



## CAMPAIGN UPDATE REPORT

<b>Prepared for:</b>	Faculty Voice Committee (FVC) and Liberation, Equality, Diversity and Inclusion Committee (LEDIC)	<b>Date:</b>	25/10/2017
<b>Prepared by:</b>	Laura Douds	<b>Role:</b>	Vice President (Science and Technology)

**Summary:** *This paper provides an update on the implementation of the campaign(s) of the Executive Committee member*

### Clubs and Societies Count

**Aim:** Improve the quality and membership of clubs and societies on campus

**Objective(s):**

1. Increase the amount of fundraising done by societies to £10,000	IN PROGRESS
2. Increase the amount of external volunteering done by societies	IN PROGRESS
3. Increase the number of clubs and societies by 33%	IN PROGRESS
4. Increase the number of societies achieving our highest level of award	IN PROGRESS
5. Have nominations and wins at the National Society Awards	NOT STARTED
6. Increase membership to 1 in every 3 students	IN PROGRESS

### Updates:

1. Upon talking with staff members, I've decided to narrow my focus for the time being. The fundraising and volunteering aspects are taking priority. This will be reviewed after the December holiday period.
2. Despite this, I have spoken to many students about societies and how good they are, so have been actively advertising to attempt to increase membership numbers.
3. I have been promoting fundraising and volunteering to societies (mostly at Freshers Fair) outside of RAG soc in an attempt to get them involved with these things.

### Diversity Projects

**Aim:** To promote EDI on campus, and aid understanding of minority groups.

**Objective(s):**

1. Raise awareness of liberation group issues	NOT STARTED
2. Provide safe spaces for students	IN PROGRESS
3. Promote intersectionality	IN PROGRESS
4. Inform students of historical and present-day minority figures	IN PROGRESS

### Updates:

1. Am narrowing the scope to three groups. Am currently focused on LGBT+ History Month, International Women's Day and academic issues affecting international students. (Project plans to follow at next FVC/LEDIC)
2. Happening during LGBT+ History month and through LTC policy.

3. Intersectionality is the theme for my LGBT+ History Month.
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4. See LGBT+ History Month plan
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<b>Other relevant updates:</b>
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- Verbal update to follow
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FVC/LEDIC are asked to **DISCUSS**



<b>Project name</b>	<b>Clubs and Societies Count</b>
<b>Project manager</b>	<b>Laura Douds, VP (Science and Technology)</b>
<b>Project sponsor</b>	TBC
<b>Date agreed</b>	TBC
<b>Agreed by</b>	TBC

## Project brief

*The project brief is a summary of the purpose of a project and what it will achieve. It identifies key elements of the project and the steps that will be followed to reach the objectives. The brief initiates project activity and allows the work to move forward.*

The project will aim to increase the impact of clubs and societies upon students and the wider community.

It will:

- Increase the number of clubs and societies by 33% (40 clubs and societies)
- Increase membership to 1 in every 3 students
- Encourage societies to fundraise £10,000 for external charities, such that 40% of our charity fundraising is done by societies other than the dedicated Raising and Giving Society.
- Increase the number of societies achieving our highest level of award (what this award will be is yet to be decided as the bronze/silver/gold scheme is being re-done)
- Encourage societies to get involved with volunteering externally
- Ideally, have nominations and wins at the National Society Awards

## Project overview

*A brief description of the overall purpose and need for the work. Why does this project need to be done and why now?*

Clubs and society members are generally some of the most engaged members within our union. Being members of clubs and/or societies teaches transferable skills which are invaluable within the workplace, and as Goal Two of the strategic plan is about helping graduates be more employable, getting them involved with extra-curriculars is key in achieving this. In addition, Goal Five of our plan is about helping students feel as though they are part of a community at ARU, and clubs and societies are often very much a part of feeling like you belong at university. It makes sense, then, that we should focus on getting as many people into these 'mini-communities' as possible.

## Aims and objectives

<i>Broad statements of intent about what the project is trying to achieve.</i>	<i>List the tangible outcomes and benefits that will be achieved. They should be specific and measurable etc. We should be able to refer back to these at the end of the project to check whether the work has been successful.</i>	<i>How will you measure success?</i>
Increase in membership numbers	Clubs and societies have more active members	Compare membership nos. with previous years
	Clubs and socs have more money due to more members	As above
	Students are more proud of being part of ARU community	Big 10 survey results
	Students are more employable	Big 10 survey results
Increase number of societies	More choice for students	Compare no. of socs with previous years
	Committee members and students are more employable	Big 10
	Students get involved and are more proud of being part of the ARU community	Big 10
Societies fundraise more money	External charities get more money to work for the greater good	Ask for data on how much societies have raised and where they're donating it
	Students feel good about what they're doing	Feedback ?
More societies involved with external charities	External charities/services get additional help and are more productive	Ask volunteering service and the students for feedback
	Committee members and students are more employable	Big 10
	Students get involved and are more proud of being part of the ARU community	Big 10
	Clubs and societies are recognised on a national level	No. of nominations/wins

Nominations at National Societies Awards	C+S get more recognition within the university	No. of attendees+ memberships of C+S

## Scope

Several sentences outlining what is within the scope of the project and what is not. If necessary this section should clarify the boundary between this project and other work to ensure there is no overlap or duplication. This section should clarify what is specifically excluded from the activity.

