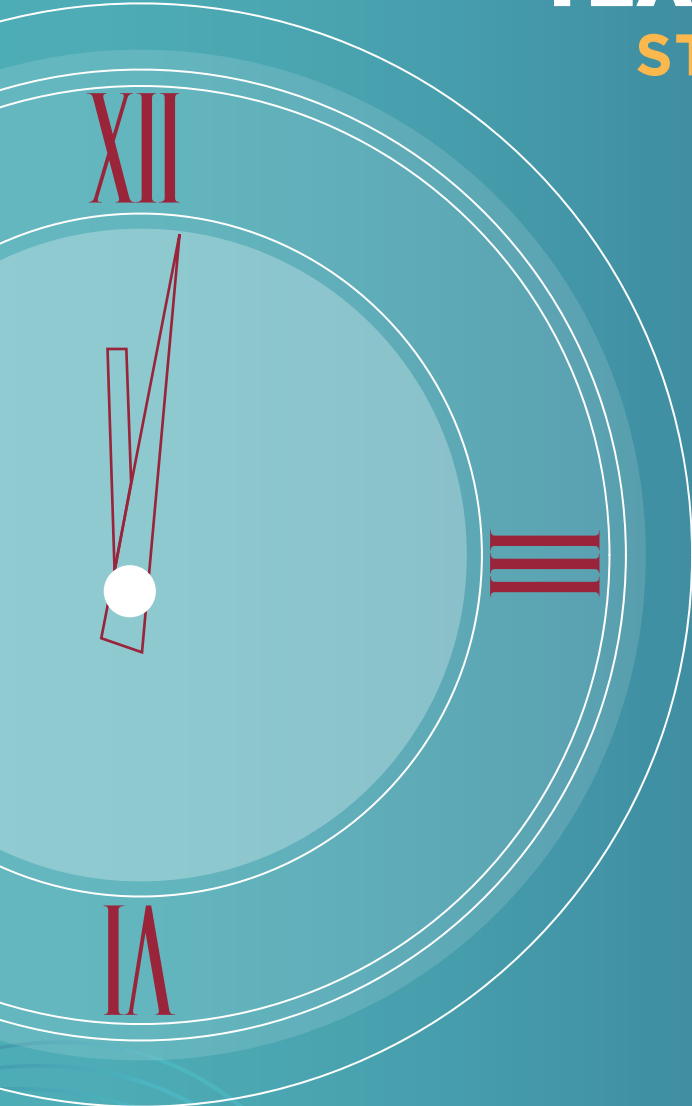


# TEACHING GREATNESS

## STRATEGIC VISION 2030



20  
30

# IT'S NOT ONLY WHAT YOU LEARN. IT'S HOW YOU LEARN IT.

Especially in a time of uncertainty.

It's a busier world out there now. A world with more competition, where change is the only constant. A world of shifting economies and rapid transition.

Amid a growing sea of information and algorithms, it's hard to make sense of it all and find the path forward.

We know that in this world, succeeding means stepping up. Being a problem solver. Creating something. Being a leader.

And being able to hit the ground running, with practical, transferable and timeless skills. Skills that the robots can't do. Skills that withstand any changes the world throws at us.

All that comes from a nimble, flexible, well-rounded education that delivers lasting value.

One where caring faculty help people connect their passions to their future paths. One that understands the learning journey goes well beyond the classroom. One that wants each unique individual to learn what they need, and help them succeed.

In short, the kind of education that MacEwan University delivers.

**We know MacEwan is the right place for the times.** As we mark 50 years in the community, the experience we provide matters now more than ever before.

That's why our Strategic Vision is about redoubling our emphasis on exceptional undergraduate teaching.





 **MacEwan**  
UNIVERSITY



# 1 TEACHING GREATNESS

*Energizing MacEwan's commitment to exceptional undergraduate learning.*

It's at the centre of everything we do. Our point of pride. The reason we're here. We're known for delivering exceptional undergraduate learning.

MacEwan faculty are dedicated to sharing their knowledge and doing it in ways that stick with students. Adaptable. Engaging. Memorable. Personal. These are the words that describe our faculty and the instruction they provide. MacEwan students can tell their professors care first and foremost about teaching them.

With rigorous standards and using the best pedagogy available, we're reinforcing this commitment. Across every discipline, every program, every course.





## MARKERS *of* SUCCESS

### Known for our doing.

Our reputation as a premier undergraduate teaching university reflects our commitment to our students.

### Setting the bar.

We're best-in-kind, defining what it means to deliver exceptional undergraduate learning.

### Delivering value.

Our students and alumni are our best ambassadors, speaking enthusiastically to others about our exceptional faculty.



# 2

## SMASH THE CALENDAR

*Maximizing flexibility to meet students where they are.*

Today's world is too fast and too complex for a stodgy, old structure and a traditional academic schedule. We know the learning journey isn't linear. Modern learners arrive, depart, and then eventually arrive again. Along the way, they want to assemble a unique package of knowledge and skills that meets their needs and gives them room to explore.

