

Strategic Plan 2020/21 - 2025

VISION

CHEAD provides a voice for and on behalf of higher education art and design and related disciplines* in the UK four nations, advancing knowledge and understanding in the sector and promoting the sector's interests to others.

Recognised as the leading representative, influential and authoritative body for art and design in the higher education sector.

The membership organisation of choice, attaining a positive and trusted reputation with all partners and stakeholders, welcoming a wider context and diversity of perspectives for discussion and development whilst offering unique value to our growing membership.

A leading advocacy platform for the positive role of art and design higher education, widely consulted with by policymakers and practitioners in the creative industries and wider creative economy.

MISSION

To advance the development of the art and design community in higher education and beyond, its standing and stature as well as its engagement with the outside world.

CHEAD connects research, practice, policy and people to harness creative and cultural resources to shape social change.

* Related disciplines include all areas within QAA Subject Benchmark Statements (2019) and REF Panel Descriptors (2021).

VALUES

Our values unite us as a community of committed advocates for the transformative positive power of art and design in higher education.

We value the diversity and discourse of our membership community and the plurality of approaches to pedagogy, research and practice.

We embrace collective decision-making, co-production of our programme and culture-forming across our networks.

Our values are multi-faceted and interwoven, bridging our distributed and dynamic membership across institutional and regional boundaries by encouraging opportunities and platforms for connecting and collaborating.

INCLUSIVITY
AGILITY
DIVERSITY
COMMUNITY
RESPONSIBILITY

PARTNERSHIPS
PARTICIPATORY
CREATIVITY
SUSTAINABILITY
COLLABORATION

WHO ARE WE?

A Charitable Incorporated Organisation whose objectives are to advance education for public benefit by promoting knowledge and understanding of art and design within higher education institutions. Registered Charity Number 1174589.

We support a community of leaders in arts and design higher education learning and research, collaborating, championing and campaigning locally, nationally and internationally to advance, enhance and extend thinking and practice for public benefit.

WHO ARE OUR MEMBERS?

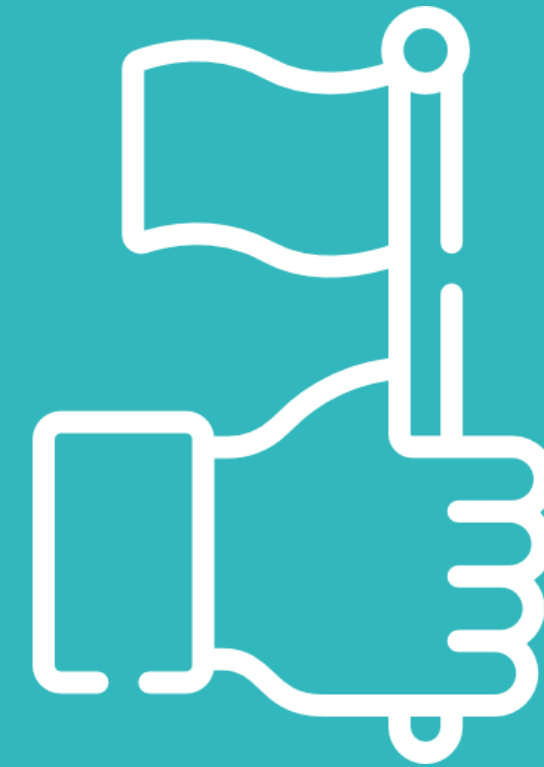
An engaged, cohesive and representative community of practice drawn from all types of higher education institutions across the UK four nations.

Through our ambitious Membership programme, we aim to encourage Institutional and Individual 'flux and flex' via greater connection to networks and resources that are digitally-enabled, distributed and regional, and to facilitate dynamic participation in the full scope of member benefits.

STRATEGIC THEMES & PRIORITIES



Equity, Diversity
and Inclusivity



Leadership



Learning and
Teaching



Research



Advocacy

OBJECTIVES - Equity, Diversity & Inclusivity

Prioritise and foreground equity, diversity, and inclusivity as key drivers for deep and constructive change.

Commit to transformational change through all our organisational policies and practices by dismantling barriers.

Take action to support members to tackle institutional and structural inequalities.

Explore new formats, partnerships and audiences in our conferences and virtual convenings to enable an inclusive, open and accessible membership community.

Evolve to be a more progressive, diverse, representative, and student-focussed organisation with opportunities for student perspectives to be included and more voices to be heard.



OBJECTIVES - Leadership

Foster and direct a culture of inclusive, resilient and dynamic creative leadership in art and design higher education.

Shape and communicate a coherent narrative of the achievements and contribution of art and design HE to culture, society and economy by demonstrating agency and innovative multi-dimensional solutions to complex challenges.

Create effective leadership and staff development through the unique lens of our subject disciplines and experiences, which will value, motivate and enable members to achieve and share excellence.

Continue to strengthen our governance practices through transparency and openness in all areas of our work, operating to the highest ethical standards, whilst seeking external critique and continuous improvement.

OBJECTIVES - Learning & Teaching

Support, inform, influence and enhance the quality and profile of art and design education, including through a strengthened relationship with GLAD and Subject Associations.

Continuously improve the art and design and related discipline curricula, practice, provision and pedagogies with a focus on innovative practice and excellence.



OBJECTIVES - Research

Promote the visibility, standing and impact of art and design research strategically

Catalyse research networks, encourage interdisciplinarity, multi and cross-disciplinary research.

Grow research capacity and capabilities and disseminate research practice.

Develop research leadership and support early career researchers, including through a new Research Alliance Strategy Group.

OBJECTIVES - Advocacy

Inform, influence and initiate wider policy, as appropriate, at regional, national and international level.

Anticipate and influence policy through an established relationship with government, partners and other sector bodies influencing art and design education.

Advocate the value and agency of art and design higher education and our role in enhancing cultural, economic and societal impact.

Provide policy insight and sector intelligence to members and share opportunities for members to engage with and influence policymakers.