Project includes:

- Encouraging societies to advertise more, hold more events and fundraise more

Does not include:

- Running events FOR societies (as they are meant to be student led)
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## Deliverables

List the outputs of the project.

- More awareness of C+S
- More C+S with a higher average membership
- More fundraising
- More students more happy to be part of ARU community
- More students saying the SU has helped their employability skills
- Increased student satisfaction (and possibly retention)

## Key stakeholders

This should list all parties (internal and external) with an interest in this piece of work.

Officer Team

Exec Committee

Activities Team

Committee Members

Clubs+Soc Members

Other Students

Academics.

## Project team: roles and responsibilities

<i>List all those who have a role to play in the project.</i>	<i>Include a summary of their responsibilities.</i>
Laura	Managing the project, visiting c+s forums to talk to committee members about aims etc
Comms team	Help with phrasing, promoting C+S, emails etc
Activities team	Additional support with encouraging C+S, help organize daytime events
Commercial Services Team	Help societies organize evening events

## Implications for the organisation

*Include here any impact this area of work may have on other parts of the organisation.*

- May help Activities team reach KPIs
- TBC

## Risks

<i>Outline any potential issues or barriers (internal and external).</i>	<i>Include a summary of how these might be mitigated.</i>
Finance – grant pots – if there are more societies and members, there is a greater demand on our limited resources and more committees will be unhappy with allocations	Encourage societies to seek external sponsorship and/or fundraise, make grant funding explicit in all training and C+S forums

## Costs

*As well as direct costs this should include an estimate of the staff resource required and the amount of time from each person/area.*

Costless – just taking up VP FSTs time to go to forums and speak to people etc.





<b>Project name</b>	<b>Diversity Projects (to be renamed)</b>
<b>Project manager</b>	<b>Laura Douds, VP (Science and Technology)</b>
<b>Project sponsor</b>	TBC
<b>Date agreed</b>	TBC
<b>Agreed by</b>	TBC

## Project brief

*The project brief is a summary of the purpose of a project and what it will achieve. It identifies key elements of the project and the steps that will be followed to reach the objectives. The brief initiates project activity and allows the work to move forward.*

### The LGBT+ projects will achieve the following:

- **Raise awareness and promote understanding of LGBT+ issues** with a particular focus on the marginalised communities within the LGBT+ movement, such as women who like women (or 'wlw'), asexual and aromantic people, trans people and bisexuals.
- **Inform students of LGBT+ figures throughout history**, and of the history of gaining the same rights as cisgender, heterosexual people.
- **Provide LGBT+ students with safe spaces** to be themselves
- **Provide non-LGBT+ students with safe places to ask questions** and broaden their understanding.
- **Promote intersectionality** within the LGBT+ community (ie including, and focusing on, LGBT+ people who fall into other liberation groups such as – but not limited to - people of minority ethnicities or who have a disability).
- **Make people aware of systemic barriers** to participation of LGBT+ students
- **Other issues which our LGBT+ and trans reps want to address.**

### **The disability projects will achieve the following:**

- **Raise awareness of disabilities and chronic health conditions**
- **Provide able students with spaces to ask questions** and become informed, to break stereotypes and aid inclusion
- **A disability audit** of spaces, clubs and societies protocol, and anything else deemed necessary, to ensure they're accessible
- **Spaces for disabled people to meet others** and talk about their experiences
- **Other issues/ideas that our disability reps want to address.**



### The women's projects will achieve the following:

- **Raise awareness of issues** that *typically* (but not exclusively) affect women, such as sexual assault, and health issues
- **Provide women-only events** (such as continuing the gym hours)
- **Make people aware of the systemic barriers** that face women in their day-to-day lives
- **Anything else the women's reps want to address**

### **The BME projects will achieve the following:**

- **Raise awareness of issues** that face minority ethnicities, such as racial stereotyping
- **Make people aware of the systemic barriers** that BME people face
- **Provide safe events for BME people** to celebrate their cultures and backgrounds eg Black History Month (in conjunction with Eliza)
- **Anything else the BME reps want to address**

### The International Student projects will achieve the following:

- **Raise awareness of issues** that face minority ethnicities
- **Make people aware of the difficulties international students face**
- **Provide safe events for students and encourage them to get involved with** activities that celebrate their cultures and backgrounds eg Global Week
- **Anything else the international reps want to address**

## **Project overview**

*A brief description of the overall purpose and need for the work. Why does this project need to be done and why now?*

Minority groups are, as stated, minorities. The majority groups do not always understand the needs and wants of these groups, and it's important that we address these needs. It's particularly important that we look at and address the places where these minority groups intersect as they often face very different issues than when someone is only in one of these groups.

