

•AdvanceHE



Strategy

About Advance HE

Who we are

Advance HE is a not-for-profit higher education development organisation. With a proud history of supporting the development of UK higher education for two decades, we are now equally proud of the global community of more than 450 institutions and partners who work with Advance HE to help make higher education the best it can be.

With almost 200,000 individual Fellows and 180 institutions around the world operating Advance HE accredited development programmes, Advance HE plays an important role in the recognition of teaching and learning success in the maintenance of the Professional Standards Framework for teaching and supporting learning.

Athena Swan, our gender equality charter, has been in operation for 20 years and the Race Equality Charter, 10 years. More than 13,000 women have participated in Aurora, our flagship women's leadership development programme and we have delivered 53 cohorts of our Top Management Programme.

Our consultancy services see us partner with both institutions and governments globally and more than 6,000 individuals take part in our conferences, events and programmes schedule each year.

Our Vision

Our work is fuelled by our belief in the transformative power of higher education for people, places, and society. Our vision is of higher education providers and systems that are inclusive, sustainable and high performing in all they do.

Our Purpose

Our purpose is to help higher education transform lives by realising the potential of its people.

Our Values

Impact

We are here to make a positive difference in all that we do.

Inclusivity

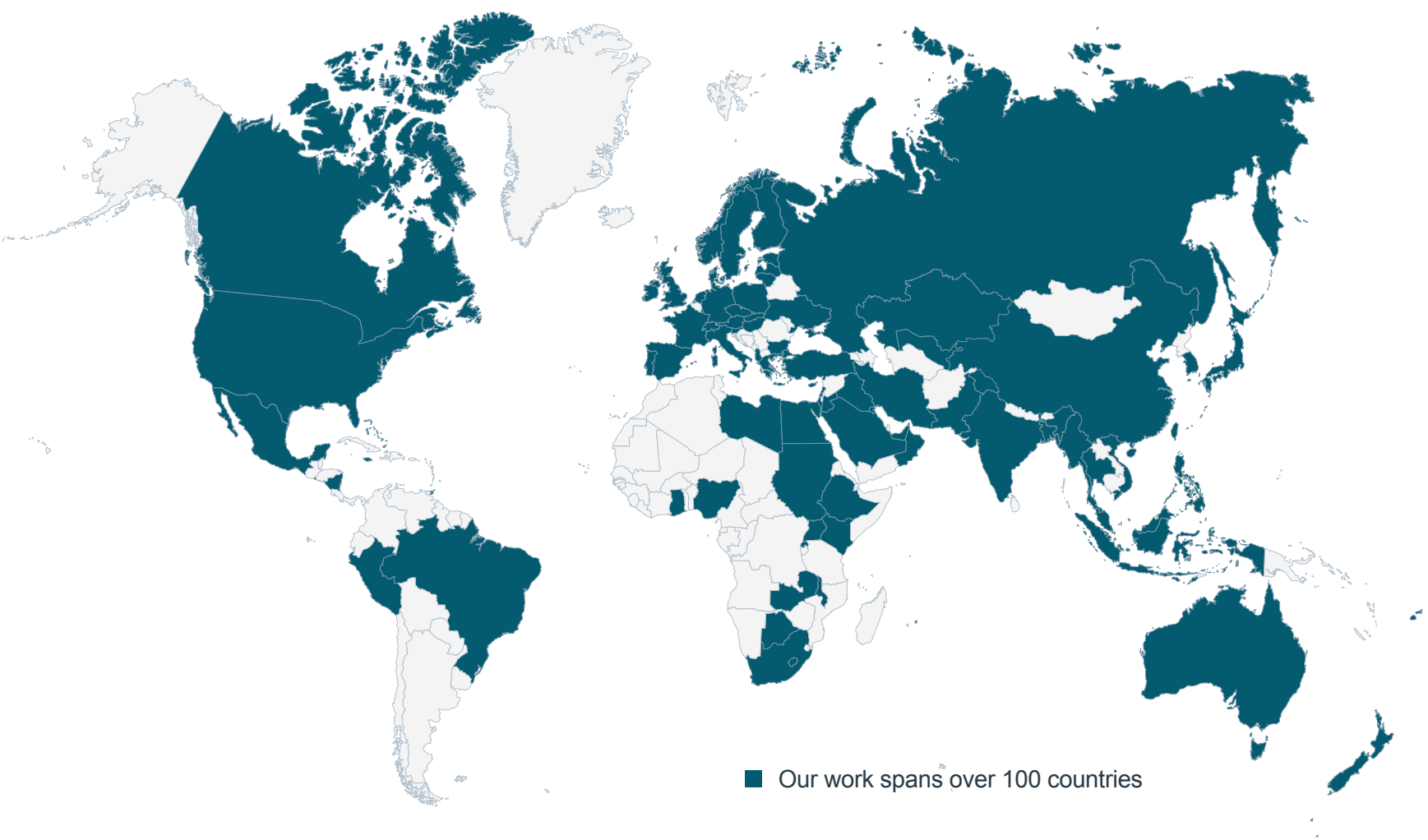
We seek and value diverse perspectives and contributions.

