

DUSA EXECUTIVE MANIFESTO 2022-23

The following document outlines the different actions and milestones the Executive has set within each operational goal and its overarching strategic goal.

Strategic Goal	Fostering Community – we strive to push the boundaries to build an ever more accepting community that promotes inclusion, celebrates culture, and challenges prejudice.		
Operational GOAL:	To nurture students’ physical, emotional, and social wellbeing.		
Actions	Milestones	Led by	Measures
Prioritise students’ wellbeing	<ul style="list-style-type: none"> – Develop wellbeing outreach activities – such as Wellbeing Wednesdays; Coffee mornings; wellbeing workshops – Host campaigns focused on self-acceptance, i.e., body positivity, sex and health relationships 	VPSW	<ul style="list-style-type: none"> – Engagement with social media – Attendance to workshops
Engage with community organisations to boost wellbeing	<ul style="list-style-type: none"> – Explore the implementation of the Unite Fair Hospitality Charter for DUSA staff. – Facilitate the active involvements and visibility of community organisations on campus – Consult with students on things they would like to know/ wish they knew before to inform initiatives run in cooperation with other student societies, charities, and organisations. 	VPC	<ul style="list-style-type: none"> – New or changed policies in DUSA – Number of students engaging with stalls at events – Number of students at educational events.
Strengthen ties with the University to develop student welfare positions	<ul style="list-style-type: none"> – Establish a Wellbeing Champion position within each society committee – Work with the Advice and Support Team and societies to provide training for welfare champions in societies committees – Open dialogue with Sports Union to introduce a Wellbeing champion in the clubs’ committees – Develop Wellbeing Champion positions in each school, who would work alongside the deans – Outline a stakeholder map – Set a feedback system to welfare champions to report on number of cases 	VPSW, President	<ul style="list-style-type: none"> – % of societies with a Wellbeing Champion – % of sports clubs with a Wellbeing Champion – % of schools with a Wellbeing Champion – Feedback of training available

	<ul style="list-style-type: none"> – Construct a report of successes and challenges to continue developing the roles 		
Nurture a parent-child friendly campus	<ul style="list-style-type: none"> – Focus groups to investigate what student-parents would like to see on campus – Plan family-friendly activities and clearly communicate them – Discuss the introduction of a Student-Parent Rep in the Student Representative Council – Collaborate with the library on the plans for a family friendly space 	VPC, VPR	<ul style="list-style-type: none"> – Number of family-friendly activities – Engagement with activities organised – attendance % – Report on plans achieved by the library – SRC Student-Parent Councillor position elected

Strategic Goal	Fostering Community - we strive to push the boundaries to build an ever more accepting community that promotes inclusion, celebrates culture, and challenges prejudice.		
Operational GOAL:	To reignite the relevance of the Raising and Giving (RAG) initiative		
Actions	Milestones	Led by	Measures
Reshape RAG to ensure its relevance	<ul style="list-style-type: none"> – Employ new messaging for RAG – ‘Give Back, Get More’ – RAG Brand relaunch at the start of the new academic year – Develop a new social media and communications strategy – Inform students of how their fundraising can be boosted through RAG – Open dialogue with the Book Society, FemSoc, and DUSA to explore the feasibility of setting up a Charity Bookshop – Work with the F&B team in DUSA to assess the possibility of enabling a Round Up option through Yo-yo – Introduce the use of YoYo rewards to incentivise volunteers 	VPF	<ul style="list-style-type: none"> – Rebranded website in September – Number of students that utilise RAG to engage in fundraising – Social media engagement – Successful engagement of Book Society and FemSoc – Round Up option introduced – YoYo rewards used by volunteers
Launch RAG Futures, which sets out to create a new, incentivised channel that connects students’ projects to grassroots causes in the community which need fundraising	<ul style="list-style-type: none"> – Start planning with DUSA’s staff members – Offer students the possibility of embarking on an accredited qualification in ‘Project Management for Charity Fundraising’ – Enable students to enhance their skills through the Continuing Professional Development Program (C.P.D.) – Launch RAG Futures 	VPF & VPA	<ul style="list-style-type: none"> – Number of students enrolled on the accredited qualification and the C.P.D. program

