

# CaSE Strategy 2017-2021

Our mission is to ensure the UK has the skills, funding and policies to enable science and engineering to thrive.

## A voice

Be a strong, independent voice for science & engineering on investment, education & skills, and science advice

01

for science & engineering

Broaden our membership to represent the breadth of the sector and better understand their needs

## having an impact

Be an effective advocate on behalf of our members, clearly communicating our activities and impact

02

03

for the

long-term

Ensure CaSE is a resilient organisation

CaSE



Campaign for Science and Engineering

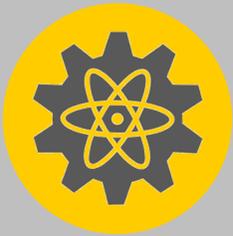
04

[www.sciencecampaign.org.uk](http://www.sciencecampaign.org.uk)



## A voice

- Engage and inform Government, Parliament and policy-makers across the UK
- Develop evidence-based, timely positions and recommendations
- Campaign for the adoption of specific policies on issues that affect the sector
- Seek to amplify CaSE's voice through members, collaborators and the media
- Work to increase the number of science and engineering champions in Parliament



## for science & engineering

- Expand our membership to ensure CaSE represents science and engineering in all its settings
- Understand the needs of our members by creating two-way channels of communication adapted for different member groups
- Provide clear opportunities for members to inform our work and support our campaigns



## having an impact

- Seek to set the media agenda for science policy
- Expand the reach and impact of our work through our communications
- Evaluate CaSE's activities and pursue the most effective ways of achieving our mission
- Monitor and communicate the impact of our work



## for the long-term

- Uphold CaSE's political and financial independence by:
  - Building engagement across the political spectrum and across the UK to ensure CaSE is politically resilient
  - Growing and diversifying income to ensure CaSE is financially resilient whilst maintaining independence from Government
- Ensure CaSE stays light on its feet by building capacity to be responsive, flexible and agile
- Establish processes to support staff and ensure business-systems are future-proof