

Cranfield University: Creating Leaders in Technology and Management.

We unlock the potential of people and organisations by partnering with business and governments to deliver transformational research, postgraduate education and professional development.

Our Research and Education Strategies are closely aligned, addressing the quality of inputs made by the university, the impact on our staff and students, and the quality of their outputs across our themes. Currently, our themes are: Leadership and Management, Energy, Environment, Manufacturing, Transport, Aerospace, Defence and Security, and Agrifood; each supported by a Theme Leader who provides strategic direction and thought leadership. Our themes reflect our core strengths; they pull together the breadth of the talent and experience across our University enabling us to work in a truly multidisciplinary way.

Research Strategy

Our vision is to be recognised for outstanding transformational research that meets the needs of business, government and wider society. We also aim to be renowned for our impact and influence - regionally, nationally and internationally, being recognised as 'closest to business'.

To achieve this we will provide:

- academic staff recognised as thought-leaders
- critical intellectual mass
- innovative business-engaged research
- leadership for national facilities
- high impact and highly-cited research outputs.

We will monitor our performance against agreed targets for:

- achieving 400 fully research active staff
- increasing research income
- improving citation rates
- growing the impact of our research.

Our high-quality research spans the technology readiness levels, from the generation of ideas through to their implementation. Our world-leading programmes of fundamental research underpin research that is close to business. Many of these programmes access research facilities that are on an industrial scale.

Our detailed research strategies are:

Aspect	Research Strategies
1. Research income (Pounds)	1.1 Support an ambitious programme of research funding bids directed at the major funding bodies and industry
	1.2 Enhance and grow our strategic research partnerships
	1.3 Extend the reach and scope of our research collaborations in all areas
2. Quality of PhDs (PhDs)	2.1 Enhance the quality of supervision and support provided to our doctoral students and early career researchers
	2.2 Identify, initiate and implement innovations in doctoral programmes, including taught doctorates, DBAs
	2.3 Strengthen our research brand in order to attract and retain the best quality PhD students and researchers
3. Research outputs (Papers)	3.1 Help staff to publish their research in high quality journals and to make it open access
	3.2 Raise the profile and impact of our research
	3.3. Take a leading role in the debate on impact assessment and monitor our Impact Case Studies

Education strategy

Our vision is to provide a premier learning experience that enhances the capabilities of individuals and their organisations.

To achieve this, we will provide:

- world-class education for professional learners
- outstanding employer engagement
- exceptional experience at Cranfield and Shrivenham campuses
- excellent staff-learner engagement.

We will monitor our performance against agreed targets for:

- providing a UK top 10 postgraduate learning experience
- recruiting high-quality learners to all programmes
- enhancing the careers of our alumni.

Cranfield has pioneered the development of education programmes that enhance the careers of our professional learners and the businesses sponsoring them. As the largest UK provider of Masters-level graduates in engineering with a flagship MBA and extensive customised Executive Education and Professional Development programmes, Cranfield's education portfolio is renowned for its relevance to business and government.

Our detailed education strategies are:

Aspect	Education Strategies
1. Education quality and relevance	1.1 Extend our expertise in delivering high-quality, innovative education in flexible, learner-focused formats
	1.2 Strengthen our signature andragogy - developing our reputation and our skills in working with postgraduate and executive learners
	1.3 Hard wire our education provision into the changing needs of organisations
2. Outstanding experience	2.1 Drive an ambitious programme of learner engagement and advocacy
	2.2 Ensure excellent and relevant learning and assessment experiences
3. Performance- and career-enhancing outcomes	3.1 Accelerate the career trajectories of our learners
	3.2 Transform the individuals, teams and organisations that we work with

Action plans and priorities

In addition to consulting on the key elements and the strategies, there has been extensive consultation on the year-by-year actions that will realise the strategies to develop 3-year action plans. During consultation, staff were invited to comment on priorities as well as the actions themselves; this has led to some re-prioritisation of actions that people felt were more urgent or important, as well as a number of amendments and new actions being added.

These documents are live documents and will be reviewed regularly by the PVC-RI and the PVC-E as well as Education and Research Committees; this process will allow us to review our progress on delivering these strategies (which we will report to Senate and to the Executive), and also to amend or add actions or change priorities if we need to respond rapidly to new developments or market changes.