

LIVERPOOL JOHN MOORES UNIVERSITY  
A PIONEERING MODERN  
CIVIC UNIVERSITY

## OUTSTANDING STUDENT EXPERIENCE

A university that places students at the heart of its endeavour.

A university that offers an enriching student experience characterised by social diversity, cultural relevance and a global perspective.

A university chosen by highly motivated students from a wide range of backgrounds.

A university committed to supporting its students, expanding their horizons and unlocking their potential.

A university that provides dynamic opportunities for work-related learning, overseas exchanges, community engagement and student enterprise.

A university that sustains strong connections with its worldwide alumni and Honorary Fellows, drawing upon these links for the benefit of students.

## EXCELLENCE IN EDUCATION

A university that delivers a transformative education, marked by enquiry, discovery and partnership between students and staff.

A university with inspiring, engaging and challenging curricula, shaped by research and real-world practice.

A university with innovative and creative approaches to learning that harness the potential of technology.

A university that embeds the knowledge, skills and experience valued by employers.

A university that cultivates an inclusive and accessible academic environment.

## IMPACTFUL RESEARCH AND SCHOLARSHIP

A university that supports and develops targeted areas of world-leading research excellence.

A university where scholarship is central to the personal development of every member of academic staff.

A university that disseminates the knowledge gained from its research and enterprise activities into the wider community.

A university that attracts and nurtures a thriving postgraduate community that enhances the connectivity of education and research.

## CIVIC AND GLOBAL ENGAGEMENT

A university with strong roots in the city that enriches its social and cultural life.

A university where innovation and enterprise drive economic growth in partnership with business and industry.

A university that acts as a catalyst for positive social change, and enhances life, aspirations and prospects within our communities.

A university with global reach and impact, and acts as a gateway for overseas engagement and investment.

A university that influences policy and debate through its links with professional and public sector bodies.

# We will be...

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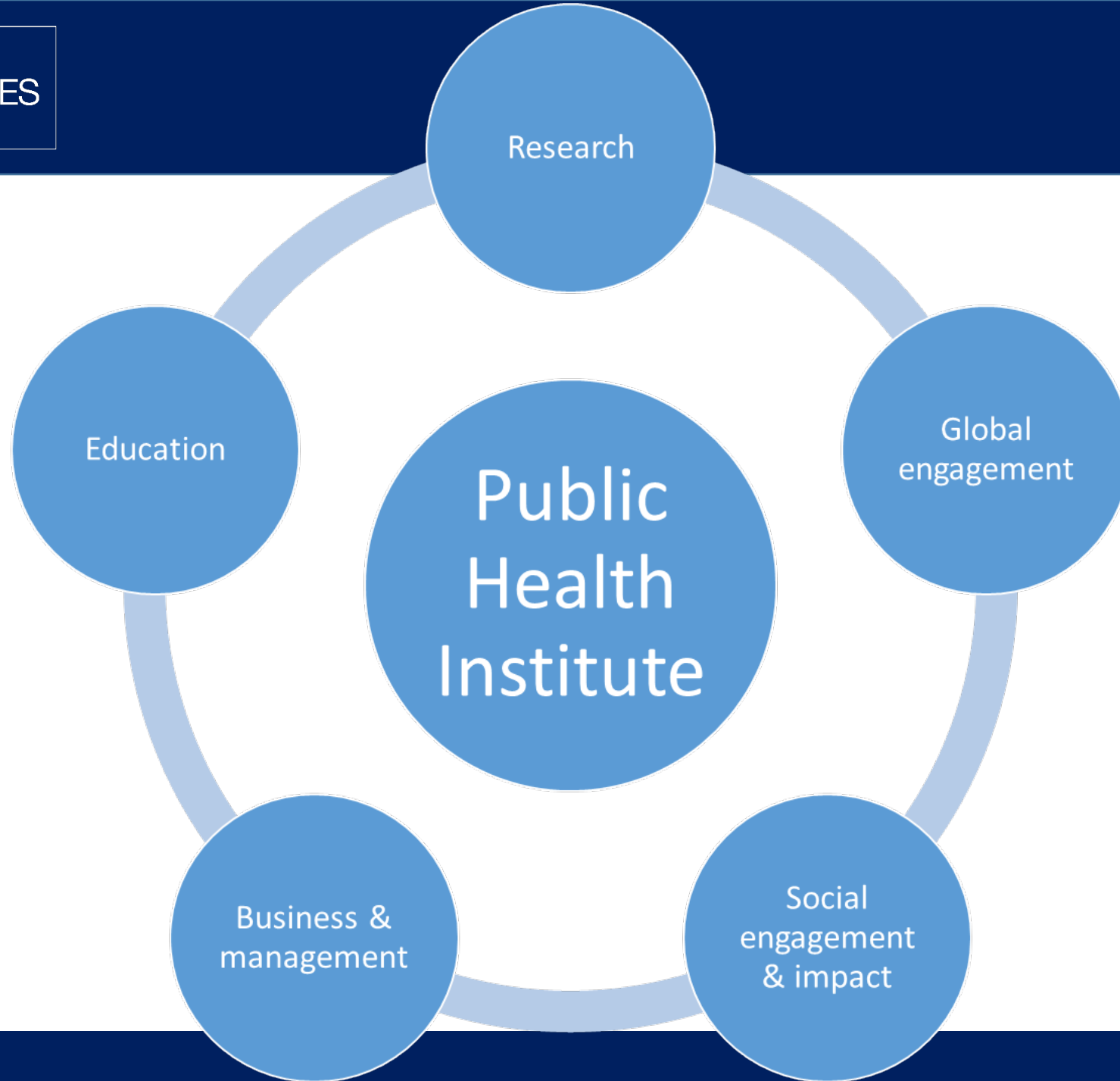
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The Public Health  
Institute has a  
demonstrable impact on  
the health and wellbeing  
of communities,  
inequalities, and global  
public health challenges  
across the life course

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