

Engaging Minds; Engaging Communities. Towards 2020.



Mission Vision Values Graduate Attributes Long-Term Goals and Strategic Priority Areas



Mission

To further develop valued citizens for the benefit of Western Australia and beyond, through teaching and research inspired by engagement and partnerships.

Vision

For our staff, students and graduates to be highly regarded as ethical and self-reliant contributors to more prosperous, inclusive and sustainable communities.

We Value

Integrity

behaving ethically and pursuing rigorous intellectual positions.

Respect

valuing individual differences and diversity.

Rational Inquiry

motivated by evidence and reasoning.

Personal Excellence

striving to realise potential.

ECU graduates will be valued for their:

Ability to communicate

clarity of written and spoken expression, including in public fora, and through appropriate use of technology;

Ability to work in teams

collaborating and contributing effectively in diverse settings;

Critical appraisal skills

planning, organising, problem solving and decision making;

Ability to generate ideas

having the courage and confidence to be creative and innovative;

Cross-cultural and international outlook

engaging productively and harmoniously with diverse cultures.



Our long-term goals for ECU are to be recognised for:

- a University environment that provides leadership in our areas of excellence and models the values and behaviours which facilitate positive contributions to our communities by our students, graduates and staff;
- the range and quality of our engagement activities which will be a point of differentiation for ECU, producing mutual benefits and productive relationships with the University's various communities;
- providing a world-class education and a fulfilling student experience;
- high impact research which contributes social, economic, environmental and cultural benefits;
- attracting and retaining high quality, committed staff;
- approaches to teaching and research which are supported by cost-effective, responsive and sustainable organisational systems.

Our Strategic Priority Areas are:

1. Engaging and serving our communities
2. Providing programs to meet the needs of our communities, in a supportive and stimulating learning environment
3. Developing research focus, depth and impact
4. Building organisational sustainability

Our planning and reporting framework:

The Budget

Each year an ECU Budget is developed for the approval of Council. The Budget focuses on ECU strategic priorities and funds initiatives consistent with those priorities.

Functional Plans

To help us achieve our goals, we develop Functional Plans in key University-wide areas (for example, Teaching & Learning; Research & Research Training; and Engagement).

Annual Goals

Every year we set ourselves annual goals in each strategic priority area.

Review of Progress

Each year we check our progress against our annual goals, review our longer term direction and set our next year's goals. We set targets in critical areas and use our KPI Framework to monitor overall performance.

CONTACT INFORMATION

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