Deliver a modernised network where students can track RAG fundraising totals and connect with fellow volunteers	<ul style="list-style-type: none"> – Explore the viability of MSL with its Volunteering Module to deliver this – Stage 1 – to be able to log hours and have them visible through a student’s MyDundee account within semester 1 – Stage 2 – continue to develop and expand the functionality of the network 	VPF	<ul style="list-style-type: none"> – Accomplishment of stage 1 by December
Embed WRASAC (the elected charity for RAG) in the work that the exec and the organization do	<ul style="list-style-type: none"> – Redefine the relationship between DUSA and the nominated charity – Establish a working group to create avenues for WRASAC to work in collaboration with the DUSA Advice and Support Team – Promote conversation around consent and sexual abuse on campus 	VPF	<ul style="list-style-type: none"> – Number of events organised in collaboration with WRASAC – Students’ attendance at events

Strategic Goal			
Fostering Community - we strive to push the boundaries to build an ever more accepting community that promotes inclusion, celebrates culture, and challenges prejudice.			
Operational GOAL:			
To invest in cultural education and celebration			
Actions	Milestones	Led by	Measures
Create opportunities for cultural education	<ul style="list-style-type: none"> – Enhance campaigns and events supported by DUSA by giving ownership to societies and the wider student community to initiatives – Black History Month – LGBT+ History Month – Pride Month – Holi – Rebrand events to be open to the entire student community – for instance Chinese New Year to be celebrated as the Spring Festival – Form a student panel that the exec collaborates with when organising campaigns/events – Facilitate new campaigns and activities through the student voice hub 	VPC, President VPSA	<ul style="list-style-type: none"> – Number of campaigns/events organised – Number of societies and students involved in organizational aspect – Students’ attendance at events and engagement with campaigns
Celebrate minority cultures	<ul style="list-style-type: none"> – Consult with societies on how to best celebrate their culture – Act as a bridge between the students and DUSA resources – Create clear pathways to the events team within DUSA that students can get in touch with and be supported by 	VPC, President VPSA	<ul style="list-style-type: none"> – Feedback from societies in regard to cultural activities organised – Number of students attending to these events

	<ul style="list-style-type: none"> – Facilitate development of working groups (stakeholder engagement?) – Create an annual calendar of events and activities available to all students – Initiate consultations ahead of culture celebrations with societies 		<ul style="list-style-type: none"> – Number of societies that took ownership of organising these events with DUSA's support
Increase visibility of marginalised communities	<ul style="list-style-type: none"> – Start consultation with societies representative of marginalised communities and work towards understanding their mission and their challenges – Create and support a working group for representatives of marginalised communities – Initiate Exec's visibility in these communities by attending to their events – Promote a different society through Executive's social media every month – promoting understanding of their experience and perspective 	President, VP SA	<ul style="list-style-type: none"> – Number of working group meetings per semester – Number of key people involved – engagement with the working group – Social media engagement from the student body – Feedback following the promotions of the different marginalised communities

Strategic Goal	Fostering Community - we strive to push the boundaries to build an ever more accepting community that promotes inclusion, celebrates culture, and challenges prejudice.		
Operational GOAL:	To confront prevalent Equality, Diversity and Inclusion challenges within our community		
Actions	Milestones	Led by	Measures
Continue to act on the results of the Race Equality Charter	<ul style="list-style-type: none"> – Adopt consultation to gauge students' understanding of the charter – Form a student E, D & I steering group – Construct an accessible action plan for students to ensure awareness of actions taken – Report on achievements 	President	<ul style="list-style-type: none"> – Number of students participating in consultation – % growth of understanding during the consultation period – Number of students that sign up to the E, D & I steering group – Number of meetings initiated per semester – Engagement with the action plan and feedback on it

