

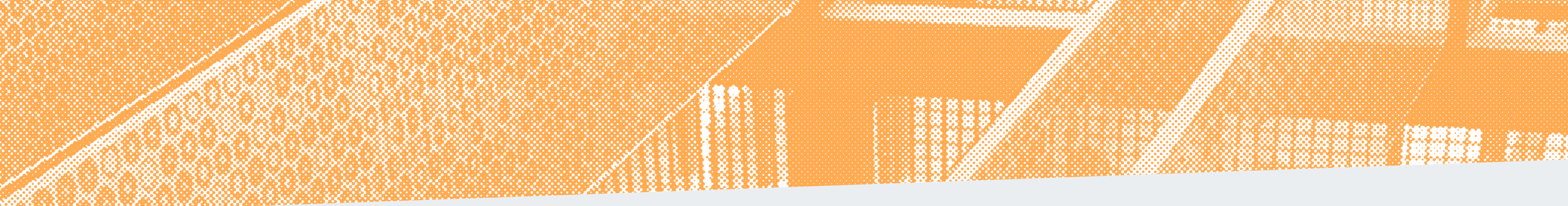
 **Mission:** To be the leading professional arts university dedicated to creative education and career success.

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

 **Values:** To embrace innovation, collaboration and connectedness.

## Strategic Framework

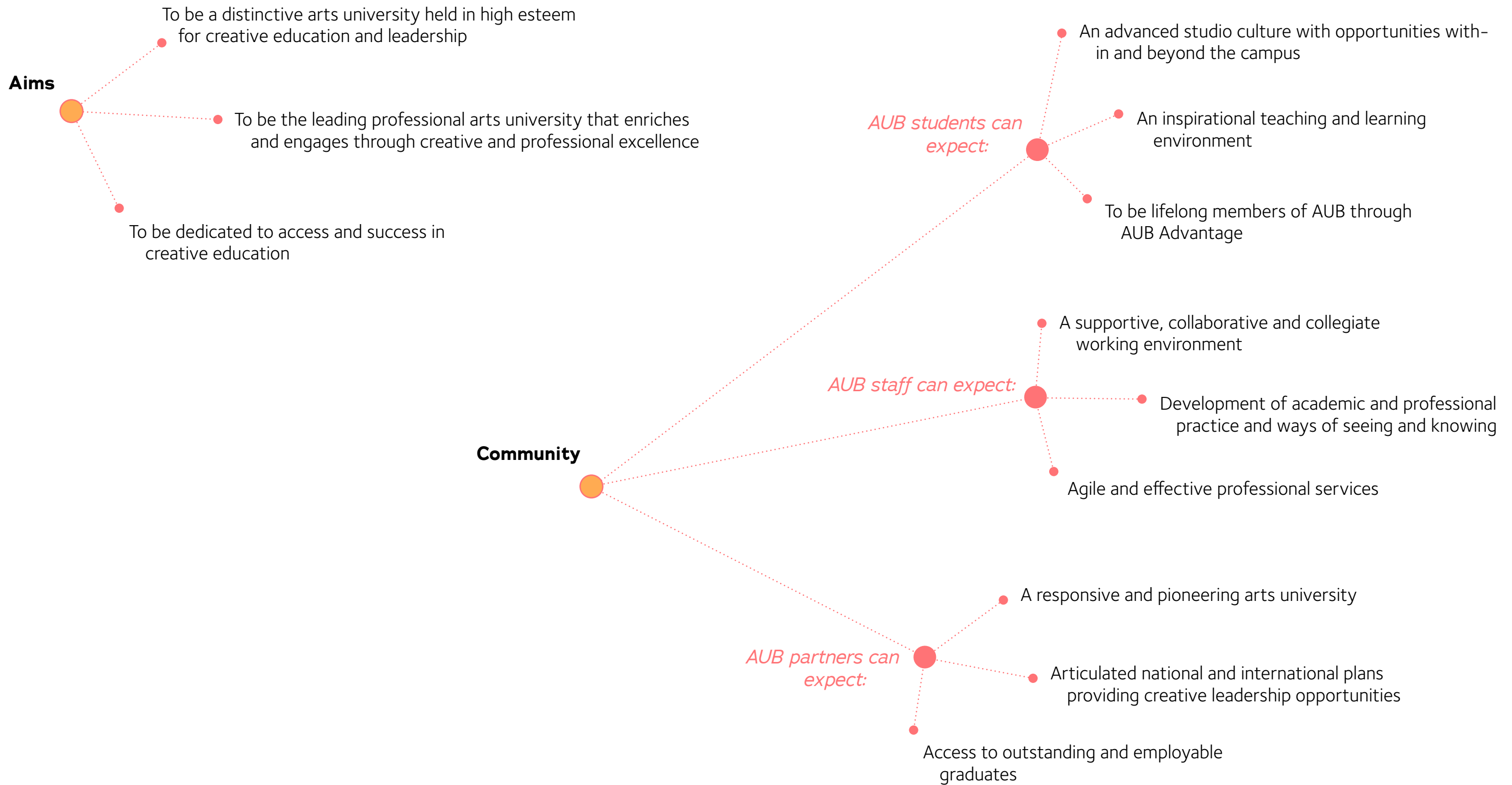


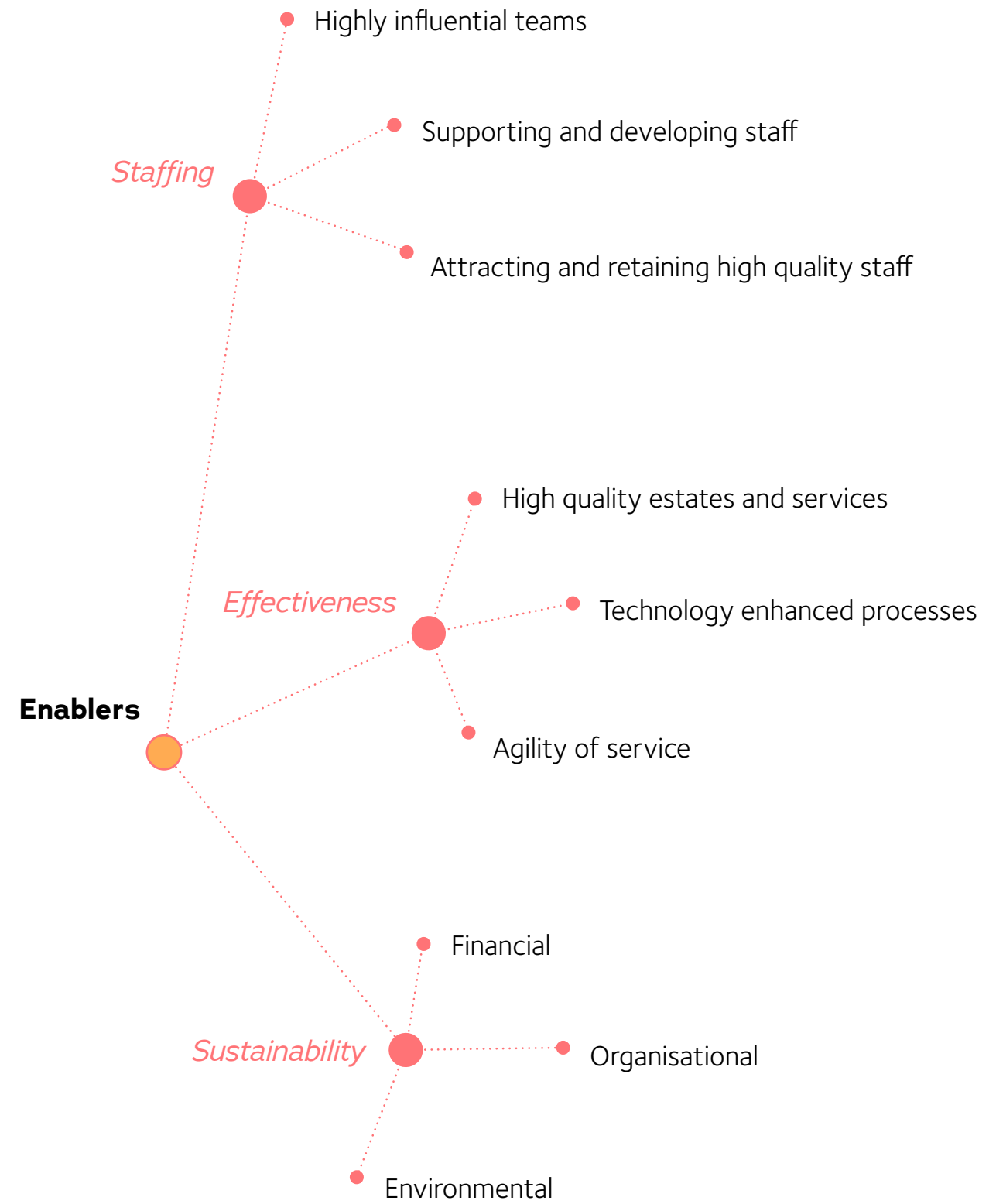
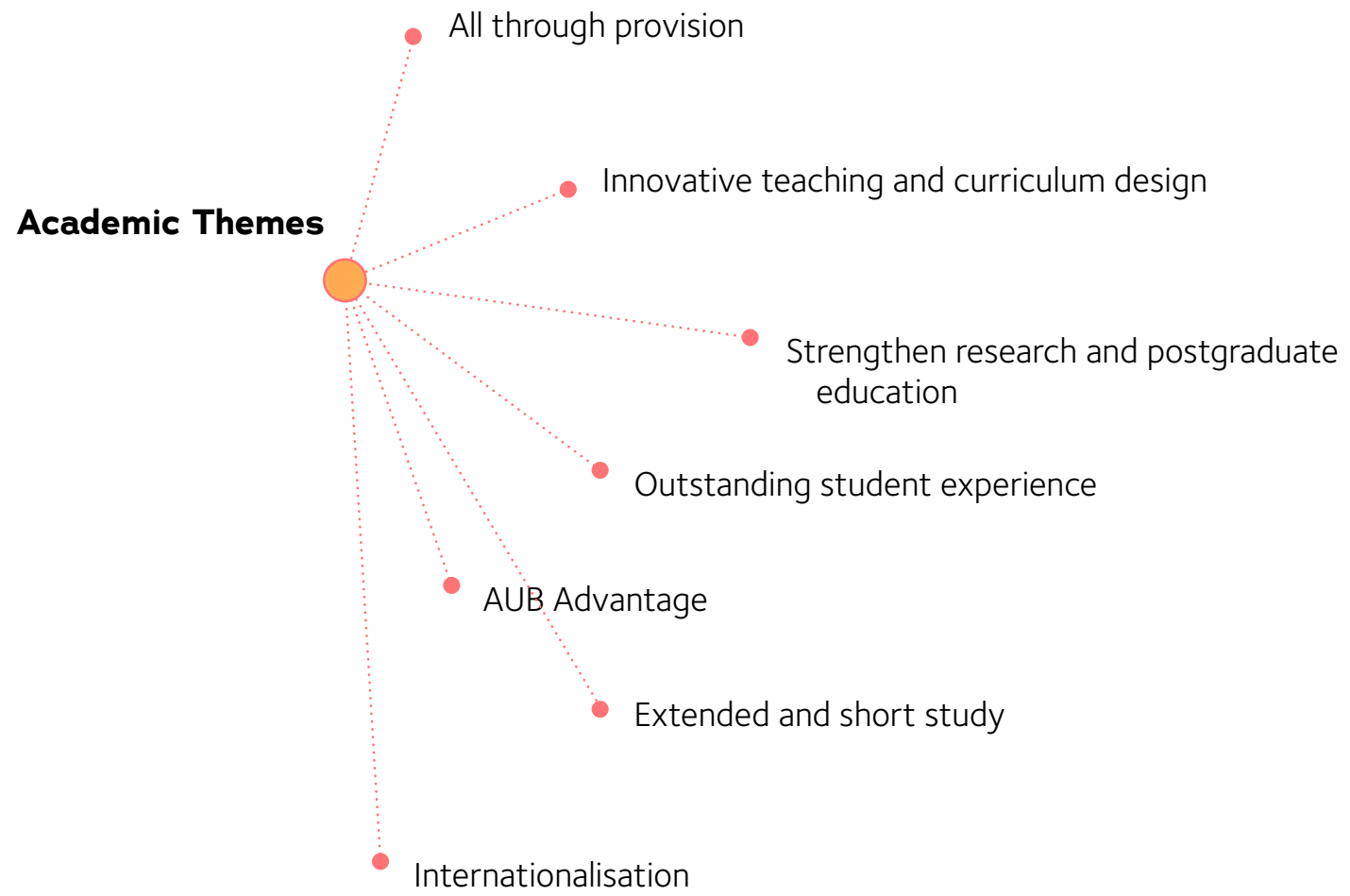