Integrity

We act ethically and with professionalism, respect and honesty.



Our work encompasses and connects the areas of governance and leadership, teaching and learning, and equality, diversity and inclusion



450 + members across the world	1,198 National Teaching Fellowships awarded in the UK	1,000,000 + students surveyed over the last 15 years	22,000 + users on Advance HE Connect	3,000 + Governor Development Programme participants since 2015	60 + Top Management Programme HE alumni are current or former UK Vice-Chancellors or Principals
8,500 + people took part in member events/projects in 2023–24*	197,000 + teaching and learning Fellows in 117 countries	1,173 Equality Charter award holders around the world	Custodians of the Professional Standards Framework for Teaching and Supporting Learning in HE	13,000 + Aurorans are 2x more likely to get promoted	16,000 + Knowledge Hub downloads*

* From Aug 2023 to July 2024.

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Working with you to transform higher education

Advance HE's work is driven by the needs of our members and partners. We understand that the road to 2030 is one of transformational change. Our members have asked us to build on the work we have done together to achieve and recognise success to date, and to support you to both do different things and do things differently as you prepare for and deliver future success. Advance HE will focus on supporting this transformation by concentrating on three strategic priorities aligned to your need. These priorities are:

- **Maximising membership impact and value**
- **Supporting leadership, management and governance development for transformational change**
- **Developing educational excellence for the higher education of the future.**

Underpinning the three strategic priorities are the following cross-cutting themes that are fundamental aspects of a thriving future:

