

COMMUNICATION + COLLABORATION

Strategic Area 3
Communication And Collaboration

This strategic area requires us to place UAL at the centre of the debate about the future of arts, design, fashion and communication and to improve the way in which we engage with academic, cultural and business partners, both in the UK and across the world.

We will do this by:

communicating clearly and effectively both internally and externally, encouraging increased collaboration between our Colleges at all levels

strengthening academic relationships with other universities and institutions that have world-class reputations in our areas of expertise

creating closer connections with other disciplines, recognising the increasingly hybrid nature of arts, design, fashion and communication and their impact on other fields

building resilient partnerships at every scale from local communities to international networks, and using our creative expertise to empower others who would not otherwise have access to it

forging stronger links with our professional, cultural, academic and industry partners in relation to both research and enterprise

AN INSPIRATIONAL ENVIRONMENT

Strategic Area 4
An Inspirational Environment

This strategic area requires us to have a world-class physical environment and underlying infrastructure that supports our students and staff in their academic ambitions and increases our engagement with our wider communities.

We will do this by:

delivering sustainable new environments for our staff and students, reducing the number of our sites and delivering new academic buildings wherever existing facilities are not consistent with our ambitions

providing more UAL-controlled student accommodation closer to our academic buildings

maintaining our investment in traditional workshops, while increasing our investment in emerging technologies and developing our virtual environments

developing efficient and effective University-wide operational systems that meet the needs of our staff and students

providing a robust IT infrastructure which is consistent with our academic ambitions

This is a summary of UAL's 2015-2022 Strategy. For the full text, including strategic actions and key performance indicators, visit www.arts.ac.uk/UALstrategy

Camberwell College of Arts
Central Saint Martins
Chelsea College of Arts
London College of Communication
London College of Fashion
Wimbledon College of Arts

University of the Arts London
272 High Holborn
London
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ual: university of the arts london

strategy 2015-22

TRANSFORMATIVE EDUCATION FOR A CREATIVE WORLD

As a creative university, our future is formed by the imagination, energy and skills of our staff, students, alumni and of the many academics from other institutions who work closely with us each year.

UAL in 2022 will be the sum of the ideas we generate over the next seven years, the beautiful and wonderful things we make, and of our academic and business relationships here and abroad.

There are four major aims in our strategy. First, to be the best teachers in creative education. Second, to generate new knowledge that will address the challenges of today, fascinate students, and grow our income. Third, to increase our influence and impact as we become a global university. And fourth, to build the best physical and digital context for creative education, valuing traditional tools and workshops as much as emerging technology.

The people who work and study here shape the way we think about and sense the world, and how we act in it. With this strategy, we look forward to building the framework for their ideas and the environment in which the next generation of students and researchers will study and create.

UAL is built upon the specific histories, identities and achievements of its constituent Colleges, and their long tradition of engagement with creative, intellectual and professional life.

UAL is one of the world's most renowned institutions for education in arts, design, fashion and communication. Our critical mass and reputation allow us to influence the creative and cultural economy in the UK, Europe and beyond.

Our staff and students are immersed in the cultural life of London, and connected into the city's national and global networks. We are continually invigorated by these connections and contribute to their future development.

We actively influence global cultural debates through the diversity and international reach of our staff, students and alumni.

Our Values

We uphold the values of social justice and environmental stewardship through our teaching and research, as well as in the way we live, work and conduct our operations.

We ask original questions and arrive at new insights through the creativity and rigour of our practice and research.

We draw on and develop the natural enterprise and curiosity of our students, encouraging them to be the next initiators and innovators in their respective fields.

We respect our students' and staff's individual voices and collective endeavours, celebrating the breadth of backgrounds and cultures represented at UAL.

TRANSFORMATIVE EDUCATION

Strategic Area 1 Transformative Education

This strategic area requires us to ensure that all our students can reach their full potential. It requires us to work in partnership with them to develop and deliver an education that is responsive, responsible, imaginative and inspirational.

We will do this by:

putting curiosity, making, critical questioning and rigour at the heart of our curriculum

using teaching methods based on best creative practices, and expanding the use of work-based and research-informed learning to ensure that our students are thoroughly equipped for their future careers

engaging with our students to develop flexible modes of teaching delivery, taking into account the particular characteristics of a London-based education and advances in digital technologies

placing diversity and inclusivity at the core of our recruitment and education for staff and students

Strategic Area 2 World-Leading Research And Enterprise

This strategic area requires us to create and apply knowledge that develops our disciplines, makes a positive contribution to society and the economy, and generates new sources of income to support our academic ambition.

We will do this by:

continuing to generate world-leading research which is original, rigorous and reaches a wide audience

using our research and enterprise to inform our curriculum and enhance student learning, at the same time making the most of our knowledge and expertise to generate income to support our academic ambitions

promoting arts, design, fashion and communication as forms of productive knowledge that contribute positively to society and support scientific and cultural development

encouraging the transfer of research into the field of enterprise so that it informs and stimulates the creative economy

increasing our commitment to lifelong learning through new accredited and non-accredited courses, thereby expanding our academic enterprise activity

WORLD-LEADING RESEARCH + ENTERPRISE