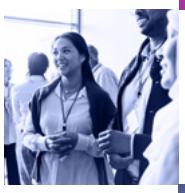
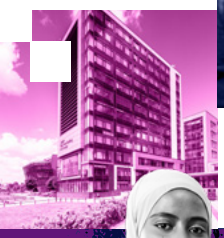
DE MONTFORT UNIVERSITY





THE EMPOWERING UNIVERSITY

ENGAGE. EDUCATE. ELEVATE.

INTRODUCTION FROM THE VICE-CHANCELLOR

A NEW ERA FOR DE MONTFORT UNIVERSITY

De Montfort University's origins can be traced back more than 150 years to the Leicester School of Art. Established to provide opportunities for education and skills development, it reflected a determination to respond to the needs of the local community and open up new possibilities for people. That same spirit of opportunity and ambition continues to shape our university today.

Our new strategy, **The Empowering University: Engage. Educate. Elevate.,** is a clear statement of who we are, what we stand for and the difference we want to make in the world around us. It builds on our proud history and our distinctive strengths, while providing a shared direction for the future. The strategy's promise is simple but powerful: to deliver global education and research that creates opportunity, changes lives and shapes the future.

Alongside the strategy, our refreshed values – **Curious, Collaborative, Courageous and Compassionate** – articulate the behaviours and principles that will guide how we work with one another, our students, partners and communities as we deliver these ambitions.

A SUSTAINABLE FUTURE

With increasing financial pressures, evolving learner expectations, and advances in technology, the higher education sector is facing a period of change.

By understanding the environment we are operating in, reshaping what we offer, and focussing on what matters most, we can build a resilient university that delivers opportunity and impact for generations to come.

AN AGILE STRATEGY

Our strategy is distinctive in its focus on the impact we make through flexible education, applied research, regional leadership and global partnership.

And while our strategy sets direction, we remain agile because that's what society's changing circumstances need. With these strong foundations we can respond appropriately to our changing environment and harness new opportunities.

LEARNING IN A CHANGING WORLD

Through our innovative block model approach, we will prepare students for their future careers in a changing world. And by developing employer-created programmes we will deliver the skills needed in the world.

We will be known for helping people thrive throughout their lives, connecting learning to real-world impact, for advancing social responsibility and equity, and creating flexible pathways to learn, develop, and succeed.

RESEARCH FOR REAL-WORLD IMPACT

Our research will focus on producing the greatest impact, connecting discovery with real-world applications.

We will embed sustainable practices across all areas of our work while empowering our people and enhancing our digital capability. In doing so, we will create an inclusive and high-performing environment where staff, students, and partners can succeed together.

Professor Katie Normington
Chief Executive and Vice-Chancellor

THE EMPOWERING UNIVERSITY

ENGAGE. EDUCATE. ELEVATE.

OUR PROMISE Global education and research that creates opportunity, changes lives, and shapes the future.

OUR VISION A bold and inclusive university that empowers people, strengthens places, and helps shape a fairer world.

OUR VALUES Curious. Collaborative. Courageous. Compassionate.

WE WILL IMPACT

OUR PEOPLE: DMU – A UNIVERSITY WHERE PEOPLE THRIVE.

WE ARE CURIOUS

Continuously improving learning and support through insight and innovation.

Our flexible learning pathways, work-integrated learning, digitally connected experiences, and global opportunities are designed to give students the skills and confidence they need to succeed in an ever-changing world. Not just now, but for life.

WE ARE COLLABORATIVE

Co-creating education, experience, and delivery with students and colleagues.

Our central goal is to ensure all our people remain adaptable, innovative, and future-ready. And that everyone can succeed regardless of their background or starting point.

Every learner will have the chance to expand their knowledge through real-world experiences. And all staff will be encouraged to develop the confidence to thrive in our increasingly digital and AI-enabled world.

WE ARE COURAGEOUS

Rethinking how learning is delivered and how we enable success.

We are career focused. Employability, enterprise, and work-integrated learning is embedded in every programme.

By improving continuation, completion, and graduate outcomes, we will strengthen the long-term sustainability of the university. We'll be here to support future generations.

WE ARE COMPASSIONATE

Prioritising wellbeing, inclusion and belonging for every individual.

Our supportive, inclusive, and high-performing culture will combine to forge an empowering environment where wellbeing, belonging, and career development are central to people's lived experience.

With personalised support a priority, we will create a culture that enables every student to thrive.

MEASURES OF OUR SUCCESS

- Flexible and modular learning pathways deliver strong student continuation, completion, and satisfaction.
- Embedded employability, work-integrated learning, and inclusive support systems make way for high levels of belonging and wellbeing.
- Graduates achieving strong employment outcomes.
- A highly engaged, high-performing, diverse, and supported workforce with focused career pathways and leadership support.
- Digital and AI capability across learning and enabling functions for improved digital confidence and capability across students and staff.
- Mentoring, belonging, and engagement programmes.

