

	KPI	How measured
Core Goal 1 Increase the number of students who know about and use our services	1	Satisfaction with the Students' Union for our members increases year on year – target of 80% across the board*
	2	The percentage of the student body aware of the range of services run by the SU increases year on year
	3	The percentage of the student body filling in our Big Survey increases year on year
Core Goal 2 Facilitate wider student involvement in decisions that affect our members	4	The percentage of the student body satisfied that we are representing them and providing them with a voice increases year on year
	5	The number of students voting in our Leadership Elections - target of 20% of membership
	6	The number of available positions in our governance structures are filled – target of at least 80%
	7	The number of ideas submitted to the SU increases year on year
Core Goal 3 Provide responsive, appropriate and accessible support and advice to students	8	The number of students accessing our advice and support service increases year on year
	9	The number of welfare campaigns delivered by Officers year on year that meet the SU's campaign objectives
Core Goal 4 Create and promote opportunities for students to develop transferable skills	10	The number of students who are members of an SU club or society increases year on year
	11	The number of clubs and societies increases year on year – target of 60 societies and 50 clubs
	12	Number of volunteering hours given by students increases year on year
	13	The percentage of students saying that being involved with the SU enhanced their employability increases year on year
	14	Worcester sits in the top 50 in the BUCS League
Core Goal 5 Help students to be safe and to enjoy University life	15	The number of students attending events in the Hangar, as a percentage of the overall student population, increases year on year
	16	The SU achieves at least Silver Best Bar None accreditation each year
	17	The profitability of SU commercial services and contracts increases year on year
	18	The percentage of students feeling that SU events had a positive impact on their student experience increases year on year