

2023-2028

OUSA STRATEGIC PLAN



Who is OUSA?

OUSA (Otago University Students' Association) is a student association that represents and advocates for the interests of students at the University of Otago. OUSA was established in 1890, making it one of the oldest student associations in New Zealand. OUSA plays an important role in the student experience at the University of Otago, providing support, representation, and opportunities for students to get involved and make their University experience the best that it can be. OUSA and all its subsidiaries are registered charities.

Scope of Work

OUSA is run by an Executive Committee of elected student representatives. The executive committee oversees governance decisions made by the organisation and advocates for students on a range of issues and opportunities. OUSA provides an Annual General Meeting (AGM), Special General Meeting (SGM), Questionnaire, and Referendums each year for students to voice their opinions and make decisions on matters affecting the association and its members.

Stakeholders

OUSA ultimately makes decisions that benefit the student community. It is important to consider the needs and interests of stakeholders, and to engage with them in a meaningful way to ensure that their perspectives are taken into account and their concerns are addressed. There are a number of stakeholders of OUSA including, but not limited to:

- University of Otago Students & Alumni
- OUSA Staff
- OUSA Holdings & Subsidiaries
- The OUSA Executive
- Local residents and communities

Partners

OUSA works alongside a number of partners to ensure the best possible outcomes for students at the University of Otago. These include, but are not limited to:

- Te Rōpū Māori
- Mana whenua
- University of Otago Pacific Island Students Association
- The University of Otago
- Dunedin City Council
- Police
- Sophia Charter Partners
- Good One Partners

VISION

Every Student at the University of Otago has their ultimate student experience.

MISSION

OUSA delivers student-led advocacy, targeted student support, harm reduction, events, recreation, media and facilities to students.

VALUES

Advocacy- OUSA works to empower student voices which are at the core of everything we do. We ensure that students are partners at the table, that they are heard and that they are considered at all levels of decision making.

Accessibility- OUSA is easily accessible to all students, because we exist to provide services to students.

Inclusivity- Students come from all walks of life, different backgrounds, and are on different journeys. To enable every student to have their ultimate student experience, OUSA meets the diverse needs of all students.

Boldness- OUSA is at the forefront of change in the student community. We take risks, we dare, we champion new ways of doing, being, and providing for students.

Fun- OUSA offers fun additions to student life. Having fun is a key part of the student experience and university life, it remains at the core of who we are.

Te Tiriti Partners- OUSA ensures we are strong partners under Te Tiriti, and strives to become a Te Tiriti-led organisation.

GUIDING PRINCIPLES

These principals underpin all of our strategic objectives. They are essential to everything we do.



Climate Conscious

OUSA is deeply aware of the challenges climate change poses on students now and in the future. We embed sustainability in of everything we do.

Indicators:

- Embed sustainability at all levels of OUSA
- Events have a sustainability focus in their operations and outcomes
- Development of an OUSA sustainability strategic framework



Te Tiriti o Waitangi

OUSA supports Te Rōpu Māori and Māori taura by advocating for Māori representation at all levels, and for the delivery of appropriate services and events that benefit Māori students.

Indicators:

- Host an annual hui with Te Rōpū Māori to support shared workplans and aspirations
- Deliver on agreed-to actions with Te Rōpū Māori, that support meeting the needs of Māori students
- Support Te Rōpū Māori in advocating for Māori students' needs across the University of Otago including ensuring there is Māori voice in governance committees.
- Increase cultural capability of OUSA, both executive and staff, so we can be a good partner.



Commercial Responsibility

Since the implementation of Voluntary Student Membership (VSM) in 2012, OUSA has a degree of reliance on the University for its funding. OUSA diversifies its revenue streams to ensure financial security while empowering itself to increase service delivery across all areas to students.

Indicators:

- Sustainable commercial growth, to provide a return to the executive and student services of the association.
- SLA & relevant negotiations will reflect OUSAs expertise in delivering essential student services.
- Commercial assets owned by OUSA will contribute positively to the student community and OUSA will use the revenue generated for the benefit of students
- Organisational excellence in commercial activities

STRATEGIC OBJECTIVES



Student Voice & Advocacy

Students are always at the core of what OUSA does. OUSA will deliver on, and advocate for systemic and policy improvements to benefit students, at the University of Otago and beyond.

Indicators:

- Development of a proactive media strategy to push relevant student issues
- Strengthened student representation at governance levels at the University of Otago and beyond
- Notable adoption of OUSA strategic priorities in wider media coverage
- Feedback mechanisms that inform advocacy with demonstrated outcomes



Student Wellbeing

Student wellbeing is paramount to providing students with their ultimate experience at University. OUSA provides a range of services that support students during their time at University. These services benefit students and require student-led expertise.

Indicators:

- Support services are accessible and meet the needs of students
- Influencing decisions at Government level that support students health & wellbeing
- Influencing decisions at University level that impact students directly
- Health and safety obligations are met and effective reporting maintained



Student Experience

The Student Experience speaks to OUSA's involvement beyond the academic realm of University life. OUSA makes a positive social, environmental and educational impact on the student community.

Indicators:

- Events are relevant and meaningful to a diverse cross-section of the student community and meet a diverse range of student needs.
- Clubs and Events are fun, safe, approachable and accessible for students and have a positive impact on the local area
- OUSA student media provides an open door to a safe and experience rich environment for students to gain training and skills.
- OUSA facilitates a diverse range of clubs and societies that are empowered to achieve their best and have a positive impact on the student community.



Student Engagement

OUSA is proactive in its engagement and connects with a diverse cross section of students. Through a range of student driven initiatives, we maintain relevancy and connectivity with the student community.

Indicators:

- Increase turnout and involvement of student community in OUSA activities
- Increase interaction with social media posts
- Events & activities for primarily engagement purposes
- Updated website reflective of who we are as an association

