

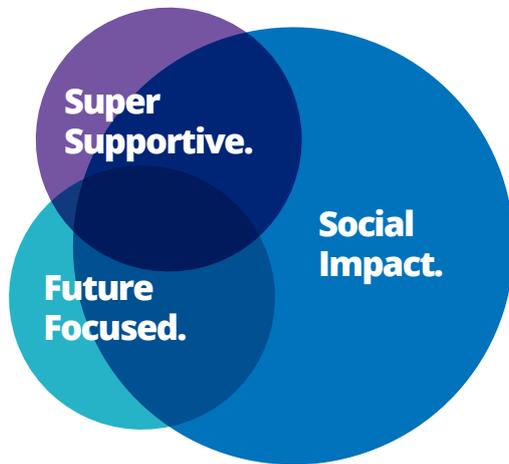


**U  
o  
N**

**In 2015 we achieved our ambition to be the leading University in the UK for social enterprise.**

**Shifting our focus to Social Impact (social value creation), provides an expanded narrative and logical progression that transcends our previous goal. By combining learning, teaching and research informed and inspired by AshokaU Changemakers, Social Impact provides a superior and unique outlet for our mission. Moreover, social value creation gives us strategic justification and focus for our research, enterprise, advancement and philanthropic goals.**

# Our ambition.



**To empower our students, staff and graduates to create positive Social Impact locally and globally.**

## **Why?**

Universities have a vital role to play as trainers of tomorrow's future workforce, as thought-leaders through their research, as champions and major employers for their town or region, and as a source of volunteers that are eager to do good work within their communities.

## **How?**

Visionary leadership, a can-do attitude, applied purposeful research, a Super Supportive Changemaker student experience, strategic application of University resources and leveraging global and national resources.

## **What?**

Research and enterprise to improve the social, economic, cultural and environmental wellbeing of all of those living, working, and/or learning in Northamptonshire and deliver our mission: Transforming Lives + Inspiring Change.

**Key University Values:  
Delivering, Leading,  
Entrepreneurial, Valuing**

# Changemaker Challenges.

**Our Social Impact agenda comprises four interrelated Changemaker Challenges that extend our core competences in teaching and learning, research and social enterprise for the betterment of Northampton, Northamptonshire and the wider world.**

The Challenges are multi-disciplinary, long-term, real world projects with targets that take us to 2020 and beyond. The Challenges commit us to determined and effective internal and external partnership working and delivering high-impact positive change.

The Challenges guide our strategic direction and ambitions to develop and grow new income streams that add economic value to the University in addition to driving social value in our community. We call this strategic process value stretch.

Each Challenge will be managed and resourced through the Operational Plan. Faculty ownership is key to success along with embedding Changemaker fully into the curriculum. They also provide focus for our advancement activities.

## Challenge 1

**Make Northamptonshire the best county in the UK for children and young people to flourish and learn.**

## Challenge 2

**Make Northamptonshire the leading county in the UK for health and wellbeing.**

## Challenge 3

**Make Northamptonshire recognised globally for its culture, heritage and quality of environment.**

## Challenge 4

**Make Northamptonshire the best county in the UK to start, build and run a business.**

# Key behaviours.

Our quest to deliver positive Social Impact is explicit in the University's key behaviours framework.

