

FOCUS 2015

STRATEGIC PLAN

PATHWAYS

EXTRAORDINARY
EXPERIENCES

COMMUNITY
CONNECTIONS

OPERATIONAL
EXCELLENCE

FOCUS 2015

is our refreshed strategic plan that builds on and strengthens Georgian's commitments. We recently surpassed the half-way mark of our five-year strategic plan, creating an ideal opportunity to evaluate and reaffirm our priorities.

This plan is an important roadmap for our future. Not only does it outline where we need to be, but how we are going to get there. Integral to the plan remains strong community, industry and international partnerships. Georgian's ongoing success will be based on these partnerships – and the success of our students and graduates will rest with our ability to provide relevant and innovative programs that meet their needs and the needs of employers.

Four key priorities will guide our work over the next two years: pathways, extraordinary experiences, community connections and operational excellence. We will continue to advance student access, grow pathways through our University Partnership Centre, expand our own degree offerings, champion service and work-integrated learning, and leverage technology across our seven campus locations.

We have also renewed our commitment to entrepreneurship and innovation. Our goal is to produce a new kind of graduate, one who is not just a job seeker, but a *job creator*. We know we can achieve this by expanding Georgian's suite of applied learning experiences, creating more relevant and flexible pathways that are responsive to community and employer needs, honing our approach to student services and student success, and infusing the principles of entrepreneurship into each of our programs. We have already begun to integrate those principles into our own operations by taking a close look at where we can be more efficient and effective.

This is an exciting time at Georgian College, with more growth and opportunities than ever before. With the implementation of *Focus 2015*, I am confident Georgian will remain a leader in postsecondary education – continuing to inspire and transform the communities we serve.



