

Objective – The university is an open academic community at the heart of society, where people are eager to engage and feel a sense of belonging.

Goals	Strategies	Measures	
		Dashboard	Actions
<b>The university with value for society</b> <ul style="list-style-type: none"><li>70% of potential students know University and its value</li><li>70% of potential researchers about groundbreaking University research in their field</li></ul>	1. Target audiences are reached with unique stories about relevant and interesting the University research, researchers, and activities.	<ul style="list-style-type: none"><li>Percentage of potential students who know the University - Survey of secondary school students (ages 16–18) – Biannually - Marketing Department</li><li>Percentage of potential researchers who know about the University research - Survey of academics in relevant fields – Annually - Research Office</li></ul>	Share unique stories: <ul style="list-style-type: none"><li>Launch a monthly podcast featuring researchers and students - Communications, - 1 October 2025 - In preparation</li><li>Organise themed webinars for potential students and researchers - Marketing, - 1 November 2025 - Planned</li></ul>
<b>The university you are proud of</b> <ul style="list-style-type: none"><li>80% of students are proud of the university</li><li>80% of students express that pride</li><li>80% of staff are proud of the university</li><li>80% of staff express that pride</li></ul>	2. Students and staff are actively supported in sharing the University story and are given a platform to profile themselves.	<ul style="list-style-type: none"><li>Percentage of students proud of the University - Annual student satisfaction survey – Annually - Student Affairs</li><li>Percentage of students who express pride in the University - Social media monitoring and focus groups – Quarterly – Communications</li><li>Percentage of staff proud of the University - Annual staff satisfaction survey – Annually - HR Department</li><li>Percentage of staff who express pride in the University - Internal communication surveys – Quarterly - Internal Communications</li></ul>	Support students and staff in sharing the the University story <ul style="list-style-type: none"><li>Training sessions for student ambassadors and staff– HR Joe Malone - 15 September 2025 – Started</li><li>Set up a ‘Uni Story’ platform for sharing experiences - IT Ann Dreyfuss - 1 December 2025 - In development</li></ul>
	3. New students and staff are proactively coached as soon as they join the University.	<ul style="list-style-type: none"><li>Percentage of coached students</li><li>Percentage of coached staff</li></ul>	<ul style="list-style-type: none"><li>Proactively coach new students and staff– Education Office, Active</li><li>Introduce a buddy system for first-year students and new staff - Student Affairs, Anna Smith - 1 September 2025 – Active</li><li>Monthly check-ins by academic advisors during the first year - Education Office, John Doe– Ongoing - Active</li></ul>
<b>The university where you deepen your expertise</b> <ul style="list-style-type: none"><li>75% of secondary school students who attend an open day enrol at University</li><li>90% of University BA students progress to MA</li><li>40% of University MA students pursue a PhD</li><li>20% of BA students from other universities enrol in an MA at University</li></ul>	4. The University experience begins at the open day, with a personal coach from their own ‘group’ and interactions tailored to personal preferences.	Percentage of secondary school students who enrol after attending an open day - Registration of enrolments following open day visits - Per event - Student Recruitment	Personalised experience at open days <ul style="list-style-type: none"><li>Deploy student coaches during open days - Student Recruitment, Fatima Rashida - 15 October 2025 – Planned</li><li>Develop an interactive app for open day visitors - IT, Filip James - 1 November 2025 - In development</li></ul>
	5. Guidance towards BA, MA, and PhD programmes is interactive, personal, and relevant, distinguishing the University positively from other higher education institutions.	<ul style="list-style-type: none"><li>Progression rate from BA to MA - Student administration records – Annually - Education Office</li><li>Percentage of MA students who pursue a PhD - Registration of PhD candidates – Annually - PhD Office</li><li>Percentage of BA students from other universities who enrol in an MA at University - Enrolment data – Annually – Student administration</li></ul>	Interactive and personalised guidance for BA, MA, and PhD programmes <ul style="list-style-type: none"><li>Pilot personal study plans and mentorship - Education Office, Sophy Castellana - 1 January 2026 - In preparation</li><li>Establish an online community for PhD candidates - Research Office, David Brown - 1 February 2026 – Planned</li></ul>