

Planning for the future: Concordia University of Edmonton's identity in 2017 and beyond.

Tim Loreman, June 2017.

This high-level document articulates how we see CUE in the future, based on consultations I held with stakeholder groups between January and May, 2017, and our Mission and Vision statements. The elevator speeches are designed to assist us to articulate who we are at Concordia in casual conversations. The longer 'Setting the direction' piece is a condensed version of what I heard during the consultations, and will serve as a starting point in the development of our new academic plan for 2018 and beyond.

The elevator speech (You can use this to tell people about CUE when you don't have much time.).

CUE is Edmonton's university, one that has been a caring community of learning grounded in scholarship and academic freedom since 1921. We want to become Canada's pre-eminent small university, standing out amongst other universities of under 4000 students for our graduates' knowledge, skill, integrity, ethical leadership, global awareness, and wisdom. We are proud of our supportive, inclusive campus community, our research and scholarship, our range of excellent undergraduate and graduate programs, and our beautiful and conveniently located campus that sits on Edmonton's spectacular river valley.

The mini elevator speech (Only going up 2 floors? Try this one...)

CUE is Canada's pre-eminent small university, specializing in liberal arts and professional programming, and standing out amongst other universities of under 4000 students for our graduates' knowledge, skill, integrity, ethical leadership, global awareness, and wisdom. We are inclusive and we value scholarship.

Setting the direction: Where are we heading at CUE?

Students are at the heart of all that we do.

Edmonton's university, Concordia University of Edmonton, is set to become Canada's preeminent small university, one that is focused on growth and quality. We want to be recognized across Canada as a leading small university for the distinctive experience we provide, for our exceptional liberal arts education, and for our robust professional and graduate programs. We want to be a destination university of first choice that provides students with what they need to launch into the next phase of their lives following graduation, that provides them with opportunities for growth while they are with us, and that engages with them as alumni once they leave. We will continue to value and exemplify transparency, collaboration, innovation, and resourcefulness.

We want to provide a distinctive education through our programs, offering students experiences that they cannot get elsewhere, including 3-year degrees, opportunities for combined interdisciplinary degrees, and hands-on experience in their chosen field. We want remain nimble enough to continue to offer and develop new, unique, and marketable programs of teaching and research that take advantage of the latest in pedagogical and technological advances. Our students should graduate ready to participate in the workforce, or to experience success in further studies.

We want to remain small (under 4000 students), and to retain and enhance the caring, close-knit, inclusive community of learners that we are so proud of. In particular, we will become more responsive to the needs of Indigenous communities and learners. We want to continue to be an enjoyable place to work and study, with an eye to maintaining a healthy university culture that values student success and academic freedom.

The Concordia of the future leverages local, national, and international collaborations to enhance our teaching, research, and scholarly activities. As much as possible, students should be involved in our research and innovation efforts. We want to be visible, leveraging our expert faculty, student, and alumni accomplishments to appear regularly in the media and in public discourse.

In summary, CUE is Edmonton's university, one that has been a caring community of learning grounded in scholarship and academic freedom since 1921. We want to become Canada's pre-eminent small university, standing out amongst other universities of under 4000 students for our graduates' knowledge, skill, integrity, ethical leadership, global awareness, and wisdom. We will continue to be proud of our supportive, inclusive campus community, our research and scholarship, our range of excellent undergraduate and graduate programs, and our beautiful and conveniently located campus that sits on Edmonton's spectacular river valley.