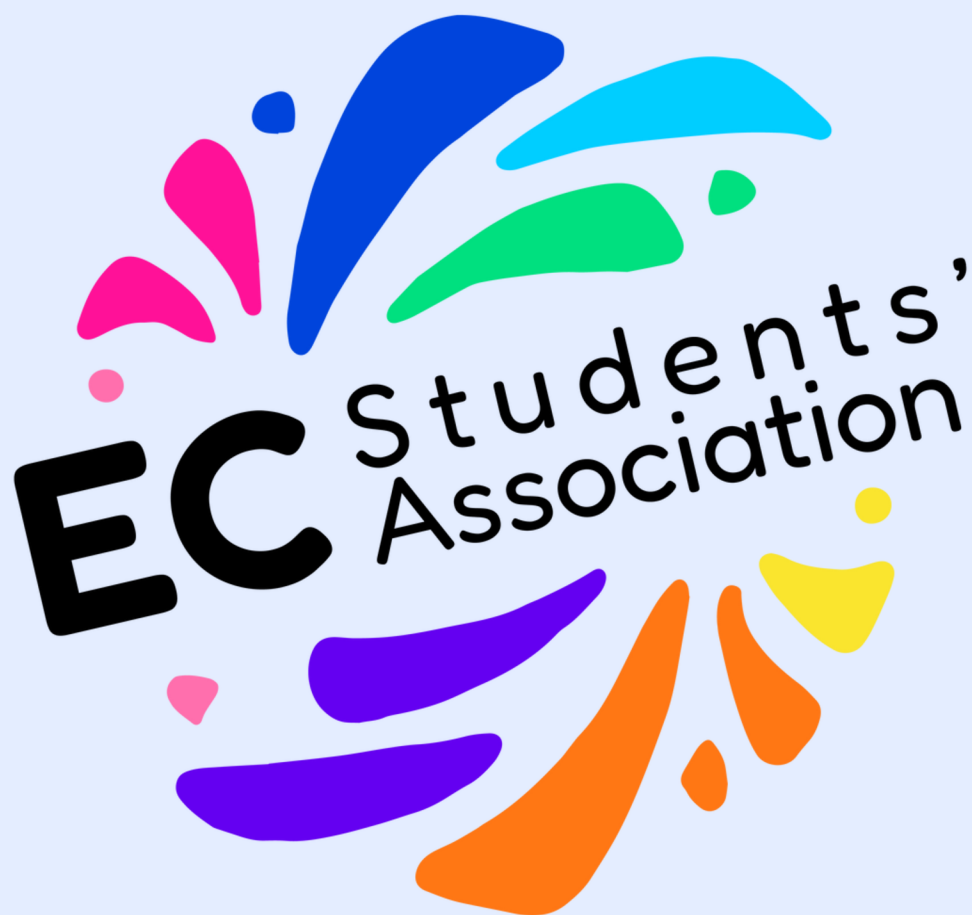


Buzzin'

for
the

future



**Our Strategic Plan
2025-2028**



Edinburgh College Students' Association is a
Charity Registered in Scotland (SC028544)
at Edinburgh College Granton Campus, 350
West Granton Road, Edinburgh, EH5 1QE

what's the plan?



Introduction

At Edinburgh College Students' Association (ECSA), everything we do is about supporting, representing, and empowering students.

We are here to make sure every student has the best possible experience, and our new strategic plan, Buzzin' for the Future, sets out how we'll achieve that over the next three years.

At the heart of this plan are five key areas of activity that will drive everything we do:

Represent | Connect | Support | Include | Help the Planet

This strategy is built by students, for students. It reflects our commitment to making real, lasting change across Edinburgh College, ensuring ECSA continues to grow, evolve, and make a meaningful impact.

Through this plan, we'll expand our reach, strengthen our support, and create a more sustainable future – putting students at the heart of everything we do.

We are so excited to share Buzzin' for the Future with you, and we can't wait to work together to make Edinburgh College the best it can be for every student.

Adam, Charlie, & Sukinder

Your elected Full-Time Officers 2024-25



what's the plan?



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Who

we

are



Powered by students

The Association is made up of the thousands of students from Edinburgh College, across every campus, every course and at every level within the institution.

