

SUMMARY
AMBITIONS AND PROMISES

STRATEGIC PLAN

The AUAS in 3 dimensions

Sustainable, Inclusive and Digital

2021
2026



In the English version of the AUAS Strategic Plan we refer to three dimensions: Sustainability, Diversity & Inclusion and Digitalisation. These dimensions may also be referred to informally as the 'three Ds', which corresponds with Dutch terminology (drie D's; Duurzaamheid, Diversiteit & Inclusie en Digitalisering).

AMBITION



Sustainability, Diversity & Inclusion and Digitalisation can be found everywhere

To us, it is only natural that we work and learn in an inclusive environment where our actions and choices are as sustainable as possible and digitally innovative. In doing so, we contribute to the quality of education and research and to significant social transformations across these three dimensions.

PROMISES

- ▶ At the AUAS, every student and every member of staff will feel welcome, at home, challenged and safe, and will have equal opportunities.
- ▶ On the labour market and in society, AUAS alumni and staff will be recognised as people for whom sustainability, diversity & inclusion, and digitalisation are an obvious given and who are very capable of making that a reality both professionally and personally.
- ▶ The AUAS has demonstrated to businesses, organisations and society that the applied research conducted at the AUAS generates new knowledge and innovations premised on sustainability, diversity & inclusion and digitalisation.
- ▶ Students, staff and partners feel that sustainability, diversity & inclusion and digitalisation are the underlying principles of all operational management and HRM policy at the AUAS.



AMBITION



Increase our impact together with urban partners

As a knowledge institution, we integrate developments in urban society and the professional field into our education and applied research. Together with our partners we create a substantial boost towards the future.

PROMISES

- ▶ Our professional and societal partners acknowledge that our applied research is of a high standard and that it contributes to valuable knowledge development and innovations.
- ▶ Students can see that the knowledge generated from our applied research is incorporated into educational curricula quickly and effectively.
- ▶ The professional field and society recognise AUAS students, alumni, staff and partners as inquisitive, enterprising and engaged professionals who make significant contributions to important current issues. They are well prepared to play a responsible role in an internationally and interculturally-oriented urban environment.
- ▶ On the labour market in the metropolitan region of Amsterdam employers believe that, thanks to the AUAS, there are adequate numbers of well-educated people available in the relevant sectors.
- ▶ Students and employers consider the AUAS teaching portfolio to be tailored to their diverse educational needs, underpinning their life-long development.



AMBITION



Enable students to have more control of their own learning pathway

Students will have more control of their own learning pathway, so that they can make their own choices with respect to content, time, form and place to suit their personal talents and ambitions.

PROMISES

- ▶ Students and professionals feel that they can influence the content, form, tempo, time and place of learning and feel supported by an appropriate mix of online, physical and/or hybrid activities.
- ▶ Students learn to direct their own development and are supervised in their decision-making by academic advisers. Students have access to correct, personalised information.
- ▶ Students feel that continuous learning pathways are available and that the education is academically feasible.



AMBITION



Students and staff continue to shape a rich and stimulating learning environment

In everything we do, we ask ourselves how it will contribute to student success and to a stimulating learning environment on location, digitally and in the city.

PROMISES

- ▶ Together, students and staff will build a stimulating learning environment where all students can enjoy the best possible conditions to complete their learning pathway successfully.
- ▶ We embrace the concept of 'students as partners'. Students, staff and external partners collectively form a diverse and stimulating community, where learning, developing and innovating unite us. We do this at the various AUAS locations, in the city and online.



AMBITION



Improve our own flexibility and resilience

We are a learning organisation where everyone contributes to the quality of education and research and to the professional field and society with a sense of ownership and professionalism.

PROMISES

- ▶ AUAS staff work together in evolving and diverse teams.
- ▶ We work in an enterprising culture where there is scope for initiative. Where teams are given responsibility and take ownership of it. Key elements of that culture include openness, transparency, participation and accountability.
- ▶ We invest in the flexibility and resilience of both our staff and the organisation. Employees assume control of their own professional development and of their own career.
- ▶ Employees feel that AUAS values them for their qualities and professional skills and that professional development is both encouraged and facilitated.