







The 2026/30 Strategy*





de montfort SU

How we got here*

Trustee Board Away Day

The direction for DSU is set out by Trustees.



Research & Data

Research & review of national and local data insights.



All Team Staff Day

Staff reviewed the 2023/26 strategic goals.



Strategy Task Force

Small internal team developed the new strategy.



Collective Statements Underpinning the Plans



Presence & Reach

Student life is not bound to our building between 10am - 3.30pm, we need to be where students are, at the times they need us.

Visibility & Relevance

Visibility only works if students resonate with what they see. Representation must be authentic.

Structure & Student Reality

Our student body is not a single cohort moving in tandem from September to June. We need to offer genuine inclusion of students whose university journey doesn’t follow the typical annual rhythm.

DSU's Purpose



"We are a student-led* organisation that works for the interests and needs of our student members"





de montfort SU

Our strategic themes



Empowering

We give students the platform and skills to lead, be heard and make positive change.



Belonging

We provide accessible spaces and inclusive environmnets that encourage the growth of student communities.



Opportunity

We offer students exciting and diverse opportunities for their personal and professional development.



Experience

We work with students to provide them an enriched and memorable university experience.

Supporting the 4 key strategic themes is...



Visibility

We are a visible and welcoming SU that is well-known by our students and beyond.



Empowering



Belonging



Opportunity



Experience

Empowering

We give students the platform and skills to lead, be heard and make positive change.

By 2030 we will have...

- Updated our processes, (such as volunteering, out of hours and bookable spaces), to work in the interests of all student locations and demographics.
- A fully embedded student leadership framework with structured training, clear development pathways, and ongoing support for our student leaders.
- Clear, streamlined, user-friendly communication channels across the organisation which ensure students can engage in ways suitable for them.
- Actively engaged and empowered underrepresented groups; evidenced by growth in data, leadership roles, election participation, and activity engagement beyond dominant demographics.
- Met students where they are to gain actionable feedback, through consistent outreach outside of our own building.



Belonging

We provide accessible spaces and inclusive environmnets that encourage the growth of student communities.

By 2030 we will have...

- Created a student-friendly website which has the information students need.
- Simplified our processes end-to-end, reducing the number of steps and the amount of paperwork required for students to engage with us.
- Developed a clear student journey where students can identify what opportunities are available to them, how it operates from beginning to end, and what they will get out of it.
- A clear, organisation-wide communication strategy that removes duplication, is tailored to different audiences (including societies), and is jointly owned across all teams.
- Out-of-hours services that support students' needs.





Opportunity

We offer students exciting and diverse opportunities for their personal and professional development.

By 2030 we will have...

- Opened opportunities for students to lead activities, outside of our existing student leadership/membership roles.
- Built relationships with DMU colleagues, so they are aware of our offering and can clearly communicate this to students they engage with.
- Built a communications rhythm that meets students where they are throughout the academic year; understanding that relevance is time-sensitive and repetition is not noise, but necessity.
- Embedded employability-focused content into student leader training, and partnered with DMU Careers Services to help students identify and articulate the transferable skills gained through extracurricular activity.
- Shifted from a provider-model to an enabler-model; moving away from creating activities on behalf of students and instead building the conditions for students to identify, design and lead their own opportunities.





Experience

We work with students to provide them an enriched and memorable university experience.

By 2030 we will have...

- Shaped Student Council to be a safe and easy-to-access space to raise broader student concerns, and there is clear, trackable progress shared on these matters.
- Built a clear recognition structure around regular touchpoints throughout the academic year, to celebrate student leaders and volunteers' achievements throughout their engagement with us, rather than waiting for the end of the year.
- A regular monthly schedule of events centered around saving students money (such as swap shops, pantry community kitchen), and we have a robust operational plan to flex these in response to student interests.
- A collaborative student events calendar that works in unison with the academic calendar and is mapped out across all teams in the organisation.
- Collated a clear package of financial guidance and support that students can access, including but not limited to; hardship funds, bursaries, student discounts, budgeting tools.





Visibility

We are a visible and welcoming SU that is well-known by our students and beyond.

By 2030 we will have...

- Students are telling their friends the real story of who we are at DSU.
- Students and stakeholders can clearly see the history of the change made and the impact on the student community.
- Students and stakeholders can easily see the development pathways and extracurricular opportunities students engage with throughout the year.
- Students feel empowered by the knowledge that we are an independent organisation that works with DMU for student interest.
- Campaigns, projects and events are relevant, valuable and accessible beyond our Leicester campus.





Organisational Behaviours

Our organisational behaviours set out the culture we want to build together. These behaviours are not an ‘extra’ alongside our work; they are how we deliver our strategy, support one another, and create meaningful outcomes for students.

We hold collective pride in our work and our union.

We believe in each other and answer to each other.

We collaborate intentionally and establish clear expectations.

We review our work regularly to support student-centred change, which keeps us relevant.

People and processes complement each other to deliver our strategy and DSU purpose effectively.

We champion equity and celebrate diversity in everything we do.

What Next?

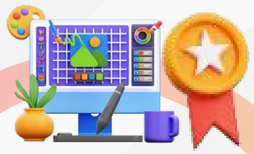
Departmental & Team Goal Setting

Goals planned across 3 years, annual goals set to start this journey.



Strategic Task Force Reviews

The group meets regularly, ensuring the strategy is embedded and launched as envisioned.





Communication to Stakeholders

Plans are shared with our key partners, enablers, and student members.

Questions?