



Education Strategy 2017-2020

Strategy

We develop leaders in technology and management. Our vision is to deliver a top ten learner experience through the quality and relevance of our education, an outstanding learner experience, and outcomes that enhance the careers of our learners and the performance of the organisations they work for.

Rationale

The education landscape is continually changing. Cranfield has responded to the challenges and continues to advance postgraduate and post experience learning.

Significant changes include the explicit inclusion of Executive and Professional education, evolving technologies and practices, new opportunities including Masterships and innovating in customised education.

Following a series of consultations and workshops, our Education Strategy 2017-2020 has a new structure.

Structure

The objectives retain continuity with the previous Education Strategy and the Corporate Plan (415i) being to deliver a top ten learning experience through:

- Education quality and relevance.
- Outstanding experience.
- Performance and career enhancing outcomes.

This will be delivered in two strategic areas: **Executive and Professional Development** and **Learning, Teaching and Assessment**.

There are three portfolios that underpin these areas: **Portfolio Development**, **Learning Experience** and **Andragogy and Academic Development**.

Tasks within all three portfolios will contribute to both strategic areas, there is not a simple divide between our Executive and Professional versus award-bearing activities.

These work portfolios will be delivered through a more focused set of work streams. Many of the work streams are interrelated and will contribute to both of the strategic areas.

Each work stream will be made up of a number of packages ranging in complexity and scope from relatively simple tasks to more complex internal and cross functional projects. Education Committee will regularly review progress and the project plan and task list will be updated by Education Support to reflect our changing priorities and emerging opportunities.



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In the following diagram the two strategic areas are colour coded with these colours reflected down into the work streams to show the major relationships. Those work streams that are shown in a third colour have significant relationships to both strategic areas.

A number of descriptive statements are also added as descriptions to give meaning to the purpose and aims.

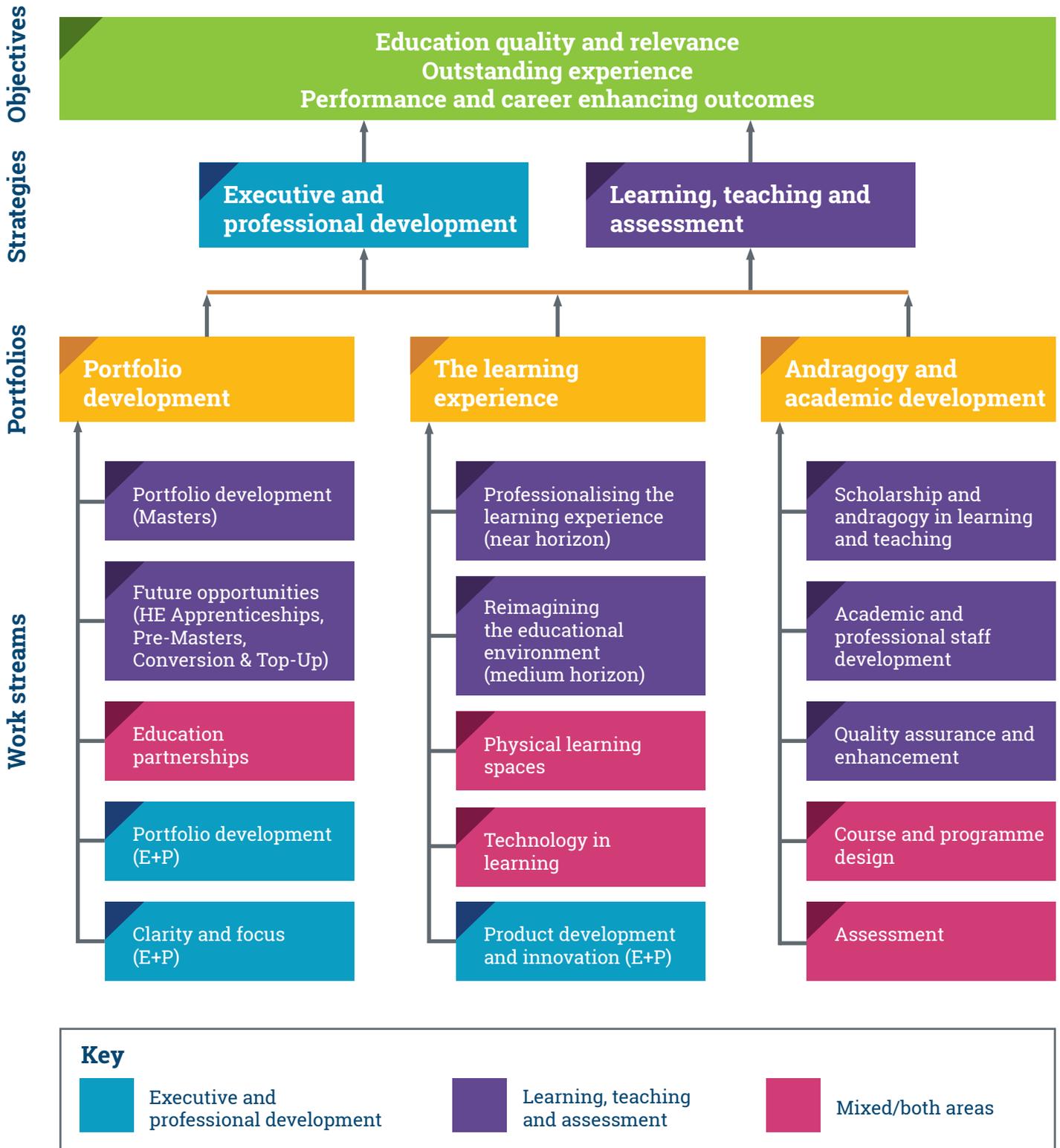
Dissemination and management of the strategy

