Project Plan   **2019/2020**   **CAMPAIGN PROJECT PLAN**

Project Title	Start Date	End Date
ARUaccessible?	August	On-going

Lead Officer/Rep	Mary Copsey	Officer Support	
Staff Support	Hannah/Emma/Comms	Exec Support	

Aim	Evidence	Objectives	Measure Success
What is the purpose and broad activity of the campaign?	*How do you know the activity/campaign is needed?*	*What are the specific objectives of this campaign? What will it achieve?*	*How will you know if it's been a success?*
Signage on campus	Evidence based feedback (social platforms, student meet ups, student complaints and mentioned at the Group Chat)	The university will introduce inclusive and clear signage on campus. Students and staff will have the visual aids to support mobility needs around our campuses International students will feel a sense of belonging	- Email trail with written confirmation of agreement. - Students and staff will feel supported
Access on campus	Evidence based feedback (social platforms, student meet ups, student complaints and mentioned at the Group Chat)	Recommendations will be implemented from the ARUaccessible report. The campus will be accessible for everyone	- Students and staff will be able to access all of our campuses stressful - Students and staff will feel supported. .

References of evidence
Oxford SU Disabilities Campaign believes the future is equal, inclusive, and accessible - https://www.oxfordsu.org/campaigns/disabilities/   **Access Sussex-** https://www.sussexstudent.com/campaigns/access-sussex/ access.sussex@sussexstudent.com   **CUSU** - https://www.disabled.cusu.cam.ac.uk/accessibility-pledge/   Union visit – UEA has a pathway created to provide an accessible route on campus.

Deliverables	Key Stakeholders	Departments Involved in Delivery
What will the outputs of the project be (an event, a Facebook group) Create a ARUaccessible network ARU SU pledge ARU pledge ARUaccessible report ARUaccessible campus audit students view Union visits	*Who will play a big part in your campaign?*	*Are there any specific Students' Union departments/teams that you would like to be involved?* Activities team Rep team Volunteering Advice Any team that interacts with students on a regular basis. Question to staff? – Any student feedback on accessibility on campus/attending events/signage on campus. Comms to support design university signage and general campaign marketing.
	Students	
	Estates and facilities	
	Union	
	Disabled students rep, international rep and any other members of exec who are interested	

Consultation/Approval	Date	
Campaigns Coordinator		
Executive Committee		
Students		

Detailed Timeline & budget				
Dates activity	Activity	Action	Who's doing it	Cost
When?	*What?*	*List what needs to happen for your activity to take place*	*Who is responsible?*	*How much money will this cost?*
Week BG 28th October	Create design briefs	Mal to create designs	Comms and Mary	0
October-current	Meetings with estates and facilities about signage and access on campus	- Meet with the appropriate individual to discuss ARUaccessible - Create an action plan - Input into the campus master plans - Lobby university to hire a accessibility officer	Mary and Hannah	tbc

4th November	Launch App notification	Send a 'check out the ARUaccessible campaign notification on SU app	8th November	Bee
4th November	Launch photo tag campaign on Instagram	Mary to take photo	31st October	Mary take content Bee to publish
4th November	Shareable images	Mal to create design	4th November	Mal
Week BG 4th November	Social media push 1wk to encourage photos to be taken	Mary to take pictures and promote	15th November	Bee to publish
Week BG 4th November	ARUaccessible? Poster for boycott	Mal to create design	8th November	Mal
14th November	Article to be written – why this campaign is important and how to get involved.	Mary to write	11th November	Mary to write Bee to publish
18th	Submit the ARUSUpledge with deisgn brief	Create an ARUSUpledge for our events and generals activity		Mary, comms and activities

2nd December-3rd	Instagram take over	Boycott social media takeover		Mary to create content Bee to publish
2nd-5th December	Social media push	Student stoires to be posted across the week "this is not accessible" 5 second student videos		Mary to send content Bee to publish
December	Submit the ARUSUpledge with deisgn brief	Create an ARUSUpledge for our events and generals activity		Mary, comms and activities
December	Publish ARUSUpledge onto the website	Mary, comms and activities to provide content.		Bee to publish.
January - March	Create draft for ARUaccessible report	Mary write draft	March	Mary and Hannah/rose
2nd March	Proof read ARUaccessible? report	Team to proof read the report	13th March	Hannah/rose and Bethan and officers
19th March	Second round of proof-reading	Team to proofread	26th march	Hannah/rose and Bethan and officers

3rd April	report and design brief submitted to comms	Mary to send visuals (am email outlining report theme)	3rd April	Mary to send Mal to design
3rd April – 15th May (6weeks)	Design PDF	Mal to create report	15th May	Mal
18th May	Publish to website	Upload PDF to issue and webpage	19th May	Mal and Bee
19th-23rd May	Social media sharing	All staff with social media to retweet and repost from the main account. Mary to come up with messaging to go out.	12th May	Mary to create content Comms to share widely
18th May	Article launching the report	Mary to write article	12th May	Comms to publish