MaryLynn West-Moynes, PhD
President and CEO
Georgian College



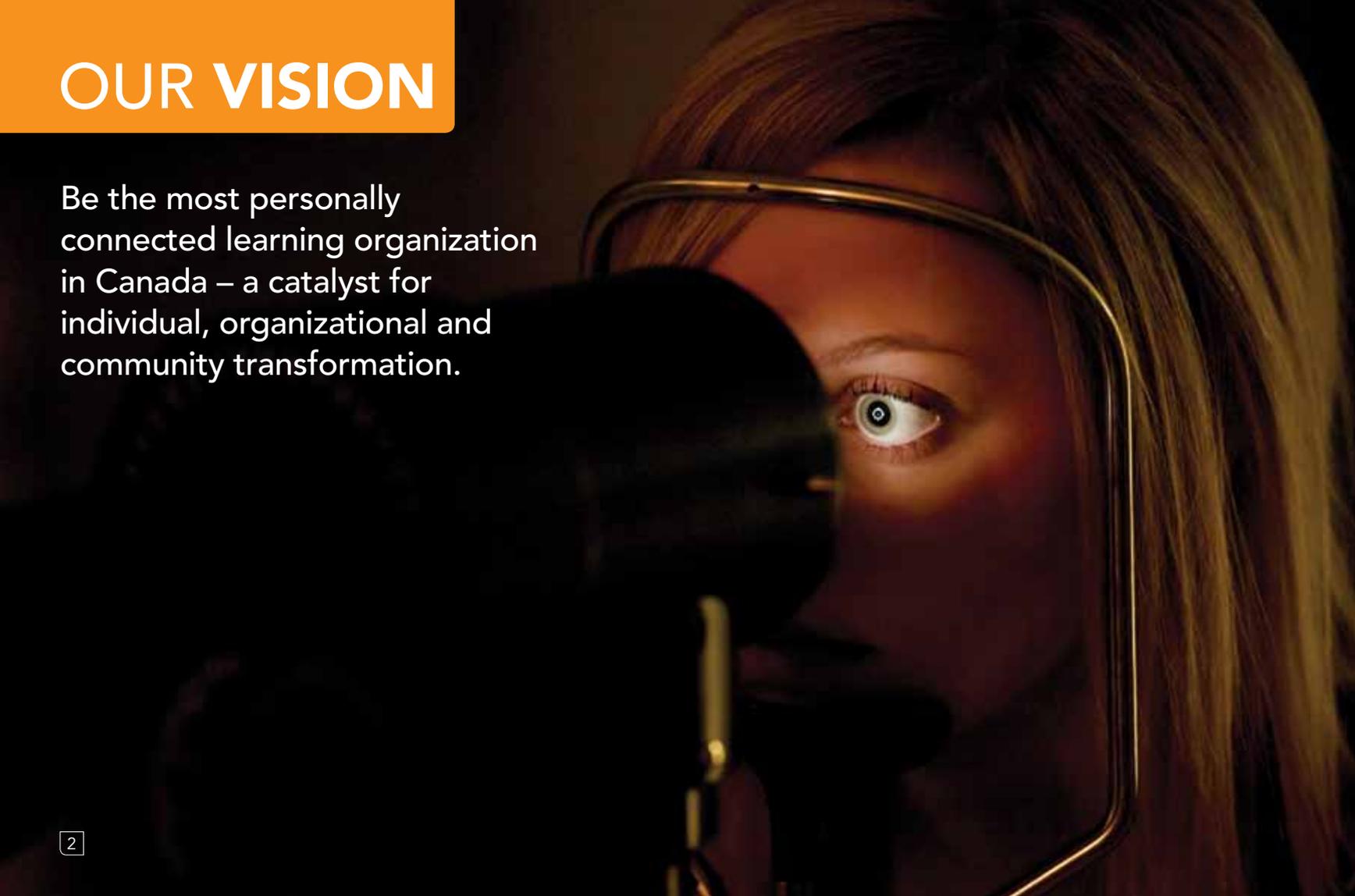


OUR MISSION

To inspire innovation,
transform lives and
connect communities through
the power of education.

OUR VISION

Be the most personally connected learning organization in Canada – a catalyst for individual, organizational and community transformation.



OUR VALUES

Our commitment to students and their success is guided by the following unwavering values:

- Excellence
- Entrepreneurial spirit
- Public accountability
- Fiscal and environmental sustainability
- Respect for all
- Community connections



Our commitments

Individualized student experience

Easier access and more ways to learn

Our strategies

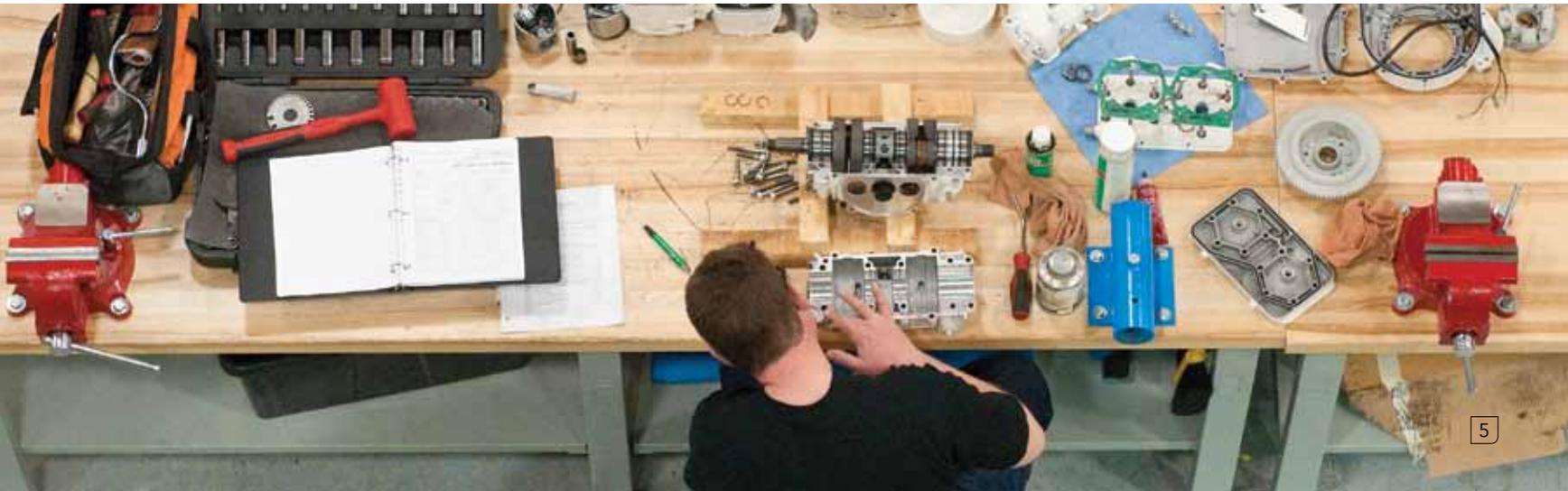
- Enhance student access, recruitment and retention through strategic enrolment management.
 - Launch enhanced student engagement initiatives focused on orientation, first-year experience, advisement, early alert and retention strategies.
 - Implement targeted outreach and engagement strategies aimed at under-represented student populations, including first generation, students with disabilities and Aboriginal learners.
 - Enhance recruitment, onboarding, integration and engagement of international students.
 - Strengthen College and Career Preparation services to increase transition to postsecondary programs.
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- Expand flexible and alternate delivery options, including more choice for students to study part-time and online.
 - Connect all seven campus locations with video conferencing and aggressively pursue technology to increase access and postsecondary participation rates.

Our commitments

New academic pathways leading to graduate certificate and degree completion

Our strategies

- Create new college degrees and expand university partnerships within the University Partnership Centre to meet the needs of students, employers and the communities we serve.
- Create cost-effective and accelerated pathways for university graduates to access career-focused diploma and graduate certificate programs that will help them become job-ready.



