

RAISING ASPIRATIONS WITH PLYMOUTH UNIVERSITY



RAISING ASPIRATIONS AND DRIVING ENGAGEMENT
STRATEGY



Plymouth University is committed to transforming lives through knowledge development, application and exchange in ways that drive aspiration in individuals, communities and organisations and promote the widest engagement in pursuit of this ambition. Within a sustainable and resource dependent framework of engagement, we strive to empower people and organisations to derive maximum value and benefit from their talents and assets and to recognise the value and significance of diversity and its transformative impact within a globally connected community.

- We will continue to seek to raise aspiration amongst all groups, including those underrepresented in higher education, and to provide opportunities for our students, staff, alumni, and the communities we serve to benefit from our commitment to economic development, social inclusion, community outreach and strategic partnerships.
- We will leverage our role as an anchor institution, forging relationships and building partnerships based on shared values and mutual benefits that enhance our mission to transform lives through education, research and innovation, promoting partnership ecosystems around key themes such as health, education, creative industries, business propagation and sport.
- We will build and sustain connections with local, national and international partners to enrich our academic impact and promote a truly world class student experience, advancing the economic, cultural and social capital of our community.

Links to Strategy 2020

Plymouth University 2020 identifies 6 aims to be achieved through this strategy:

Contribute to an economically successful and culturally vibrant city and region through initiatives such as the Social Enterprise University Enterprise Network Peninsula Growth Acceleration and Investment Network (GAIN) and Peninsula Arts.

We will use our world leading knowledge and expertise for the benefit of the businesses and communities within our city and the wider South West Peninsula. We will have a positive influence on our local economy and drive growth and prosperity, through our role as an ‘anchor’ institution within the region.

We recognise the critical role the University plays in driving economic growth through engagement and the supply of skilled, work-ready, professional graduates into the labour market. We also recognise the importance of a diverse and rich cultural and creative sector in fostering a vibrant city that is an attractive and enriching place to study, work and live.

Continue to raise aspirations for higher education study amongst underrepresented groups in accordance with our Access Agreement.

We will endeavour to provide a truly unique student experience through transformational interactions and student engagement, utilising our ‘students as partners’ ethos. We will ensure that students from challenging backgrounds are not only provided equal opportunities to consider and enter higher education, but that this equitable experience continues for the duration of their time with us. Furthermore, we will utilise our partnerships to drive employability for all students through direct engagement and targeted initiatives.

Strengthen pathways of educational opportunity in partnership with our academy schools, local schools, University Technical College, and network of further education partner colleges.

We will increase and enhance pathways of educational opportunity across our partnerships with schools and teaching alliances. We will utilise such partnerships to maximise the impact of collaborative expertise through the valuable contributions, passions and talents of our staff, students and partners. All of our existing and future partnerships will be aligned to the University’s core values and reflect our commitment to providing outstanding education so that all can strive to achieve the best possible opportunities in life.

Address health inequalities and outcomes for the city and region through Peninsula Schools of Medicine and Dentistry, health and allied health profession, working in partnership with the National Health Service and other health and social care.

We will continue to make a significant and sustained contribution to the health of communities and to the health economy of the South West Peninsula through strong and embedded relationships with our extensive network of partner organisations. We will align with mutually beneficial alliances and affiliations that bring enhanced capacity, resources and financial support for research, innovation and education, such as the Peninsula Academic Health Science Network and the Peninsula Collaboration for Leadership in Applied Health Research and Care.

We will promote values of equal opportunity, diversity, inclusivity and a global outlook in our University, city and region and our Internationalisation Strategy will encourage international opportunities for our students and staff through cross cultural events on our campuses, exchange programmes, research and professional connections.

We will stand up for our core values of inclusivity and diversity within the University and in our city and region and will partner with organisations to promote these values. We will address discrimination and exclusion wherever it affects our students, staff or community. We will promote the importance of understanding global interconnectedness and interdependence and bring global connections to our city and region through our partnerships, staff and diverse student community.

Relevance to you

This strategy will be relevant to you if you are:

A student – this strategy will be co-delivered through our ‘students as partners’ ethos, with a focus on providing a truly unique student experience. This strategy describes how we, with our partners, will provide support, advice, and opportunities to help you reach your goals. Through our partnerships you will benefit from opportunities in volunteering, internships, work-based placements and employment.

An alumna/alumnus – this strategy describes how we are committed to the on-going development of our partnership with you through effective engagement, support, and provision of opportunities for you to engage with us as highly valued members our community. It will also enable you to act as ambassador and advocate for the University and to support our connectivity and philanthropy.

A member of staff – this strategy encourages you to translate the highest level academic research and education into practice with a specific focus on inclusivity and addressing inequalities across communities. All staff members are encouraged to engage with partner organisations and activities that play a key role in raising aspirations of our students and community, to help to develop new partnerships, and to take the Plymouth University experience nationally and globally.

A partner or potential partner – this strategy sets out our commitment in nurturing our existing partnerships and seeking new mutually beneficial and strategically aligned partners locally, regionally, nationally and internationally. Through our engagement we will provide opportunities to translate our world leading research and innovation into high impact community focused solutions. By strengthening opportunities across our partnerships, the strategy describes how we aim to maximise the impact of collaborative expertise to drive standards of education, health etc., to support local economic development and to help deliver the University’s mission.

