

# THE OPEN UNIVERSITY STRATEGIC PLAN TO 2021/22: A SUMMARY



The Open  
University

Building on 50 years of inspiring learning and opening up education to all, our Strategic Plan to 2021/22 conveys a clear direction for the coming years.

In a fast-changing world we will ensure the Open University continues to deliver genuine value for its students, partners, employers and society across the four nations of the UK and beyond.

## OUR STRATEGY

**Student success** is our key strategic objective. It is through our scale, reach and ability to support students to succeed, that we are able to achieve our positive impact on society and the economy.

We will:

- Support our students to succeed by understanding our students' study goals and ensuring they get onto the right study path at the right level
- Support our students to progress successfully through and complete their chosen module(s) or qualification
- Deliver a high-quality and flexible student experience with high levels of student satisfaction
- Support students to achieve positive career and personal development outcomes

**Student success** is underpinned by four related strategic objectives which together help us achieve our vision of reaching more students:

- Delivering **excellent teaching and research** – to enhance our distinctiveness, reputation and, above all, student success
- Enhancing our future **growth and sustainability** – by diversifying our reach and sources of income and by managing and challenging our costs to ensure our financial sustainability
- Investing in **technology that enables success** – both student-facing technology and our own internal systems
- Fostering a **dynamic and inclusive culture** – by investing in staff to recognise and maximise their contribution to our success

## OUR STRATEGIC SUCCESS MEASURES

We will track progress in achieving our strategic objectives through twelve high-level measures of success, giving a balanced overview of the University's performance.

Read the full Open University Strategic Plan to 2021/22 at:

[www.open.ac.uk/about/main/strategy-and-policies/strategic-objectives](http://www.open.ac.uk/about/main/strategy-and-policies/strategic-objectives)

