



University  
*of* Exeter

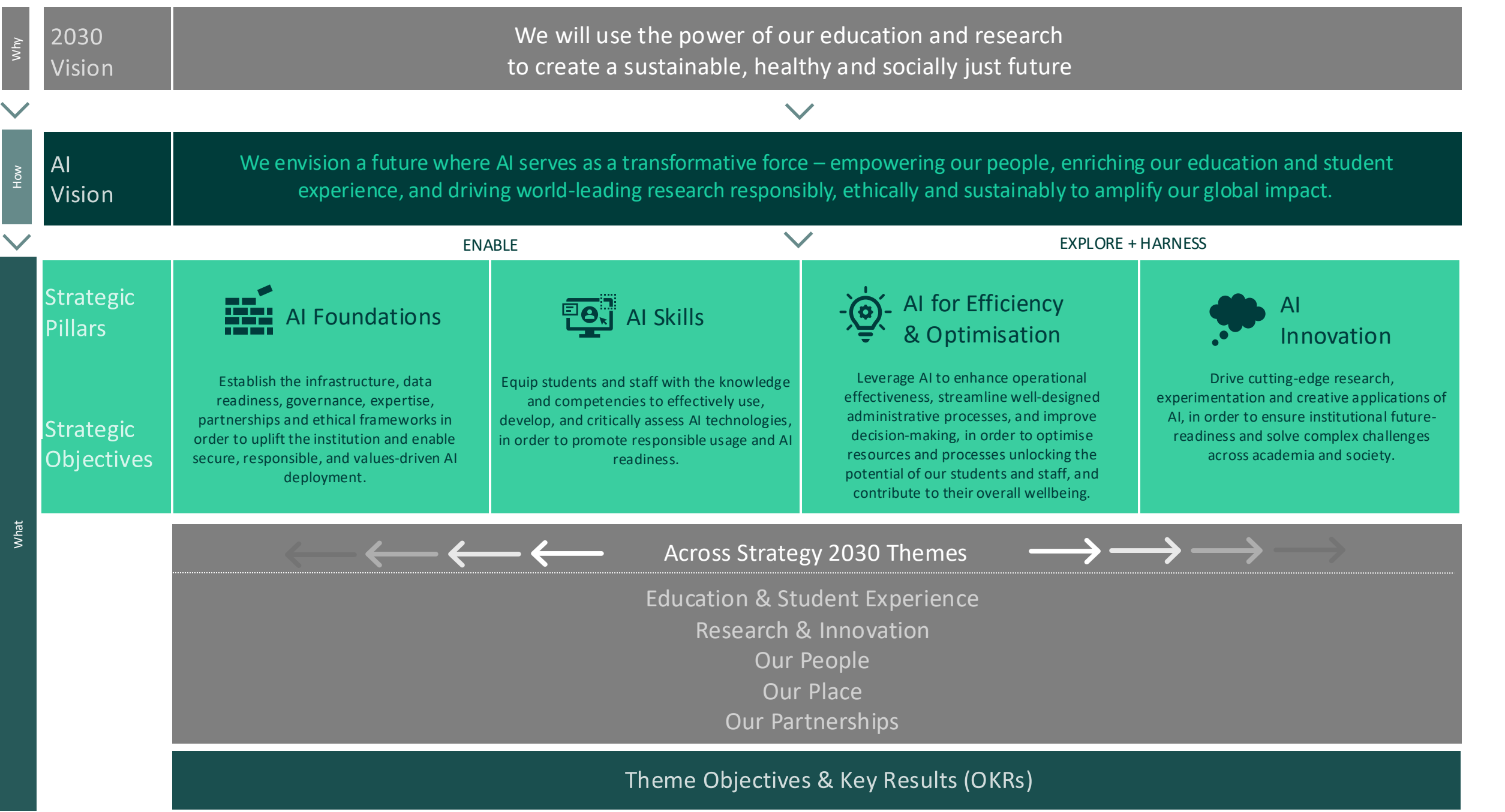
**Enabling AI Strategy**



# Aligning AI with Strategy 2030

## Vision Statement

We envision a future where AI serves as a transformative force – empowering our people, enriching our education and student experience, and driving world-leading research responsibly, ethically and sustainably to amplify our global impact.



# Our AI Adoption Principles

## Empower Innovation

Enable staff, students, and researchers to harness AI tools and applications to enhance education, streamline administrative processes, and drive groundbreaking research.

AI should be a catalyst for creativity, efficiency, and academic excellence, ensuring the University remains at the forefront of digital transformation.

## Manage Risks

Identify, assess, and mitigate potential risks associated with AI, including bias, misinformation, data security, and privacy concerns.

AI should be implemented in a way that safeguards academic integrity, maintains public trust, and ensures compliance with UK and global regulatory frameworks.

## Ethical and Responsible Usage

AI adoption must align with the University's core values, upholding fairness, transparency, and accountability. AI should support, not replace or override the decisions or insights of our people.