- **Sustaining Progress in Equity, Diversity and Inclusion**

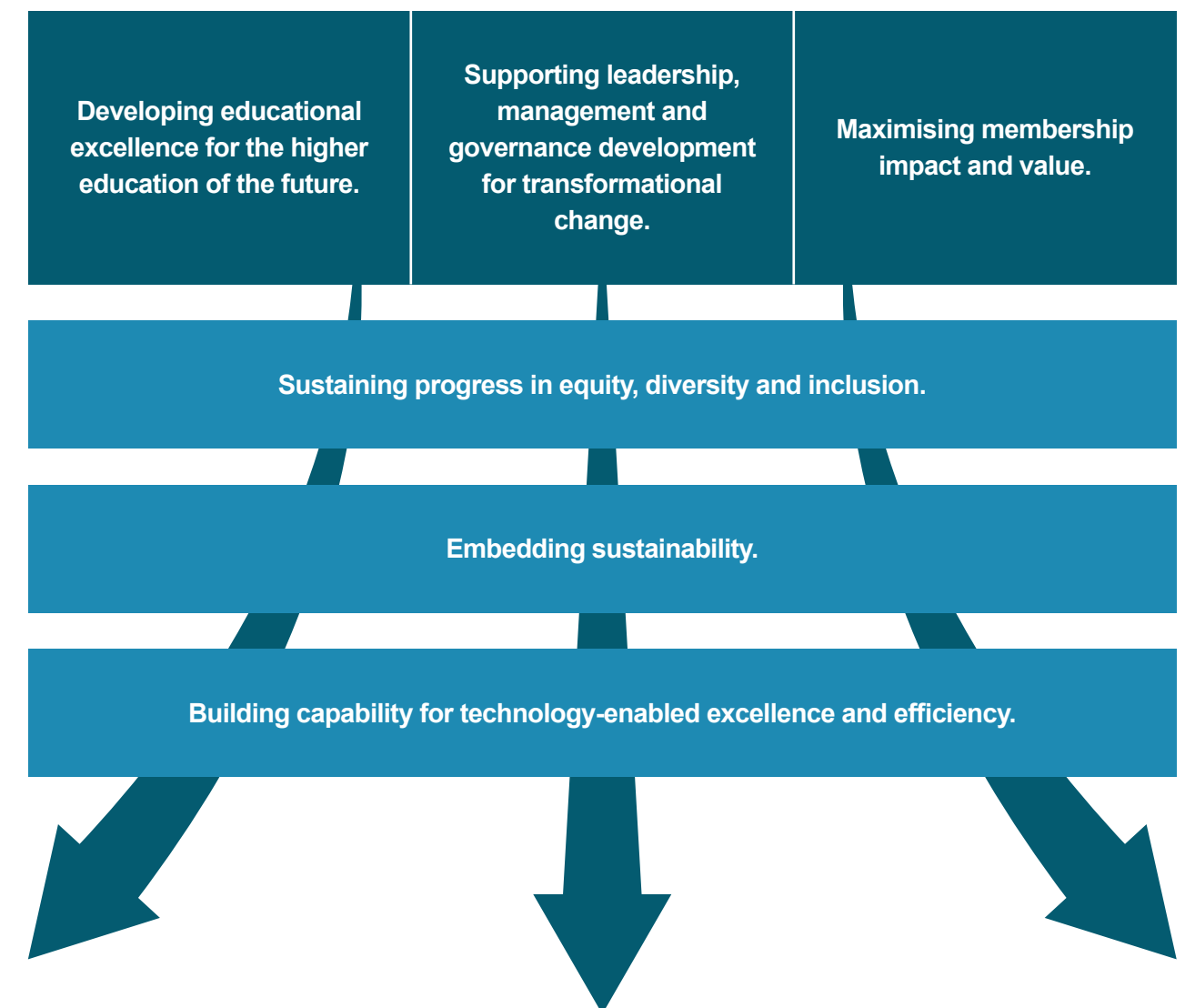
Our commitment to drive progress in equity and inclusion remains. We recognise that sustaining progress in challenging operating environments is becoming increasingly difficult. This intensifies the importance of embedding inclusion across our work and of working with members to create new approaches to equity, diversity and inclusion.

- **Embedding Sustainability**

Economic, social and environmental sustainability permeate the higher education agenda and both individuals and institutions share an ambition to accelerate progress. To support this acceleration Advance HE will ensure sustainable practice is embedded throughout our work, including our internal policies and operations.

- **Building Capability for Technology-enabled Excellence and Efficiency**

Many of the goals that institutions are working towards require a distributed ability to use AI and emerging technology to drive both excellence and efficiency. Advance HE will ensure our programmes, services and products build this capability through incorporating these skills across our provision.



Strategic Priority 1

Maximising membership impact and value

Fellowships, Teaching Excellence Awards and Equality Charters are core components of the quality enhancement and development systems within member institutions. It is through membership that we maintain and enhance these world-leading development and recognition services. In addition to ensuring these services are streamlined and fit for the future, members ask that membership also enable the sharing of foresight, the generation of guidance and the provision of opportunities to build networks across the global member community. We are committed to ensuring that membership demonstrates value and has a positive impact.

To deliver this strategic priority we will:

- Refresh the Advance HE membership model taking account of the challenging context of higher education and the diversity of our members.
- Provide foresight thought leadership and practical tools for use across leadership, governance, teaching and learning and equity and inclusion.
- Convene and connect members across the globe to share learning and work together on solutions to common challenges and intractable problems.
- Deliver a flexible, holistic approach to equity and inclusion supporting members to take a pragmatic approach to achieve their own equity outcomes.
- Work with partners to provide trusted guidance on dealing with complex issues.
- Continuously assess and demonstrate the impact of member services ensuring they meet need and add value.





