



CORPORATE STRATEGIC PLAN (2026 -2030)

HIGHLIGHTS

The UniMAC's five-year Strategic Plan provides strategic direction for the University from 2026-2030. It identifies nine (9) strategic themes to guide the University achieve excellence. These are:

1. Academic Excellence, Curriculum Innovation and Experiential Learning

- **Aim:** To position UniMAC as a centre of academic excellence that delivers industry-relevant, innovative, and experiential learning-driven education to prepare the next generation of media, arts, and communication professionals.
- **Actions:** Development of new and fully accredited programmes, increased industry collaborations, comprehensive student internship programmes and ultra-modern resources for teaching and learning.

2. Research Impact and Innovation

- **Aim:** To drive high-impact, interdisciplinary, and policy-relevant research that contributes to advancement in the media, communication, and creative arts industry advancements in Africa and beyond.
- **Actions:** Promoting high-impact interdisciplinary research while increasing research grants, partnerships, and global visibility.

3. Infrastructure Development, Digital Transformation and Innovation

- **Aim:** To develop state-of-the-art digital and virtual and infrastructural facilities that promote teaching, learning and research while adhering to environmental health, safety, and sustainability protocols.
- **Actions:** Developing lecture halls, a multimedia hub, a well-equipped e-learning centre, a university clinic and completing the ultra-modern auditorium at UniMAC East Legon Campus.



4. Human Resource Development and Management

- **Aim:** To build a motivated, skilled, and well-supported human resource base, while fostering a vibrant and inclusive campus culture through recreation, sports, and entertainment.
- **Actions:** Improving staff welfare, professional training, and mental health support systems, structured staff onboarding and training, and adequate equipment and working tools for staff.

5. Financial Sustainability and Resource Mobilisation

- **Aim:** To ensure UniMAC's long-term financial sustainability by diversifying revenue sources, enhancing financial management practices, deepening public-private-partnership support, and optimising the efficient use of assets, while fostering transparency, accountability, and sustainable development.
- **Action:** Diversifying revenue streams through Public Private partnerships (PPP) hostel projects, increased student enrolment, establishment of Strategic Business Units for income generation, and deployment of robust software to support our financial management.

6. Internationalisation and Alumni Relations

- **Aim:** To foster international partnerships and attract diverse students and faculty, enhance research collaborations, and provide students with opportunities for cross-cultural experiences, both nationally and internationally.
- **Actions:** Strengthening global collaborations, alumni engagement and brand reputation.

7. Governance Systems, Administrative Operations and Service Quality

- **Aim:** To enhance the efficiency, transparency, and responsiveness of UniMAC's governance and administrative operations, ensuring a seamless and high-quality student experience that supports academic success, personal development, and career readiness.



- **Action:** Improved student services, communication channels and processes, capacity building for leadership and administrators, enhanced security and transport services, supported by the implementation of relevant policies.

8. Community Engagement and Social Impact

- **Aim:** To develop and maintain a mutually beneficial collaboration with UniMAC's internal and local communities with a view to making an impact.
- **Action:** Expanding outreach initiatives, community-based action and research projects, and incorporating Corporate Social Responsibility (CSR) activities in the University.

9. Institutional Branding and Reputation Management

- **Aim:** To create a detailed marketing communications strategy that brands UniMAC as a global and respected institution of higher learning, employing methods that enhance the University's image and reputation via diverse media outlets.
- **Action:** Improving UniMAC's visibility and reputation locally and internationally, build partnerships with local businesses and government agencies and ensure brand consistency across all channels.

This five-year Strategic Plan charts an ambitious yet achievable course for UniMAC's transformation into a premier institution for media, arts, and communication education in Ghana and beyond. Built upon extensive stakeholder consultation and rigorous analysis of our strengths, weaknesses, opportunities, and threats, the Plan balances pragmatic infrastructure development with academic innovation. As we embark on this journey, we recognise that our students, faculty, staff, alumni, and industry partners all have crucial roles to play in ensuring that we place UniMAC firmly on the global map.