



# Our University

Cranfield's mission, corporate plan and values

# Introduction

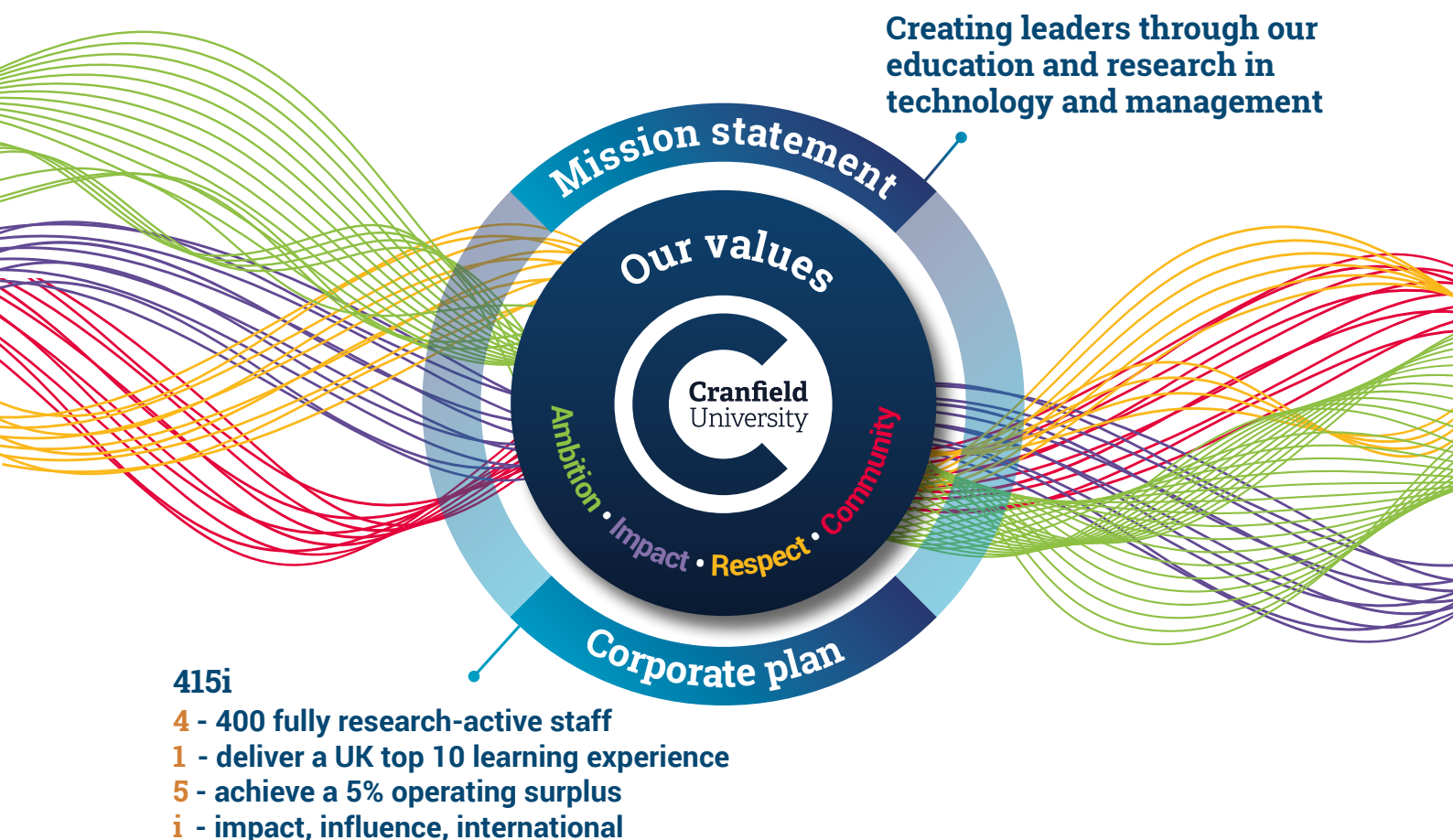
**Cranfield is a specialist postgraduate University with distinctive characteristics.**

Our **mission** is to create leaders through our education and research in technology and management.

Our **corporate plan** is designed to raise the ambition and enhance the distinctiveness of our University through our people (staff, students and alumni), the industry partners we work with and our unrivalled facilities. Through our 415i goals (see page opposite), we have set out our strategic priorities and targets.

What we **value** and how we do things is just as important. Our shared, stated values run as a thread through everything we do.

**Sir Peter Gregson FEng MRIA**  
Chief Executive and Vice-Chancellor



# Our corporate plan

To strengthen our distinctive position in higher education and to grow our University, we have raised our ambition through our 415i goals:

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## 400 fully research-active staff

We are a global university, carrying out transformational research with a real-world impact. Our goal is to have 400 research-active staff in the next Research Excellence Framework (REF) 2021, which increases our research funding and enhances our reputation.

**Key performance indicators (KPIs):** As well as tracking the number of research-active staff and their publications, we measure how much research income we generate per academic FTE (full-time equivalent).

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## Deliver a UK top 10 learning experience

We are committed to enhancing the experience of everyone studying at Cranfield – taught students, researchers and those on professional and executive programmes. We deliver education which helps unlock their potential, develops their talent and enables them to go on and make their mark in the world.

**KPIs:** We measure the % of students who would recommend Cranfield through the Postgraduate Taught Experience Survey (PTES), together with our UK student numbers.

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## Achieve a 5% operating surplus

To ensure we are a sustainable organisation, we need to produce an operating surplus. Our goal of generating a 5% operating surplus allows us to reinvest in our staff, students and facilities.

**KPIs:** As well as our operating surplus target, we measure how much we are growing through an increase in our overall income.

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## Impact, influence, international

Our distinctive research, teaching and everyday actions have a significant impact on society. Our success depends on the breadth and depth of our relationships with industry and our ability to deliver practical solutions.

**KPIs:** We measure our commercial income from education, research and executive development, together with our international student numbers.

# What we value

**Our values help to define who we are, guide the way we behave and shape our decisions. Our shared, stated values were developed with the active engagement of colleagues across the University:**

## Ambition

**We aim high. We do all we can to achieve excellence.**

- We look for opportunities to innovate.
- We challenge ourselves to do our best work and to inspire others.
- We reward and celebrate success.
- We learn from our mistakes.



## Impact

**We change people's lives. We make the world a better place.**

- We each play our part in making a difference.
- We find better ways to do things and make it happen.
- We achieve much more when we work across boundaries.
- We deliver practical outcomes by working hand-in-hand with our partners.



## Respect

**We value everyone's expertise. We support each other.**

- We trust each other and work well together to achieve our goals.
- We are flexible in the way we think and work.
- We take time to listen and learn from each other and actively encourage different perspectives.
- We care about everyone's wellbeing.



## Community

**We build and cherish our Cranfield community. We embrace diversity.**

- We value diversity and seek ways to increase it.
- We provide opportunities for everyone to develop and flourish.
- We build team spirit in our individual teams and across the University.
- We nurture collaborative relationships with students, partners and alumni.

