

The Digital Strategy draws its focus from the University's overarching strategy **Shaping our Future: Driving Distinctiveness** and ensures investment in digital services directed to our strategic objectives.



**BUILD CAREERS**  
Create Opportunities



**GROW NETWORKS**  
Connect Communities



**ADVANCE KNOWLEDGE**  
Deliver Impact



While being committed to  
**GROWING SUSTAINABLY**

## AS A RESULT OF DELIVERING OUR STRATEGY...

### SPACES

Our students and colleagues will experience a digital environment that complements the campus estate and nurtures the core activities of learning and teaching, research, enterprise, and international development. They will move seamlessly between the physical and digital space, selecting the most appropriate domain that best fits their needs. On campus, our digital services will complement and enhance the overall user experience. In the digital space, user-focused and integrated technologies, complemented by embedded skills, ensure ease of use, and services are inclusive, engaging and accessible.

### SERVICES

Our services, both information systems and the support network, enhance the digital education experience of our students and postgraduate researchers, on-campus and online. They underpin effective operations of the University for all colleagues and external collaborators. We continuously invest and develop in line with technology trends and HE best practice, delivering a portfolio of excellent services, curating our digital assets, while maintaining our information security and financial and environmental sustainability. Investment in digital tooling and analysis will drive efficient working (integration and automation of services) and increased data quality, providing insights that will inform University decision making and strategy.

### SKILLS

Digital skills are fundamental to academic success, research effectiveness, lifelong colleague and student employability, and personal life. Future work requires digital agility across a range of ever-changing products and resources, which in turn requires broad digital skills and awareness. Few assumptions can be made around skill levels in our diverse and international student body, or colleagues, and expectations need to be met through flexible skills delivery via multiple channels. The ENhance curriculum development framework threads digital literacy through academic programmes, and relevant transferable skills will be inculcated and developed through a wide array of supporting mechanisms and services across both academic Schools, and Professional Services.

### STUDENT & COLLEAGUE EXPERIENCE

Digital services enable positive student and colleague experiences, drawing on technology innovation to exceed user expectations. Through the creation of simple curated self-service experiences that will focus on intuitive, frictionless and assisted interactions, the student and employee value proposition will be enhanced to ensure Napier is a sector leading employer, partner or educator of choice. The digital experience will augment the culture of the University that enables individual or collective success, strengthens collaboration and showcases the talent of the Edinburgh Napier community. Digital inclusion is at the heart of the decisions we make when selecting and exploiting the digital services we provide, including the provision support and services to address digital exclusion.

## STRATEGIC THEMES



### EDUCATION

We enhance learning and teaching through the use of technology and the skills to use it effectively. We leverage digital services to provide students with a modern learning experience that is accessible and flexible.



### RESEARCH

Digital services provide the environment for ground-breaking research, data generation and analysis. They facilitate collaboration and accelerate knowledge sharing.



### STUDENT JOURNEY

We empower students to successfully navigate and enhance their University journey, ensuring that they have access to tailored services, information and support.



### COLLEAGUE EXPERIENCE

Digital services foster productivity and colleague engagement, creating a more efficient and satisfying workplace and streamlining communication.



### ENABLING ENTERPRISE

Our services support student entrepreneurship, research commercialisation and industry engagement, enhancing the University's contribution to economic and societal development.



### TECHNOLOGY

We balance innovation with industry best practice to exploit emerging technologies for the benefit of students and colleagues, while protecting the information we hold and services we provide.

Our themes set out the domains in which the digital strategy will deliver incremental and strategic change to meet the University's strategic objectives. The key transformational priorities across all themes, and the principles to guide their implementation, are set out here.

## KEY TRANSFORMATIONAL PRIORITIES

### STUDENT JOURNEY & CRM BUILD CAREERS GROW NETWORKS GROW SUSTAINABLY

To enhance our student experience from prospect inquiry to engaged alumni we are investing in our Customer Relationship Management System. Providing a consistent, yet tailored, approach from attraction, recruitment and onboarding through to award and joining our alumni. Students & colleagues have the information they need to manage the whole student journey, integrated with all our varied communications channels and enabled by AI.

### LEARNING, TEACHING AND ASSESSMENT BUILD CAREERS GROW NETWORKS

For our students, colleagues, industry partners and potential employers, we are developing specialist learning spaces to simulate real world scenarios and create authentic learning experiences. We are embracing the opportunities offered by immersive technologies on campus and enhancing virtual spaces, such as simulated science laboratories and the Virtual School of Computing, which are able to keep pace with changes in need and build our teaching capacity and reach. We are exploring the unique benefits of digital platforms to support inclusive, meaningful and authentic assessment, aware of the impact and opportunities of machine learning and generative AI. The delivery of these 'spaces' enhances our reputation for producing 'ready for the real world' graduates taught by staff with a future proof academic signature.

### DATA & BUSINESS INTELLIGENCE ADVANCE KNOWLEDGE GROW SUSTAINABLY

We are building a Centre of Excellence to drive forward the adoption of a data-centric culture within the University. This CoE will implement our new data platform to address critical technical risks, connect systems and enhance data sharing and reporting. This supports the university operations and strategic decision-making providing accurate and consistent information from a single source. The CoE will provide stewardship of our data to enhance quality and lift our data literacy skills.

### DISRUPTIVE TECHNOLOGIES GROW NETWORKS ADVANCE KNOWLEDGE GROW SUSTAINABLY

We are exploring the use of digital twins, AI and automation in education, research and the student journey. Working with our strategic partners, we are pursuing exciting developments in augmented reality applications and the use of sensor technologies to address some of our key challenges, including best use of our estate on our journey to net zero.

### COLLEAGUE ENGAGEMENT BUILD CAREERS ADVANCE KNOWLEDGE

To drive a culture of distinction, we are re-imagining the ways we present information digitally to our colleagues. Our redeveloped colleague intranet will focus on our users' key journeys, providing easy search and personalised content. This is complemented by more informal, user created channels on our social media platform for communication and collaboration, enhancing the sense of pride and belonging.

## OUR GUIDING PRINCIPLES....

- 1 USER CENTRIC DESIGN**  
Co-designed with our students and colleagues, based on their ambitions and needs
- 2 DIGITAL INCLUSION**  
Devices, data and skills, with accessible services and content
- 3 SELF-SUFFICIENCY AND ENABLEMENT**  
Provision of accurate data and automaton to empower users and embed self-service
- 4 DIGITAL FIRST**  
Digital by design to complement the on campus experience
- 5 SECURITY AND PRIVACY**  
Proportionate protection of services and information we hold with user-determined privacy
- 6 LEGAL AND REGULATORY FRAMEWORKS**  
Meet, or exceed, all standards, including copyright, data protection and accessibility
- 7 SUSTAINABILITY**  
Financially and environmentally sustainable by design
- 8 REUSE BEFORE WE BUY OR BUILD**  
Simplify the estate to streamline the user experience and ensure sustainability
- 9 ENDURING STRATEGIC PARTNERSHIPS**  
Select partners who seek to invest and value our unique academic knowledge and capabilities
- 10 INVESTMENT APPRAISAL**  
Roadmaps support by strong and enduring business cases