

Huxley University

Although Huxley – in the North of England – has hosted a post-secondary educational establishment since the turn of the 20th 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 academic year 2008/09 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.

There is a close relationship with two local colleges who deliver a number of Foundation Degrees validated by the University. This affiliation is extended to the local council and population, with Vice-Chancellor and Chief Executive, Quincy Adams Wagstaff, being 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. Whilst the University's web presence is controlled by the IT department, each faculty has responsibility for the content on its element of the site. With the exception of those who teach the subject (and who are not consulted in any way), no Internet marketing specialists are employed.

