

# Strategy 2035

## Creating Opportunity, Transforming Futures



# Foreword



The origins of the University of Wolverhampton go back nearly 200 years when it was established as a Tradesmen and Mechanics' Institute in 1827. These origins continue to influence the mission of the University, its character, courses, research, knowledge exchange and role as an anchor institution.

Over the past six months we have explored how we build on this heritage. We have sought and distilled the collective ambition and imagination of our colleagues and students as well as the wider University community. It has been clear from these conversations that our overriding objective is to make a positive difference for our students and staff, for our city and region, and for the nation and globally.

At the heart of our approach is the belief that we can achieve so much more when we work together with others. To transform futures, we must do so collaboratively. For its part, the University will help to raise aspirations in our communities, provide the widest possible educational opportunity both locally and globally, and will deliver outstanding education, research and knowledge exchange to help to transform lives and futures.

This Strategy encompasses the insights, ambitions and aspirations of our students, staff and partners. It reaffirms our identity as a civic institution powered by our sense of place and connections to our local and global communities and commits the University to play a leading role in delivering a more inclusive, productive and sustainable society.

We look forward to you joining us on our exciting journey.

**Professor Ebrahim Adia**  
Vice-Chancellor and  
Chief Executive

**Angela Spence**  
Chair of the Board of Governors

# Vision

**We create opportunity, transform lives and deliver a more inclusive, productive and sustainable society.**

# Mission

**We transform lives by:**

## **Creating opportunity**

We provide the widest possible access to high-quality education and support the creation of highly skilled jobs.

## **Developing people**

We develop the skills and capabilities of our students and staff, embrace diversity and further career success.

## **Shaping the future**

We ensure our learning, research and knowledge exchange creates a fairer, more productive and sustainable society.



# Values and behaviours

## **Inclusive**

We are welcoming, respectful, collegiate and supportive.

## **Accountable**

We take pride in what we do and how we do it, take responsibility for our actions and operate with transparency and integrity.

## **Ambitious**

We are imaginative, confident, innovative and deliver excellence.

## **Resilient**

We have a positive outlook; we are adaptable and recover from setbacks.

# Priorities

Our Strategy is underpinned by five key pillars:

## **Student success**

We co-create the student experience to foster high levels of student engagement, satisfaction and equitable outcomes through excellent teaching and research.

## **People and culture**

We attract, develop and retain talented people by embedding an inclusive, empowering and supportive culture.

## **Operational excellence**

We operate one of the most agile, efficient and sustainable universities.

## **Research and knowledge exchange**

We deliver high-quality, impactful research and knowledge exchange.

## **Societal influence and impact**

We help to shape future ideas, influence policy and support inclusive growth.



# Outcomes

By the end of this Strategy the University will be recognised for:

- Creating opportunity and transforming the lives of our students.
- Attracting, developing and retaining talented and motivated staff.
- Fostering high levels of student satisfaction and delivering successful outcomes.
- Being one of the most efficient universities in the sector.
- Being bold, imaginative and distinctive.
- Making a world-leading contribution through research and knowledge exchange in green innovation, health and wellbeing and inclusive communities.
- Serving as a leading university for business and civic engagement and actively contributing to the growth and success of Wolverhampton, the West Midlands and key international locations in our role as an anchor institution.



## The University in numbers



No.1 in the UK for teaching first-generation students<sup>1</sup>



Ranked 29<sup>th</sup> for student positivity (NSS)<sup>2</sup>



55% of research rated as world-leading and internationally excellent<sup>3</sup>



90% of our graduates are in work or study<sup>4</sup>



77% of graduates work in the West Midlands region<sup>4</sup>

