The College is a leading arts and technology hub in East London that offers transformative educational opportunities built on outstanding programmes, applied research, and meaningful relationships with communities and businesses. East London has a rich history of trade, migration and social change, all of which inform the identity and values of the College. Today, East London is at the heart of knowledge-making creativity in the capital. Our mission is to grow the economy by raising levels of business innovation, competitiveness and productivity in ways that harness and celebrate the diversity and richness of East London. We are a multidisciplinary College that celebrates culture, technology and collaboration. We are committed to challenge-driven innovation that addresses key human challenges: from automation and the application of AI and AR, through environmental sustainability, wellbeing and loneliness, peace-making, place-making, and disaster prevention, to cultural enterprise and digital inclusion.

Strategic Plan
2018-2021

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**Outstanding Academic Portfolio:**

**Computer Science** was ranked first among modern universities nationally, and seventh in the country among all HEIs (NSS 2017).

**Creative and Professional Writing** was ranked first out of 47 UK HEIs, with 100 per cent for overall satisfaction (The Complete University Guide 2018).

**Dance: Urban Practice** was ranked first among modern universities nationally and third out of all UK Universities (NSS 2017).

**Our Journalism programmes were rated No 1 for student satisfaction among all London Universities (NSS 2017).**

**Civil Engineering** 3rd in London (Guardian League Table 2018).

**Architecture was ranked 2nd in London (Guardian League Table 2018).**

**Fashion and Textiles** was 4th in London (Guardian League Table 2018).
Top 50 for Drama and Dance, Film and Photography, and Journalism

Top 30 for Media and Film

Architecture, Computing and Engineering 1st in London for student experience (NSS 2018).

Outstanding world-class partners:

Accenture, Laing O’Rourke, Barclays, VINCI, Ford Motor Company, Skanska, DG3, East London Film Festival, Cap Gemini, Passion Pictures, B3 Media, Rich Mix, EA Games, Endemol Shine

Staff & Alumni

Assemble: Turner prize 2016

Alex Scott Whitby: LFA Competition 2017 & British Council’s Doha Design Prize 2016

Carlo Cappai and Maria Alessandra Segantini: BigMAT European architecture award 2017

Carlo Cappai and Maria Alessandra Segantini: Italian Architects of the year 2017 - Interior Design

Nicola Lloyd (Communication Studies) won a BAFTA in 2016 for her work as Executive Producer on Channel 4’s First Dates

Ashraf Mohammed (Computer Games Design) won BAFTAs for being part of the team that developed the video game Batman

Graduate Fashion Week prizes (Antonia Nae in 2016; Chloe Draper in 2015)

Students

Ian Bennett: Kebony 2018

Laurica Carusato: Greenseas Trust 2018

Cathal Abberton: British Journal of Photography Single Image Breakthrough Award 2017

Helen Pritchard: Evening Standard Contemporary Art Award 2017

Mark Lawrence: Scottish National Portrait award 2017

Doreen Fletcher: Nominated Evening Standard Contemporary Art Award 2017

Ruth McIntryre: Young female architect of the year 2015

Sarah Jane Fourness: AIA Student Prize 2014

Kent Gin: RIBA SOM Student Prize 2014

Jan Liebe, Joerg Maier & Lina Meister: Stirling Prize 2013
Vision:

We are a creative and multidisciplinary College that offers a transformational education built on outstanding applied research and meaningful stakeholder relationships that shape the lives of our community locally and globally.
Mission

- To provide a creative, career-led education to prepare students as global citizens
- To be a Centre of economic and social transformation in partnership with our key stakeholders
- To be firmly rooted in east London with a national and global reach
- To unlock the potential and dynamism of our richly diverse staff and student body
- To lead artistic and technological innovation by growing a thriving interdisciplinary culture.

Shared Values

- **We stand for transformational impact**
  We aim to raise the aspirations of our students to deliver a transformative impact on the world around us. This will be achieved by offering outstanding flagship programmes, embedding curiosity in the learner journey, and by developing the resilience of our students and staff, as well as through working with key stakeholders locally and globally.

- **We stand for real world relevance**
  We will ensure our academic portfolio, knowledge transfer activities, and research meet the challenges of a changing world by proactively engaging with employers, professional bodies and the wider community. Our portfolio will be characterised by interdisciplinarity, criticality and innovation.

