

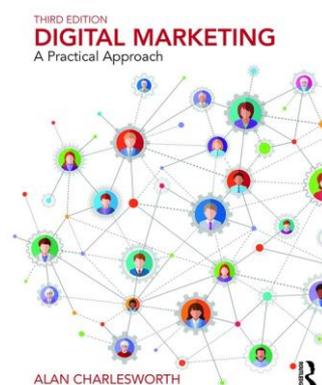
## Huxley University

Although Huxley – in the North of England – has hosted a post-secondary educational establishment since the turn of the 20<sup>th</sup> Century, it wasn't until 1992 that the [then] Polytechnic was awarded University status. In this period Huxley – it was awarded city status in 1992 – has reinvented itself as a centre for service (particularly in digital industries) rather than the shipbuilding and mining industries for which it famous in previous generations. There are four other universities within a 30-mile radius of Huxley, though the two other 'new' ones are considered serious competitors as the other two are 'traditional' – appealing to a completely different market. Huxley is the smallest of the three 'new' establishments. Student numbers for the current academic year are:

- Full-time Home, EU and Overseas Undergraduate; 6713
- Home, EU and Overseas Postgraduate; 1632
- Postgraduate Research; 281
- Part-Time Home and EU Undergraduate; 7515

Like many UK universities, overseas students represent important income to Huxley, with those from China and SE Asia representing the greatest percentage of these – though in recent months this geographic profile has been extended. Operationally, the university is divided into four faculties: Business & Law; Arts, Design and Media; Applied Sciences and Education & Society, with the first two being located on a riverside campus (opened in 1994) and a city-centre facility which is currently undergoing extensive renovation work.

Vice-Chancellor and Chief Executive, Quincy Adams Wagstaff, is keen to position the university very much as a *civic* entity – something that is reflected in Huxley being one of the UK's leading universities for widening participation, particularly in its own region. Although Huxley University has a 'marketing' department this is involved mainly in the recruitment of students – particularly from overseas – with most operational marketing activities (eg PR and advertising) being out-sourced. Any marketing strategy (eg branding) is a function of the University's senior management team. Although the website is over-seen by the marketing department, each faculty has responsibility for the content on its element of the site. A digital specialist within the marketing team has responsibility for all online marketing.



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ROUTLEDGE