

# BUILDING ON SUCCESS

## BANGOR UNIVERSITY STRATEGIC PLAN 2015 - 2020

Bangor University is thriving at a time when the environment for Higher Education in Wales and the UK is challenging. We are committed to building on recent successes, working with diverse and distinctive communities to deliver *"the best we can be"*, in terms of teaching, scholarship and research, retaining our strong emphasis on a distinctive and valued student contribution and remaining true to our unique bilingual and cultural context.

This plan sets out a strategic direction for Bangor University as a confident and successful University, which is able to think differently to identify challenges, risks and opportunities for all areas of our business.



## OUR MISSION

A strong, confident institution recognised regionally, nationally and internationally as a centre of excellence for its varied portfolio of teaching and research, and for the unique, multicultural, inclusive experience it provides for its staff and students.

“ Bangor is both the most Welsh in language and attitude of our universities, but also the most international in aspiration and intellectual quality, serving its community by raising its horizons of expectation. ”

Lord Dafydd Elis-Thomas, Chancellor of Bangor University

## OUR VALUES

- Safe, welcoming and inclusive environment
- Pride and self-confidence
- Individuality of our offer to our students
- Embrace and value the diversity of our staff and students
- The breadth of our teaching and research activities provides the best platform from which to build with confidence
- Part of a broader regional community
- Contribute positively to the economy, society, environment, language and culture of the region
- Significant emphasis given to students as partners
- Contributing to the sustainability of the University, the region, and the world

### STRATEGIC PRIORITY 1 AN EXCELLENT EDUCATION AND STUDENT EXPERIENCE

- Aim 1:** Provide a distinctive, high-quality education
- Aim 2:** Deliver an excellent learning experience and environment, which provides the best possible opportunity for our students to succeed
- Aim 3:** Recruit students to a curriculum that is attractive and fit for purpose
- Aim 4:** Build increased engagement with education in communities across the region
- Aim 5:** Promote employer engagement and innovation and enterprise activities supporting student entrepreneurship and the creation of new enterprises by our students

### STRATEGIC PRIORITY 2 ENHANCING RESEARCH SUCCESS

- Aim 1:** Improve our research performance and position in league tables to be consistently recognised as one of the top-forty UK research-led universities
- Aim 2:** Create an environment in which excellent research activity can flourish
- Aim 3:** Build and sustain world-leading research areas and encourage the conduct of internationally excellent research across all fields
- Aim 4:** Increase the visibility and impact of our research activity within and beyond academia
- Aim 5:** Appoint, develop and reward the most able researchers whatever their career stage
- Aim 6:** Continue to increase postgraduate research student numbers, and explore innovative funding mechanisms to support interdisciplinary doctoral study
- Aim 7:** Foster a culture that values and promotes sustainability alongside business and enterprise activities

### STRATEGIC PRIORITY 3 AN INTERNATIONAL UNIVERSITY FOR THE REGION

- Aim 1:** Ensure a unique Bangor experience for international students
- Aim 2:** Internationalise the Bangor curriculum
- Aim 3:** Promote and support outward mobility
- Aim 4:** Develop a global Bangor brand
- Aim 5:** Work in partnership

### STRATEGIC PRIORITY 4 WELSH LANGUAGE, CULTURE AND CIVIC ENGAGEMENT

- Aim 1:** Continue to enhance Welsh medium provision and Welsh language services
- Aim 2:** Promote Bangor as a city of cultural and intellectual innovation
- Aim 3:** Enhance the use of Welsh in the University and the region

### STRATEGIC ENABLERS

- PEOPLE:** Enable leadership development and a high-quality staff experience
- RESOURCES:** Deliver a financially sustainable university with high-quality physical resources
- GOVERNANCE & MANAGEMENT:** Provide governance, management, support services, and business systems that are efficient and adaptable
- BRAND & MARKETING:** Develop a strong brand identity, with effective communication, marketing and fundraising operations
- SUSTAINABILITY:** Deliver a financially, socially and environmentally sustainable University