The constant cycle of new members is what powers us as an organisation and students engaging in their experience is what keeps it going.

Our mission is to harness that power and use it to improve the lives of students.





Driven by values

Our values underpin everything we do and why we do it:

Committed to Students: We never let anything distract us from the fact that students always come first for us. Independent from the College, we are led by students, for students, making sure you have a fun, successful, and positive student experience.

Supportive: We strive to be welcoming to all students and always there when you need support. Our friendly staff and helpful nature is what makes us approachable and open to all.

Ambitious: Students come to College with one eye on building a better future and we are determined to help them do just that. Our approach to maximising your opportunities requires us to be dynamic and innovative, constantly striving to do more for each and every student.

Trusted: We work hard every day to ensure that we are effective in pursuit of our objectives, running a professional organisation and gaining respect of key stakeholders across the College and beyond.

Respectful: Our membership is wonderfully diverse. We will always celebrate that diversity and challenge inequality on campus, or beyond, because everyone deserves to be treated with respect.



Who
we
are



Committed to better

Our Association Vision is to create a positive, supportive community which enables every student to achieve their potential



what

we

do



Represent

We work to make sure that the student voice is consulted and listened to, ensuring that they have the best possible learning experience at college.



Connect

We help students to make the most of their time at Edinburgh College, supporting their personal & social development through activities & volunteering.



Support

We provide students with professional, confidential, and effective advice & support, ensuring they stay on course. Equipping them to help themselves & their peers.



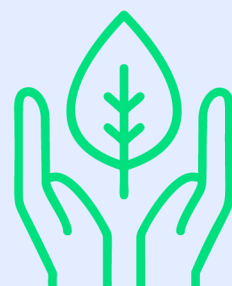
Include

We value & celebrate diversity and will work to ensure Edinburgh College is a welcome & safe place for all. We will always challenge inequality at College and in society.



Help the Planet

We will educate & support students to tackle the climate crisis – saving money and improving their health by making small, sustainable changes in their lives.



how

we

do it



Represent



Represent

how
we
do it

Strong and Effective

- Supporting our Full Time Officers and volunteer Reps to develop the skills they need to be effective representatives and leaders
- Improving our Class Rep system to ensure every substantive class has an identifiable representative
- Developing more representative roles to better reflect the membership – e.g. apprentices, part-time students, students with English as a second or other language, care experienced students, etc.

Feedback to Impact

- Develop new and improved systems and processes to gather feedback promptly at a class, subject area, campus or whole College level in order to ensure maximum impact
- Develop new systems for representatives to use to communicate with their peers and gather feedback on key priority issues throughout the year to show the impact of feedback, developing conversations, rather than merely data gathering
- Link key priority issues with College quality priorities in order to support improvements throughout the College student experience, further developing a partnership approach to improvement

Technology and AI

- Make use of all technologies available to us to improve the organisation and the wider student experience
- Develop new digital systems to improve the effectiveness of our services and help support a better student experience
- Ensure we have the knowledge of what technologies are available and they are deployed to support students' learning experience

how

we

do it



Connect



Connect

how
we
do it

Culture of Involvement

- Develop processes for students to lead the organisation and delivery of their own activities and events
- Provide opportunities for students to support the delivery of campaigns and awareness-raising activities
- Create reward or recognition schemes for students who participate or lead activities as part of personal development

Volunteering

- Embed volunteering opportunities in the running of our services
- Create a volunteering recognition scheme to showcase and reward the time and commitment of our volunteers
- Work with partners to develop shared volunteering opportunities on campus, and in the community

Building Community

- Creating physical and digital spaces where students are encouraged to take ownership of them and support fellow students to get involved
- Support the development of communities on campuses, by providing bespoke services or activities for each campus
- Ensure our brand is recognisable across the College and synonymous with safe and student-owned spaces

how
we
do it



Support



Support

how
we
do it

Tackling Poverty

- Continue to address food poverty on campuses through our community fridge programme and the development of new schemes to address the issue
- Work with partners to ensure students are accessing any financial support they are entitled to, either through student funding processes or Social Security Scotland
- Support the development of paid opportunities for students across the College to provide income, experience, and support to as many students as possible

