To be a pioneering modern civic university, delivering solutions to the challenges of the 21st century.

**Vision**

A university that places students at the heart of its endeavour. A university that delivers a transformative education, marked by enquiry, discovery and partnership between students and staff. A university whose scholarship is central to the personal development of every member of academic staff. A university whose research and enterprise activities into the wider community. A university that attracts and nurtures a thriving postgraduate community that enhances the connectivity of education and research.

**Values**

- Excellence
- Transformation
- Innovation
- Partnership
- Leadership
- Community

**Indicators of Success**

- Student engagement, satisfaction and completion levels are consistently high, and the University develops confident and responsible social and global citizens. Students attest to exemplary academic support and pastoral care, and students from all backgrounds successfully access and participate in LJMU programmes.

- Students achieve outstanding outcomes, and graduates are sought by employers for their repur of thought, transferable skills, and broader character and outlook. They make an exceptional future contribution in a wide range of contexts. Curricula are current, delivery is cutting-edge, and students are engaged with knowledge at the forefront of their discipline.

- Identified research beacons sustain their world-leading reputation, and increase their profile and impact. Scholarship is widely-embedded, and leaves a tangible footprint in curricula and delivery; the learning environment is vibrant and animated by research. An outward-facing research base sustains a natural dialogue with a range of sectors delivering benefits to society.

- The University is a partner of choice for a wide range of organisations, its compelling offer generates innovative collaborations at home and abroad. The University draws upon the city’s historic international outlook and brand to establish itself on an international stage, and draws global attention back to the city in turn. The University’s social engagement encourages active citizenship in students and staff.

**Environment and Enablers**

A university that attracts high-quality staff, equips them to succeed, and recognises their contribution. A university that enables students and staff to flourish in a digital environment. A university with an estate that fosters a sense of community, supports high-quality activity, and operates sustainably. A university that communicates its distinctive identity effectively to key audiences. A university that recognises the importance of good governance to support the delivery of its strategic goals.

Staff feel valued and supported, perform at a high level, and operate as ‘One University’. The University is characterised by financial sustainability, environmental responsibility and organisational resilience. The physical and technological infrastructure is integral to the achievement of academic goals.