Purpose
To make a positive and decisive difference to people, organisations and communities through excellent education, research, and service

Impact
Sustainable social, economic, and cultural benefit for the communities we serve

Our Values

Our Strategic Aims
## Strategic Objectives 2021–2026

### Purpose and Impact

**Aim**

To be recognised globally for the positive difference we make as an inclusive anchor with the people, organisations and diverse communities of the Leeds City Region

**2026 KPI:**

Top 20% in KEF Public and Community Engagement

### Excellent educational outcomes

**Aim**

To be recognised globally as an outstanding and accessible university that supports its diverse student community to achieve excellent outcomes

**2026 KPI:**

94% continuation
80% graduate jobs

### Globally engaged

**Aim**

To be recognised globally for our outstanding graduates, excellent research, and integrated international partnerships

**2026 KPI:**

10% student body international

### Excellent research and innovation

**Aim**

To be recognised globally as an outstanding university generating research of impact and significance

**2026 KPI:**

80% academics independent researchers producing work of national and international significance

### An excellent, diverse, engaged community

**Aim**

To support a diverse community of talented and engaged colleagues who deliver our purpose and fulfil their potential

**2026 KPI:**

Staff engagement score above survey benchmark

### An aligned, connected, sustainable organisation

**Aim**

To develop a culture and processes which use our resources efficiently and effectively to achieve our purpose and improve our sustainability

**2026 KPI:**

All KPIs achieved

### Sustainable financial resources

**Aim**

To ensure the generation and stewardship of our resources enables us to achieve our purpose

**2026 KPI:**

2.4% MSI