This Education Strategy is more relevant, responsive and actionable. It specifically includes both of our areas of education; and it enables us to clearly identify our Learning, Teaching and Assessment (LTA) strategy (purple) for partners and accrediting bodies.

The Education Strategy will be shared publically not only with all our staff and students but also with the wider community as a key strategy of the University.

The implementation plan is now clearly separated from the strategy. All the line items from the previous plan were captured and reassessed as to their current relevance and relative priority. Along with new and future emergent opportunities and tasks these will be able to be managed by a team responsible to PVC Education and Education Committee.

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Executive and professional development

Non-award-bearing education is important for Cranfield as a showcase for our thought leadership, providing evidence of our closeness to and impact on industry; as a lifelong learning relationship in its own right; as a 'taster' for our award-bearing and customised courses; and as an agile way in which we can test out new concepts before developing a long course offering.

Learning, teaching and assessment

Our award-bearing education builds on our distinctive research. It is delivered using Cranfield's signature andragogy that focuses on practical solutions to business problems. We strive to maintain and enhance our portfolio of taught programmes, to supplement them with innovative, relevant and challenging content and assessment, meeting the needs of our partners and stakeholders and demonstrating academic rigour.

Portfolio development

We will provide a distinctive learning experience that focuses on the application of new thinking to live issues in technology and management. We develop people and teams through an integrated learning partnership.

Portfolio development (Masters)

To develop the portfolio of award-bearing programmes in a way that aligns high-impact, relevant teaching programmes with identified stakeholder needs and exploits Cranfield expertise to deliver sought after award-bearing solutions.

Future opportunities

To respond to opportunities to develop innovative and exciting opportunities for new award-bearing education in emergent areas of national government policy, international and industry specific requirement and respond to changing social and market pressures.

Education partnerships

To develop a range of relationships between Cranfield and key partners to enable the design and delivery of learning experiences in a high quality manner that showcase the very best qualities of our University and its learners.

Portfolio development (executive and professional)

To develop the portfolio of non-award-bearing programmes which establish ongoing learning pathways aligning high-impact, relevant development programmes with individually customised and sector needs; and which exploit Cranfield expertise to deliver sought after non-award-bearing solutions in existing and future markets.

Clarity and focus

To enable clear unambiguous communication between Cranfield and our customers, partners and learners we will develop a clear definition of our offerings in both the award-bearing and non-award-bearing spaces including clear differentiation based upon values, expectations and outcomes; clear language and descriptors; clear roles and responsibilities.

The learning experience

We will provide a distinctive learning experience that focuses on the application of new thinking to live issues in technology and management. We develop people and teams through an integrated learning partnership.



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Professionalising the learning experience

Education Services collaborating with school academic staff will ensure courses are developed and delivered in a consistent, supremely professional and aspirational manner, using frameworks developed and agreed by Education Committee.

Reimagining the educational environment

To innovate and enhance our educational programmes by providing flexible, adaptive and focused experiences which are distinctively adding value to our learners.

Physical learning spaces

Creating exemplary learning spaces where the physical, virtual and collaborative environments meet, enabling the Cranfield Experience to flourish for future generations.

Technology in learning

Teaching staff and learning technologists will collaborate actively in incorporating learning interventions through the use of the technologies and opportunities available.

Product development and innovation

Developing our educational product opportunities, refreshing the existing portfolio and encouraging substantial innovation; redesigning and rethinking it to incorporate our transformational research, delight our existing markets and reach new audiences and make Cranfield a world renowned centre of excellence.

Andragogy and academic development

We will provide an outstanding educational experience which is founded in the distinctive nature of the development of adults, post-graduate students and post-experience learners.

Scholarship and andragogy in learning and teaching

Education Support in collaboration with academic and research staff will ensure that our offerings are underpinned by relevant educational theory and that we contribute to the wider scholarship of education.

Academic and professional staff development

Enabling our academic and professional staff to provide effective, innovative and excellent academic experiences.

Quality assurance and enhancement

Within a culture of continuous improvement we will focus developments that enhance the learner experience via new and innovative content and delivery to ensure that this is effective and exemplary, provides excellent outcomes and is at all times compliant with University and statutory requirements.

Course and programme design

Enhance the innovative design of courses and programmes enabling the effective delivery of Cranfield expertise underpinned by transformational research, emerging technologies and practical application.

Assessment

Ensure assessment is effective, relevant and supporting learning by applying a consistent and innovative approach to the design and management of the assessment experience.