Our commitments

Extraordinary experiential learning

Recognized Canadian leader in entrepreneurship education

Our strategies

- Expand our experiential learning model to offer a suite of applied learning options integrated with program curriculum, including, but not limited to: community service learning; international study and/or work abroad; co-operative education; applied research; student-run enterprises; and interdisciplinary studies.
- Introduce co-curricular records and explore innovative options to package credentials.
- Embed entrepreneurship as a signature learning experience by incorporating common entrepreneurship learning outcomes in Georgian programs.
- Expand specialized entrepreneurship learning and programs through the Henry Bernick Entrepreneurship Centre.
- Expand social entrepreneurship opportunities across the college.

EXPERIENCES

Innovative learning experiences to distinguish our graduates



Strategic priority

EXTRAORDINARY



EXPERIENCES

Our commitments

Relevant programs of
exceptional quality

Our strategies

- Develop a market-focused three-year academic plan to address the needs of apprentice-, diploma-, and degree-bound students.
- Continue to invest in the orientation, engagement and development of our faculty and staff to deliver leading-edge curriculum, innovative teaching practice, experiential and technology-enabled learning.
- Work closely with employers, industry and other community partners to ensure we evolve our programs to meet current and future needs.
- Expand new pathways and programs focused on skills shortages in trades and emerging technologies.

Our commitments

Catalyst for community, social and economic development

Community, government, industry, employer and alumni connections expanded

Our strategies

- Conduct a comprehensive assessment of the central Ontario economy to define postsecondary needs.
- Grow non-credit continuing education opportunities at all campuses and provide flexible, responsive, professional and workforce training and development for different market segments.
- Integrate employment services and co-op to provide a one-window employment and career services approach for clients, students and employers.
- Work with community partners at each campus location to develop mutually beneficial hubs for entrepreneurship and innovation.
- Partner with the City of Barrie to advance Georgian's downtown presence.
- Expand our partnerships to support work-integrated learning, applied research, relevant curriculum, learning supports and donor opportunities.
- Define and communicate our value proposition and differentiation through a refreshed visual identity and brand platform.
- Engage our students, employees, alumni, governors, partners, donors, advisory committees and other stakeholders as ambassadors and champions.

CONNECTIONS

Serving our students, employers and communities through partnerships



Strategic priority

COMMUNITY



CONNECTIONS

Our commitments

Local and global partnerships strengthened

Our strategies

- Strengthen and diversify our global connections through increased international enrolment and new international partnerships.
- Strengthen our connections with the Aboriginal community and our commitment to Aboriginal education locally, provincially and nationally through our partnership with the Anishnabe Education and Training Circle.
- Enhance professional development and contract training offerings through a new model for continuing education.
- Develop a plan that will enhance local partnerships to meet the needs of the communities we serve.
- Heighten our academic and intellectual leadership with initiatives that engage the broader community to grow our reputation and strengthen our community connections.

Our commitments

Strategic reinvestment and fiscal accountability

Service excellence

Our strategies

- Implement key initiatives to achieve financial sustainability.
 - Implement a multi-year strategic investment strategy to support organizational renewal.
 - Develop a multi-year facilities renewal plan.
 - Support integrated planning and evidence-based decision-making through an enterprise data and reporting strategy.
 - Broaden our fundraising activities to support student success.
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- Develop and embed a customer service philosophy and service excellence culture.
 - Implement a 'right stop' approach to service delivery, including a unified online student services portal that will allow the majority of transactions with the college remotely and through mobile devices.

EXCELLENCE

Ensuring our institution is efficient, effective and responsive



Our commitments

Culture of innovation and entrepreneurship through organizational renewal

Our strategies

- Streamline and improve our business processes and leverage technology.
- Optimize our teaching and learning environment so it is responsive to the needs of our students.
- Launch three new entrepreneurial initiatives annually.
- Build organizational capacity through employee engagement, diversity and accessibility, human resource and talent management strategies.

EXCELLENCE

A photograph of a group of graduates in blue gowns. The word "EXCELLENCE" is written in white capital letters on a green rectangular background in the top left corner. The graduates are seated in rows, and two women in the foreground are smiling at the camera. The background shows other graduates and blue chairs.

GEORGIAN

COLLEGE

Georgian College fosters a culture of entrepreneurship and innovation, preparing students to become not only job seekers, but *job creators*. Working together with industry and community partners, Georgian offers relevant, cutting-edge curriculum, quality work placements and co-op experiences. With more than 120 career-focused programs across seven locations in Central Ontario, Georgian serves 11,000 full-time students and 28,000 Continuing Education registrants annually.

georgiancollege.ca

