

Our Strategy

This document provides an 'at-a-glance' synopsis of Edinburgh Napier University's Strategy 2009 - 2015



Edinburgh Napier
UNIVERSITY

Our vision

By 2015 we will be established as one of the leading, modern professional universities in the United Kingdom. We will have an international reputation for the employability of our graduates and for expertise which can be used to directly enhance the lives and prospects of people and their communities.

Our mission

We will provide socially, culturally and economically relevant higher education to people who can benefit from it and to support student achievement. We will make available the product of our research and scholarship to businesses and organisations which are able to use our intellectual capital to become more effective and successful. We will do this without regard to social and cultural barriers and boundaries and will serve all of the communities we touch.

Our values

We will value creativity and innovation in the pursuit of excellence. We will value the potential of every person. We will be accessible and flexible to deliver a high quality student experience to the widest possible range of students: to enhance learning, build confidence and create opportunity. We will value the skill and expertise of our staff and will support and reward their contribution to our success. We will value responsiveness and will be demand-led and customer-focussed. We will value partnership and will form strong and enduring collaborations where we can achieve more by working with others than we can alone.

Our strategic objectives

To be academically excellent

Our academic signature will be programmes which contribute directly to employability, develop confident individuals, reflect our agenda for internationalisation, respect the principle of student choice, and are enriched by applied research and by the expertise of our partners and stakeholders.

To develop confident employable graduates

Our programmes and learning environment will be professionally oriented and designed to support each student to achieve a qualification and to develop the self-confidence, ability and attributes which will make them highly employable.

To create, exploit and transfer knowledge

We will conduct internationally recognised research and targeted commercial knowledge transfer which has a measurable impact on the economic, social and cultural needs of Scotland and other countries where we identify potential benefits.

To be an international university

We will embed an international and intercultural dimension in our curriculum and all of our policies and strategies; will promote the international exchange of ideas and experience in teaching and research; and will grow the geographical base of our activity and develop our network of partners.

To be a preferred partner

We will commit to long-term, deep collaboration with partners based on mutual respect, parity of esteem, shared interest and benefit and will become the university which other organisations choose to work with.

To achieve the highest organisational standards

We will set high standards of service provision to our students and customers. We will be a good employer; a responsible business; a good neighbour to the communities in which we work; and will manage our resources efficiently, effectively and sustainably.

Through implementing this strategy we will build on our strengths, reputation and brand; will become more efficient and effective; will respond quickly to changes in demand and thereby become a larger, more resilient, sustainable university by 2015.

For a copy of our strategy please see www.napier.ac.uk/aboutus or call Policy & Communications on (0131) 455 6482.