



# BE OUR NEXT PRESIDENT

## OVERVIEW

The role of the Presidents is to oversee and direct the day to day running of the Union ensuring students are represented at every level to the University, as well as locally and nationally.

## WHAT DOES A PRESIDENT DO?

- ✿ They are the main student representation for all students at UCA and ensure the student voice is heard at the highest levels within the University.
- ✿ They deliver on elected manifesto points and campaigns.
- ✿ They liaise directly with UCA's Senior Leadership Team, building and creating a strong channel of communication.
- ✿ They represent the student voice on crucial University committees and working groups by ensuring a high level of feedback is retained between students, the Union, and the University.
- ✿ They are a member of the University Board of Governors - represent students' interests at the highest possible decision making body in the University.
- ✿ They are a trustee of UCASU - ensuring the Union is making decisions that are in the best interest of students as well as being part of our strategic direction and financial viability.
- ✿ They are a member of Union Council - an all student committee made up of Presidents, Campus Officers, and Identity Community leaders. Union Council discusses both matters relevant to the student body and University as well as create and vote on policy that directly impacts the running of the Union.

## WHY SHOULD I RUN FOR PRESIDENT?

Being President gives you an incredible opportunity to lead a charity with three quarters of a million pound turnover, be responsible for elevating the voice of over 6000 students, and deliver on projects and campaigns that matter to you! You have the chance to gain key transferable skills such as negotiation, communication, analytical reasoning, critical thinking and much, much more. All of these will expand your skill set and are great for your CV, not to mention the experience you'll gain to back them up. On top of this you'll be paid an annual salary of £20,000, receive 25 days leave (excluding bank holidays, personal development days, and University closure), and be provided with training opportunities to succeed within the role.

## HOW DO I BECOME THE NEXT PRESIDENT?

If you would like further information about the role you can get in touch at [elections.su@uca.ac.uk](mailto:elections.su@uca.ac.uk) to arrange an informal chat. Or feel free to pop into any of the Union offices on the four campuses. We'd be happy to talk you through the elections process and any ideas you may have for your manifesto.

If you're sure you want to run, you can submit your nomination on the Elections page of the UCASU website [UCASU.COM/ELECTIONS](http://UCASU.COM/ELECTIONS). When you nominate yourself you will need to submit a manifesto on what you aim to achieve during the role. Training will be provided on writing a Manifesto as well as how to Campaign successfully throughout the nominations period so keep an eye out for more information.

You'll then be an official candidate in the Elections!



# STRATEGIC AIMS

- ✦ **Students owning their experience** – We will amplify the student voice at every opportunity to cultivate an inclusive and transformative learning experience.
- ✦ **Developing our members** – We will provide every member with opportunities that develop them as individuals and creatives, prepared and excited for their futures.
- ✦ **Community and wellbeing** – We will foster a sense of belonging within our members and an environment of empowerment, collaboration, and support.
- ✦ **Relevant and trusted** – We will be viewed as relevant and trustworthy by every member, playing an active and diverse role in their lives.
- ✦ **Change the world** – We will enable and inspire our members to make a positive impact on the creative industries and the world around them.

## OUR GUIDING PRINCIPLES

**Vision** - We will be recognised as the heart of the student experience at UCA, enabling our members to make a positive impact on the world around them.

Our vision is that student life and the students' union are synonymous; that we have something for every member and are utterly relevant. Students will in turn benefit from this and go on to make a difference in the world.

**Mission** - We will create extraordinary experiences and celebrate individuality, amplifying the student voice and fostering a sense of belonging.

**Create extraordinary experiences:** we will provide the conditions and opportunities that mean students form lifelong memories and relationships.

**Celebrate individuality:** difference will not simply be tolerated or merely acknowledged, it will be nurtured and encouraged.

**Amplifying the student voice:** not just listening to what students tell us but using it to inform decisions throughout the university and students' union.

**Fostering a sense of belonging:** creating the conditions that help UCA students feel they are part of a community of which they are a valued member.

## Values

These are what we live and breathe: everything we do should and will align to our values.

Shaped by students | Empathy | Sustainable | Radical | Vibrant

Living by our values we will make sure that we act in the best interests of students while considering how we impact others and our collective future. Students will direct what we do, striving for better and doing exciting things.

## How we're perceived - our values

**Bold** – we are brave and courageous; we stand up for students' rights; we are innovative and we challenge the status quo

**Inclusive** – we welcome all people and appreciate their uniqueness; we are champions of equality and diversity

**Supportive** – we look out for people; we want students to succeed in life so we offer transformative experiences for them to get involved in; we ensure our staff have a healthy work-life balance.



# STRATEGIC AIMS

## **ENABLERS**

We'll only be able to achieve our aims if we are an effective organisation and work with purpose. Here's what will help us succeed:

### **Good governance**

We are a complex organisation: led by students but also a registered charity and employer. Our governing documents need to be robust but able to adapt to keep us effective, legal and financially responsible. We will ensure we do things in a transparent way so students know how they can affect change.

### **People and culture**

UCASU benefits from the talented and driven people who work within it, whether as part of the career staff team or one of the many students we employ or provide volunteering opportunities to. We will attract and retain great people by offering a rewarding place of work with a supportive and collaborative culture.

### **Relationships**

We do achieve some of our greatest achievements when we work with others, so building and maintaining strong relationships will be vital to our continued success. Communication and keeping our promises will help us be a trusted partner wherever we work with others.

### **Financial resource**

To ensure the Union can continue to serve students into the future, it's vital that we live within our means and be financially responsible. We should also seek opportunities to improve and diversify our income in order to invest more in doing things for students.

### **Relevance**

It's in our name: we are a union of students, so all our members should feel the things we do are relevant to them. A thorough understanding of our members' lives, excellent student leadership and clear communication about our work and successes will ensure we are a Union relevant to UCA students.

### **Brand affinity**

Delivering amazing support, activities and opportunities to students is not enough. We must create a relationship with every member that promotes a positive emotional connection with us through common beliefs and priorities. UCASU should be a trusted friend to the UCA student community.