Strategic Framework

Vision: To develop our national and international distinctiveness, by ensuring our maker culture and creative leadership is set within relevant contexts.

Mission: To be the leading professional arts university dedicated to creative education and career success.

Values: To embrace innovation, collaboration and connectedness.
The Arts University Bournemouth (AUB) is a specialist provider of high quality teaching, learning, research and scholarship in arts, design, architecture, media and performance subjects. AUB prides itself on access to creative education at all levels and in particular, undergraduate and postgraduate provision where students develop the professional capabilities aligned to working in the creative industries.

Building on a long tradition of over 100 years of creative education, this strategic framework presents high-level objectives. This will act as a guide for AUB in mapping out the choices and priorities for its long-term future in delivering an outstanding educational experience. The strategic framework we describe will shape annual plans and budgets, whilst providing the necessary agility and responsiveness to external contexts.

Our Mission and Vision statements identify a strong sense of purpose for all who engage with AUB either as a student, staff member or as an external partner. The collective ambition of AUB ensures that we will continue to be recognised as a leading professional arts university delivering its academic agenda through our shared values of innovation, collaboration and connectedness.
To be a distinctive arts university held in high esteem for creative education and leadership

To be the leading professional arts university that enriches and engages through creative and professional excellence

To be dedicated to access and success in creative education

Aims

AUB partners can expect:
- A responsive and pioneering arts university
- Articulated national and international plans providing creative leadership opportunities
- Access to outstanding and employable graduates

AUB students can expect:
- An advanced studio culture with opportunities within and beyond the campus
- An inspirational teaching and learning environment
- To be lifelong members of AUB through AUB Advantage

AUB staff can expect:
- A supportive, collaborative and collegiate working environment
- Development of academic and professional practice and ways of seeing and knowing
- Agile and effective professional services

Community

A responsive and pioneering arts university
Articulated national and international plans providing creative leadership opportunities
Access to outstanding and employable graduates