Peer-to-peer

- Engage with curriculum areas to develop opportunities for returning students to support new students within the same academic departments
- Working with partners to develop programmes to support care experienced students through networks and peer-to-peer support
- Develop partnerships with external organisations to give EC students opportunities to develop skills and knowledge to best support fellow students

Upskilling our team

- Develop an annually-reviewed skills matrix for our staff team to identify what skills the organisation needs in order to deliver for students
- Support staff through a continued professional development process to plan and engage in learning to best support the needs of the organisation
- Work with partner organisations to ensure opportunities to make the most of knowledge sharing and gaining accreditations

how

we

do it



Include



Include

how

we

do it

Removing Barriers

- Working with relevant partners to make our spaces, activities, and events more physically accessible to all students – considering frameworks or accreditations
- Improve communications networks to ensure the right information is getting to those less engaged students
- Engage with particular demographics of student and learner groups to understand, develop, and implement new opportunities which better fit their needs

Partnerships

- Engage with partners representing specific demographics or needs to help improve our understanding of the particular challenges they face
- Work with partners to get them onto campuses to engage directly with our members
- Develop a network of partner organisations to help signpost our students with specific needs or experiences and create safe spaces on campus and in the community

Include all Campuses

- Develop campus-specific student-led groups to create new programmes of events and activities for each campus
- Annually report on the opportunities provided and the engagement on each campus to better understand our impact
- Work with local partners geographically relevant to each campus to help build support and opportunities relevant to them

how

we

do it



Help the Planet



Help the Planet

how
we
do it

Climate Education

- Develop materials for students to find out more and improve their understanding of the climate crisis
- Create events and activities throughout the academic year to highlight issues related to the climate crisis that are relevant to the lives of Edinburgh College students
- Develop branding and support materials to visually show the link between our activities and the United Nations Sustainable Development Goals (UNSDGs)

Lead by Example

- Review our activities and create an action plan to improve our organisational sustainability, reporting annually on our progress
- Introduce climate-friendly and/or sustainable products as part of wider events and activities that highlight alternatives to contribute towards carbon reduction
- Track and report annually on steps taken to improve our organisational sustainability from 2025 baselines to 2028 progress

Waste Reduction

- Work towards reducing single-use plastics in everything that we do, supporting the wider College in creating a plastic-conscious campus
- Engage with the College Biodiversity action plan to support students to participate in schemes such as Hedgehog Friendly Campuses
- Develop the opportunities for students to engage with food redistribution projects, supporting volunteering, delivery, and expansion in new ways

support

for
the

plan

Foundations

We will support the plan by making sure we have the right foundations to build on everything that we do. We will concentrate this on three specific areas:

1 Communications

- Developing new channels
- Focus on developing opportunities for conversations with students
- Ensuring better awareness of our brand, values, and activities

2 Partnerships

- Formalising a partnership agreement with the College to clarify our needs and expectations
- Working more closely with providers to help support the specialist areas we need to deliver
- Developing joint projects with key partners, increasing capacity to deliver and source potential new funding to support projects

3 Income Generation

- Develop increased income generation around our large annual events (e.g. Freshers' Week and Elections)
- Create partnerships to apply for external grant funding for joint, student-facing projects
- Work with College colleagues to generate on-campus sales

Director's Notes

It is an absolute privilege to share our new strategic plan with our members (Edinburgh College students), as well as our colleagues and partners, on and off campus.

I want to take this chance to extend a massive thank you to our incredible Board of Trustees, whose dedication and expertise have helped shape this strategy over several months.

Of course, we couldn't do any of this without our amazing students who continue to power our progress every year. Your voices, your ideas, and your values have been at the heart of driving this process. You've told us what matters, and together, we've built a plan that puts students first.



The plan will guide the Association over the next three years, but it really is more than just a document – it's a vision, a commitment, and a promise to every student who walks through our doors that we are committed to better.

To Represent, Connect, Support, Include, and Help the Planet is what we intend to do, and, over the coming years, we'll work tirelessly to strengthen these areas, making sure ECSA is always evolving, always listening, and always delivering for students.

I am incredibly excited to work together with our students, staff, and partners to make this vision a reality – creating a better, more enriching experience for every student at Edinburgh College.

Everyone at the Association is genuinely Buzzin' for the Future. Time to get to work.

Al Wilson
Director

Buzzin'

for
the

future