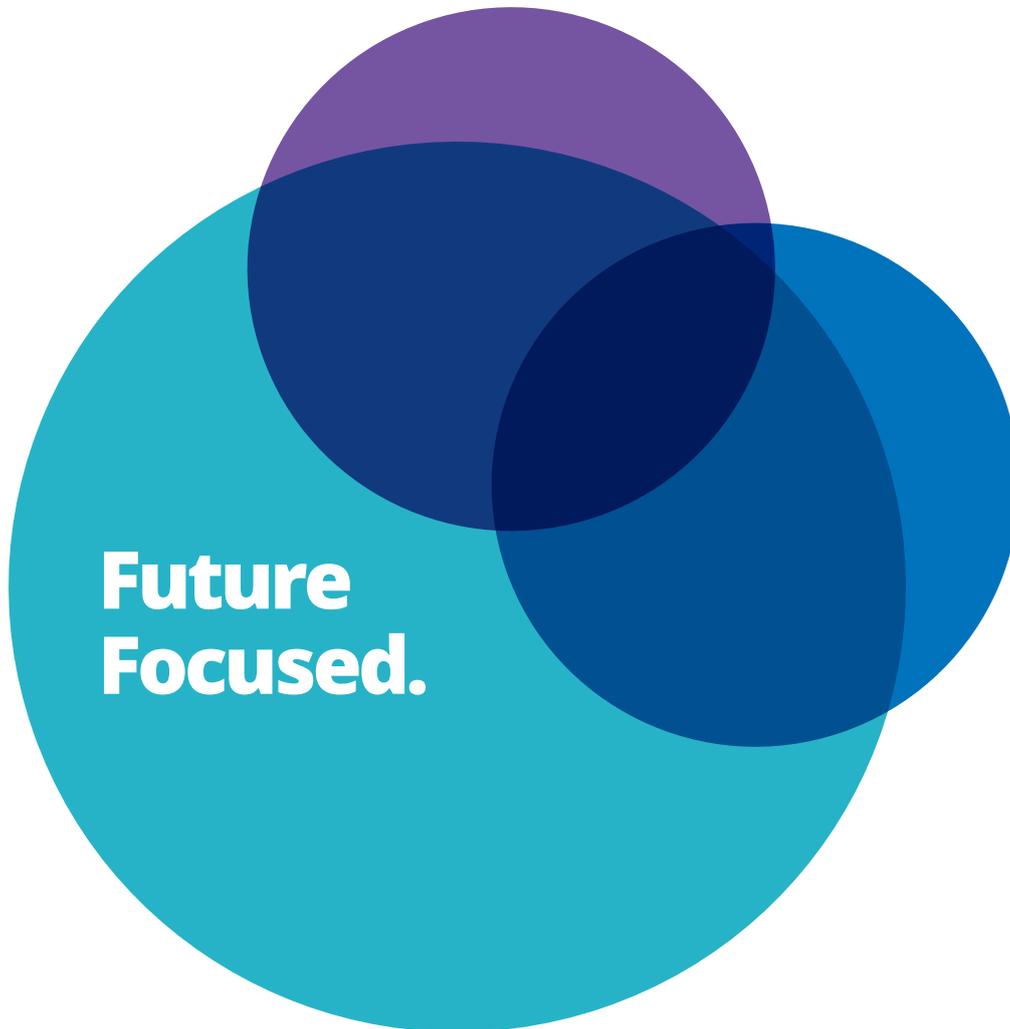


## Strategic partners.



SUPPORTING YOU TO TAKE CHARGE OF YOUR LIFE





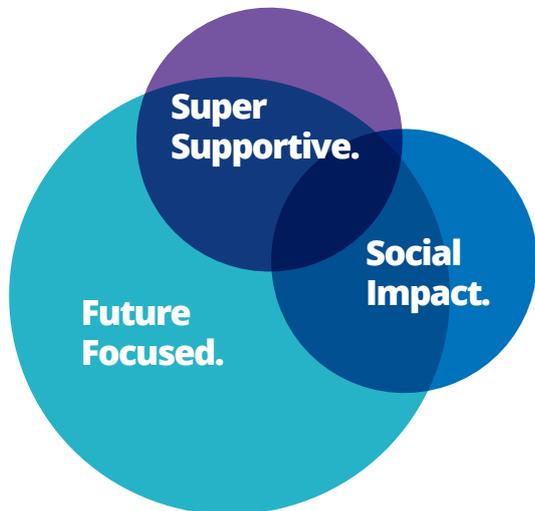
**Future  
Focused.**

**UoN**

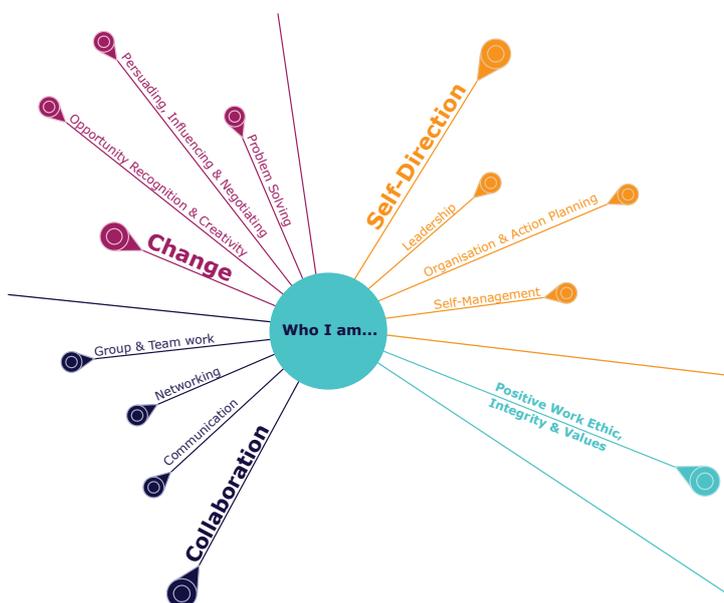
**The world is undergoing a technical revolution. Universities as originators and consumers of technology are not immune.**

**Our Waterside Campus project gives us an unrivalled opportunity to embrace the digital age by creating a learning space and pedagogy fit for the new era. Rather than waiting to be dislodged by the dazzling innovation of others, as happened in the music and publishing industries, we will use Waterside as our internal source of disruptive innovation.**

# Our ambition.



**Do the right things, in the right way,  
with the right people, for the right reason.**



## To be the digital leader in UK Higher Education.

### Why?

Universities must be at the forefront of technological advancement, either by creating and utilising technology through research, or continually adopting it to improve learning and teaching in line with student expectations.

