

## Section 4: BIMM Institute Strategic Plan 2016/17 – 2021/22

### Mission

***To provide students with the best opportunity to achieve a sustainable career in the music and broader creative arts industries.***

### Strategic Plan

**Aim 1: Enhance our position as the market leader in popular music education and provide high-quality and accessible specialist education for students whose primary goal is to have a sustainable career in the music and wider creative industries.**

#### *Operating objectives 2016/17*

1. Launch BA (Hons) Music Journalism at BIMM Institute London and BA (Hons) Music Production at BIMM Institute Berlin, validated by University of West London for September 2016.
2. Launch new UK College in Birmingham for September 2017, and secure University of Sussex validation for BA (Hons) Professional Musicianship, BA (Hons) Songwriting, BA (Hons) Music Business, and BA (Hons) Music Production.
3. Expand the curriculum offer into the wider creative industries by introducing BA (Hons) in Acting and Performance in partnership with the Brighton Institute of Contemporary Theatre Training (BrICTT) and validated by the University of Sussex for September 2017.
4. Maintain tuition fees for all degree courses at less than £7,000 per annum.
5. Secure a new partner for BIMM Institute Brighton's Further Education provision for 2017/18 academic year, and review provision to develop a two-year Extended Diploma offer.
6. Continue to explore opportunities for curriculum expansion into the wider creative arts.
7. Continue to explore opportunities for geographic expansion in the UK and overseas.

**Aim 2: Gain Taught Degree Awarding Powers and University Title.**

#### *Operating Objectives 2016/17*

1. Secure a successful outcome from the Quality Assurance Agency Annual Monitoring process.
2. Submit an application for Taught Degree Awarding Powers in January 2017 and progress to the detailed scrutiny stage.
3. Consolidate the validation of all UK colleges into a single Awarding Institution for the new intake for the 2017/18 academic year.
4. Review corporate governance arrangements to ensure they are fit for purpose and compliant with HE good practice guidelines and implement recommendations by 1<sup>st</sup> January 2017.
5. Appoint an academic non-executive director to the Board who will also chair the Academic Board.

6. Ensure appropriate financial support and governance and management structures are in place to support curriculum expansion and the development of new colleges/sites.
7. Manage growth to ensure that sufficient physical and staffing resources are in place to support additional student numbers, curriculum expansion, and new colleges/sites.

**Aim 3: Place students at the centre of everything we do and engage the student voice at all levels of decision making to enhance the quality of the student experience.**

*Operating objectives 2016/17*

1. Enhance the student experience through the provision of additional practice and rehearsal facilities, quiet study spaces, and increased access to physical and digital books and journals.
2. Implement and keep under review the revised student representation system.
3. Develop and implement a more systematic approach to communication with students particularly regarding the outcomes of actions taken in response to student feedback, surveys and focus groups.
4. Improve response rates to internal module evaluation questionnaires through the implementation of an on-line/mobile solution.
5. Engage final year students with the National Student Survey to increase the response rate and ensure students understand the importance of making a response.

**Aim 4: Be innovative in our approach to excellence in learning and Teaching.**

*Operating objectives 2016/17*

1. Implement and keep under review the revised developmental approach to the peer observation of learning and teaching across all colleges.
2. Secure Higher Education Academy accreditation for the PGCert in Learning and Teaching.
3. Support key academic staff to gain Fellowship of the Higher Education Academy.
4. Hold the inaugural BIMM Institute Learning and Teaching Conference to support the dissemination of good practice.
5. Submit an application for Phase 2 of the Teaching Excellence Framework.

**Aim 5: Improve our student progression and achievement rates.**

*Operating objectives 2016/17*

1. Collect more detailed information about students' reasons for withdrawing in order to identify and address trends.
2. Provide Level 0 and Level 4 students with additional support for academic writing and study skills.
3. Increase academic and pastoral tutorial support for Level 0, Level 4 and Level 5 students.
4. Ensure that the Student at Risk process is used consistently in all colleges to identify students who are not engaging with their course at an early stage and to monitor the effectiveness of agreed interventions.

5. Provide a hard-copy collection of core academic texts for all modules at each college, and increase the collection of digital texts available through EBSCO.
6. Roll-out the new Music Theory Textbook to support Level 0 and Level 4 music theory modules across all courses.
7. Review entry requirements for all courses and implement recommendations for 2018/19 entry.

**Aim 6: Expand our connectivity with the music and wider creative arts Industries to enhance the student experience.**

*Operating objectives 2016/17*

1. Review and expand BIMM Institute industry partnerships at local (city), regional and country-wide levels, to increase the opportunities for work placements and internships for students across all disciplines.
2. Ensure that industry advisory panels are involved in all curriculum design and represented at validation events for new courses and in the re-validation of existing courses.
3. Further develop the Careers and Industry Hubs and range of guests and masterclasses provided at each college.
4. Increase the number and range of performance opportunities for students to ensure maximum exposure to the music industry through our artist development and artists & repertoire teams.
5. Increase the number and range of opportunities for students on non-performance courses to work on music and creative industry projects, to include gigs, festivals, artist management and production.
6. Encourage graduates to join BIMM Institute's Alumni network and be actively involved in *BIMM Connect*.
7. Enhance our profile in key industry bodies such as UK Music, AIM and PRS for Music.
8. Map our industry-related activities against the wider UK music and creative arts industry in order to ensure that the opportunities offered to our students fully reflect the wider industry.