



STRATEGIC PLAN 2020 - 2021

The Student Experience Network Board and the Executive have continually moved to revitalise the purpose of the organisation, to reflect the needs of our members and the student services sector. Constant change is a hallmark of our sector. With this change comes opportunities for the Board to create new compelling futures for our organisation that ensures a sustainable support model for its membership.

A collaborative approach by the Board and the Executive means that this strategic framework is created, owned, and driven equally by all parties: a commitment to creating a shared vision of **“Supporting members to make student life better”** as a path to increased and continuing value to all stakeholders.

The strategic planning process responds to compelling reasons for change. These changes will be articulated with clarity, launched powerfully, and followed through with commitment. Each new strategic framework will be communicated consistently to our stakeholders: the TAG Members, our customers, partners and the industry – to drive complete engagement in our goals and ensure success in our vision

Our vision is to support members to make student life better, by providing our members with the capacity to

- **deliver on their own goals**
- **be part of a community of student service professionals**
- **be recognised as valued partners in the higher education sector**

Supporting members to make student life better.

We will achieve this strategic vision by providing programs and services aimed at:

1 - Building a strong community of student service professionals.

SEN will provide leadership for our members through opportunity and innovation in development, supported with a national network of professionals and resources. By providing members with opportunities for engagement in our national networks, as well as engagement opportunities on campus, the community will grow annually.

2 - Encouraging best practice and information sharing amongst the sector.

Utilising robust organizational operations, SEN will continue to be a well governed and transparent organisation for its members. SEN will lead by example in providing and sharing information to support on campus delivery whilst increasing member value with resources to make everyday work on campus well informed and more successful.

3 - Contributing to our members' financial sustainability.

Through its historical relationships and commercial acumen, SEN will continue to develop commercial revenues that either drive financial benefit to increase member value directly, or leverage the network to secure contracts and endorsements that create engagement for the members on campus.

4 - Engaging students through national platforms.

Through the development and innovation of existing national competitions and training modules, SEN will drive engagement opportunity for our members. SEN continues to develop new opportunities for competitions and club support modules that will add to the member value and support of students across Australia and New Zealand.

SEN remains the lead body for student services professionals in ANZ