### How?

By being forward thinking and visionary, innovative and ambitious, leading the way in the digital transformation in universities and offering Super Supportive skills training and development. For example, our ground-breaking Active Blended Learning model – which fuses face to face teaching and support with digital resources – is proven by evidence to be transformational.

### What?

A smart campus, purpose built with an intelligent technology infrastructure capable of supporting new ways of teaching, learning and working. Our Waterside Campus provides enhanced support for mobility, allowing staff and students to work in the same way from any location without compromising the ability to interact with each other whilst ensuring the security of information.

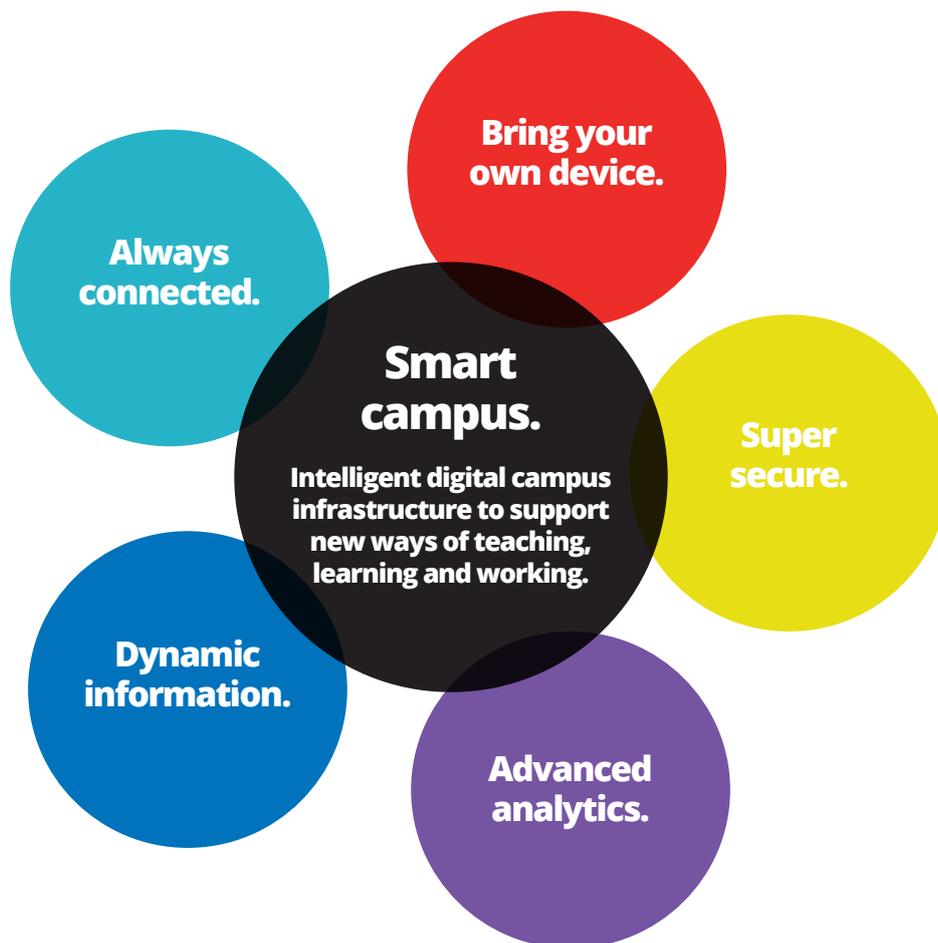
Waterside will provide an open, scalable and flexible platform for future research, enterprise and innovative use of technology to support a world where Artificial Intelligence, the Internet of Things and Blockchain are mainstream in Higher Education.

