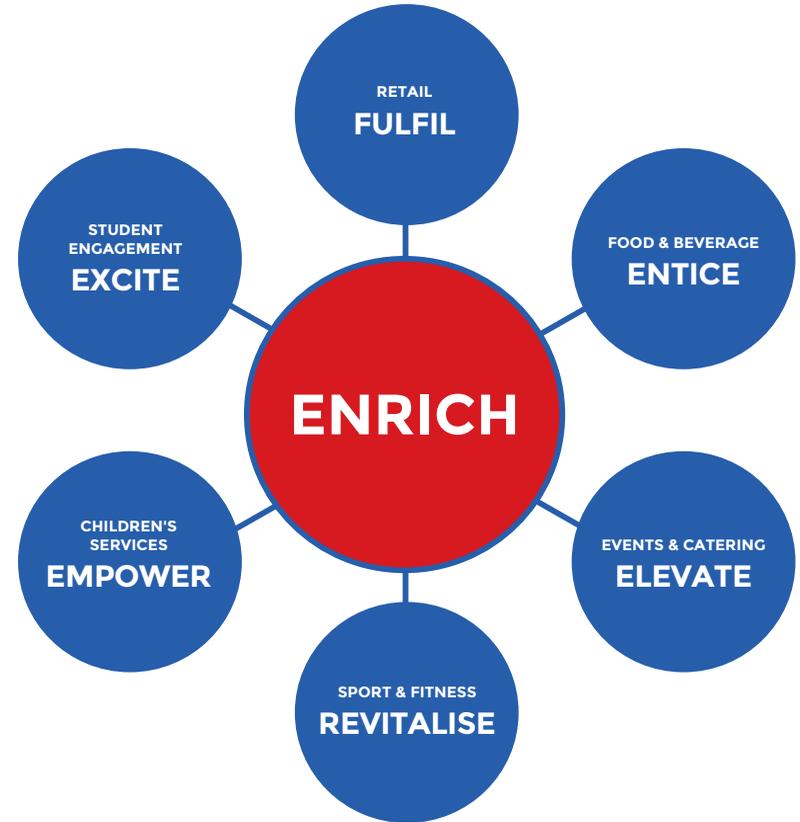


UOW PULSE STRATEGIC PLAN 2018-2021



UOW
PULSE

OUR PURPOSE



ENRICHING THE CAMPUS EXPERIENCE

OUR PURPOSE

UOW Pulse exists to be UOW's agile campus services arm geared to improve the quality of campus life. Our focus has evolved to providing an encompassing 'campus life' with the purpose to ENRICH our students' time on campus which is at the heart of all that we do.

OUR VALUES

- Support
- Community
- Agility
- Quality
- Play

OUR MISSION

To complement the academic activities of the University through our products and services.

OUR VISION

UOW Pulse creates the ultimate dynamic and engaging campus community environment to enrich the University community experience.

OUR STRATEGIC PRIORITIES

The 2018-2021 Strategic Plan sets out our core priorities, goals and objectives.

We aim to support the university in achieving its goal to be in the top 1% of universities in the world by providing a vibrant campus experience and quality services and facilities for students, faculties, staff and community.

Adopting trends, solving problems and providing quality services underpins how we operate. We will embrace challenges and collaborate with our university and community partners to realise our goals.



1 GOAL: STUDENT EXPERIENCE AND ENGAGEMENT

UOW RECOGNISES PULSE AS A VALUED PARTNER, AND LEADER WITHIN THE SECTOR, PROVIDING THE ULTIMATE STUDENT EXPERIENCE

- 1.1 Deliver the ultimate student experience through growing the range of opportunities we offer ensuring they are relevant and create an exciting and vibrant campus life.
- 1.2 Evolve and expand UniLife programs empowering students to improve leadership, social and personal skills.
- 1.3 Increase active engagement and involvement, providing experiences appealing to a broad range of students across cohorts and diverse communities.
- 1.4 Build and grow a relevant UniLife membership to ensure we understand the requirements and provide the offerings to satisfy needs.
- 1.5 Deliver appropriate development and training to better equip UOW Pulse teams and student leaders to meet the needs of our communities.
- 1.6 Consult and ensure all new and refurbished spaces are designed to enrich the campus community today and in the future.