AI systems will be deployed in line with relevant legislation, including data protection, academic integrity, and ethical AI governance, ensuring trust and responsible stewardship of technology.

## Promote Collaboration

Foster interdisciplinary collaboration across faculties, IT teams, and external partners to integrate AI into the University's broader Digital Transformation and Data strategies.

Encourage shared learning, co-creation, and engagement with industry, government, and academia to maximise the benefits of AI-driven solutions. We will take an inclusive, participatory approach to AI adoption, creating space for feedback, experimentation, and shared ownership across our community.

## Future Ready and Sustainable

Equip the University community with the skills, governance structures, and technical foundations required to navigate the evolving landscape of AI and GenAI.

Ensure AI is deployed in a sustainable manner, aligned with the University's Climate Strategy and Net Zero commitments by prioritising energy-efficient models, responsible usage, and minimising environmental impact. Working with Sustainability, IT, and Procurement teams to improve supply chain sustainability, and embed environmental criteria into AI-related decisions.

# Theme 1: AI for Education & Student Experience



## AI Foundations

We will establish the infrastructure, governance, and ethical frameworks required to enable adaptive, data-driven support for students, enhancing both academic success and wellbeing through intelligent, two-way engagement.

## AI Skills

We will provide clear guidance and policy on AI tools, ensuring students and staff can critically assess, responsibly use and effectively upskill in AI technologies to unlock creativity, potential, and future readiness.

## AI for Efficiency & Optimisation

AI will support market-aligned curriculum development, optimise admissions processes, and enhance learning design, ensuring more personalised and adaptive education and support experiences.

## AI Innovation

We will empower academics to reimagine assessment methods, uphold academic integrity, and harness AI to develop transformative, inclusive, engaging learning experiences while fostering critical thinking, creativity and reasoning.

# Theme 2: AI for Research & Innovation

## AI Foundations

We will build secure, ethical, and scalable digital research infrastructure to enable responsible AI use across disciplines, ensuring researchers have the tools and governance needed for cutting-edge discovery.

## AI Skills

We will equip researchers and students with the skills and expertise to apply AI in Exeter's strategic research areas, enhancing reputation, knowledge generation, and dissemination.

## AI for Efficiency & Optimisation

AI will accelerate data analysis, automate research workflows, and enhance decision-making, helping to translate research into tangible real-world applications with societal impact.

## AI Innovation

We will drive AI-powered research breakthroughs, fostering interdisciplinary collaborations and industry partnerships to push the boundaries of discovery and innovation.



# Theme 3: AI for Our People



## AI Foundations

We will establish ethical AI policies and governance that ensure AI supports, rather than overrides, human judgment, safeguarding fairness, transparency, and trust in decision-making.

## AI Skills

We will provide AI training, communities of practice and leadership development, empowering staff to confidently use AI as a tool to enhance their expertise, creativity, and problem-solving abilities.

## AI for Efficiency & Optimisation

AI will act as a digital assistant, streamlining administrative tasks, enhancing productivity, and allowing staff to focus on high-value, strategic work.

## AI Innovation

We will explore AI-driven solutions that augment human insights, enhance collaboration, and unlock the full potential of our workforce, ensuring AI is a tool for empowerment, not replacement.

# Theme 4: AI for Our Place

## AI Foundations

We will develop responsible AI frameworks that guide ethical, sustainable, and evidence-based decision-making, reinforcing our role as a leader in global sustainable development and as an anchor institution in the South West .

## AI Skills

We will equip teams with the expertise to apply AI responsibly to enhance regional and global impact, ensuring we lead in environmental and social responsibility.

## AI for Efficiency & Optimisation

AI will optimise campus operations, including estates management, timetabling and energy use, to improve space utilisation, energy efficiency, reduce emissions and the student experience, while also supporting Exeter's net-zero ambitions.

## AI Innovation

We will pioneer AI research in climate science, smart cities, and sustainable development, driving impact beyond the University to support local businesses and communities, drive policy innovation, and strengthen our international partnerships.



# Theme 5: AI for Our Partnerships



## AI Foundations

We will establish the governance, infrastructure, and trusted networks needed for responsible AI collaboration, expanding partnerships with global universities, industry leaders, and key technology enablers to advance AI research and innovation.

## AI Skills

We will foster AI communities of practice across the Russell Group, engage in mutual upskilling with partners to amplify AI expertise, and develop engagement programmes that empower businesses, policymakers, and international collaborators to build AI capability.

## AI for Efficiency & Optimisation

Knowledge creation activities and innovation in AI will enhance industry engagement, research commercialisation, and Exeter's role in securing joint funding initiatives, ensuring we remain competitive in a rapidly evolving digital economy.

## AI Innovation

We will work with partners to explore AI's role in policy innovation, public sector transformation, and cross-sector collaborations that drive societal impact across the South West and our global partnerships.



## Enabling AI Strategy

AI is not a standalone initiative - it is the key to enabling Strategy 2030. By embedding AI across education, research, operations, and partnerships, we ensure University of Exeter is future-ready, responsible, and leading in AI adoption.