

# Our strategy map

## 2013 - 2018

### VISION

#### Our Vision:

To be an *inspiring, innovative University of international* renown

### MISSION

#### Our Mission:

To deliver an accessible and inspirational learning experience, to undertake pioneering research and professional practice, and to engage fully with employers and the community

### VALUES

#### Our Values:

Ambition, Student focussed, Pioneering, Integrity, Respect, Excellence (ASPIRE)

### STAKEHOLDERS

#### Our students can expect:

- S1** An education that challenges and creates excellent career opportunities
- S2** To learn from staff at the leading edge of knowledge and application
- S3** High quality physical and supportive learning environments

#### Our partners can expect:

- S4** A responsive and flexible University that delivers high quality work efficiently and effectively
- S5** To deal with leading experts in their field
- S6** High quality and fit for purpose facilities

### AIMS

#### Inspiring

- A1** To inspire our students to attain the highest academic and professional standards
- A2** To inspire our students to enjoy an outstanding University experience
- A3** To inspire employable and enterprising graduates

#### Innovative

- A4** To increase the number of our research active staff and the quality of their outputs
- A5** To increase the quantity and quality of our postgraduate research student community
- A6** To increase the quality and range of our external research, enterprise and innovation income

#### International

- A7** To become an increasingly popular destination of choice for world class international students
- A8** To ensure our international students have an inspiring world class student experience
- A9** To become ranked as an outstanding international university

### ENABLERS

#### Developing and empowering staff

- E1** To establish an effective leadership and management culture which secures continuous improvement
- E2** To identify and develop the human talent of the University to secure continuous improvement and clear succession planning
- E3** To provide a fair, transparent and motivational reward structure

#### Financial sustainability

- E4** To generate sufficient cash to meet strategic investment plans and economic contingency
- E5** To maintain financial strength
- E6** To ensure all Schools and Services maintain financial and operational viability

#### Efficiency and effectiveness

- E7** To improve core processes and performance
- E8** To increase academic time for research and innovation
- E9** To create a sustainable environment which enables the University to meet its strategic objectives