

STRATEGIC PLAN 2020-25 at a glance

Abertay has been a **leader in enabling access to university and preparing students for work** for 25 years. We will continue to enable staff, students and graduates to excel in an inclusive, healthy, supportive environment. To do this we will focus on **Transformational Opportunities, Digital Innovation** and **Academic Collaboration**.

Our Purpose

- To offer **transformational opportunities to everyone** who has the ability to benefit from Abertay's approach to university education.
- To inspire and **enable our students, staff and graduates to achieve their full potential** and to have a positive impact on the world around us.
- To prepare students for the **world of work and a life of learning**.

Our Guiding Principles

- To **provide opportunities to change lives**, giving our students and staff the skills and support they need to thrive at work.
- To **promote fairness and equality** of opportunity in everything we do.
- To ensure that our research and programmes continue to **be relevant in a changing world**.
- To **remain sustainable**, using our funding to deliver maximum impact.
- To maximise the potential of **digital technology** across the university.

We will deliver this by:

- Continuing to offer a **range of routes to an Abertay degree, providing transformative learning opportunities** to anyone with the potential to benefit.
- Delivering **our attractive and broad portfolio**, underpinned by research and including world-leading programmes in computer games and arts.
- **Implementing a digital strategy** that supports our whole university community to develop digital skills for a life of work and learning.
- Creating a culture that **promotes and supports physical and mental wellbeing** in our staff and students.
- Being an **excellent employer** and **attracting, developing and retaining** the best staff.
- **Investing in research and knowledge exchange** to strengthen our reputation and in areas which enhance our academic programmes.
- Ensuring a range of **flexible support for students** across their student whole journey.
- Working with partners to **deliver programmes beyond our Dundee campus** including online.
- Offering work-related learning opportunities on all programmes and continuing to **work closely with employers** to ensure our graduates are prepared for work.
- Finding opportunities to increase our **income from other sources**.

In conclusion by 2025, we will be known for:

- Providing an **excellent student experience**, giving them the **skills to succeed at work**.
- The **impact of our research and knowledge exchange** on business and society more widely.
- Our **innovative use of digital technology** across all activities.
- **Supporting our staff** to develop in the workplace and have satisfying careers.
- Being a leader in **enabling access to university** for students from a wide range of backgrounds.