Making the difference

strategy 2007–2009 + focus commitment action

Our vision

"Bring knowledge to life in Greater Western Sydney"

Our commitment

- Relevant: meeting needs, being connected locally and internationally, making a difference, valuing diversity
- Responsible: caring, contributing, belonging to GWS, focussed on sustainability
- Responsive: innovative, adapting, continually improving
- Results: resolutely outcomes focussed

Our competitors

Other local universities	Private institutions	Distance learning universities	Overseas universities

Our areas of focus / **Our strategic imperatives**

1. Create a superior student learning experience	2. Develop focussed, relevant and world class engaged research	3. Nurture a mutually beneficial relationship with GWS communities	4. Build financial capacity to deliver the vision
a) Focus courses on areas of strength and relevance to student employment b) Improve staff capabilities and capacities c) Implement flexible and innovative learning techniques d) Improve student services e) Seek and respond to student feedback	a) Focus research where UWS can be world class b) Build strong links between research and teaching c) Increase research student numbers	a) Involve community and industry in academic programs b) Link research to community benefits where possible c) Develop close ties with community leaders and institutions d) Enhance the ethic and evidence of service to the region and people	a) Pro-active revenue management b) Pro-active cost management c) Eliminate non-viable courses d) Consolidate campuses e) Generate income from campus assets

Our foundation

Our people

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