

UWS Strategic Directions 2004–2008

Message from Vice Chancellor



I am pleased to introduce this summary of the new UWS Strategic Plan. The Strategic Plan provides a large scale map for UWS staff members and our community partners of the University's development and directions from 2004 to 2008.¹

Whether you are a staff member, researcher, community member or a current or potential student, this document introduces you to the University's Mission and Value Statement and captures the University's aspirations and commitments. UWS has always seen its role as "making a difference" to the lives of our students, the development of the Region and the future of our communities. We plan to grow in relevance and standing arm in arm with the people who fought for a university to be established in the Greater West and valued and supported it over its first 15 years. Our motto "Bringing Knowledge to Life" reflects our focus on applied research, teaching for professional practice and a love of learning and engagement with the people, businesses, schools and services of the West and beyond.

The strategic plan will guide the University's development and assist staff to realise our goals in teaching and learning, research and regional and community engagement.

I am delighted to introduce to you the strategic directions and goals of this University and invite you to engage with us in achieving these goals.

Best wishes

A handwritten signature in blue ink that reads "J. Reid". The signature is fluid and cursive, with a large, sweeping initial "J".

Professor Janice Reid

¹ The details for a full set of the UWS Strategic Plan are printed on the back of this document.



UWS Mission

To be a University of international standing and outlook, achieving excellence through scholarship, teaching, learning, research and service to its regional, national and international communities, beginning with the people of Greater Western Sydney.

UWS Values

UWS has a shared and explicit set of values which underpins all that it does:

- Excellence and quality in all endeavours
- Scholarly rigour and integrity
- Equity of access and inclusiveness
- Collegiality and participatory decision-making
- Academic responsibility and freedom
- Relevance and responsibility to our communities

The Directions and People of UWS

The Directions of UWS

In pursuit of its Vision and Mission, the University has identified the following key strategic directions to chart its growth and development into the future.

- UWS will pursue a managed growth strategy
- UWS will have a broad academic profile with a strong professional orientation
- UWS will acquire a diversified revenue base and actively pursue financial self – reliance
- UWS will actively pursue an international focus in its teaching and learning, research and community engagement
- UWS will promote the distinctiveness of its campuses to maximise the visibility and standing of the University across its region
- UWS will be accessible to its student and staff communities in ways that meet their needs



The People of UWS

The strategic development of UWS is inextricably linked to the quality, responsiveness and professionalism of the staff of the University. The population of Greater Western Sydney will grow faster than the Sydney metropolitan area and much faster than the country as a whole. The Region's need for education will grow more strongly and UWS is inspired by the promise and the challenge of the future to make a real difference to the lives of its students and the communities its serves.

- UWS will have a diverse student body reflecting the communities that it serves
- UWS will be known for the academic scholarship of its students and the professional capabilities of its graduates
- UWS will provide educational opportunities for disadvantaged students from Greater Western Sydney
- UWS will foster collegiality and professionalism amongst staff and reward achievement and excellence

Teaching and Learning

Strategic Goals

1. Provide distinctive, professionally oriented and flexible academic programs
2. Enhance the University's reputation for educational excellence and scholarship in teaching, resulting from the professionalism of staff and their commitment to students
3. Ensure a diverse student profile, and increase higher education participation rates of people from Greater Western Sydney
4. Provide a high quality, student – centered experience at UWS to improve student success and graduation rates
5. Ensure that UWS students 'learn to learn', and graduate with the ability to participate actively and responsibly in a changing world



Developing flexible learning

"Academic staff in the Bachelor of Nursing program are using technology to explore creative alternatives in the development of teaching materials that are designed to appeal to different student learning needs and styles."

Associate Professor Cecily Hengstberger-Sims
School of Nursing, Family and Community Health



Delivering degrees with a strong professional focus

"The forensic science degree offers a unique learning experience by combining field and lab based sciences. Students will work, on real-time simulated crime scenes using our 'crime scene house' and 'forensic archaeology sites' on campus."

Glenn Porter
Senior Lecturer in Forensic Science

Strategic Goals

1. Achieve outstanding performance in research and scholarship that is distinguished by its interdisciplinary focus and relevance to industry, government and the community
2. Substantially increase UWS's profile in research output, income, and commercialisation of findings
3. Build productive research groups and university – wide research programs in areas that reflect UWS's distinctive strengths and orientation to practical knowledge
4. Develop effective research partnerships with industries, organisations and communities in the Greater Western Sydney Region, as well as nationally and internationally
5. Establish distinctive research higher degree programs marked by their relevance to industry, government and community futures



Straw housing to benefit the community

"I'm part of a UWS research team which develops innovative straw bale construction technologies. Our research will help provide low cost and environmentally friendly housing for the community in the future."

Dr John Zhang

School of Construction, Property and Planning

Regional and Community Engagement

Strategic Goals

1. Achieve national and international renown for leadership and scholarship in community engagement
2. Excel in the development and application of scholarship and knowledge in regional and community contexts
3. Make strategic use of resources and partnerships to provide leadership in community engagement and regional development
4. Promote civil society and sustainable communities by building their social and intellectual capital



Making our roads safer

"Our three-year research project with the NRMA Motoring & Services examines the cultural influences of young people's driving. Our aim is to better understand the factors that influence the way young people drive, so we can develop more effective road safety messages in the future."

Dr Sarah Redshaw
Centre for Cultural Research



Delivering graduates who meet employment needs of the Region.

"The hands-on skills and experience I gained from UWS helped me get a job straight after completing my degree. I now work as a juvenile justice officer in Blacktown and my job is to recommend the best sentencing options for juvenile offenders. The UWS course was extremely relevant to my job."

Jono Wheaton - 2002 UWS graduate
Bachelor of Social Science

Full copies of the UWS Strategic Plan 2004-2008
can be obtained from the Office of Planning and Quality
at 02 9678 7452 or strategy@uws.edu.au

An electronic version is available at:
<http://www.uws.edu.au/about/university/mission>

University of Western Sydney
Locked Bag 1797
Penrith South DC NSW 1797 Australia
www.uws.edu.au