**Key University Values:  
Leading, Delivering, Performance**

# Smart campus.

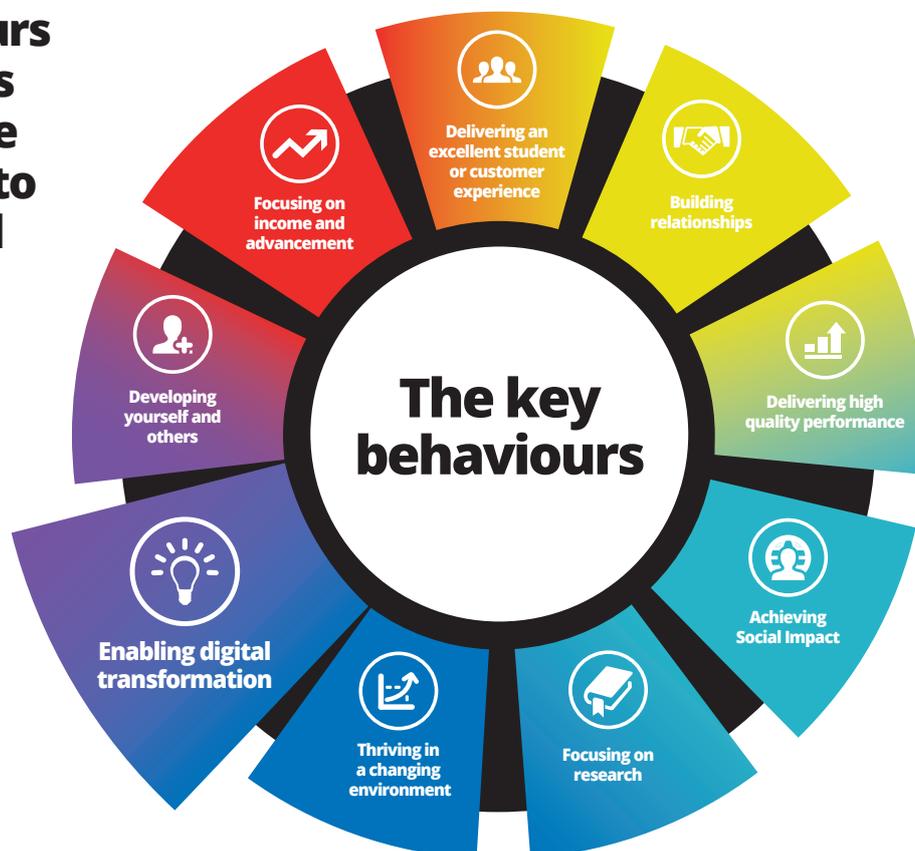
**Beyond 2018 the smart campus technology platform will enable the deployment of new personalised, Super Supportive services for students and staff.**

Working closely with technology industry leaders we will implement innovative sector leading solutions that are location and context aware to better support staff and students in their work. Planned initiatives will involve Artificial Intelligence and Machine Learning developments and will introduce “bot” solutions to automate and enhance service provision. We will also explore ways to integrate digital solutions with the Changemaker Challenges to create Future Focused Social Impact – Transforming Lives + Inspiring Change in the digital age.



