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Where **Women**  
*Excel*  
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# Strategic Plan -2022-2027

# Welcome Note From the President

The University Strategic Plan 2022-2027 sets out a framework of themes and goals which will guide our operations for the strategic planning cycle.

The five main themes and ten goals outlined have been arrived at through a process of internal and external consultation and a series of approvals ensuring that we stay true to our vision and mission, and we remain current, relevant and competitive in the educational landscape.

The strategic plan is underpinned by college and department level operational plans which will be periodically reviewed and reported on.

We encourage you to explore our strategic direction, and support us in our exciting journey of growth ahead.

## **Prof. Yusra Mouzughi**

President,  
Royal University for Women



## **Our Vision**

To be recognised regionally as a key contributor to the provision of a quality educational experience, centred around the advancement of women.



## **Our Mission**

To create the next generations of female leaders locally and globally through research informed, stakeholder engaged, quality education.

# Utilising Balanced Scorecard Strategic Perspectives

## Financial:

How do we create value for our owners? Based on financial performance, value, and effective use of resources.

## Stakeholder:

How well do our products or services meet the needs of clients/stakeholders? Based on satisfaction and retention.

## Internal:

Viewed internally, how well do our products and/or services meet stakeholder needs? Based on process efficiency, product quality, delivery speed, but not human resources or capacity building.

## Learning and Growth:

How internal processes are supported through tools and technology, capacity building, human development, work culture, and governance.

## Five Strategic Themes



# Strategic Goals

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## Goal 1:

Recruit and retain high caliber staff.

## Goal 2:

Grow and expand the university's research capacity

## Goal 3:

Future-proof all aspects of delivery

## Goal 4:

Streamline academic and admin processes to increase efficiency

## Goal 5:

Provide high quality recognised education that supports life-long learning and competitiveness  
Goal 6: Engage in research which directly impacts women

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## Goal 7:

Foster a culture in which students & alumnae feel supported

## Goal 8:

Promote contribution and interaction with the community to serve and support its needs

## Goal 9:

Increase revenue generating avenues & diversify target market segment

## Goal 10:

Increase student recruitment and retention

# Strategy Map