OUR LOCAL COMMUNITIES: CO-CREATING OPPORTUNITY AND SUSTAINABLE GROWTH FOR OUR CAMPUS CITIES

WE ARE CURIOUS

Understanding the evolving needs of our region.

We are rooted in Leicester, yet we are connected to the world. We are committed to strengthening our communities and creating opportunity through education, partnership, and innovation. And fostering further growth through regional, national, and international collaboration.

By working with schools, colleges, employers, civic organisations, and community partners we will create clear pathways into education, employment, and lifelong learning. Our partnerships will support social mobility, skills development, inclusive growth, and community wellbeing.

WE ARE COLLABORATIVE

Building strong, long-term partnerships with employers, civic organisations and communities.

In our position as a United Nations SDG 11 Hub and a trusted partner for business, industry, and the public sector, we can provide access to talent, innovation, and expertise as well as opportunities for learners, employers, and communities.

Our civic role will be increasingly visible through engagement with cultural organisations, public services, local communities, and policy partners.

We will seek opportunities to contribute to social, cultural, economic, and environmental development via collaboration, knowledge sharing, and supporting community priorities.

WE ARE COURAGEOUS

Addressing inequality and driving inclusive growth.

Social justice will be central to our activity with partners. Through education, research, volunteering, enterprise, and civic engagement, we will collaboratively address inequality, widen opportunity, and create meaningful and lasting impact in our communities.

WE ARE COMPASSIONATE

In ensuring opportunity is accessible to all.

We recognise the value of our alumni and will continue to strengthen engagement with our alumni community. By creating opportunities for mentoring, networking, lifelong learning, philanthropy, and collaboration, our learners, graduates, and partners will all benefit.
Focused partnership activity, and sustainable growth, will allow us to maximise the impact of our resource for the long term.

MEASURES OF OUR SUCCESS

- Strong and sustained partnerships with employers and civic organisations.
- Increased participation in education and skills pathways.
- Visible social, cultural, and economic impact in our communities.
- Growth in regional, national, and international collaboration.
- Increased access to social impact opportunities for students and staff.

SOCIETY: KNOWLEDGE AND IDEAS THAT SHAPE A CHANGING SOCIETY

WE ARE COLLABORATIVE

In working with partners across industry, public sector and communities.

We are committed to making a meaningful contribution to society through our education, research, innovation, and partnerships.

We will generate and share knowledge that addresses real-world challenges, creates opportunity, and improves lives. Working collaboratively with communities, employers, public services, policymakers, and partners we will ensure that our ideas, expertise, and activity contribute to economic prosperity, social progress, environmental sustainability, and cultural enrichment.

WE ARE COURAGEOUS

In tackling complex societal issues and influencing change.

Our approach will be applied, inclusive, and impact focused. Through research, knowledge exchange, enterprise, and innovation we will translate insight into action. We will influence policy, inform professional practice, and support positive change locally, nationally and globally.

We will strengthen the connection between education, research, and innovation. By fostering more opportunities, we will equip graduates with the curiosity, creativity, and critical thinking they need to contribute positively to society.

WE ARE CURIOUS

Pursuing new knowledge and ideas that address real-world challenges.

In an increasingly competitive environment, which continually changes, we will focus on how we can create the greatest impact and long-term value. By working collaboratively, using our resources effectively and building on our strengths, we will ensure our contribution to society remains sustainable, relevant, and enduring.

WE ARE COMPASSIONATE

In ensuring our research and innovation deliver meaningful benefit to people and society.

We will be recognised as a university that not only generates knowledge but applies it to make a difference helping to shape policy, inform practice, support innovation, and create positive outcomes for people, places, and communities.

MEASURES OF OUR SUCCESS

- Research and innovation that delivers measurable societal impact.
- Strong partnerships with industry, public services, and communities.
- Increased influence on policy, professional practice, and public debate.
- Growth in innovation, knowledge exchange, and enterprise activity.
- Learners actively engaged with research, enquiry, and real-world challenges.

THE WORLD: GLOBAL REACH, SHARED OPPORTUNITY, AND SUSTAINABLE FUTURES

WE ARE CURIOUS

In pursuing new knowledge and ideas that address real-world challenges.

We will be a globally connected university. Through education, research, and collaboration, we will create worldwide opportunities for students, staff, and partners.

WE ARE COLLABORATIVE

In working with partners across industry, public sector, and communities.

Our international strategy has been developed to ensure plentiful opportunities for learners, staff, and partners across our international network. Our strategy focuses on the expansion of transnational education, global partnerships, and collaborative research. Through these mutually beneficial partnerships, we will extend our global reach and strengthen international collaboration, increasing our impact, and benefitting communities, organisations, and societies worldwide.

In practice, we expect our collaborative efforts will reward staff and students alike with increased global mobility, cross-campus learning, collaborative international experiences, and digitally connected opportunities. All of which combines to broaden perspectives, strengthen intercultural understanding, and develop global capability.