# Key behaviours.

The key behaviours framework offers an explicit, Future Focused process to enable the digital transformation.



---

## Strategic partners.





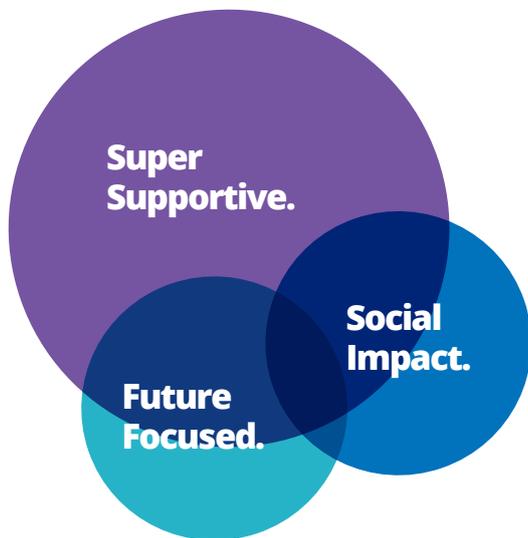
**Super  
Supportive.**

**UoN**

**A Super Supportive student experience is core to what we do. We aim not just to meet expectations but exceed them. It is, at its heart, fundamentally about providing a personalised, emotional connection that transcends quality to transform individuals for the betterment of themselves and society.**

**A Super Supportive staff experience is also vital to secure our ambitions in research, enterprise, consultancy, intellectual property, professional practice and continuous innovation in teaching and learning. We aim to promote inclusivity for all staff and the opportunity to develop and make valuable, socially impactful contributions that transform lives and inspire change.**

# Our ambition.



**To deliver outstanding student success and value for money through personalised, holistic support.**

## **Why?**

Every student has their own personal goals and individual needs. Super Supportive means being inclusive, on your side, encouraging and caring, diverse and international. By offering the best possible support we create an environment where students grow into confident, self-propelled learners – Changemakers of the future.

## **How?**

An integrated network of expert staff, state-of-the-art Active Blended Learning and Future Focused teaching resources that enhances individual study, teamwork, employability, social life and the well-being needs of students and staff.

## **What?**

Academic challenge combined with personal support, authentic, relevant courses to prepare learners for a future world not yet invented, students as partners in co-creation, embedding skills development in all courses to achieve outstanding graduate employment, digital capabilities and Social Impact.

**Key University Values:  
Openness, Valuing, Enabling, Delivery**

# Supporting change.

**Super Supportive means a commitment to developing knowledgeable graduates who are socially responsible, digitally proficient and highly employable global citizens.**

Our ChANGE Framework of Graduate Attributes (Changemaker Attributes at Northampton for Graduate Employability) captures what we think is a unique employability skills ecosystem designed to enhance future career prospects.

**Supporting purposeful research, enterprise and professional practice.**

Enthusiastic, well qualified and high quality staff engaged with their professions is key to student success. The University strives to create an environment in which research and allied activities can flourish. We will grow our intellectual capital and support all staff in achieving positive Social Impact.

**Supporting strategic partners.**

We will support our strategic partners, including but not restricted to Higher Education, with whom we will develop longer term alliances to create significant and sustainable value. Education with others – allying with high quality partners – will drive student number growth, transform lives and inspire change on a global scale. It will facilitate excellent student experiences and enhance employability while affording national and international opportunities for innovative research, enterprise and Social Impact.

**Do the right things,  
in the right way,  
with the right people,  
for the right reason.**



# Key behaviours.

The key behaviours framework offers a Super Supportive process for staff performance and development review.



## Strategic partners.

