



University for the Common Good

GCU Values and Behaviours

Integrity Integrity Integrity Integrity Integrity Integrity Integrity
Creativity Creativity Creativity Creativity Creativity Creativity
Responsibility Responsibility Responsibility Responsibility Responsibility
Confidence Confidence Confidence Confidence Confidence Confidence
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Values and Behaviours

Our Mission

Our specific purpose

Glasgow Caledonian University is a University for the Common Good.

Our Vision

What we want to be recognised for

By 2020, Glasgow Caledonian University will have a global reputation for delivering social benefit and impact through education, research and social innovation. We will be recognised as a University for the Common Good that transforms lives, enriches cities and communities, innovates for social and economic impact, and engages globally.

Our Values

How we will conduct ourselves at work and study

Our core values of **Integrity**, **Creativity**, **Responsibility** and **Confidence** are shared by staff and students and they underpin what we do and how we do it. Our values are the foundations upon which we build collaborative relationships with like-minded partners to deliver our social mission for the common good.

Integrity *We will:*

- Strive to make a positive difference in the world
- Be open and honest in all our dealings
- Treat everyone with dignity and respect
- Be accountable for our actions

Creativity *We will:*

- Challenge ourselves with new problems
- Create space for curiosity, imagination and entrepreneurialism to flourish
- Draw inspiration from working with others and across discipline boundaries
- Continually seek improvement

Responsibility *We will:*

- Take responsibility for our work and study and our environment
- Empower others to be independent contributors
- Own, learn from and grow through, our mistakes
- Comply with all laws and regulations relating to our activities

Confidence *We will:*

- Be proud of our university and its contributions
- Be bold and reach beyond that which is known
- Believe that positive change is within our power to realise
- Nurture self-belief, independence and ambition in others
- Value and share our knowledge and expertise

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