

This strategy is designed to enable Middlesex University to serve and thrive in a complex world.

### Our purpose

#### Knowledge into action

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Our purpose is to educate, to create and share knowledge, for a fairer, more sustainable, productive and prosperous society.

### Our vision

**Our vision is to transform outcomes and futures for individual students, and for the communities in which we are embedded.**

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We will achieve this through the provision of excellent, supportive, multi-disciplinary higher education with a global outlook, working with our partners, preparing our students for career success, lifelong learning, and leadership.

### Our strategic priorities

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- To be the higher education provider of choice for students and employers in the communities where we operate.
- For our campuses to be anchor institutions, enduring and financially resilient, serving, supporting and sustaining their local regions.

### Our Middlesex approach

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**Our students  
at the heart  
of our actions**

**Creative,  
collaborative,  
responsible  
and agile**

**Embedding  
equality,  
diversity and  
inclusion in all  
we do**

**Working in  
partnership**

### Our integrating themes

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**Equity in health  
and wellbeing**

**Inclusive enterprise  
and creativity**

**Sustainable  
development**