WE ARE COURAGEOUS

In tackling complex societal issues and influencing change.

Sustainable development will be a central theme to our global engagement strategy. Through education, research, and partnership we will contribute to environmental, social, and economic progress, supporting the ambitions of the United Nations Sustainable Development Goals through our United Nations relationship and SDG 11 hub.

We will focus on areas where we can create the greatest international opportunity, influence, and impact. And ensure our global activity supports the needs of the communities we serve as well as our institutional ambitions.

WE ARE COMPASSIONATE

In ensuring our research and innovation deliver meaningful benefit to people and society.

Our global engagement will reflect our values, ensuring partnerships are collaborative, inclusive, and mutually beneficial. It is our aim to create lasting opportunities for learners, staff, partners, and communities around the world.

MEASURES OF OUR SUCCESS

- Growth in international partnerships and transnational education.
- Increased student and staff mobility and global learning opportunities.
- Strong global research collaborations.
- Recognition for leadership in sustainability, social responsibility, and ESG.
- Increased international engagement and influence.

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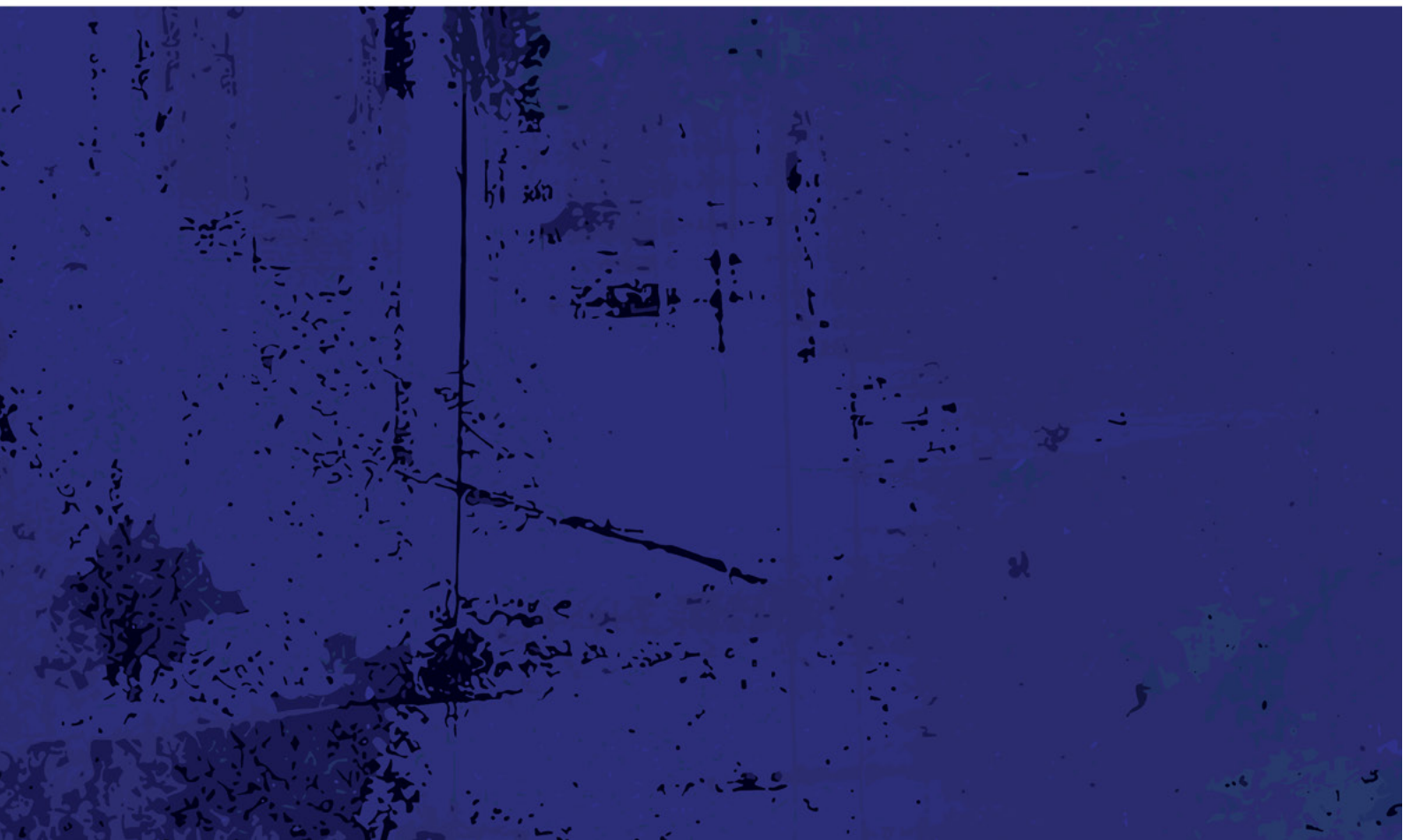
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