UOW GOAL 2

2 GOAL: COMMUNITY

PULSE WILL INCREASE THE SENSE OF BELONGING AND PRIDE FOR THE UOW CAMPUS COMMUNITY, WHILST ENGAGING WITH THE WIDER COMMUNITY

- 2.1 Analyse and strengthen commercial and community partnerships that deliver new opportunities recognising our relationship with UOW.
- 2.2 Consider both current and future UniLife Members in strategic decisions, offering inclusive experiences that foster a lifelong connection.
- 2.3 Create a brand strategy to more effectively communicate UOW Pulse structures and services with both the campus and external community.
- 2.4 Consider and plan for a growing community attendance on campus through sports, conferences and events.
- 2.5 Ensure UOW Pulse's work earns, retains and grows the respect of our members, the campus and wider community, delivering best practice nationally and internationally.
- 2.6 Instill a culture of organisational wide commitment in strengthening and evolving our relationship with UOW.

UOW GOAL 4



3 GOAL: SUSTAINABILITY

PULSE WILL BE FINANCIALLY RESPONSIBLE TO ENSURE ONGOING VIABILITY

- 3.1 Diversify and grow UOW Pulse's financial revenues to build a sustainable and independent organisation.
- 3.2 Realise greater accountability in all levels of the organisation ensuring a framework with robust finance, audit and risk protocols.
- 3.3 Pursue new and grow commercial opportunities on all on-shore campuses and externally.
- 3.4 Grow the capacities of UOW Pulse through professional development opportunities to upskill the existing team.
- 3.5 Investigate and implement new trends to improve our sustainability and look to manage our impact on the environment.
- 3.6 Research, contribute and stay abreast of worlds-best-practice in student organisations and industry trends.

UOW GOAL 5

4 GOAL: STICKY CAMPUS

PULSE WILL REMAIN CONNECTED AND RELEVANT THROUGH ITS UNDERSTANDING AND DELIVERY TO THE CAMPUS COMMUNITY'S NEEDS

- 4.1 Through use of management modelling, determine and position businesses for growth, divestment or future new investment.
- 4.2 Monitor external trends and tap into supplier knowledge and expertise to capitalise and expand services, products and programs.
- 4.3 Expand UOW Pulse's share of internal markets (onshore) including campus food and beverage, retail, sports, catering, events and childcare.
- 4.4 Consult with student groups and facilitate ongoing market research to ensure products and services remain current and relevant to the needs of the UOW campus community.
- 4.5 Consider the environmental, sustainability and ethical implications of our commercial operations.
- 4.6 Operate with a continued commitment to focus on quality in all that we do.
- 4.7 Improve our digital presence, technologies and metrics to increase engagement and brand value using innovative digital approaches.

UOW GOAL 2

5 GOAL: MULTI-CAMPUS STRATEGY

PULSE WILL WORK COLLABORATIVELY WITH UOW STAKEHOLDERS TO MAXIMISE OPPORTUNITIES ACROSS ALL UOW CAMPUSES

- 5.1 Build a flexible multi campus strategy that identifies and includes replicating our businesses core strengths progressively across all campuses.
- 5.2 Pursue new student opportunities, space or resources to continually expand our presence, relevance and financial capacity.
- 5.3 Actively pursue a membership model that ensures our programs, events and services are available to the widest possible audience.
- 5.4 Deliver a variety of communication channels through integrated technology to ensure that we are accessible to a range of communities.
- 5.5 Further develop online e-commerce for the retail offer expanding nationally and internationally.

UOW GOAL 5 & 2

UOW PULSE LTD

OFFICE

Level 1, Building 11
University of Wollongong
2 Northfields Avenue
Keiraville NSW 2500

MAILING ADDRESS

UOW Pulse Ltd
PO BOX U100
Wollongong NSW 2500
Australia

P (02) 4221 8000

E uow-pulse@uow.edu.au

uowpulse.uow.edu.au/aboutus



**UOW
PULSE**