

To be a world leading modern civic university, regionally and globally engaged, delivering skills and impactful research which drive economic growth and innovation for the well-being of current and future generations.

Our core values: Excellence, Inclusion, Collaboration, Transformation, Sustainability

Our Student Experience and Opportunities

Our People, Places & Partnerships

Our Research & Enterprise

Our 2030 Goals: to be recognised for:

An excellent student-centred experience creating opportunities which inspire and enable all students to become confident employable graduates who make a positive impact in society.

Being an anchor and beacon University for Wales which is locally rooted and globally engaged. A University that listens, engages and reflects what matters most to our people, places and partners.

Excellence in the quality, relevance, and impacts of our inter-disciplinary research and enterprise - delivering successful innovation and transformation.

Our 2030 Goals: will be delivered through:

- An outstanding teaching and learning experience which is compassionate, inclusive and supports student wellbeing, confidence and achievement.
- An interdisciplinary, experiential, challenge-based curriculum, delivering real world learning which prepares graduates for employment and their future.
- Research and professional practice-informed courses co-produced and delivered through working in partnership with students and employers.
- Providing flexible life-long learning opportunities and developing confident entrepreneurial graduates.

- A values-driven community of staff, students and partners which listens, engages and empowers people and place to deliver on our civic mission.
- Providing strong system leadership to drive the skills eco system of the region, supporting growth and enhancing social mobility.
- Collaborating and working in active partnerships, at a regional and global level to maximise positive impacts for the well-being of current and future generations.
- Being the 'go-to' university for partners, co-creating innovative and entrepreneurial solutions to deliver economic and social change.

- An inclusive, inter-disciplinary research and enterprise culture, nurturing and building staff and student capacity and capability to deliver excellent outcomes.
- A growing portfolio of collaborative research and enterprise activities achieved through joint bids, joint projects and shared dissemination of outputs, working in partnerships with academia, industry and communities.
- Providing excellent support and experience for a growing and inclusive research student community.
- Delivering impact through world-leading research, enterprise, innovation and commercialisation which transform industry and society.

Actively promoting Welsh language, culture and heritage through all our activities.

An estates and digital infrastructure which meets the needs of our current and future students, staff, partners and communities.

Maximising the opportunities of our international reach and partnerships for the benefit of Wrexham, Wales and the World.

Acting in a sustainable way, ensuring environmental and financial sustainability are at the heart of our decision-making and actions.