

CARDIFF UNIVERSITY INNOVATION AND ENGAGEMENT STRATEGY

VISION	We will be one of the world's leading universities creating global impact through our academic excellence		
VALUES & PRINCIPLES	<ul style="list-style-type: none"> • We work in partnership with private, public and third sector organisations to shape our future work • We value excellence, innovation & contemporary relevance • We disseminate our academic excellence into the wider community • We are committed to Sustainable Development 		
PRIORITIES	Build partnerships with our communities to secure support to deliver our strategy; Use interdisciplinary research strengths to address global challenges; and Equip our graduates with employability and enterprise skills to prepare them for employment		
OBJECTIVES	<p style="text-align: center;">EXCELLENCE IN EFFECTIVE TRANSLATION & DISSEMINATION OF OUR RESEARCH</p> <p style="text-align: center;">Act as a magnet for international research & development in Wales by</p> <ul style="list-style-type: none"> • Increasing revenue streams attached to commercial development activities • Being internationally acclaimed for informing public policy & services • Further developing effective knowledge transfer links with industry • Leading & developing innovation-based, challenge-led initiatives providing holistic solutions to global challenges 	<p style="text-align: center;">DELIVERY OF HIGHLY SKILLED PEOPLE TO THE LABOUR MARKET</p> <p style="text-align: center;">Graduates recognised & well-regarded by employers & professional bodies by</p> <ul style="list-style-type: none"> • Embedding employability and enterprise skills across our courses • Providing opportunities for all students to undertake work placements as part of their studies • Establish a vibrant programme of Continuing Personal & Professional Development education • Being responsive to employer & regional needs for highly skilled graduates 	<p style="text-align: center;">EFFECTIVE ENGAGEMENT WITH OUR COMMUNITIES</p> <p style="text-align: center;">Benefit economic, social & cultural developments globally & locally by</p> <ul style="list-style-type: none"> • Ensuring that our staff & students contribute to the health & wealth of communities • Attracting, recruiting & retaining the most able students from diverse backgrounds & enabling them to maximise their potential • Making a significant contribution to the culture and heritage of Wales
ENABLERS	<p>PEOPLE</p> <ul style="list-style-type: none"> • Develop a strong culture of the Engaged Academic • Increase recognition for Innovation and Engagement in our staff development & performance management tools • Recognise & celebrate excellence of our staff & students 		
ENABLERS	<p>PARTNERSHIPS</p> <ul style="list-style-type: none"> • Develop a network of Cardiff Entrepreneurs • Develop supportive relationships with other institutions and organisations to enhance the reach and significance of our contributions at local through to global levels • Maintain a lifelong relationship with alumni • Securing support for future work to underpin the global challenges 		
ENABLERS	<p>INFRASTRUCTURE</p> <ul style="list-style-type: none"> • Develop distinctive physical & virtual environments that foster excellence for staff, students & collaborators • Work with our partners within the City-region to develop Cardiff as a Innovation hub through the redevelopment of the Cardiff Innovation Centre, the development of the Cardiff Business District, and the Digital Media Centre 		
ENABLERS	<p>ORGANISATION and PROCESSES</p> <ul style="list-style-type: none"> • Ensure that our internal organisation & processes continue to evolve to address the challenges laid out in the strategy • Enhance our use of Business Intelligence & Management Information in decision making • Disseminate best practice across the University 		
ENABLERS	<p>MARKETING & COMMUNICATION</p> <ul style="list-style-type: none"> • Showcase the excellence, impacts & benefits of our activities in order to achieve local and global recognition for the distinction & impact of our academic excellence • Work positively with local, national & international media • Develop consistency in our branding, messages & engagement • Embrace the opportunities offered by new forms of digital media 		