

vision2025 Northumbria University is a research-rich, business-focused, professional university with a global reputation for academic excellence.

Achieving Vision 2025 will mean:

Our graduates are distinguished by their intellectual expertise and prowess, their leadership capability and their employability.

We have significant global reach, with our skills and research deployed to benefit societies world-wide, making full use of technological advances in delivery.

We produce world-leading and internationally excellent research that drives excellence across the University.

Partnership working is a stylistic trait that creates mutual gains in reputation and sustainability at home and overseas, and is the basis for our interactions with the world of business.

We have a One University culture – modern, ambitious and demand-focused. Our financial sustainability maximises reinvestment in the quality and impact of our core activities.

The Corporate Strategy 2013-18 is the first phase of achieving that step change, with an overarching ambition to be in the top 30 of universities in the UK.

Between 2013 and 2018 we will:

Build global reputation, market position and revenue streams

Grow high quality research and use it to drive excellence in all of the University's activities

Maximise student and stakeholder satisfaction

Strengthen operational efficiency and effectiveness, and foster a culture of continuous improvement

To achieve these outcomes we will:

Raise the average UCAS points of our undergraduate entrants

Grow the number of postgraduate taught students

Increase the number of international students on campus and grow income from overseas collaborative ventures

Increase the proportion of Northumbria graduates in professional employment or graduate further study

Increase overall student satisfaction

Increase the proportion of our academic staff who would be submissible to a future research assessment exercise

Grow research grant and contract income

Increase our income from continuing professional development, user-led research and consultancy

Increase the investment to deliver this Corporate Strategy

Ensure our staff feel they are contributing to the future of the University, as defined by Vision 2025