



Mission: To be the leading professional arts university dedicated to turning creativity into careers.

Vision: Within five years to be distinctive for our maker culture and leadership in creative learning.

Values: Innovative.
Collaborative. Connected.

The Arts University Bournemouth is a specialist provider of high quality teaching, learning and scholarship in arts, design, media and performance. Students develop professional capabilities which are aligned to the creative industries and the university achieves high rates of progression by graduates to employment.

This strategic plan maps the aims of the university, the factors which support and enable their achievement.

Our values, identity and shared sense of purpose will ensure that AUB is capable of exploiting future opportunities and remains a destination of choice for students and staff. It will be recognised internationally as a professional arts university.

Aims

To be the leading professional arts university by:

- Creating distinctive curricula and learning resources linked to the creative industries
- Developing our professional links with the industry
- Progressing the physical and digitally connected campus
- Developing museum, library and archives capability in support of scholarship

To be dedicated to creative innovation by:

- Strengthening and enhancing our research environment and capability to inform teaching and knowledge transfer
- Developing the 'maker' mindset in all that we do and based on practical reality orientated towards optimal results
- Responding with an entrepreneurial and innovative attitude in all that we do

To be a distinctive university with high profile and high reputation by:

- Exploiting our academic leadership in the subjects we offer
- Producing graduates and enterprising students who are sought after by the leading players in industry
- Collaborating with industry and a proactive alumni network
- Being an integrated university through the range of courses we offer and the modes of study we employ

Stakeholders

AUB Students can expect:

- An inspirational student experience informed by staff who are highly qualified teachers, researchers and practitioners and to be treated as innovative student makers
- A curriculum that pushes boundaries and connections with peers in the academy and industry in meeting career aspirations
- An education supported by high quality facilities, physical and digital resources that are appropriate to their needs and those of an arts university
- The opportunity for progression and personal development

AUB Partners can expect:

- A responsive and pioneering university that meets their needs efficiently and effectively
- To transact with and be facilitated by experts in the field of creative learning and industry
- A university that encourages connectivity and business development and supports entrepreneurial outcomes
- Connection with the wider university environment, its network and its relationship to the local, regional, national and international agendas

AUB Staff can expect:

- A clear understanding of their role and how it supports the strategy and success of AUB
- A collaborative and collegiate environment that recognises the power of teamwork in achieving the aims of AUB and the connections between partners and students
- To be kept informed about matters of importance to their role and AUB generally

Enablers

Valuing and developing our staff by:

- Attracting and retaining staff who will make up highly influential teams
- Supporting staff in their personal and professional development
- Effective performance management and reward of strong staff performance and mitigation of poor performance

Financial sustainability by:

- Ensuring we generate appropriate surpluses to provide for sustainability
- Aligning investment to strategic priorities
- Ensuring value for money (VFM) and proactive procurement policies

Improving our effectiveness by:

- Providing high quality facilities that progressively enhance the campus experience
- Creating time for development of all staff
- Improving and modernising our core processes and performance in professional areas