

James Cook University Corporate Strategy



JAMES COOK
UNIVERSITY
AUSTRALIA

NO. **1**

in QLD for full-time
employment¹

NO. **1**

in Australia for
sustainable education²

NO. **1**

in QLD for regional, rural and
remote health professionals³

jcu.edu.au

Our commitment to Australian Aboriginal and Torres Strait Islander peoples

At James Cook University we acknowledge the Aboriginal and Torres Strait Islander people as the first peoples, educators and innovators of this country. We acknowledge that country was never ceded, and value the accumulation of knowledge and traditions that reflect the wisdom of ancestral lines going back some 60,000 years and recognise the significance of this in the ways that Aboriginal and Torres Strait Islander people are custodians of Country.

As a University, we will continue to learn ways to care for and be responsible for Country, and we will collectively seek to build a future that is based on truth-telling, mutual understanding, hope, empowerment, and self-determination.



Kassandra Savage (JCU Alumni),
'Coming Together and Respecting Difference',
acrylic on canvas, 2014, 90cm x 90cm.

RESPECT. NOW. ALWAYS.

James Cook University values and celebrates the diversity of our community, and is committed to ensuring our learning and working environment is safe and welcoming.

JCU is proud to be part of the Respect. Now. Always. campaign – a national initiative led by Universities Australia to highlight our determination to ensure our students and staff are safe from discrimination and sexual harassment. Further information about the campaign and free services available for students can be found at jcu.edu.au/safety-and-wellbeing



Creating a brighter future
for life in the Tropics and
beyond, through education
and research that makes a
difference locally, and globally.

Context

An international University as reflected in our people, our places, and our research, James Cook University takes pride in being recognised as a leading tertiary institution. The University consistently delivers outstanding student outcomes with high employability for our graduates.

We are unique among Australian universities, woven into the intellectual, economic and social fabric of our communities and set amid irreplaceable ecosystems and cultures. We provide a practical and experiential, research-rich learning environment for our students, fostering their professional expertise and intellectual curiosity.



Values

Authenticity

Working in, with and for the communities in which we are based, we are responsive to their needs and champions for transformative education and research. In doing so we act ethically, transparently and with generosity of spirit.

Excellence

Our global reputation for cutting-edge research and education is built upon our responsiveness to the unique characteristics of the places in which we work and our commitment to excel in everything we do.

Integrity

We hold ourselves to the highest standards of professional and scientific conduct. We are proactive in identifying and acting on barriers to inclusiveness and diversity in all aspects of university life.

Respect

JCU fosters a respectful environment for robust debate and a diversity of ideas, engaging our staff, students and the broader community in a supportive, culturally respectful and connected community of higher learning.

What matters to us

Our People

Our staff, students and the communities we serve

Embracing the diversity of the communities we serve, we work to create opportunities and enduring social, cultural and economic benefits for our region and beyond. We work collaboratively and respectfully and are enriched by the different perspectives our people contribute to the work and learning environment. Our partners and communities are an integral part of our endeavours and feel valued, respected and supported to succeed.

Our Place

The Tropics and beyond

Our University was established with a clear mandate to encourage study and research generally and with a focus on topics of special importance to the people of the Tropics. We provide courses of study to meet the needs of the community, employers and industry. As an international, geographically dispersed University, we advocate for, partner with and make a difference to, the regions we serve.

Our Education

Knowledge has the power to change lives

Committed to equitable, inclusive and high-quality learning, JCU aspires to develop graduates who have the intellectual curiosity, knowledge, skills and disposition to succeed in a global workforce. We inspire our students to make a difference in their fields of endeavour and in their communities.

Our Research

A catalyst for innovation and knowledge generation

Our world-class research is driven by the curiosity of our people and inspired by our unique social and geographical locations. We generate new knowledge and understanding to meet the challenges facing the peoples of the Tropics and beyond, and deliver innovative and impactful outcomes focused on a sustainable future for our region.

Strategic priorities

Transformative Education

Impact and focus

JCU measures itself by the success of our students. Our curriculum emphasises experiential learning, student agency, and technology enhanced learning; assuring seamless integration and equivalency across delivery sites and modes.

Effective pathway and student support programs extend access and widen participation in higher education, including regional, remote, Indigenous, first-in-family, and international students.

All students gain lifelong learning skills and enduring connections with our University.

Goals

1. The quality of the student experience is sector leading.
2. Student participation, success and completions from diverse backgrounds and priority groups are sector leading.
3. Scholarly, flexible, technologically enabled and practice-based learning promotes future career and academic opportunities.
4. High-quality learning that is equivalent in all attendance modes and locations, and facilitates student mobility.

Measures of success

- Progression
 - Completion
 - Student satisfaction
 - Graduate employment
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Impactful Research

Impact and focus

Our global position as a world-class research university capitalises on existing strengths and expertise, and focuses our investment on emerging challenges and opportunities for our region, the Tropics and beyond.

We provide research excellence, innovation and commercialisation opportunities that deliver impact to our communities and end-users. We provide real world solutions to the problems of today and tomorrow.

Goals

1. A pre-eminent university in the Asia Pacific region providing strong research culture drawing national and international recognition
2. Globally relevant research with local impact.
3. Innovation and entrepreneurship benefit the communities we serve.

Measures of success

- Quality and impact of research outputs
 - Research income
 - Global rankings
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Empowering Our People

Impact and focus

The accomplishments of our University are an aggregate of the achievements and success of our people.

We are focused on ensuring that our staff and students are valued and enabled through an inclusive and respectful learning environment, and that our workforce reflects our strategic priorities.

Goals

1. A workforce aligned to new and emerging market opportunities and drivers of change in higher education and research.
2. Diversity of the academic and professional staff reflects the communities we serve.
3. A values-based organisational culture.
4. Inclusive and respectful learning and work places that foster a sense of belonging and wellbeing.

Measures of success

- Measured at Business Level

A Civic University

Impact and focus

Through our relationship and partnerships with our communities, we create opportunities and address local challenges.

As a place-based knowledge partner, the University delivers education, research and policy advice to government. We influence policy, strategic planning and integrated responses for the social, cultural and economic benefit of our Place.

Goals

1. Recognised by government and industry, as an enabler and contributor to regional prosperity.
2. Industry and community experiences in education and research are embedded to ensure improved employment and regional relevance.

Measures of success

- External funding (grant, industry and philanthropic)
- University of choice in our region for study (market share)

Securing Our Future

Impact and focus

To create opportunities and enduring benefits for our region and beyond the University must be financially sustainable.

We ensure that our actions today enhance the range of social, cultural, environmental and economic options available to future generations.

Goals

1. A strong, diversified financial base.
2. Integration of social, environmental and economic sustainability is at the heart of our university.

Measures of success

- Commencing and total student load
- Annual operating surpluses



Ready today
for tomorrow



jcu.edu.au



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