

## **NW Priorities for PVC (Academic) Role (2013-18) – 30<sup>th</sup> Sept 2013**

### **1. Admissions**

- a. Protect against decline in **tariff** by attracting better qualified UG students in larger numbers through improved profile, marketing and Open Days
- b. Improve processes to review the **product range** and identify new market opportunities for UEA UG and PGT courses
- c. Ensure a **sustainable future for taught postgraduate programmes**, including through innovative financing

### **2. Student Academic Engagement**

- a. Improve the management of the **transition to higher education** through enhanced induction, first month, first semester and first year
- b. Support the innovative use of new learning technologies, including the evolution of lectures in the digital age (e.g. **flipped lectures**)
- c. Deliver the Corporate Plan objective for fortnightly **small group sessions**

### **3. Graduate Employability**

- a. Ensure the Employability Exec, and Faculty and School teams, are strongly focussed on achieving **improved outcomes** including for international students (DLHE survey)
- b. **Equip graduates with a pithy repertoire** about how exactly their UEA degree has developed their skills and attributes (through a Branding & Distinctiveness Project)
- c. Guarantee to give **detailed feedback to all UEA graduates applying for jobs** at the University and create **more internships** in the University

### **4. Student Satisfaction**

- a. Achieve a step-change in addressing students' **assessment & feedback** concerns, and move UEA to the top 10 among the English mainstream on this NSS indicator
- b. Develop the **Academic Advisor system** to ensure that students can and do discuss their concerns with Academic Advisors.
- c. Use the Student Barometer and UEA Student Experience Survey to guide (and track) annual improvements in the NSS.

### **5. International Student Recruitment and Experience**

- a. Establish a **second-to-none reputation** for international student experience, building on our friendly culture and reputation and campus and INTO strengths
- b. Ensure the **INTO pathway centres** support the corporate goals for the University, particularly in Good Honours/academic achievement and other KPIs
- c. Deepen academic and social engagement, across student nationality groups, to **capitalise upon the international complexion** of the student population.

## 6. Student Involvement

- a. Ensure UEA is renowned for how we **involve our students** in the running of the university in general, and the educational experience in particular
- b. Work with the **Students' Union** elected officers to assist with their priorities, wherever practicable
- c. Extend opportunities for students to work with academics on research projects and with central divisions through a University-wide **intern and employability scheme**

## 7. Learning & Teaching Enhancement

- a. Use the next **QAA Institutional Audit** as an opportunity to showcase the strengths of UEA's L&T quality assurance and enhancement
- b. Establish a broader culture on **continuous professional development** in learning & teaching among all academic staff
- c. Encourage academic staff to gain HEA Fellow status and higher level accreditations

## 8. Physical and Institutional Infrastructure for Learning & Teaching & Student Support

- a. **Champion investment** in the continuous improvement of the learning and teaching environment, including the Library, within the University's Capital Programme
- b. Ensure clarity in the relationships and responsibilities, and **improve joint-working**, around student academic support and student services
- c. Use the Business Intelligence Unit to improve the production and dissemination of educational KPIs to strengthen the capacity of Faculties and Schools to manage performance and develop curricula, and improve student educational outcomes through **educational analytics**