

Implementation of the Academic Plan – Executive Summary

External Affairs and International Relations

Goal 1: Our Past, Our Present, Our Future

Alumni Relations regards all alumni as potential ambassadors and supports alumni professional development, events, and mentorship.

CCS & OEC implements learning outcomes in extension courses, makes CUE's academic and extension programs locally and internationally visible, and offers innovative, cultural experiences.

CIAR provides applied research grant assistance and is developing a certificate-level entrepreneurship course, a diploma in machine learning, and an incubation program.

Fund Development is creating a faculty and program-driven fundraising process that supports CUE's vision.

International is expanding cooperation with universities and industry connection, exploring double degrees offerings, and increasing our international student enrolment.

Marketing & Communications continues to increase CUE awareness in external markets, promote programs for all faculties, and provide grants and research updates internally.

Goal 2: An ethic of comprehensive inclusion

Alumni Relations highlights and promotes achievements of alumni to attract future students.

CCS & OEC aim to reach the underserved populations through programs, inviting visiting teachers from China, and including cross-cultural communication in the classroom.

CIAR hosts lunch and learn networking sessions, applied research funding information sessions, and aims to develop IP policy and procedures with good practices for spinoffs and applied research.

Fund Development aims to foster a comprehensive culture of philanthropy to support CUE's initiatives.

International's goals are to establish scholarships for international students, offer various events to support cultural learning and heritage, and provide students with assistance by local professionals.

Marketing & Communications continues to highlight CUE's diversity and inclusivity to increase student numbers and facilitate an inclusive environment.

Goal 3: Treaty 6, Edmonton, and the World

Alumni Relations seeks to remain equally connected with all Alumni and encourage indigenous alumni to remain active with the Alumni Association and the IKRC.

CCS & OEC offer Chinese courses with an indigenous culture component. *CCS & OEC* support community cultural projects, encourage study abroad, and promote dual degree offerings.

CIAR extends lunch and learn networking sessions to the community, provides students with volunteer opportunities at external organizations, and offers students external market research opportunities.

Fund Development aims to increase revenue for IKRC and CIAR through grant opportunities, scholarships, and program driven fundraising.

International continues engaging international counterparts in joint research and cultural outreach regarding indigenization, and aims to increase student-centered cultural experiences abroad.

Marketing & Communications promotes IKRC and CIAR events, co-curricular activities, and International opportunities.

Goal 4: A Boutique Experience

Alumni Relations aims to connect with current alumni, understand their interests and needs, and provide an increased Alumni Office presence at student events.

CCS & OEC promote lifelong learning through Extension courses, cultural events, and provide access to grants and government scholarships.

CIAR provides students with business support services, tailored learning, and networking events.

Fund Development is implementing a donor communications strategy to ensure all donors receive at least three contacts annually.

International aims to ensure international student satisfaction by offering partner services on campus, surveying students, and outreaching to international alumni.

Marketing & Communications promotes student and alumni experiences to spread the CUE story.

