THE UNIVERSITY *of* EDINBURGH
informatics

STRENGTHS

- **Strong reputation and rankings** (research and teaching)
- **Size and breadth** allows us to be selective – we have great students
- **Strong community**, including good PS-academic solidarity
- **Inter-disciplinary and collaboration** across the University and industry
- **Diversity** amongst our staff and students
- **Flexible and nimble** to grasp opportunities (eg. entrepreneurship)
- **Collegiate leadership** team
- **Location** and modern building
- **Research-based curriculum**

WEAKNESSES

- **Bureaucracy** within University and School
- Lack of project management – **poor planning of the implementation of initiatives**
- Size resulting in layers of **(ineffective) communication**
- **Student experience** (NSS scores)
- **Staff morale and wellbeing** – lack of respect by University management; overload/burnout
- Engagement with alumni
- Space (type and shortage of)

OPPORTUNITIES

- **New leadership** (Provost/Head of College) opportunity for cultural change
- **Knowledge exchange opportunities** and impact on industry and society
- **Inter-disciplinarity** – opportunity to solve big problems with other disciplines/Schools and global challenges
- Future is digital and AI still fashionable - student demand and breadth of funding
- Data education – opportunities for education beyond core computer science (eg. Social Sciences, etc)
- Re-joining the EU (through Scottish Independence or otherwise) – funding opportunities
- P&M crisis – may result in a more supportive Uni management approach
- Good value to N.American students

THREATS

- **Over-reliance on Chinese** student and research **funding**
- GeoPolitics –**political uncertainty;** China; War; Scottish Independence **– funding uncertainty**
- **University's centralisation agenda**, systems not fit-for-purpose and overly-bureaucratic - threatens flexibility and impacts job satisfaction
- **Reputational impact of P&M publicity**
- Export Control / National Security & Investment Act breach
- The next AI / Quantum Winter
- Internal competition (EFI, Bayes) for students and resources
- Lack of PSS career progression
- Recruitment and retention of academic and research staff in the face of industrial competition
- School's popularity pulls us in too many different directions
- Misconception we specialise in data analysis