<p>Increase visibility of challenges faced by transgender and non-binary students</p>	<ul style="list-style-type: none"> - Enter consultation with students to analyse their understanding of gender-based issues - Hold workshops to educate students on transgender issues - Revisit DUSA's pronoun policy, ensuring greater understanding amongst staff - September and March election forms allow for the visibility of non-passing transgender students - Lobby for a pronoun policy at university level - Report on achievements 	<p>VPC</p>	<ul style="list-style-type: none"> - Number of students consulted - Numbers in attendance at workshops - Positive feedback from trans and NB students - Optional fields on election forms to indicate gender identity and pronouns
<p>Decolonise the curriculum beyond the mirror syndrome</p>	<ul style="list-style-type: none"> - Create a working group (exec and students) - Carry out surveys with students and university staff to identify areas for improvement within the curriculum - Construct a report based on the data collected - Present it to the SRC for support - Use the report to lobby to university for change - Clearly communicate achievements to the student body - Work with the Quality and academic standard team and the Director of academic policy 	<p>President</p>	<ul style="list-style-type: none"> - Number of school departments involved in the initiative - Motion passed at SRC showing support - University's response to lobbying - The level of accuracy, inclusive and interculturally responsive principles of our curriculum design
<p>Commit to educate on and challenge gender-based violence (GBV)</p>	<ul style="list-style-type: none"> - Advocate for the 16 days of Activism against GBV - Work alongside WRASAC to increase student involvement with GBV awareness - Make billboards and banners all over DUSA building and the university. With the messages being on Gender Based Violence, zero tolerance, Ask Angela, Don't be a prick, etc. And will have call numbers that people can call in cases of emergency. - Present 2 mins speeches in classrooms as the intros of starting lectures, inform the lecturers ahead of time; Deliver the speech handing out hand copy fliers, flowers, cards for private chat, cacti. - Launch a GBV Movie night, poem recitation, and talks from internal and external individuals 	<p>VPSW</p>	<ul style="list-style-type: none"> - Crusade audience and attendees' involvement and participation - Number of activities related to GBV organised - Number of classes we enter to educate on GBV - Feedback loop of activity on social media, e.g. Instagram likes and views or page views during the 16 Days of Activism against GBV - Number of surveys successfully completed - Number of GBV related concerns processed through the DUSA system

			<ul style="list-style-type: none"> - Number of attendees during each day of 16 of Activism against GBV - Attendance during related events such as the movie night
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Strategic Goal		Revitalise Representation – we are ambitiously striving to empower your voice like never before. We want to allow you to lead your student experience and be part of the change.		
Operational GOAL:		To reform the Student Representative Council (SRC)		
Actions	Milestones	Led by	Measures	
Reform SRC	<ul style="list-style-type: none"> - Establish Exec manifesto scrutiny committee - Develop SRC visibility and accessibility, via social media and other representative platforms - Create more parliamentary style SRC sessions (President question time, motion debates, audience participation) - Enhance SRC webpage activity - Increase general incentivisation via promotions, career, and networking benefit - Build a strong SRC presence to increase the accessibility and visibility of the student council - Utilise SVSOs to produce updates about the SRC for the student body 	VPR	<ul style="list-style-type: none"> - Overall candidate turnout increased (2/3 Candidate per position) - Awareness for SRC more prominent across student participation - Every SRC session has an audience of external students - Every SRC session has an engaging president question time - More productive subcommittee groups - More productive website engagement - Every councillor has a dedicated profile online - Scrutiny committee meet separate to SRC and formulate questions to exec in advance - Review bye-laws around SRC effectiveness - Attendance at SRC 	

