

**THE NEW LIFELONG LEARNING UNIVERSITY - AT THE HEART OF
COMMUNITY, CITY AND REGION**

U	Unlock the doors to Higher Learning for more sections of the population through universal university strategies that widen participation
N	Network with other universities globally to import and export new knowledge, experiences and research on learning cities and regions
I	Initiate innovative strategies for learning region development by tapping into the pool of creativity existing within all universities (Bologna)
V	Volunteer dynamic leadership to the communities within which it resides by developing and providing expertise, knowledge and action
E	Energize learning city/region development through commissioned research, development and consultation activities that include the whole community, and improve decision-making by keeping both management and people informed of progress and results
R	Release their resources and the energy of their students and staff in the service of learning city development
S	Satisfy the needs and demands of people by delivering courses wherever, whenever and however people want them and providing a continuous updating service for graduates and local workplaces
I	Include themselves in creative and fruitful partnerships with local government, schools, industry and other stakeholders to help build learning communities, cities and regions
T	Transform themselves into a true Learning Organizations through continuous improvement and quality management programmes for all students and staff
I	Increase the employability of graduates and others through modular courses that include the obligatory development of language, entrepreneurial, management and personal skills
E	Enliven learning city development through the development and application of tools and techniques that create a culture of learning
S	Stimulate the message of learning city and regional development by becoming involved in celebration events such as learning festivals, fairs, open days etc and representing the city in projects, missions and other events nationally and overseas

An Exercise

Give this to a selection of university management, lecturers and students and ask them to allot a mark out of 5 for each item according to their perceptions.

5= satisfies this fully

4= Almost there, just a little more work needed

3= Quite a long way to go before this is satisfied

2= We're thinking about it but not acting on it just yet

1= Don't even think about it.