the coming year once the Stevenson Building Extension project is finished. Sharing a building will only bring these two student bodies closer together with the GUU being pivotal in shaping the student experience for future years.

On a personal note I have thoroughly enjoyed my time as a member of the GUU and believe whole-heartedly that it is essential to students for socialising and forming fond memories of their time in Glasgow. The Board of Management do a fantastic job and I am sure they will continue to shape the University for the better.

TOM GEBBIE
GUSA PRESIDENT 2014-2015

Acknowledgements

The Board of Management would like to thank the following for the production of the Strategic Plan 2015-2018:

Contributors

Professor Anton Muscatelli (Principal)
Mr Owen Martin (President)
Mr Rory Slater (Honorary Secretary)
Miss Holly Fergusson (Assistant Honorary Secretary)
Mr Gavin Muir (Vice President)
Mr Gavin Tulloch (President 2013-14)

Testimonials

Rt Hon. Nicola Sturgeon (First Minister of Scotland)
Miss Breffni O'Connor (SRC President 2014-15)
Lord James Gordon (President 1958-59)
Mrs Laura McGowan (President 2000-01)
Sir Menzies Campbell (President 1964-65)
Mr Tom Gebbie (GUSA President 2014-15)

Special Thanks

Mr Colin Woods (President 2010-11)
Mr Davinder Bedi (Vice President)

Photographs courtesy of Romain Ricchi, Clark James and Glasgow University Union.

Edited and Produced by Owen Martin.



“The Union itself was a hub
of university life,
and like most students,
I spent many enjoyable
hours there.”

-Nicola Sturgeon MSP







Est. 1885

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