			<ul style="list-style-type: none"> – Attendance at post-SRC socials – Number of followers of the SRC social media accounts – Engagement with social media posts – Number of motions submitted/passed
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Strategic Goal				Revitalise Representation – we are ambitiously striving to empower your voice like never before. We want to allow you to lead your student experience and be part of the change.			
Operational GOAL:				To empower your student voice			
Actions		Milestones		Led by	Measures		
Improve effectiveness of communication between the Executive and the students		<ul style="list-style-type: none"> – Develop an interactive student voice hub – Features (idea submission portal, petition submitter, discussion forum, action tracker) 		VPR	<ul style="list-style-type: none"> – Consult with students to understand their awareness level about DUSA – A more positive perception of DUSA within NSS surveys 		
Facilitate student-led campaigns		<ul style="list-style-type: none"> – Features (develop online campaign portal with support and guidance around running your own project or initiative, a project advice feature, ongoing campaign news on website) – Develop a campaign portal that allows students to seek support and resources around their initiatives 		VPR	<ul style="list-style-type: none"> – Number of campaigns organised by students first – Engagement with the student-led campaigns (social media engagement, footfall) 		
Protect students’ interests during academic disruption		<ul style="list-style-type: none"> – Consultations with key university officials and senior representatives – Taking a firm stand during institutional problems – DUSA are more representative and engaging during widespread student discontents 		VPR, President	<ul style="list-style-type: none"> – A more positive perception of DUSA within NSS surveys 		

Strategic Goal				Revitalise Representation – we are ambitiously striving to empower your voice like never before. We want to allow you to lead your student experience and be part of the change.			
Operational GOAL:				To revive our election engagement			

Actions	Milestones	Led by	Measures
Augment our voting and incentivisation strategy	<ul style="list-style-type: none"> – Develop a landing webpage for elections, accessible year-round with all key information about elections and roles – promoting the personal, professional, and social benefits of getting involved 	VPR	<ul style="list-style-type: none"> – Number of candidate turnout during elections – Better perception and awareness of the student representation systems
Widen and diversify our outreach during elections and campaigning	<ul style="list-style-type: none"> – Introduce hybrid voting system (both in-person and online polling system) – Visibility Policies – Increase the involvement of schools and societies during elections 	VPR	<ul style="list-style-type: none"> – Improved student engagement through voting numbers

Strategic Goal			
Championing Academia – we seek to create dynamic and innovative opportunities for you to network, explore careers, and gain skills for a life beyond university			
Operational GOAL: To lobby for an enriching academic experience			
Actions	Milestones	Led by	Measures
Reinforce the partnership between students and staff for a truly impactful learning experience	<ul style="list-style-type: none"> – Collaborate with all the stakeholders responsible for Learning and Teaching across the 8 academic schools. – Consult with student representatives across the university to identify common problems. – Work to develop a more innovative framework of student and staff liaison groups, particularly through establishing school (student) boards in partnership with academic societies. – Work with the DUSA representation team to ensure a larger pool of representatives from all levels and backgrounds. 	VPA	<ul style="list-style-type: none"> – NSS Survey – Student upvote on our social media platform – Positive feedback – Pulse survey – Academic excellence – Positive grades
Advocate for effective, creative, and flexible modes of feedback and assessment.	<ul style="list-style-type: none"> – Gather data from a wide range of student cohorts to identify the core problems around feedback and assessments, using surveys and focus groups. – Establish a student [assessment and feedback] working group comprising of school presidents and vice presidents to better inform the student voice at the most senior committees within university [QAS and L&T] – Encourage students to submit suggestions within the student voice hub [to be developed] – Moving from informational feedback to corrective feedback 	VPA	<ul style="list-style-type: none"> – Digital story telling through survey – Student satisfactions – NSS Survey – Pulse survey – Verbal feedback from students – Student academic success

