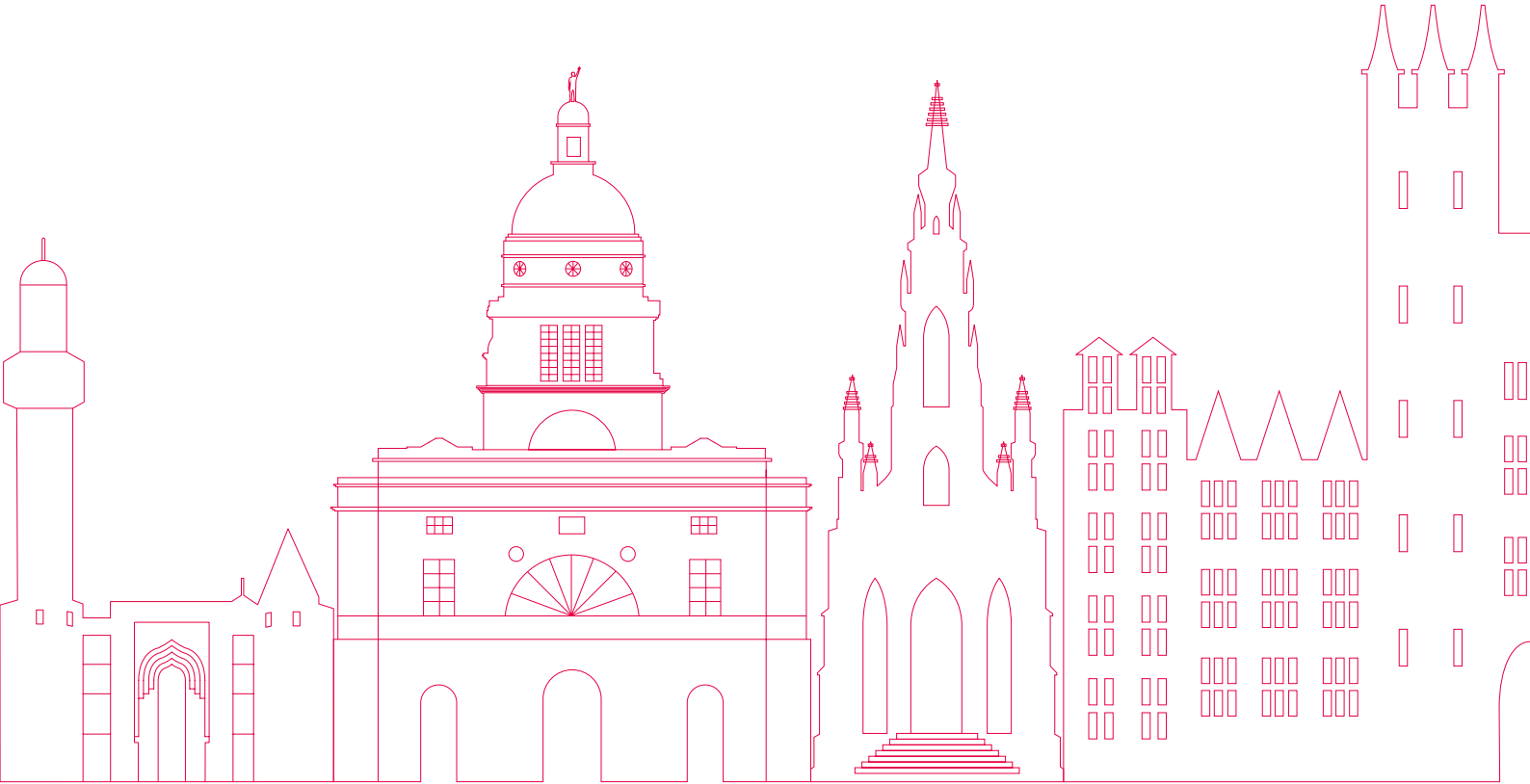




THE UNIVERSITY *of* EDINBURGH



USG Strategy

Vision

We deliver impact for society.

As a truly global university, rooted in Scotland's capital city, we make a significant, sustainable and socially responsible contribution to the world.

Mission

We discover, develop and share knowledge.

As a centre of academic excellence we aim to:

- provide the highest-quality research-led teaching and learning;
- challenge the boundaries of knowledge, research and disciplines;
- enable our graduates and staff to be exceptional individuals equipped to address global challenges;
- promote good health, economic growth, cultural understanding and social well-being.

USG Objectives

To help the University deliver its mission and achieve its vision USG has the following objectives;

- Our students feel well supported from the outset
- Our staff think this is a great place to work
- It is easy and fulfilling for external parties and colleagues to engage with us
- Our alumni and donors are enthusiastic contributors
- The University's national and global profile and position is strong
- We support good fast decision making throughout the University
- Services we provide across the University are effective, efficient and friendly
- We work in a creative and collaborative environment.

Indicators

- Improved student satisfaction with our services
- Develop our global portfolio of strategic partnerships that deliver value and impact for the University
- Increased staff engagement
- The University's Global Office network has expanded impact and reach
- Improved College satisfaction with our services
- A simple, transparent governance structure
- A highly talented, international, diverse student and staff community
- Improved management information
- Local residents and members of our wider community engage regularly with the University and value the relationship they have with us
- Increased partnership working across the University on efficient and effective processes
- Increased philanthropic funding for the University
- Improved communication with students, staff and external groups
- Increased number of our alumni engaged in a relationship with the University
- Sustained high proportion of our students who achieve a positive outcome.

Targets

- 1 Improved student satisfaction with our services
 - 1.1 Measured by ESS/ISB scores
- 2 Proportion of our students who achieve a positive outcome
 - 2.1 Proportion of graduates in graduate level employment or further study
- 3 A highly talented, international, diverse student and staff community
 - 3.1 Proportion of international students from beyond our five most well-represented countries
 - 3.2 Proportion of international staff
 - 3.3 Undergraduate entrants from under-represented groups
 - 3.4 Achieve the institutional Athena Swan Silver award.
 - 3.5 Create at least 800 new opportunities for our students to gain an international experience as part of their Edinburgh degree
- 4 Increase the number of USG services with Investors in People accreditation
 - 4.1 Number of accredited services
- 5 Increase staff involvement in development activities
 - 5.1 Number of development activities attended per staff member per annum
- 6 Actively involve local residents and members of our wider community with the University
 - 6.1 Number of website visits by geographical location
 - 6.2 Attendance at Doors Open Days
- 7 Increase philanthropic funding for the University
 - 7.1 Value of funding received
- 8 Increase the number of our alumni engaged in a relationship with the University
 - 8.1 Engage five per cent of our alumni in a personal relationship with the University
- 9 Develop our global portfolio of strategic partnerships that deliver value and impact for the University
 - 9.1 Track activity linked to strategic partnerships and highlight specific deliverables
- 10 Improved coverage in national and international media
 - 10.1 Column centimetres coverage in national/international press
- 11 Improve College satisfaction with our services
 - 11.1 Survey of College staff.

