**Our Vision**

To be an excellent, accessible, globally engaged university contributing positively to a thriving Northern economy

**Our Mission**

To ensure we use our knowledge and resources to make a positive and decisive difference to people, communities and organisations

**Our Values**

Student focus, excellence, inspiration, creativity, professionalism, enterprise, integrity

**Our Strategic Aims**
Strategic Objectives 2021

An Excellent Education and Experience

1.1 Student Progression
Measure: Our students will progress smoothly through their courses
KPI: 95% progression after one year of study

1.2 Student Satisfaction
Measure: Our students will have the best possible course experience
KPI: 89% NSS satisfaction with teaching

1.3 Graduate Employment
Measure: Our students will be able to make the most of their Leeds Beckett education
KPI: 76% DLHE Graduate Employment

Leading Research and Academic Enterprise

2.1 Research Intensity
Measure: We will grow and develop our research culture
KPI: 45% academic staff submitted to 2021 REF

2.2 Research Environment
Measure: Our research environment enables our staff to deliver outstanding research
KPI: 1000 FTE doctoral students enrolled

2.3 Research & Enterprise Prestige
Measure: R&E will make a major contribution to our prestige and reputation
KPI: £28m HEBCIS Income

A Community of Great People

3.1 Maximising our Talent
Measure: Our colleagues are supported and enabled to give their best
KPI: 90% overall satisfaction in Staff Survey

3.2 Student Satisfaction
Measure: All colleagues contribute directly to an excellent student experience
KPI: 88% NSS overall satisfaction

3.3 Service Excellence
Measure: Colleagues seek continually to improve our service to stakeholders
KPI: CSE Accreditation and Compliance Plus in S5

Sustainable Resources

4.1 Student Satisfaction
Measure: Our investment in learning resources contributes directly to greater student satisfaction
KPI: 92% NSS satisfaction with learning resources

4.2 Excellent Estate
Measure: Our investment in facilities increases their utility to our students and colleagues
KPI: 80% AUDE Functional Excellence Rating

4.3 Financial Sustainability
Measure: Our financial resources enable us to achieve our strategic objectives
KPI: Maintain an annual MIS of 5.6%