Collaborate with the university to achieve a forward-looking, dynamic, and engaging curriculum	<ul style="list-style-type: none"> – Set up or join a university committee to review / contribute to curriculum development. Working closely with the VPR on this. – Hold focus groups across all academic schools to understand curriculum issues – Encourage curriculum focussed campaigns (such as decolonising the curriculum) 	VPA/VPR	<ul style="list-style-type: none"> – Curriculum outcome and relevance to the psychological needs and demand of the changed world.
Establish a VPA Townhall that allows all students to publicly question or raise academic concerns to the VPA.	<ul style="list-style-type: none"> – Engage with UoD comms and DUSA Comms and DUSA events team to promote the new townhall initiative. – Launch online or in-person sessions with the VPA during term-time – once per month. – Promote the townhall sessions through advisor of studies, school managers and student representatives. – Set up a permanent agenda section within the SRC to update councillors on townhall matters. 	VPA	<ul style="list-style-type: none"> – Social media upvote – Number of audience and participant – Quality of the forum discussions – Real time feedback

Strategic Goal		Championing Academia – we seek to create dynamic and innovative opportunities for you to network, explore careers, and gain skills for a life beyond university		
Operational GOAL:		To facilitate your academic and professional journey		
Actions	Milestones	Led by	Measures	
Reshape the Academic Skills and Experience Week	<ul style="list-style-type: none"> – Give ownership to societies to lead sessions – Work in close partnership with DUSA Media and UOD comms to promote the student engagement – Work in partnership with DUSA Advice team and Societies coordinator 	VPC, VPA	<ul style="list-style-type: none"> – Student engagement – Upvote – NSS Survey – Honest feedback from student 	
Build stronger partnerships with alumni and develop a mentorship program for academic societies	<ul style="list-style-type: none"> – Develop an effective Alumni partnership framework with UOD Alumni office to establish a community-based learning enterprise with contemporary student (a targeted approach to transferable skills). – Map out a clear road map to connect societies to academic patrons and coaches within the university – Develop a reward and recognition scheme for volunteering mentors under the mentoring scheme – Make the alumni association visible during graduations, to encourage participations 	President	<ul style="list-style-type: none"> – Alumni commitment, enrolment, and participation – Quality of enrolled student – Recommendations – Engagement with the scheme 	

Establish a Digital Café	<ul style="list-style-type: none"> – Engagement with UOD IT Business department to develop an ultra-digital learning environment In Microsoft 365 package, Numeracy skills and basic digital toolkits – Design a business case, executive summary, and pitch deck of the project prescription 	VPA	<ul style="list-style-type: none"> – Student engagement, upvote, recommendation and satisfactions
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Strategic Goal		Championing Academia – we seek to create dynamic and innovative opportunities for you to network, explore careers and gain skills for a life beyond university		
Operational GOAL:		To stimulate a culture of academic success and recognition		
Actions	Milestones	Led by	Measures	
Introduce a student centric Academic Awards Event	<ul style="list-style-type: none"> – Engage with DUSA event Team – Involvement of DUSA Advice team – Engage with School President and School Deans, Associate Deans 	Exec	<ul style="list-style-type: none"> – Quality of nominations – Number of nominations – Student satisfaction on feedback and recommendations 	
Work in Partnership with university stakeholders and schools to launch academically inspired competitions	<ul style="list-style-type: none"> – Review the current academic competition initiatives – Design potential competitions with academic societies and academic staff – Reward student creativity and sense of self expression – Launch DUSA’s first Universities Challenge Day, building on intra-universities connections 	Exec /VPSA	<ul style="list-style-type: none"> – Number of competitions reviewed or initiated – Number of universities attending the Universities Challenge Day – Students’ feedback on initiatives 	
Work with the VPSW to develop Academic Motivation Campaign	<ul style="list-style-type: none"> – Engage with DUSA advice team – Collaborate with student services and the academic skills centre to organise campaigns on motivation, mindfulness and exam anxiety. – Develop various student blogs around motivation, ensuring students do not feel left in the dark as the university transitions back to normal learning and teaching. – Develop the campaigns or projects in the spirit of executive “work hard play hard” messaging. 	VPSW	<ul style="list-style-type: none"> – More students feel academically motivated which can be analysed through pulse surveys and consultations. – Campaigns gain traction and attention, with strong promotion by school presidents, DUSA and the university. – Number of motivational events ran and attendance to these 	