Imperial College Union
Board of Trustees / 24 July 2024

Union Annual Balanced Scorecard Results

Author(s): Tom Newman (Managing Director)
Purpose: To note the Union's Annual Balanced Scorecard 2023/24
Decision: To note

1. Overview

In July 2023, the Board approved the Union's strategy and the method for measuring performance. The Board should note the updated scorecard, which includes progress and measurements for the academic year 2023/24 or year one of the strategy.

Our scorecard takes a holistic approach to measuring our performance across all areas of our strategy. We use internal measures, College wide and national surveys such as NSS and the SES to collect our data on an annual basis. 2023/24 represents the first year of the strategy and will provide a benchmark for all measures. The annual scorecard will be reviewed by the Board at July meetings.

Not all measurements have been possible to collect for various reasons. When SUMS is fully implemented, we will be able to fully gather membership engagement data, including a better understanding of who and how much students engage with Union activities. A large focus in the 2024/25 team objectives will be service standards which will include implementation of service level agreements and mapping of key business processes. This will allow measurements in internal processes to be gathered and a more focussed approach to improving student satisfaction with Union services. It is now clear that student experience with the venue or student activities support are key drivers to overall satisfaction with the Union.

A stakeholder survey will be sent this summer to key stakeholders across the College so that we can gather feedback on how we can better work with our key partners across the institution.

The results of the core surveys will be presented to management committee and operational managers so that 2024/25 priorities can be appropriately informed by student feedback from our core surveys.

2. 2023/24 Measurements

Members and Customers	2023/24 Performance	Data Source
The Students' Union had a positive impact upon my university experience 80%.	**73%**	**Union End of Year Survey**
The Students' Union represent students' academic interests 75%	**71.8%**	**National Student Survey**
75% of population actively participate in Union events and student groups	**13,128 Student Group Members**	**eActivities**
80% customer satisfaction with Union services	**61% (average across all services)**	**Union End of Year Survey**
25% increase in engagement in Union events and student groups by students from under-represented groups	**Measurable when SUMS is implemented**	

Finance and Resources	2023/24 Performance	Data Source
Commercial revenue is £2.6m and contribution is £150k	**£2.71m and £150k**	**Management Accounts**
Deliver budget to meet reserve target	**Achieved in 2023/24**	**Management Accounts**
Transform Union spaces by 2026 at Beit and 2028 at White City	**White City on track, Beit not on track.**	
Internal Processes	2023/24 Performance	Data Source
100% of the H&S audit achieves 'basic' level	**Next audit planned 2025**	
75% compliance with service level agreements	**Not yet measured**	
90% of business processes are implemented	**Not yet measured**	
People and Partners	2023/24 Performance	Data Source
75% of permanent staff recommend the Union as a good place to work	**68%**	**Staff Satisfaction Survey**
90% College stakeholders agree the Union is credible and impactful	**Not yet measured**	
75% of student staff recommend the Union as a good place to work	**65%**	**Staff Satisfaction Survey**
85% of staff believe the organisation values diversity	**88%**	**Staff Satisfaction Survey**