

# Creative Learning Plan 2019 – 2020

## Introduction

In 2018, AUB developed a new strategic framework to enable AUB to build on the success of the last five years. The Creative Learning Plan (CLP) sets out AUB's teaching and learning strategy and includes the research and knowledge transfer plan as they share common goals.

The CLP by its nature is the core business of the university and therefore has direct links to the plans for HR, Finance, Marketing, and DELTA/IT. The CLP articulates the core academic agenda and is developed to show pace and progress on an annual basis. As this is the first annual plan it covers an 18 month time frame.

AUB's stated mission was refined and approved by the Governing Board to 'be the leading professional arts university dedicated to creative education and career success' with a vision statement that 'develops our national and international distinctiveness, ensuring our maker culture and creative leadership is set within relevant contexts'. In order to meet these obligations the CLP has been explicitly informed by these statements.

Our philosophy of a maker culture states that learning should be participatory, experimental, risky, collaborative, self-directed, innovative, networked, peer led and should be respectful of the processes of making as well as the final creative output. It is the responsibility of the Learning, Teaching and Quality Committee, Research and Knowledge Transfer Committee, Academic Board and the Governing Board to ensure the delivery of CLP.

**Short-term actions aim to develop student performance, learning, and teaching related to the overarching strategic framework. This does not replace other activity (e.g. international recruitment, partnerships etc.) but is a set of focused actions to be delivered in the academic year 2019/20 but with the advantage of starting in April 2019. The actions have been chosen to provide a set of clear activities that have longer-term impact and provides an evidence base on which to build a narrative for TEF, REF, KEF assessments in the academic years 2020/21.**

## Strategic Aims

- To be the leading professional arts university that enriches and engages through creative and professional excellence (A1)
- To be dedicated to access and success in creative education (A2)
- To be a distinctive arts university held in high esteem for creative education and leadership (A3)

### Long term desired outcomes of the CLP

- High levels of retention for all students across all courses as evidenced in annual statistics
- High levels of achievement for all students across all courses evidenced in examination board statistics and achievement records, learning support, and assessment/unit evaluations
- High levels of student satisfaction for all students as evidenced in NSS, SPS, feedback
- A rich and innovative offer of creative learning resources for staff and students as evidenced in £ per course
- Increased knowledge of and success in awards for staff and students as evidenced in £ grant capture and student prizes
- All AUB graduates to be supported to become employees of choice in key creative companies, or successful freelancers evidenced through GOS data and AUB advantage attributes
- A rich, distinctive and relevant curriculum offer for all students in all study modes as evidenced by growth X courses
- Successful outcomes in all external assessments (RIBA, TEF, REF, KEF, OFSTED etc.)
- Effective teaching and Knowledge Exchange, Research environment as evidenced in staff qualifications research output and Knowledge Exchange outputs etc.
- Leadership in teaching as evidenced through invitations to speak, publications, and conferences, etc.
- Successful performance in TEF
- A robust research environment that is supported both internally and externally with leadership within the discipline and research groups, and collaborative partnerships
- Capture of research impact and development of impact strategies
- A rich and innovative offer of research resources for staff and students
- Strategic expansion of PGT courses
- Strategic expansion of PGR
- Continuation to develop the number of staff holding research degrees and supervisory capacity and experience
- An increase in bid writing and grant capture and income from KE projects
- Ensure QR funding is prioritised and appropriate to Research England initiatives
- Successful performance in REF and KEF
- Development of interdisciplinary developments as appropriate to AUB practice

## ALL THROUGH PROVISION

<b>LONG TERM GOAL/S</b>
Become an Awarding Body for L3 awards – with particular reference to performing arts. Consider alternatives to awarding body in developing certification for short study courses
Inclusion, access and participation - Develop pipeline to creative subjects at AUB to mitigate reduction in creative education in schools

## INNOVATIVE TEACHING AND CURRICULUM DESIGN

<b>LONG TERM GOAL/S</b>
Maintain currency in curriculum through staff development and qualifications, research, industry links
Inclusive, consistent and innovative approaches to teaching and curriculum design is pervasive
Maintain currency in curriculum through staff development and qualifications
Articulate the benefits of advanced studio culture to all students, which embraces the maker culture in a critical context and appropriate digital learning for contemporary learning
Develop annual in house residences for example coding, social sciences, pedagogic, science, international, inclusion, sustainability to provide additionality, currency and innovation in the curriculum

## OUTSTANDING STUDENT EXPERIENCE

<b>LONG TERM GOAL/S</b>
Develop clear plans for student engagement beyond academic delivery
Advance academic literacies for all student groups to ensure success
Technology and digital supported learning through DELTA and information and digital literacy

Supportive and innovative learning environment for all students
Embrace the maker culture within critical contexts

### AUB ADVANTAGE

<b>LONG TERM GOAL/S</b>
Develop employability and enterprise plans to enhance employability – ensuring graduates have successful careers
Support for alumni in lifelong learning and upskilling
Develop graduate attributes and behaviours that can be promoted as part of the added value for AUB graduates
Agree the additional value added ‘extras’ for AUB students ( the 6 week bonus at L6)
Develop job shop/agency for current and recent alumni – link to paid internships

### EXTENDED AND SHORT STUDY

<b>LONG TERM GOAL/S</b>
Develop strategic approach to extended and short study options across a range of programme offer and delivery modes

### INTERNATIONALISATION

<b>LONG TERM GOAL/S</b>
Development of understanding of global issues amongst the student body
Develop package of year 0/L4/foundation year offer with international partners

**STRENGTHEN RESEARCH AND POST GRADUATE EDUCATION**

<b>LONG TERM GOAL/S</b>
Establish Graduate and Research School
Increase number of PGT/R students
Increase supervisory capacity
Development of research environment
Strengthen research environment leading towards successful REF and long term RDAP
Increase funding generated through RKT activity
Development of local industry relationship with CPD offer