Understanding and inclusion are at the heart of our SU and it's vital that we have events where our students can be proud of who they are. Raising awareness of these minority issues will be vital to reducing the negative stigma associated with some of them and creating a safer campus for everyone.

## Aims and objectives

<i>Broad statements of intent about what the project is trying to achieve.</i>	<i>List the tangible outcomes and benefits that will be achieved. They should be specific and measurable etc. We should be able to refer back to these at the end of the project to check whether the work has been successful.</i>	<i>How will you measure success?</i>
Increased equality for LGBT students	Increased attendance and membership of LGBT+ societies and events	Compare numbers attending in 16-17 to 17-18.
	Increased reporting of LGBT-phobic language and acts – leading to an eventual decrease as students realise this behaviour won't be tolerated.	Compare reported numbers in 16-17 to early 17-18 and then late 17-18
	Increased awareness of lesser-known LGBT terms eg aromatic, asexual, pansexual	Hits on website
Increased equality for disabled students	Clubs and societies and relevant spaces will be more disability-friendly than they are currently.	No. of clubs and societies attending equality training or who have active measures in place
	Increased attendance at disabled society etc	Compare membership numbers 16-17 to 17-18
	More students seeking help for their conditions	Compare no. of students granted extra time etc in 16-17 to 17-18
	Increased awareness of chronic conditions and living with a disability	Hits on website
Increased equality for women	Increased attendance at femsoc etc	As above re societies
	Reduce instances of sexual harassment etc on campus and increased reporting of sexual harassment etc on campus	

	Increased awareness of women's issues	Hits on website content
Increased equality for BME students	Increased attendance at representative societies eg African Society	Compare membership numbers 16-17 to 17-18
	Increased attendance at international society etc	Compare membership numbers 16-17 to 17-18
Increased equality for international students	Improved study help specifically aimed at international students and students who don't speak English as a first language	Compare number of academic offense hearings in 16-17 to 17-18

## Scope

Several sentences outlining what is within the scope of the project and what is not. If necessary this section should clarify the boundary between this project and other work to ensure there is no overlap or duplication. This section should clarify what is specifically excluded from the activity.

The project is:

- To facilitate and improve diversity and inclusion of minority groups on campus
- Encouraging intersectionality (ie looking at where minority groups intersect and how that affects experiences and perceptions)
- To work in *conjunction* with the campaign reps

The project is **not**:

- Going to provide any new channels of reporting hate crimes
- Excluding 'simple' minority students, ie students who are in one of these minority groups and not the others
- Going to take responsibility for the projects of the campaign reps – though we will work together on several issues.

## Deliverables

List the outputs of the project.

- Improved awareness of minority group issues
- Minority students feel safe and supported on campus
- Minority students are not disadvantaged as a result of their minority status

## Key stakeholders

This should list all parties (internal and external) with an interest in this piece of work.

- Campaign reps (LGBT+/Trans/BME/Womens)
- Officer team
- Anyone who falls into these minority groups
- Certain areas of Student Services

## Project team: roles and responsibilities

<i>List all those who have a role to play in the project.</i>	<i>Include a summary of their responsibilities.</i>
Laura	Coming up with and researching ideas, overall management of the project
Activities Team	Help organize daytime activities
Communications Team	Promotion of events and help creating website content
Commercial Services Team	Organise evening activities
Campaign reps	Ensure Laura is being representative (particularly surrounding minority groups she is not a part of), help plan events in conjunction with Laura
Eliza	Help plan Black History Month events

## Implications for the organisation

Include here any impact this area of work may have on other parts of the organisation.

TBC

## Risks

<i>Outline any potential issues or barriers (internal and external).</i>	<i>Include a summary of how these might be mitigated.</i>
People who are bigoted towards these minority groups making hurtful comments or threatening violence etc at events	Ensure staff are trained on how to deal with this situation, know how to contact security, let students know how to report hate crimes
Finance	If the events aren't successful there may be a financial detriment to the SU
Misinformation being spread	Research to ensure all info we give is up to date and accurate

## Costs

*As well as direct costs this should include an estimate of the staff resource required and the amount of time from each person/area.*

Will be stated project plans for individual projects.







