**Strategic Priority – Draft for townhall engagement 14 January 2019**

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|  **Strategic Priority** | Effectively addressing tomorrow’s greatest challenges.  | Building a People-focused culture which cherishes students, staff, alumni & friends and nurtures a sense of community, efficiency and openness. | Recognised as a destination of choice for students and staff from Scotland and all over the globe. |
| **Our Values** | We are a people-organisation. Our graduates, and the knowledge our staff and partners discover, make our world a better place.* We will deliver **excellence** while being **human, principled** and **respectful**.
* We will be **inclusive, accessible** and r**elevant** to all – whether student, partner or neighbour.
* We are a **caring employer**, **cherish** our student, staff and alumni family and **celebrate** their achievements.
* **We are Edinburgh**, a good neighbour, welcoming and looking to the future.
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| **Focusing our Aspirations** | Our transformation to “one university” will nurture a global community which supports lifelong personal growth and exploration.We will remain a Scottish University with Global outreach through our research partnerships and online teaching. We will attract and support the best students and staff regardless of background – from Edinburgh and across the World.Our size and shape will reflect investment in areas of excellence, digital access, and the integration of communities across disciplines and levels of study. We will not grow for growth’s sake. Our expertise in Data Driven Innovation will support Edinburgh to be the Data Capital of EuropeOur porous boundaries with industry, government will benefit our city, our students, staff and research.We will provide global leadership in the advancement of research and data ethics; re-building public trust in the use of data.Our staff and students celebrate critical thinking, innovative practical application and challenge boundaries. We will prepare our Graduates, from every background, to make a difference in whatever they do, wherever they do it.We will ensure our staff and students are well supported by systems and processes which are effective, efficient and recognise the whole person. |
| Deliverables | Deliverables section to include some of the “big things” we will deliver in pursuing our Strategic Priorities. | Examples (often contributing to all strategic priorities)might include: | * New Wellbeing Centre supporting staff and students opening in 2020.
* Zero Carbon by 2040
* Consistent year on year progress in student satisfaction and staff engagement
* Widening Participation commitment
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**Key feedback points from Townhall meetings**

* Priorities should make clear that we are carrying out our priorities through our research, teaching and knowledge exchange
* We should emphasise our commitment to sustainability through our aspirations, and in what we consider the ‘greatest challenges’ to be
* The role of digital technologies in helping to deliver on our aspirations should be emphasised
* Boundaries should be porous within the university as well as with partners – interdisciplinarity is key