Ulster University

Conclusion.

This is an exciting time for Digital and Information Services as we seek to harness the transformative potential of the digital age to dramatically advance learning, teaching and research in Ulster University. So much of what the University is seeking to achieve will be enabled by digital and we look forward to being a part of that journey as the University prepares to enter its fifth decade.

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Empowering People Through
Digital.

Digital Strategy
2018

Ulster University

Guiding Principles.

Before presenting the major themes of the Digital Strategy, these guiding principles describe the spirit of what we are trying to achieve with our Digital Strategy. They will also serve as a playbook for how we carry out our work:

- Spend more of our digital resources on **supporting learning & teaching and research**.

- Focus on **open architectures** and **open data** to allow flexibility, integration and interoperability.

- Be **innovative** in our solutions, aiming for **efficiencies**, an improved user experience, cost savings and a return on the investment.

- **Challenge** existing processes, identifying opportunities for **simplification** and **ease of use**.

- Apply appropriate project management methodologies that are **agile** and fit for purpose, with a **focus on outcomes**.

- Forge **strategic partnerships** and leverage resources outside the University to accelerate our ability to deliver solutions.

- Be more **customer-focussed** in our work and communications.

- Seek out solutions that are **accessible** and reduce our **impact on the environment**.

- Change the role that we play within the University to become a **trusted partner** that empowers and supports our students and staff.

STRATEGIC THEMES.

To achieve this vision and support the University in achieving its 5&50 objectives, six strategic themes have been identified:

These themes have been derived from consideration of the student journey, developed in a collaboration between students (full-time, part-time and prospective), academic staff, professional services staff, and parents. They seek not only to address the 'pain points' identified in the student journey but, from consideration of leading practice in other universities, to also help the University leap-frog our competitors. In addition, they aim to support the University's research by providing specialist digital resources as well as tools for easier management of research.

1 Digital Foundations

Laying foundations for smarter, more digitally-enabled campuses

Aim: To create the right technical and operational infrastructure across the University to improve both students' and staff members' abilities to access digital tools on campus. The theme should also better support existing and future digital initiatives.

2 Digital Communications

Improving communications to ensure that staff and students are informed

Aim: Supporting Marketing & Communications to improve both internal and external communications across the University by delivering a comprehensive digital communications strategy with accompanying communications guidelines. The theme should create more effective and sustainable communications.

3 Experience Ulster

Enabling prospective students to experience Ulster before arrival

Aim: Supporting Marketing & Communications and Student Administration to provide prospective students (and other stakeholders) a greater insight into the Ulster University experience and to support them through the application process and the period prior to joining the university. The theme should supplement existing "pre-arrival" programmes, such as school visits.

4 Digital Support

Digitally supporting students throughout their studies at Ulster University

Aim: Supporting the Education portfolio and Campus Life to create a digital study support resource for current students that helps them through university life by providing a single point of access to important tools and information.

5 Research Management

Enabling academic staff to record their research and understand its impact

Aim: Supporting the Research & Impact portfolio to create a comprehensive research resource that enables academic staff to record their research and understand its impact. This could also improve the research relationships between staff and the student access to research.

6 The Ulster Network

Improving external partnerships and the alumni experience

Aim: Supporting Development & Alumni Relations Office to create meaningful digital networks for staff and students at Ulster University, thus facilitating alumni and staff in staying connected and sharing their experience whilst increasing the desire to fund raise and mentor at Ulster University.