- **We stand for fairness in education**
  Our aspiration to be an engine of social mobility and positive change in our communities is at the heart of the College. We will work in partnership with stakeholders to make an impact locally and globally, providing opportunities in an interconnected world for all our students.

College Strategic Priorities
We will ensure that all students studying in
the College receive an inspiring education that
prepares them as global citizens for highly
skilled employment. The College will achieve
this by investing in two flagship areas of
excellence, around which we will develop a set of
undergraduate and post-graduate programmes,
and short courses, designed to support students
throughout their lifelong learning journey:

- Smart Built Environment & Future Cities
  (including Architecture & Engineering)
- Arts, Culture & Digital Innovation
  (including Computer Science, Media
  and Performing Arts)

We will invest in applied research that enhances
the lives and opportunities of our communities and
businesses, locally, nationally and internationally.
We will grow our research income through
interdisciplinary collaboration and Knowledge
Exchange.

We will develop a staffing plan to raise
teaching quality, reward excellence, and support
our teams in maintaining their skills and expertise to
meet the challenges of a dynamic environment in
HE and in East London.

Indicators of Success

- We will introduce 200 degree
  apprenticeship places by 2021
- We will achieve at least 90% overall
  satisfaction in NSS by 2021
- We will achieve at least 80% graduate
  employability by 2021
- We will address the attainment gap so that all
  of our students have an equal chance to excel

We will establish a reputation as a multidisciplinary
College known for its transformational education,
collaboration and applied research that shapes
society. We will enhance our performance and
impact by foregrounding applied research that
works to address key social and human challenges.
We will foster partnerships in East London in the
areas of technology, creativity and the arts that will
drive the local economy.

We will become a first-choice destination and
embark on an ambitious programme of course
development, under the banner ‘UEL for Life’, that
will foreground flexible modes of delivery, blended
and online learning, innovative new interdisciplinary
programmes, CPD and short courses, Higher and
Degree Apprenticeships, accelerated degrees, and
integrated routes through BA/BSc and Masters to
Postgraduate Research.

Indicators of Success

- We will grow our market share for the flagship
  areas (UG&PG) by 5% in 2019–2021
- We will create five new interdisciplinary
  modules across the College
- We will generate a financial surplus to
  reinvest in our staff and facilities
- We will grow a portfolio of collaborative
  partnerships with UK and overseas providers
  and secure five major collaborations by 2021

We will offer a world-class education that
enables our students to become innovators,
place-makers, and global citizens who are ready
for highly skilled employment. We will inspire,
enthusiastic, and challenge our students. We will
raise their aspirations and build their resilience,
by developing activities across the learning
journey that support emotional and personal
wellbeing, flexibility, self-determination,
citizenship, and leadership skills.

We will enhance the employability of our
students by embedding credit-bearing internship
opportunities in all programmes, developing
Industry Insight days, offering professional
mentoring schemes, and working closely with
alumni and partners to enrich the professional
outcomes of learning experiences.

Indicators of Success

- We will be ranked in the top 25% for
  London in key league tables, and become a
  first-choice destination in our flagship areas:
  Smart Built Environment & Future Cities
  (including Architecture and Engineering),
  and Arts, Culture & Digital Innovation
  (including Computer Science, Media and
  Performing Arts)
- We will retain and progress over 90% of our
  students through the course of their studies
  by 2021
- We will reduce the BAME attainment gap for
  Home/UG students to 5% or less

Our STEaM College is a driver of innovation and
transformational impact. London is a centre of
government, policy-making and knowledge-based
professions and is a premier destination for higher
education. The College will forge an active role in
London’s learning economy, playing its part as an
innovator, collaborator, partner and participant in
a range of strategic initiatives. We aim to create and
sustain the partnerships, networks, structures and
relationships across communities and industries
at local, national and international levels that will
support graduates, learning, enterprise and the
local economy.

Indicators of Success

- We will position our campuses at the heart
  of an Arts and Technology cluster for learning
  and enterprise for our community
- We will increase and enhance opportunities
  for work-based learning, placements and
  live projects, in order to strengthen student
  employability, skills and networks
- We will create opportunities for creative
  collaboration by increasing the range and
depth of partnerships and joint investment
strategies with organisations based in and
beyond East London

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ATI College Strategic Plan - University of East London