MacEwan's vast array of credentials makes it possible to have that unique journey. Stripping away needless barriers, we're making it easier to stretch across degrees, diplomas and certificates. MacEwan students can put together the building blocks to a creative, multi-disciplinary education they can't get anywhere else in quite the same way.

Meanwhile, we're shaking up the school-week. Moving beyond traditional scheduling and adopting the right mix of virtual learning will give MacEwan students more options to pursue their journeys. The result: a level of flexibility that makes sense for the twenty-first century.

## MARKERS *of* SUCCESS

### **Come, go, come back.**

Our flexibility results in learners engaging, and re-engaging, with MacEwan through their first post-secondary credential and at numerous points in their lives.

### **Variable horsepower.**

MacEwan's approach enables learners to go faster when they want to, or slower when they need to, with many traditional four-year programs available in three.

### **More than marks.**

We help graduates tell their full stories, using official records that reflect their full MacEwan experience, including academics, athletics and community service.



# 3 GRAND AS A GRIFFIN

*Preparing MacEwan graduates who are versatile and future-ready.*

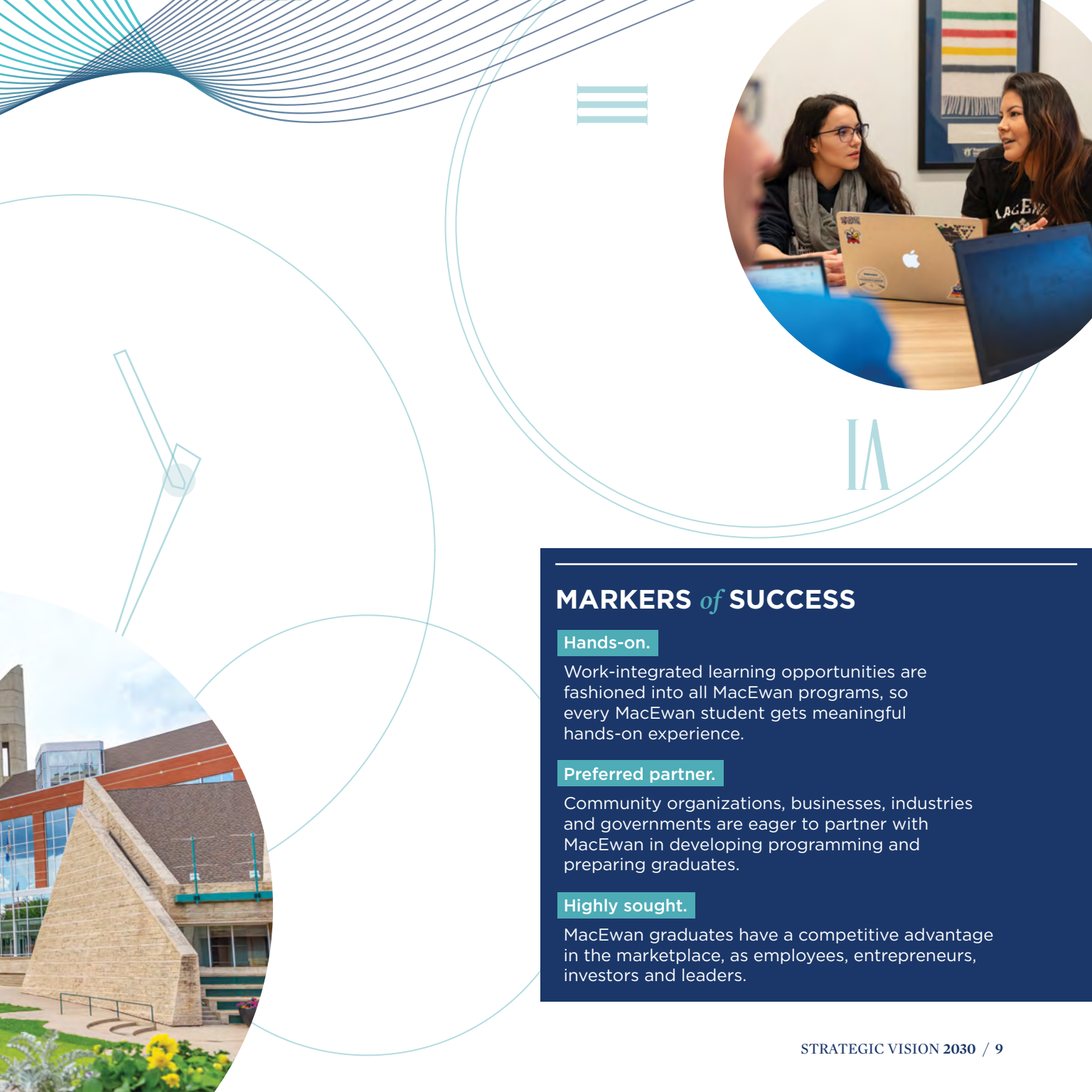
In the image of our mascot, the legendary griffin, we strive to empower graduates with a magical combination of qualities. Well-roundedness is the touchstone. Along with a robust grounding in their chosen disciplines, MacEwan students are given durable life skills that prepare them to take on the world.

