

OUR UNIVERSITY 2017-18:

Overall size:
24,500
STUDENTS
(on campus)

42% of our students
are recruited
from Birmingham

63% of students are
commuters

84%
satisfaction
in the NSS
(3% above
benchmark)

40%
studied
solely BTECs

80%
of our full-time
undergraduate
intake comes
from main cycle
recruitment
(Home/EU)

63%
of our students
are female

20%
are mature
learners

49%
of students
are BME
(FT UG entrants)

68%
of total
population
is Home/
EU full-time
undergraduate

32% of our students
are from the
lowest IDACI
income group

We recruit students from over
100 DIFFERENT
COUNTRIES



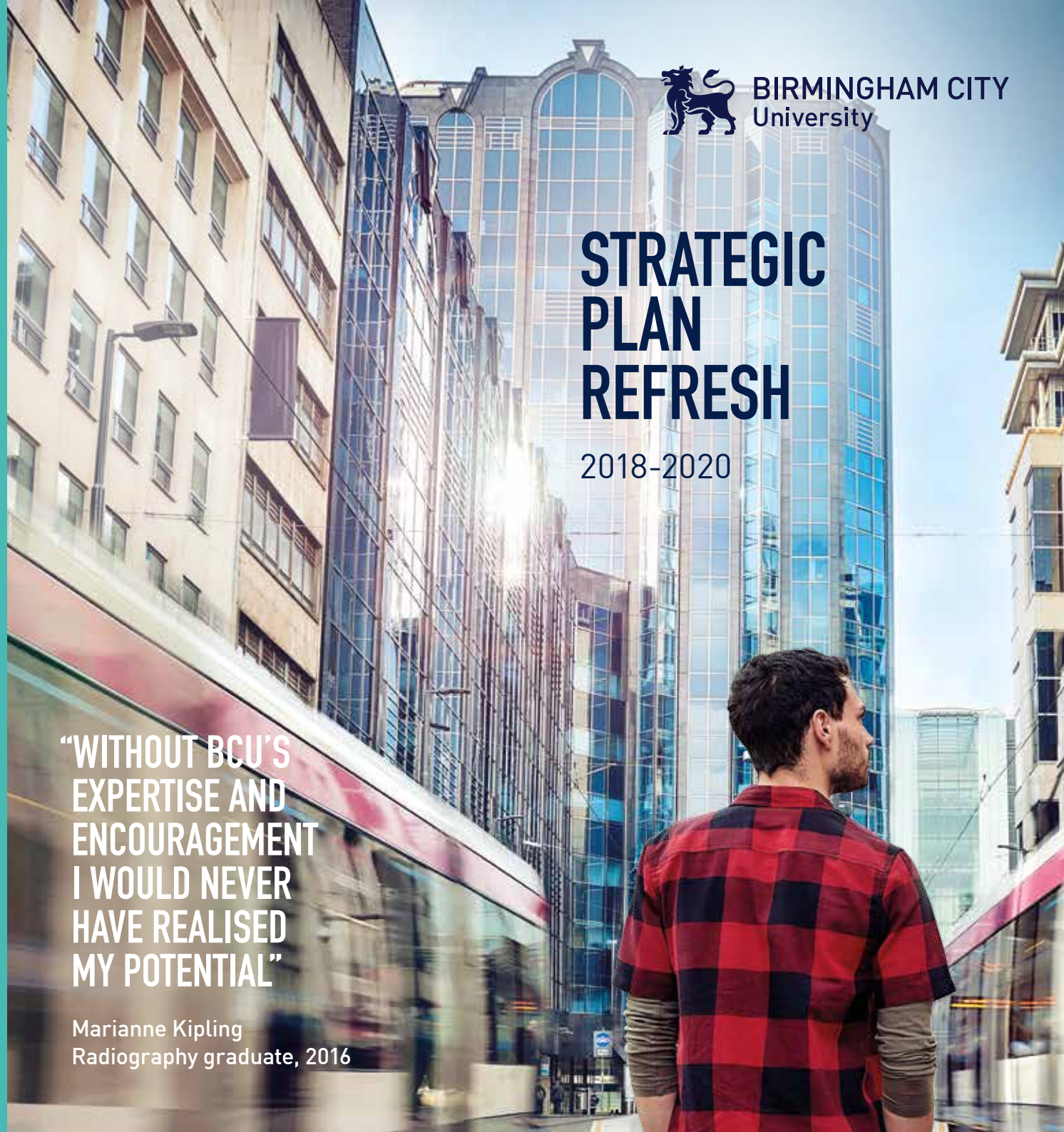
BIRMINGHAM CITY
University

STRATEGIC PLAN REFRESH

2018-2020

“WITHOUT BCU’S
EXPERTISE AND
ENCOURAGEMENT
I WOULD NEVER
HAVE REALISED
MY POTENTIAL”

Marianne Kipling
Radiography graduate, 2016



OUR MISSION:

- »» ENABLING PERSONAL TRANSFORMATION
- »» THE UNIVERSITY FOR BIRMINGHAM

OUR KEY PERFORMANCE INDICATORS:

OUR ENABLERS:

- »» A SUSTAINABLE UNIVERSITY
- »» AN EMPLOYER OF CHOICE
- »» SECURING TEF GOLD IN 2020
- »» INCREASE RESEARCH POWER BY 75% IN REF 2021
- »» ACHIEVING A SURPLUS OF 8% BY 2020-21
- »» ACHIEVING STAFF ENGAGEMENT SATISFACTION OF 85% BY 2020

OUR TARGETS:

1. **NSS:** Annual performance 2% above benchmark.
2. **Graduate employability:** Annual performance 2% above benchmark.
3. **Retention:** 1% reduction per year in full-time first degree entrants no longer in HE the year after entry.
4. **Student attainment:** Reduce the gap in BME attainment by 2% per year.
5. **Widening participation:** FT first degree entrants from polar 3 Q 1&2 who achieve a degree improved by 2% per year from 79% baseline.
6. **Research**
 - Double staff submitted from REF 2014.
 - Increase research outputs returned.
7. **Research income:** research grants and contracts income (HESA FSR5): £30m.

KNOWLEDGE EXCHANGE

8. **KTPs** secured or in progress by 2020: 22.
9. **Total enterprise income target:** £13m (HE – BCIS) per annum.
10. **Total income target** for 2020: £260M.
11. **Income diversification:** grow non-regulated income by 5% each year.

COMPLIANCE

12. **OFS:** continue to meet registration conditions.
13. **UKVI:** maintenance of Highly Trusted Status.

