

VISION: Keele will continue to be one of the UK's leading campus-based University communities.

MISSION: Keele will provide a high quality educational experience for students shaped by outstanding research, contributing positively to social, environmental, and economic agendas locally, nationally and internationally.

VALUES: Observing Keele's founding ethos of 'the pursuit of truth in the company of friends', the University is committed to:

- The transformative capacity of education for individuals, communities and society;
- Equality of educational opportunity;
- Advancing knowledge through independent research and academic enquiry;
- Environmental and economic sustainability;
- Delivering high quality service and experience in all our activities;
- Valuing the rights, responsibilities and dignity of individuals through our commitment to equality and diversity;
- Valuing probity and ethical behaviour;
- Caring for the well-being of all our members.

STRATEGIC AIM 1: *To be a broad-based University of about 10,000 students, recognised internationally for excellence in education and research.*

STRATEGIC OBJECTIVES:

- To be an international University in terms of our student and staff profile and the ways we undertake our learning, teaching and research.
- To extend Keele's profile and reach regionally, nationally and where appropriate internationally to strengthen our educational and research initiatives, and to develop alternative routes into higher education.
- To develop the quality, diversity and size of the postgraduate student community.
- To retain a broad-based academic profile based on a strong commitment to high quality education and research and responsiveness to changing external contexts.
- To be recognised as an influential University making a positive contribution within academia and wider society.

STRATEGIC AIM 2: *To provide the highest quality student experience to a diverse student body.*

STRATEGIC OBJECTIVES:

- To provide the highest quality learning and teaching experience, anticipating and responding to student needs and underpinned by research-based knowledge, skills and professional insights.
- To provide an excellent learning and living environment emphasising the strengths of Keele's community and campuses as the context for learning.

STRATEGIC AIM 3: *To deliver international excellence and impact in focused areas of research.*

STRATEGIC OBJECTIVES:

- To focus our research effort in areas of theoretical, applied, and practice-based research where we can achieve the highest levels of quality and impact.
- To foster innovation and enterprise with partners.

STRATEGIC AIM 4: *To contribute positively to the society, economy, culture and health of the communities we serve through our research, education and enterprise.*

STRATEGIC OBJECTIVES:

- To produce high quality global graduates characterised by a set of distinctive Keele Graduate Attributes.
- To be outward-reaching to business, public bodies and the third sector, contributing positively to regeneration, economic and social development, in particular locally and regionally.

STRATEGIC AIM 5: *To develop an environmentally aware and sustainable outward-facing campus community.*

STRATEGIC OBJECTIVES:

- To provide models of innovation and good practice in environmental sustainability through all our activities.
- To unlock the potential of the University Estate so that it underpins the attainment of our vision.
- To share and provide the University's expertise in environment and sustainability to local, regional, national and international communities and partners.

STRATEGIC AIM 6: *To manage and develop resources effectively to ensure the University's sustainability and development.*

STRATEGIC OBJECTIVES:

- To provide models of good practice and deliver economic sustainability through all our activities.
- To enable staff to contribute effectively to the University's future development.
- To manage our reputation and profile to enhance the University's effectiveness and impact.
- To grow and develop the University's commercial activity in support of the Institution's research and educational mission.

