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Pete Downes
Principal & Vice-Chancellor

Building our University Vision

Great organisations have a vision, core values and a core purpose

This creates continuity and sets expectations

People know what the organisation stands for

The core purpose and values drive the way the organisation behaves and the decisions it takes
Here’s a good example

BBC
To enrich people’s lives with programmes and services that inform, educate and entertain.

Why are we looking at a fresh vision?

We are at a new phase in the University’s development.

We have the opportunity to create a powerful vision for the future.

We must create something we can all buy into and get excited about.
Our starting point

Our Royal Charter states what we do. There's nothing wrong with it.

It's just not that different.

It's not very motivating or inspiring.

'To advance and diffuse knowledge, wisdom and understanding by teaching and research and by the example and influence of our corporate life'

Discovering our core purpose

We need to capture the sentiment. Capture why as well as what. And express it in a compelling way.

To do that we need to look at what makes us special – today and throughout our history.
What makes us distinctive?

Since our foundation, seven key principles have driven what we do and shaped what we offer:

- a broad subject base
- applied learning and research
- freedom of thought and speech
- accessibility to all
- supporting the professions
- commitment to the people of Dundee
- international impact

What this adds up to

Together these things add up to something compelling.

The reason why we do them is because we want to make a big difference to the world.

That is why it’s at the heart of our mission and our core purpose for existing.
Our core purpose

To transform lives
locally and globally
through the creation,
sharing and application
of knowledge

Our core values

We will deliver this through our values –
the principles that underpin everything we do:

• Valuing people
• Working together
• Integrity
• Making a difference
• Excellence
We value the part every member of our community plays in creating a great University:

- encourage and reward success
- promote equality and diversity
- treat each other with dignity and respect
- train and develop our staff
- nurture creativity and innovation
- encourage sharing of ideas and enthusiasm
- value contributions from our partners

We are more successful when we work together:

- collaborate across disciplines to tackle challenges facing our society
- expose our students to different fields of learning, encouraging curiosity and problem-solving skills
- respond to our community’s needs and expectations as ‘one team’
- work with partners in the UK and across the world
We respect the world in which we operate and behave in ways that earn the trust of others:

- open, honest and fair with everyone
- meet the highest standards of governance and ethical behaviour
- engage in constructive challenge and debate, listening to opposing views while recognising that difficult decisions may sometimes need to be made

We make a real difference to individuals and society through the impact of our research and teaching:

- transform our students' life chances, enabling them to achieve their full potential
- our research is a force for good, addressing key challenges facing communities locally and round the world
- each employee 'goes the extra mile' to contribute to this success
We strive to be excellent in all that we do:

- research and teaching of the highest quality, enhancing our academic reputation
- people’s high expectations of us are more than met
- recruit, appoint and develop people of the highest calibre
- we actively seek and respond to feedback so that we can constantly improve

Towards transformation

To achieve our mission, we must have something to aim for.

We have set ourselves an inspiring goal which:

- applies to the whole University
- will take up to 25 years of intense, focused effort
- has only a 50% to 70% chance of success
- demands a certain level of unreasonable confidence and commitment
- requires extraordinary effort and a little luck
Our goal

To become Scotland’s leading University
celebrated internationally for the quality of our graduates and the impact of our research

Our focus

Our goal is a broad one. To help us achieve it we need to break it down.

We have identified three areas that will help focus our activities.

These give us the opportunity to work together on some of the biggest challenges facing society:

• Promoting the sustainable use of global resources
• Shaping the future through innovative design
• Improving social, cultural and physical wellbeing
The results we expect

In 25 years time:

Our knowledge will have been applied to deliver tangible economic, social and cultural benefits

We will have people in every School recognised as game-changers in their field (& the generation to follow)

Nobel laureates will want to work here

Our students will be exposed to some of the finest minds in the world

Our graduates will work in every corner of the globe

The wider benefits

We will have driven the transformation of Dundee as a cosmopolitan and confident city

We will be renowned for producing leaders and achievers in all walks of life

We will have attracted, raised and invested new funding to equip us to achieve our goal

Across the University we will have created a generation of people who have delivered transformational change

We will be a partner of choice for some of the best institutions in the world
What this means for us all today

To achieve our goal within 25 years requires transformational change, with every decision from today focusing on this aim. We each have a part to play:

- We must all focus on transforming lives – of individuals and society as a whole
- We must appoint and develop the highest calibre staff
- Schools, Colleges and Directorates must focus on excellence to be the best in Scotland
- Collaboration across disciplines must be encouraged

Putting it into practice

We have a new five-year strategy Transformation: University Strategy to 2017 with performance indicators and targets

The strategy will be overseen by the Senate and the Court

It will guide School, College and Directorate operating plans and budgets

School and College Boards will review & monitor progress

This strategy will guide us for the first five years of our 25-year journey
Investing in our future

We've already started to invest in our vision

This year we have created around 50 new posts across the University

We continue to improve our campus facilities, workplaces and infrastructure

People believe in our work and are investing in our research

In summary

core purpose
TRANSFORMING LIVES

Scotland's leading university

challenges
GLOBAL RESOURCE MANAGEMENT
INNOVATIVE DESIGN
IMPROVING WELLBEING

values
VALUING PEOPLE, WORKING TOGETHER
INTEGRITY, MAKING A DIFFERENCE
EXCELLENCE