<b>Project name</b>	<b>LGBT+ History Month</b>
<b>Project manager</b>	<b>Laura Douds</b>
<b>Project sponsor</b>	
<b>Date agreed</b>	TBC
<b>Agreed by</b>	TBC

## Project brief

*The project brief is a summary of the purpose of a project and what it will achieve. It identifies key elements of the project and the steps that will be followed to reach the objectives. The brief initiates project activity and allows the work to move forward.*

The purpose of the work is for us to play a part in the worldwide event of LGBT+ History Month. We are focusing on the subject of intersectionality within the community (by which I mean that we are focusing on the idea that social identities and systems of oppression intersect to create a whole that is different than the singular identities themselves – i.e the experiences of a white lesbian are more than just the issues of being ‘not straight’ or the issues of being a woman – they combine in such a way as to create new issues).

## Project overview

*A brief description of the overall purpose and need for the work. Why does this project need to be done and why now?*

The project is time sensitive as LGBT history month is in February and we cannot move this. It is important that we acknowledge LGBT students as they are an important part of our university and are more likely to have a difficult time at university, feeling less likely to fit in and more likely to drop out (<https://www.nus.org.uk/Global/lgbt-research.pdf>). If we can actively show that we care about including them, we can help them feel like they fit in and therefore less likely to drop out.

## Aims and objectives

<i>Broad statements of intent about what the project is trying to achieve.</i>	<i>List the tangible outcomes and benefits that will be achieved. They should be specific and measurable etc. We should be able to refer back to these at the end of the project to check whether the work has been successful.</i>	<i>How will you measure success?</i>
LGBT+ students feel like they have and are able to build a community	Movie nights held on both main campuses. To include a comedy movie night and a serious night followed by a discussion.	Attendance, active/engaged discussion, feedback forms



	Evening event in Academy	Attendance, sales on bar
	Society involvement with the month	Building society events into the calendar
All students will be educated on LGBT+ issues (particularly with respect to intersectionality)	Panel discussion regarding the 'lesser known letter'	Feedback, attendance etc
	Article on the website/blog post	Hits, comments and shares of article
Students educated on the history of the community.	Twitter campaign – with a different celebrity who is in the LGBT+ community for each day of the month.	Shares, comments, likes, consistency of updates
Outreach events	Collab with Eliza on her 'irreplaceable' bracelets – hand them out on Random Acts of Kindness Day in LGBT+ colours if possible	How many we hand out
	Potentially a Valentine's Day event – hand out 'valentinesgrams' with (ideally) heart-shaped lollipops and some poetry by an LGBT+ poet.	How many we hand out.

## Scope

Several sentences outlining what is within the scope of the project and what is not. If necessary this section should clarify the boundary between this project and other work to ensure there is no overlap or duplication. This section should clarify what is specifically excluded from the activity.

The project does not include:

- Writing policies for student council or for the university regarding LGBT+ students and their treatment

## Deliverables

*List the outputs of the project.*

- Students feel part of a community
- Students feel like they fit in
- Students are less likely to drop out
- Raised awareness of LGBT+ issues
- An evening event in the Academy
- A Valentine's event
- A Random Acts of Kindness Day event

## Key stakeholders

*This should list all parties (internal and external) with an interest in this piece of work.*

Officer Team

Communications team

Activities team

Commercial Services team

LGBT+ community

LGBT+ reps

Trans rep

Trans community

EDI Group

Student Retention Working Group

Psychology department – Daragh McDermott and Ashley Brookes both have an interest in LGBT issues and offered to help

## Project team: roles and responsibilities

<i>List all those who have a role to play in the project.</i>	<i>Include a summary of their responsibilities.</i>
Laura	Main organizing/choosing dates

	Finding guest speakers
Comms	Advertising, emails, etc
Activities	Help planning and organizing daytime events
Commercial services	Help organizing/planning evening events

## Implications for the organisation

*Include here any impact this area of work may have on other parts of the organisation.*

Boost our reputation as an inclusive organisation

Increase workload for certain teams (see above table)

## Risks

<i>Outline any potential issues or barriers (internal and external).</i>	<i>Include a summary of how these might be mitigated.</i>
Financial – evening events may make a loss	Heavy advertising to bring people in, ensure enough money to pay the bar staff regardless
Some people may be heavily opposed to the idea of LGBT+ people celebrating their history and launch protests/come and harass students trying to take part in events	Increase security on the day of the events, know how to contact them if necessary. Try to educate rather than argue if it comes to it.

## Costs

*As well as direct costs this should include an estimate of the staff resource required and the amount of time from each person/area.*

TBC – Itemised list to follow – seeking external funding for speakers etc



