EVERY GENERATION is called upon to build a university poised to tackle the challenges of today and tomorrow. We meet those challenges grounded by our roots — yet spurred forward by our profound responsibility to seek truth, solve problems and shape a future unhampered by fixed tradition.

Here we seek out challenges so we can create change. We question and test the status quo and then innovate on it. We collaborate and integrate. We overcome barriers so our ideas can collide and grow. And, together, we create new purpose.

We build the university of tomorrow for the students who are seeking their purpose. For the educators and researchers who pursue theirs in the lab and share it in the classroom — and around the world. For our alumni and partners who deliver greater good into our communities. Working together alongside and in partnership with Indigenous Peoples and all under-represented voices. We weave together a tapestry of backgrounds and cultures, because we are made stronger by our diversity.

Together we are change makers, community builders, world shapers.

This world is challenged like never before. But when we stand together and listen to one another, we generate the solutions that make us healthier, safer, stronger and more just.

Moving forward, we make this simple but vital promise:

We, the University of Alberta, will never be satisfied with the “now.” We will always be seeking, always be challenging and, most of all, always be leading.

Leading with Purpose.