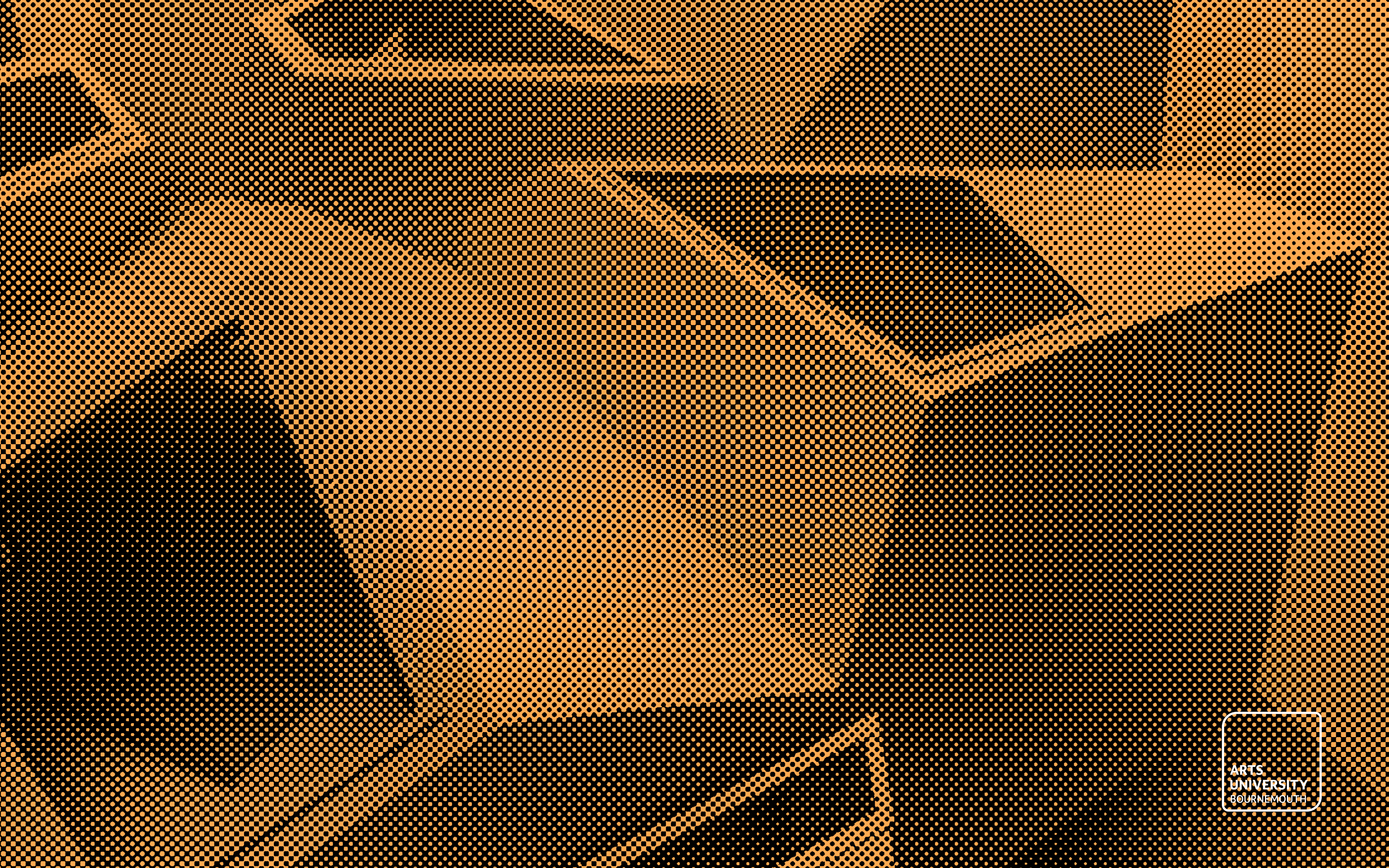
The Arts University Bournemouth (AUB) is a specialist provider of high quality teaching, learning, research and scholarship in arts, design, architecture, media and performance subjects. AUB prides itself on access to creative education at all levels and in particular, undergraduate and postgraduate 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.







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