A member of the public – whether you already make up part of the 45,000-strong Peninsula Arts audience or are yet to experience what the University has to offer, this strategy outlines the strategic intent and deep belief that underlies our serious commitment to making a positive contribution to our region.

Goals and Actions

We will deliver on these aims through enacting the following goals:

Goal 1: Drive student diversity and social inclusion through opportunity and achievement

Actions:

- raise awareness of the value and opportunities afforded through higher education to the widest population, driving initiatives in widening participation, outreach and social inclusivity;
- target scholarships and financial support to reward enhanced academic achievement and increase student diversity;
- ensure our student support services and one-stop Student Gateway provide a transformative student experience, including focused support programmes for those with more complex needs;
- enhance our postgraduate offer to assist our undergraduates in raising their own educational aspirations after graduation;
- work with our network of Further Education College partners to foster robust and complementary academic pathways which are co-designed and co-delivered; growing our partnerships across the UK for the benefit of our existing and future students;
- work with our network of partnership schools, colleges and strategic alliances to support the development of school-led, school improvements, raising the educational attainment of young people;
- in all of the above, use the power of culture, art and heritage to reach across all groups and engage them as participants in, not recipients of, what we have to offer.

Goal 2: connect, engage and empower communities through partnerships

Actions:

- further develop our partnership with the University of Plymouth Student Union (UPSU), utilising our 'students as partners' ethos to achieve the University's mission and to co-create and co-deliver our unique 'Plymouth Experience';
- in partnership with the UPSU, provide opportunities for our students to engage in research projects, placements and volunteering through all of our partnership ventures and connected networks;
- nurture our wider University community through targeted support and engagement programmes for our alumni and honorary personnel, enabling our whole community to fulfil their role as ambassadors, advocates and to support our connectivity and philanthropy;
- continue to engage with our key partners and stakeholders to place the University at the heart of the region's vibrant cultural, sports, and leisure events, realising the enhanced opportunities and experiences this affords to our staff and students;
- continue to engage widely with our local community, creating and utilising the campus as a hub for joint activities, where academic knowledge is shared and joint successes celebrated through events such as the University's Enterprise Awards;
- consistent with our International Strategy, realise the globalisation of the Plymouth experience, to incorporate the raising of local aspiration towards an increasingly globalised and connected community.

Goal 3: Generate economic growth, business propagation, and employability

Actions:

- increasingly develop a national and global presence supporting, connecting, and providing opportunities for our staff and student base in enterprise, innovation and entrepreneurship;
- work with businesses across the South West of England to lead in the promotion of a vibrant enterprise led regional economy, utilising our GAIN platform to fully exploit our position in the city and the wider Peninsula;
- lead the development of the marine sector, leveraging off our intellectual and physical assets and our GAIN platform. This includes our Marine Institute and Marine Innovation Centre, which is at the heart of the Plymouth and Peninsula City Deal;
- enhance the employability of our graduates through opportunities for volunteering; work-place learning; internships and engagement with industry, ensuring that all partnership ventures will facilitate such opportunities, including working collaboratively with UPSU to raise awareness and create opportunities for direct engagement and enterprise ventures;
- improve our relationship management with key high profile employers to provide students with greater access to such opportunities;
- increase opportunities and experiences for our students through University-led initiatives that embody the spirit of enterprise, such as Peninsula Arts, the Peninsula Dental Social Enterprise, the Centre for Eyecare Excellence and the Futures Entrepreneurship Centre.

Measuring our Progress

Successful delivery of the goals set out in this strategy will help the University meet the following Key Performance Indicators (KPIs):

- Student satisfaction
- First Choice for Students
- Graduate Employability
- Widening Participation
- International Students
- Innovation
- Staff Satisfaction
- Partnerships and collaborations

Specific KPIs for each of the goals in this strategy have been developed to align with the above indicators. Reports against the KPI's are considered by key stakeholders.

Translating the strategy through the University

Our strategy is translated and delivered from high-level ambitions to local level actions throughout the University and with our partners. It is a process that connects strategy to people, offering sufficient freedom and flexibility to capture creativity and sustain enterprising behaviours.

Guided by our values and leadership principles, Plymouth University's Strategy 2020 will help deliver strong performance and sustainable outcomes that result in reputational gain as we deliver on our mission of 'Advancing knowledge and transforming lives through education and research'.

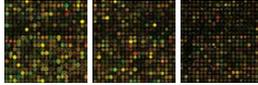


**TEACHING & LEARNING
WITH
PLYMOUTH
UNIVERSITY**



TEACHING, LEARNING AND STUDENT EXPERIENCE
STRATEGY

**RESEARCH & INNOVATION
WITH
PLYMOUTH
UNIVERSITY**



RESEARCH & INNOVATION
STRATEGY

**RAISING ASPIRATIONS
WITH
PLYMOUTH
UNIVERSITY**



RAISING ASPIRATIONS AND DRIVING ENGAGEMENT
STRATEGY

**SUSTAINABILITY
WITH
PLYMOUTH
UNIVERSITY**



SUSTAINABILITY
STRATEGY

**PEOPLE
WITH
PLYMOUTH
UNIVERSITY**



PEOPLE
STRATEGY

**DIGITAL
WITH
PLYMOUTH
UNIVERSITY**



DIGITAL
STRATEGY

**CAMPUS
WITH
PLYMOUTH
UNIVERSITY**



CAMPUS
STRATEGY

**INTERNATIONAL
WITH
PLYMOUTH
UNIVERSITY**



INTERNATIONAL
STRATEGY

