

THE DIFFERENCE IS...

STRATEGIC PLAN 2030

UNIVERSITY of
STIRLING





OUR SHARED VISION

To make an impact on people's lives and be a force for good in the world.

OUR VALUES

AMBITION

for our people, our institution, our city, region and the global community, to be the best they can be.

INTEGRITY

in how we behave – being recognised as open, honest and trustworthy.

RESPECT

and care for each other, harnessing inclusivity to enrich what we do and how we do it.

OUR PILLARS

PEOPLE

Our community supports one another to deliver excellence in all we do.

PLACE

From our roots in Stirling, we are making an impact regionally, nationally and globally.

PURPOSE

We are driven by our ambition to enhance lives and be a force for good in the world.

OUR STRATEGIC PRIORITIES

STUDENTS

STAFF

RESEARCH

ENGAGEMENT

HEALTH AND
WELLBEING

STRATEGIC PRIORITY

STUDENTS

Focusing on personal and academic growth to cultivate creative, responsible, skilled and resilient graduates.

The University will:



Provide an environment where students from all backgrounds can enjoy their learning, be part of a community with shared values, and realise their ambitions.



Offer a demand-informed curriculum, which embeds personal and professional skills, in a modern digital teaching and learning environment.



Focus on employability, offering work-based learning opportunities, and encouraging students to see ongoing skills development as a route to successful careers.



Encourage students to strive for excellence, enrich their learning and take an active involvement in enhancing all aspects of their lives.



Encourage our global alumni community to have a lifelong relationship with us, providing them with access to our international network and careers services.

STRATEGIC PRIORITY

MEASURES OF SUCCESS

By 2030, we will:

- Rank top 20 in the UK for student satisfaction.
- Grow and diversify our student numbers and enhance alumni engagement.
- Produce graduates with purpose, cultural awareness, and the skills to enter employment or further study.

STRATEGIC PRIORITY

STAFF

Enhancing our culture of support for one another, enabling colleagues to develop and sustain fulfilling careers while delivering our ambitions individually and collectively.

The University will:



Engage and retain talent in support of our growth ambitions, and provide our staff with training and career development opportunities.



Prioritise personal and professional growth, and support staff in developing their skills and careers at Stirling, recognising their commitment to excellence is key to our success.



Enrich lives and generate new knowledge by creating opportunities for cross-university collaboration, broadening networks, and fostering a dynamic learning community.



Enable staff to work more effectively and efficiently by investing in digital skills and technology, while assessing our skills base, building on progressive work practices and celebrating success.



Ensure decisions are taken at appropriate levels within the University, enabling and fostering trust and accountability to best progress institutional objectives.

STRATEGIC PRIORITY

MEASURES OF SUCCESS

By 2030, we will:

- Attract talented people and grow staffing levels in proportion to teaching and research activity.
- Achieve high rates of staff engagement and support our staff to build fulfilling careers and deliver excellence.
- Improve staff retention and support early career staff in developing and progressing within the University.

STRATEGIC PRIORITY

RESEARCH

Producing world-leading research and innovation with national and global impact.

The University will:



Grow existing areas of research strength, expand into new areas, and embrace an innovation culture to deliver solutions locally and globally.



Put innovation at the heart of academic practice, underpinned by strong leadership, ethics and integrity, and encourage researchers to capitalise on interdisciplinary networks.



Progress our plans to improve the quality of spaces, places and lives to deliver solutions to global challenges.



Enable researchers to build long-term careers; developing our people with a focus on leadership, partnership working and creating a strong sense of belonging across our communities.



Deepen partnerships - including with government, business and industry - to use our research to stimulate growth, and maximise the potential of initiatives such as City Region and Growth Deals.

STRATEGIC PRIORITY

MEASURES OF SUCCESS

By 2030, we will:

- Significantly improve our performance in REF29, establish ourselves among the leading research-intensive universities, and build our reputation for research impact.
- Increase our interdisciplinary research profile and optimise the impact our research has upon academia, society and the environment.
- Increase research grant capture to £40 million a year while increasing the number of research-active staff and investing in our infrastructure.

STRATEGIC PRIORITY

ENGAGEMENT

Partnering with key players to make a difference in our city, region, nation and the wider world, and harnessing the power of our global alumni network.

The University will:



Deepen our global reach and engagement by expanding international partnerships, encourage student and staff mobility, and strengthen links with our global alumni networks.



Use our world-leading research in global and community resilience to deliver positive impact, making a difference by building partnerships with governments, academia, business and NGOs.



Deliver our Sustainability Plan, aligning our objectives with the UN's Sustainable Development Goals where appropriate, and helping drive our region's ambition to achieve net zero by 2040.



Develop shared objectives with industry and government partners to advance economic, educational, social and cultural development in Stirling, Clackmannanshire, Falkirk and beyond, increasing the impact of our engagement with businesses.



Deepen the connections between the University and our local area, increasing the vibrancy of local life and spaces, and extending our impact and reach, to the benefit of our community.

STRATEGIC PRIORITY

MEASURES OF SUCCESS

By 2030, we will:

- Increase the number of high-impact partnerships with universities, organisations, governments and businesses to support economic, social and cultural development.
- Be seen as a leader in environmental change research, and an advocate for change, by reducing carbon emissions and delivering on our Sustainability Plan.
- Be at the heart of strong international networks in research, learning and teaching, and harness the power of our global alumni network.

STRATEGIC PRIORITY

HEALTH AND WELLBEING

Investing in our people's physical and mental health, and enhancing society's health and wellbeing through world-leading research and education.

The University will:



Intensify our research, developing innovative solutions in health and social care, while providing expertise for policymakers locally, nationally and internationally.



Lead the development of health and social care education and training nationally and internationally; developing innovative programmes for professionals and organisations.



Enhance health and wellbeing within the University and wider community, supporting our students and staff to get the maximum benefit from our sporting and cultural resources.



Develop an integrated approach to student and staff welfare and working conditions, promoting physical activity and acknowledging the challenges faced in managing physical and mental health.



Create inspiring spaces for our students and staff, to stimulate learning, engagement and outreach, and to enrich their lives and sense of wellbeing.

STRATEGIC PRIORITY

MEASURES OF SUCCESS

By 2030, we will:

- Track the wellbeing of students and staff, and invest in programmes to improve health and resilience.
- Demonstrate increased participation rates in physical activity, sport and culture activities by staff and students.
- Reduce absence levels due to mental and physical ill-health.

THE
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IS...

PEOPLE
PLACE
PURPOSE

To discover more about our Strategic Plan 2030, please
visit stir.ac.uk/strategicplan