We walk their journey with them - by their chosen name, not by an ID number. When they struggle, we help them persevere. When they fall, we help them get back up. We understand it's tough. We understand it matters. And we understand the importance of tangibly connecting their education to whatever is next in their life paths.

Our downtown location puts MacEwan students squarely "in the mix". Through a wider array of experiential learning opportunities, and strategic relationships in the community, we partner with others to produce graduates of stature: keen, practical, inquisitive, empathetic and job-ready.







## MARKERS *of* SUCCESS

### Hands-on.

Work-integrated learning opportunities are fashioned into all MacEwan programs, so every MacEwan student gets meaningful hands-on experience.

### Preferred partner.

Community organizations, businesses, industries and governments are eager to partner with MacEwan in developing programming and preparing graduates.

### Highly sought.

MacEwan graduates have a competitive advantage in the marketplace, as employees, entrepreneurs, investors and leaders.

# 4 PERPETUAL MOTION

*Pursuing deliberate growth to help shape Alberta's future.*

We know that what MacEwan offers is in demand – from the next generation of post-secondary students, from lifelong learners, from business and industry, and from the community. Helping meet that demand means being strategic. We're not prepared to sacrifice our commitment to exceptional teaching. So growing just for the sake of growth simply isn't in the cards.

Instead, we'll do our part to meet demand with the bigger picture in mind. We'll pick our spots carefully, working to balance the needs of the community with opportunities to make an impact. Our choices will keep MacEwan viable over the long-term, while contributing to the economic revival of Alberta.





## MARKERS *of* SUCCESS

### Doing our share.

As part of provincial objectives to grow PSE capacity, MacEwan maintains its share of learners with an average annual enrollment growth of up to five per cent.

### Global connection.

The networks and connection points of MacEwan stretch further, with international learners representing ten per cent of our total enrollment.

### Propel potential.

Demographics of the student body more closely reflect community, with greater participation from Indigenous and other historically under-represented learners.

# 5 TRENDSETTERS AND TRENDBREAKERS

*Strengthening the value MacEwan adds to community through scholarship.*

Scholarly work comes in many forms – from traditional research, to a new innovation in the fine arts, and countless creations and discoveries in between. MacEwan makes room for it all. That’s because we understand that solutions can spring from anywhere. With a supportive ecosystem, we make it possible for new and different areas of expertise to emerge.

We use that expertise to improve our community. As a downtown university, MacEwan is well positioned to help address the issues we face – social, economic and environmental. In doing so, our faculty are leaders in their fields and stay contemporary in their teaching.

This last point matters. Whether we’re stretching into new fields or scaling up new endeavours, our scholarly work aims to fuel our primary purpose: exceptional undergraduate learning.



## MARKERS *of* SUCCESS

### Pushing envelopes.

Through their ideas, innovations and discoveries, MacEwan faculty are thought leaders, testing boundaries and challenging us to contemplate what's next.

### Scholarly excellence.

While maintaining room for scholarship of all kinds, MacEwan is known for having areas of excellence, for which faculty expertise is regularly sought.

### Learning how it's done.

MacEwan learners are engaged in scholastic activity as part of the exceptional, well-rounded undergraduate experience that MacEwan is known for delivering.







# HONOURING OUR PLACE IN O-DAY'MIN

MacEwan is located in the centre of the city, in the newly named municipal ward of O-day'min. O-day'min represents the heart of Edmonton, amiskwaciwâskahikan.

Our approach to exceptional undergraduate learning isn't by accident. It's because of our place. These beliefs infuse the way we behave and the choices we make, and will be brought to further life as we pursue our key directions.

## Indigeneity and Reconciliation

Gathering each day on Treaty 6 land, we're inspired by opportunities to provide exceptional undergraduate education to Indigenous learners and contribute to economic reconciliation.

## Equity, Diversity and Inclusion

We encourage and include diverse perspectives in respectful fashion, with the knowledge that a well-rounded undergraduate education can help propel people to new and greater heights.

## Connections, Partnerships and Place

We leverage our place to make positive impacts in our community, using partnerships within our institution and beyond to deliver exceptional undergraduate learning.

## Sustainability

Whether it's our ecological footprint, our fiscal position or our relationships in community, we make choices with longevity in mind so we can serve undergraduate learners well.

## Innovation and Entrepreneurship

A willingness to embrace new and different approaches is part of what makes us unique, including a continuous drive to improve our pedagogy and remain exceptional undergraduate teachers.



**50**<sup>1971-2021</sup>  
—**YEARS**

[MacEwan.ca/StrategicVision](http://MacEwan.ca/StrategicVision)