



University of  
**Leicester**

Distinct Conference

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# Making the University of Leicester Distinctive

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## Key Issues

- Position pre-appointment
- What kind of University?
- Importance of League Tables
- Listening to all Stakeholders
- Competitors

## A Catalyst for Change

- Developing our Strengths
- Improvements (NSS)
- Reputation
- Working with alumni, students, staff, employers

## Understanding Characteristics

- Attitude and Approach to Teaching and Learning - not what we do, more how we do it
- University of Leicester
  - Compact
  - Friendly
  - Accessible
  - Inclusive
  - Quality
  - Synergy of Teaching and Research
- Same view from Everyone
- Local, Regional, National and International



## Evidence

- Benchmarks for Distinctiveness and Uniqueness
- Challenging Policies
- Ensuring Everything and Everyone is included
  - Inclusivity
  - Elite without being Elitist

## Staff Engagement

- Getting everyone on Board
- Raising Awareness
  - Meetings
- Embedding Distinctiveness in Culture
  - CULN
- The Capital Programme and the Symbolism of Space
- Communication Strategy
- Ensuring everyone is Aspirational

## Key Learning Points

- Check Benchmarking
- A Message for Different Audiences
- Remain Grounded in Reality
- How do we achieve our Goal?
- How to retain Commitment
- Developing and Sustaining the Culture

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