Strategic Priority 2

Supporting leadership, management and governance development for transformational change

Whether the drivers are technological, financial, student outcomes, regulation or inclusion, delivering transformational change is a shared goal across higher education. Achieving successful transformation presents unique challenges to both leadership teams and governing bodies and we are committed to supporting them to do this well.

Work to deliver this strategic priority will:

- Support leaders to develop their capabilities to deliver an inclusive and sustainable approach to higher education leadership, governance and transformation.
- Develop academic leadership and management skills including those related to financial management and technology-enabled efficiency and excellence.
- Work with partners to deliver higher education governance and governance skills which are contemporary and fit for the future.
- Support leaders at all levels to lead for inclusion eliminating discrimination, managing division, contested spaces and fostering good relations.
- Extend global participation in our key flagship leadership programmes such as Aurora and TMP and the resulting peer networks.
- Deliver a Leading and Managing Higher Education framework to support ongoing people development and recognition of leadership success.

Strategic Priority 3

Developing educational excellence for the higher education of the future

High quality teaching and learning and student success remain at the heart of higher education and institutions. The need to adapt quickly to developments in technology and the changing expectations of students, employers, governments and funders has never been greater. We are committed to supporting those who lead, teach and support learning to develop educational excellence fit for the students and higher education of the future.

To deliver this strategic priority we will:

- Provide foresight and thought leadership that helps people to look forward and re-imagine teaching and learning in the future.
- Develop capability to design new, inclusive and technology-enabled educational models and teaching and learning approaches.
- Support the development of individuals and teams to successfully deliver the higher education of the future.
- Support those who teach and support students to understand the barriers to success for different student groups and to embed equity and inclusion within their practice.
- Work with partners to promote the effective deployment of AI and technology-enabled approaches to teaching, learning and student support.
- Ensure the Professional Standards Framework for Teaching and Supporting Learning and the associated global Fellowship and accreditation schemes both recognise success and enable change.





Working with you and for you

Five commitments on how we work with you will underpin our shared success

► **We keep our members at the centre of Advance HE.**

We will be led by member priorities and work to design and deliver agile, practical solutions to meet contemporary challenges.

► **We seek partnerships and collaborations to create greater impact.**

We recognise we are stronger when we work together and will seek to blend Advance HE expertise with the expertise of organisations across the globe to maximise our impact.

► **We convene and connect members to share global perspectives.**

We believe building networks and bringing together diverse perspectives adds value to us all and that challenges faced in one context may be overcome by learning from what has worked in another.

► **We ensure that contextualised and pragmatic approaches underpin our work.**

We recognise the diversity of the members, partners and people we work with, and we will tailor our approach to achieve your goals in your context.

► **We work from a credible evidence base.**

We recognise the importance of demonstrating the impact of our work and will establish and maintain the evidence base that informs the work that we do together.

Enabling Advance HE's Success

Enabling Advance HE to deliver value to members

Our 2030 strategy extends to the priorities we set when managing our internal systems, governance processes and employee experiences. By streamlining our own operations we can invest more in the products, services and expertise needed to deliver maximum impact for our members.

We are committed to:

- Investing in the professional development and wellbeing of our employees, so that they are best equipped to support our members and stakeholders.
- Continuously enhancing our processes and systems to drive measurable improvements in efficiency and effectiveness.
- Evolving our financial strategy and resourcing models to provide greater transparency in how we generate and reinvest income in impactful products and services.
- Understanding and deploying technology, including AI, to innovate, to improve employee and member experiences, and to protect third party data and information.
- Enhancing transparency and accountability within a proportionate and time-efficient model of governance that spans Advance HE's full range of activity and operations.
- Embedding our organisational values of impact, inclusivity and integrity in our policies and practice.
- Continuing our own journey of development in equity, inclusion, and global perspective.

