
Connected University Strategy



THE
CONNECTED
UNIVERSITY

Connected University Strategy

be **ambitious** and **inspirational**

be **brilliant** and **friendly**

be **curious** and **daring**

proud to be staffs

GREAT Courses and Teaching

THE
CONN
UNIVE

WE ARE THE
UNIVERSITY DEDICATE

PUTTING OUR

Connecting Communities

Inspirational environments bringi

- We are the intellectual hub for
- We contribute to the social and regional community
- Connecting us as a leading digi

Innovative and Applied Learning

Research and teaching that is integrated and applied delivering real world learning in a global context

- Connected curriculum giving our students the edge to succeed
- Research and scholarship generating new knowledge for application and impact
- Digitally led.

BE AMBITIOUS AND
INSPIRATIONAL

BE BRILLIANT AND
FRIENDLY

GREAT Learning

**LECTED
RSITY**

**CONNECTED
D TO YOUR SUCCESS**

STUDENTS FIRST

ng communities together
the communities we serve
economic development of our local
tal University.

Talented People

We are creative, innovative and inclusive,
empowering our people to be the very best

- Transforming lives regionally, nationally, globally
- Building social capital through our connections
- Embracing success.

**BE CURIOUS AND
DARING**

**BE PROUD TO BE
STAFFS**

environments

GREAT student experience



Key Performance

Indicators:

In 2021 we will be:

In the top 50% in the UK League Tables

Gold Standard Teaching Excellence Framework (TEF)

Financially sustainable in accordance with our Medium Term Financial Plan

We will achieve this through our core strategies:

Talented People

- 70% or greater for 'good degrees' across our courses
- 50% of academic staff with doctoral level qualifications
- 100% of academic staff with HEA fellowship status
- Every course will be in the top 50% for graduate level employment after the first six months, as measured by the Destination of Leavers in Higher Education (DLHE) Survey
- Every course will achieve 90% or greater timely completion

Connected Communities

- £5m income from research as measured by HE-BCI
- Every course will be in the top 50% for graduate level employment after the first six months, as measured by the Destination of Learners in Higher Education (DLHE) survey
- 10% of our students on campus will be international studying undergraduate or postgraduate qualifications
- 15% of our research outputs will be internationally co-authored as measured by Scopus
- 20% of our full-time undergraduate on campus students will have undertaken either study, work placement or exchange opportunity abroad



Innovative and Applied Learning

- Every course will be in top 50% in either the National Student Survey (NSS), Postgraduate Taught Experience Survey (PTES) or Post Graduate Research Experience Survey (PRES)
- 90% satisfaction rating for the quality of teaching on my course measured by the National Student Survey (NSS) for full-time and part-time undergraduate students
- 85% satisfaction rating for the quality of academic support as measured by the National Student Survey (NSS) for full-time and part-time undergraduate students
- 80% satisfaction for assessment and feedback as measured by the National Student Survey (NSS) for full-time and part-time undergraduate student
- 30% or greater of our REF submitted staff will be delivering world leading and internationally recognised research
- Every course will be in the top 50% for graduate level employment after the first six months, as measured by the Destination of Leavers in Higher Education (DLHE) Survey

Innovative and Applied Learning

Transformational, innovative and applied learning. We will:

- produce confident, independent, motivated learners
- deliver through first class physical and virtual learning environments
- ensure every course is practice and research informed
- encourage students to own their learning through co-creation
- embrace “digital first” in all our learning and teaching.

We are relentless in our ambition for our student success. We will:

- ensure our portfolio is designed for their future and globally relevant
- ensure an excellent student experience wherever they are in the world through digital learning and/or quality partnerships
- ensure that our students have the breadth of skills that ensure their success
- support students to monitor their performance and progression and manage their learning to maximise achievement
- ensure stretch and challenge in our teaching and add value through co-curricula and extra-curricular activities.

We deliver research that has impact. We will:

- increase the number of research active staff and the quality of their outputs
- deliver research informed teaching for the benefit of students’ learning
- use our research to benefit our communities and transform lives
- increase the number of post-graduate research students.

Key Performance Indicators

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Connected Communities

We connect with our city and region.

We will:

- be the intellectual hub of our city and region
- play a leading role to deliver the city's and region's ambitions and increase higher level skills in the population and the workplace
- work with partners to develop the local economy and in so doing improve the opportunities for our graduates
- partner with schools, colleges and businesses to facilitate and support communities for learning, improve performance, progression and provide local accessible education.

We connect with employers. We will:

- support employers to innovate and grow through our research and knowledge transfer
- provide opportunities for all students to undertake work placements or work experience and to engage with employers throughout their course
- embed a culture of entrepreneurship through our students, academics, professional staff and partners
- deliver strong connections between academics and their industry or profession for the benefit of our students.

We digitally connect. We will:

- drive growth of the digital economy in the region and in doing so enhance the opportunities for our students
- enable students and staff to thrive in a digital society by ensuring they are digital, fluent and competent
- digitally connect with international students and partners bringing together different learning communities
- use digital technologies in all our courses and enable students and staff to engage anytime, any place, anywhere.

We are globally connected. We will:

- develop and maintain strategic partnerships overseas to enable staff and student exchange, student progression and global awareness
- encourage students and staff to constantly look worldwide to improve their knowledge and we will deliver globally relevant curricular
- be part of a global learning community undertaking collaborative research and publishing with international partners
- increase the social mobility of students through study or placements abroad.

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Talented People

We support people to achieve their potential and be successful. We will:

- support and challenge students and enable them to be successful
- ensure our graduates will be sought after in the region, retaining the brightest and best and will also be recruited nationally and internationally because of their specialist skills and knowledge
- recruit well qualified and highly skilled staff and ensure that relevant skills and qualifications are maintained
- proactively support staff development and manage staff performance, ensuring job satisfaction and facilitate career progression
- increase the number of Professors and Associate Professors. All academic staff will be fellows of the HEA and we will encourage progression through the scheme

We build social capital. We will:

- provide people with networking opportunities within and beyond the University and forge connections for life, leveraging our partnerships in the UK and overseas
- ensure our students and staff will engage with their communities, and the region, volunteering and contributing to the well-being of our society

- ensure our Board of Governors will comprise high calibre people sharing our values and representative of our community. They will be committed to being ambassadors for the University and work with us to make best use of the social capital that they bring
- ensure all staff live our values, will be recognised for the role that they play and will contribute to the greater good of the University.

We transform lives regionally, nationally and globally. We will:

- recruit people from all walks of life into our community
- equip people with cutting-edge skills, digital capability and the confidence and connections to succeed
- provide services and support to promote the health and well-being of our staff and students
- provide first class student support, maximising academic growth and enabling students to take responsibility for their own learning and become lifelong learners
- raise aspirations of people and the communities we work with through our connections.

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