

POLICY TYPE: Outcomes
POLICY TITLE: Purpose, Values and Strategic Goals
EFFECTIVE DATE: June 2025

In this policy, unless otherwise defined herein or the context requires otherwise, words have the same meaning as they do in the Definitions Schedule to By-law No. 1 of the College.

1. PURPOSE AND VALUES

1.1 All actions and decisions made by the College shall align with its purpose and values.

1.2 The College shall consistently and regularly engage with Students, Employees, Alumni and the community in the development, evaluation, and communication of its purpose and values, and shall regularly monitor its success in incorporating its purpose and values in its actions and decisions.

1.3 Purpose

Transforming lives, building careers and enriching communities.

1.4 Values

Our values drive our organizational culture and our behaviour in fulfilling our purpose. We value:

- a) Collaboration
- b) Diversity and Inclusion
- c) Excellence
- d) Innovation
- e) Integrity
- f) Respect
- g) Social Responsibility

2. STRATEGIC GOALS

- 2.1 All actions and decisions made by the College shall be grounded in the College's purpose and values.
- 2.2 The College shall engage engaging with Students, Employees, Alumni and the community to ensure that it is meeting its strategic goals as set out below, and shall regularly monitor its successes in the achievement of these goals.

2.3 Goal 1: Future-Focused

Goal statement: Be the first and best choice as a globally recognized leader in delivering the innovative lifelong learning that students, communities, and industries need most.

We will:

- a) Attract a diverse range of students by offering a comprehensive program mix that anticipates and fulfills workforce needs.
- b) Drive excellence in teaching and learning by leveraging emerging technologies and industry trends to develop durable skills for a complex world.
- c) Expand high-impact experiential learning and career connections through applied research, academic partnerships, work-integrated learning and global experiences.
- d) Enhance student success by providing outstanding services and optimal learning spaces.
- e) Activate and celebrate our alumni network as ambassadors and mentors.

2.4 Goal 2: Sustainable

Goal statement: Be intentional and align our efforts to adapt, thrive and achieve our ambitions and ensure long-term sustainability.

We will:

- a) Seek innovation solutions to support our financial health.
- b) Embed multi-year, pan-institutional planning into our work to respond to evolving challenges and opportunities.
- c) Continuously evaluate and refine processes to enhance the student experience and support our teams.

- d) Invest in innovative tools, resources, and infrastructure to ensure the future optimization of our programs, services, and work.
- e) Integrate environmentally sustainable practices across all campuses and locations.

2.5 **Goal 3: People-Centred**

Goal statement: Be equity-driven and inclusive environment where everyone feels supported, can realize their full potential, and truly belongs.

We will:

- a) Nurture our organizational culture, where students, employees, alumni and partners feel welcomed, valued, respected, and part of our community.
- b) Expand Indigenous-led programs and initiatives to better support students and employees in upholding Indigenous rights and continuing the journey toward reconciliation.
- c) Review and enhance policies and practices to address inequities, deepen knowledge, and strengthen capacity to better support the needs of students and employees.
- d) Empower students and employees to reach their full potential by being leaders in skill development, career advancement, and lifelong learning.
- e) Retain and attract top talent and be an employer of choice.

2.6 **Goal 4: Community-Connected**

Goal statement: Be purposefully connected locally and globally to deepen our impact and drive social and economic progress.

We will:

- a) Enable economic and social development by establishing and nurturing relationships with industry, community organizations, donors and government.
- b) Enrich our communities by creating meaningful connections with our students and employee expertise and providing access to our facilities.
- c) Champion social responsibility by fostering a culture of community engagement and volunteerism.

- d) Pursue applied research opportunities that respond to the needs and issues that matter to industries and communities.
- e) Deepen our partnership with Ontario Tech University to elevate our competitive advantage as an educational hub of excellence.

3. MONITORING

The President will present an annual report to the Board demonstrating the College's commitment and achievements related to the purpose, values and strategic goals.