RGU Strategic Framework 2017-2021

**Achieve High Graduate Employability**
Shaping creative, professional and engaged individuals

**Cultivate Student Success**
Supporting individual through each step of their learner journey

**Enrich the Student Experience**
Unleashing individual potential through a complete RGU experience

**Be a Dynamic Partner of Choice**
Developing powerful relationships with educational and other partners to secure exciting outcomes

**Drive Research Excellence to Support Stakeholders**
Leading and partnering on advanced thinking

**Offer Innovation-Driven Solutions**
Designing demand-led industry and community solutions

**Prioritise Societal and Economic Impact**
Enriching the community and individuals’ lives

**Secure Recognition as a Thought Leader**
Leading and shaping progress in areas of expertise

**PIONEERING EDUCATIONAL INNOVATION**
RGU will champion high-quality, professionally-relevant, education to support learner success
- Provide stimulating programmes to anticipate and meet education and skills needs
- Deliver national and transnational education of high quality and sustainability
- Enhance programme flexibility with short courses and professional development courses to meet lifelong learning needs and opportunities
- Strengthen partnerships further with employers and professions in design and delivery models to ensure relevant skills and capabilities

**ADDRESSING CHALLENGES TOGETHER**
RGU will actively seek innovation in learning and knowledge exchange for the community and industry
- Expand commercial initiatives in incubators, start-ups and spin-off enterprises to meet community demand and foster university sustainability
- Address challenges of industry and community through consultancy and community-based research
- Connect students and industry through enhanced work-related activities
- Deliver internal business solutions to support university’s long-term success

**CHAMPIONING ACCESS AND INCLUSION**
RGU will serve students, its staff, and the community by offering an inclusive and supportive environment in which to study and work.
- Increase access for learners traditionally facing greater barriers to higher education
- Advance high-value cross-disciplinary work to meet learner and industry needs
- Embrace diversity and equality actively within the student and staff experience
- Deliver borderless education to meet needs across various learning stages

**ENGAGING OUR COMMUNITIES**
RGU will build its influence and reputation through partnerships and community involvement – locally, nationally, and internationally
- Shape organisational culture which enhances the development and wellbeing of staff and students
- Invest in strong regional partnerships (such as Opportunity North-East and the Aberdeen City Region Deal)
- Engage students and student leadership actively in shaping the institution
- Advance RGU through engagement of alumni and RGU supporters with the university — and amongst each other
- Execute high-impact partnerships with educational institutions and international organisations
The RGU Story

The journey of Robert Gordon University remains an impressive one.

With educational roots going back to Robert Gordon’s Hospital in the mid-18th century, and building on the rich history of RGIT, Robert Gordon University can be proud of its enduring contribution to its graduates, and the local and global community. It has achieved much – and it has continued to build from the vision of its founder to create access for children from disadvantaged circumstances to receive an excellent education.

RGU is known as an educational innovator, and a strong partner of Aberdeen City and Shire, and education institutions across the globe. It is a university which understands the needs and priorities of the community and industry and a place of learning that provides students with real advantages as they embark upon their professional careers. In addition, RGU’s state-of-the-art campus at Garthdee allows the university to deliver an integrated high quality education in excellent facilities, in partnership with its key stakeholders.

Shaping the university to meet changing needs along the way are the achievements of the staff, students, and supporters within the RGU community. They will remain central to what the university can achieve in the future.

Our success to date provides a solid foundation for our future, enabling us to continue to grow and change to meet the developing needs of a learning society.

There are more students taking their courses from within a working career and at different stages of life; there is technology complementing and building on traditional pedagogy; there are the increased expectations and needs for transferrable skills of graduates and employers; there are governments charging universities to underpin economic development; and there is urgency to remove or at least reduce the barriers to education.

Most universities recognise these changes and pressures, but few are able to adapt to them with the speed and agility that society now requires while still maintaining academic integrity and intellectual excellence and freedom.

This strategy is our response to provide an excellent educational environment for learners, to deliver contributions to society to find solutions for challenges and opportunities, and to meet our desire to be innovative and entrepreneurial.

The RGU Identity

At the heart of RGU are its people and its clear sense of purpose.

Led by a commitment to students, and each other, the RGU community strives to act with respect, trust, inclusivity, creativity and genuine engagement.

RGU will continue to place the needs of learners, industry and society at the centre of its work. In doing so, RGU will focus on the direct impact of its teaching and research activities, the employability of its graduates, and its strong interdisciplinary focus addressing key questions and issues of concern to the local and global community. It will achieve its goals through partnerships with academic, voluntary, public and business organisations that share its ideals and aspirations.

RGU will be a model university leading and modelling the future of higher education.

The RGU Opportunity

Robert Gordon University’s ambition is defined by a common vision and a values-inspired approach owned by the entire RGU community.

RGU’s strategy must be decisive and proactive. It must also be accompanied by excellent communication as well as inclusive engagement and partnership, involving staff, students, alumni and stakeholder partners.

Students come to RGU to benefit from diverse learning environments – and at various stages of their lives, education or career needs. RGU has identified themes prevalent across modern society, and through which it can best meet educational, economic, social and cultural needs. Delivering leading-edge education in these areas, it will remain steadfast in its strong commitment to support students in their ambitions and their out-of-classroom experience, as they travel through their learner journeys and successful careers.

The university will also deliver on its brand promise through investment in its research capabilities and inspire work across this portfolio, bringing tangible benefits to industry and the community. Through partnerships and focusing on its strengths, RGU can offer research leadership with creative solutions for society and its members.

To meet ever-evolving learner needs, the university has identified four key areas of development over the next four years.

It will adopt and shape best-in-class approaches to learning and pedagogy, including more flexibility in its delivery, and taking a cohesive, balanced approach to meeting regional and global needs. It will guide educational journeys through a set of graduate outcomes – recognising learning that occurs inside the classroom and out.

RGU will break down barriers in the learning environment, in particular by actively recruiting those who historically find it more difficult to access education, and by providing an environment in which diversity and equality are assured.

RGU also recognises the high value that work across disciplines can bring to students, researchers and the broader community. It will create mechanisms to encourage and resource this approach – to address key questions and problems affecting today’s society or industry.

RGU will seek innovative ways of helping international students to meet their expectations and needs, and do so in ways that maximise success. The university will also meet a growing segment of learner demand through a flexible programme of professional development and training for people at various stages of their lives and careers.

RGU will also assure its long-term sustainability, it will leverage the enterprise, expertise, experience and skills of its community to generate innovative commercial initiatives. To this end, it will develop a demand-led suite of solutions to challenges identified by our stakeholder partners.

With learners at the core, RGU will build a university community supportive of each other, and one committed to service to society. Embracing innovation and partnership, RGU will seek new ways of doing business, within the framework of its values and ambitions.