

Four Horses For the Future



Vision

Olds College shall be the premier comprehensive applied agriculture, horticulture, land and environmental management learning and applied research community in Canada.

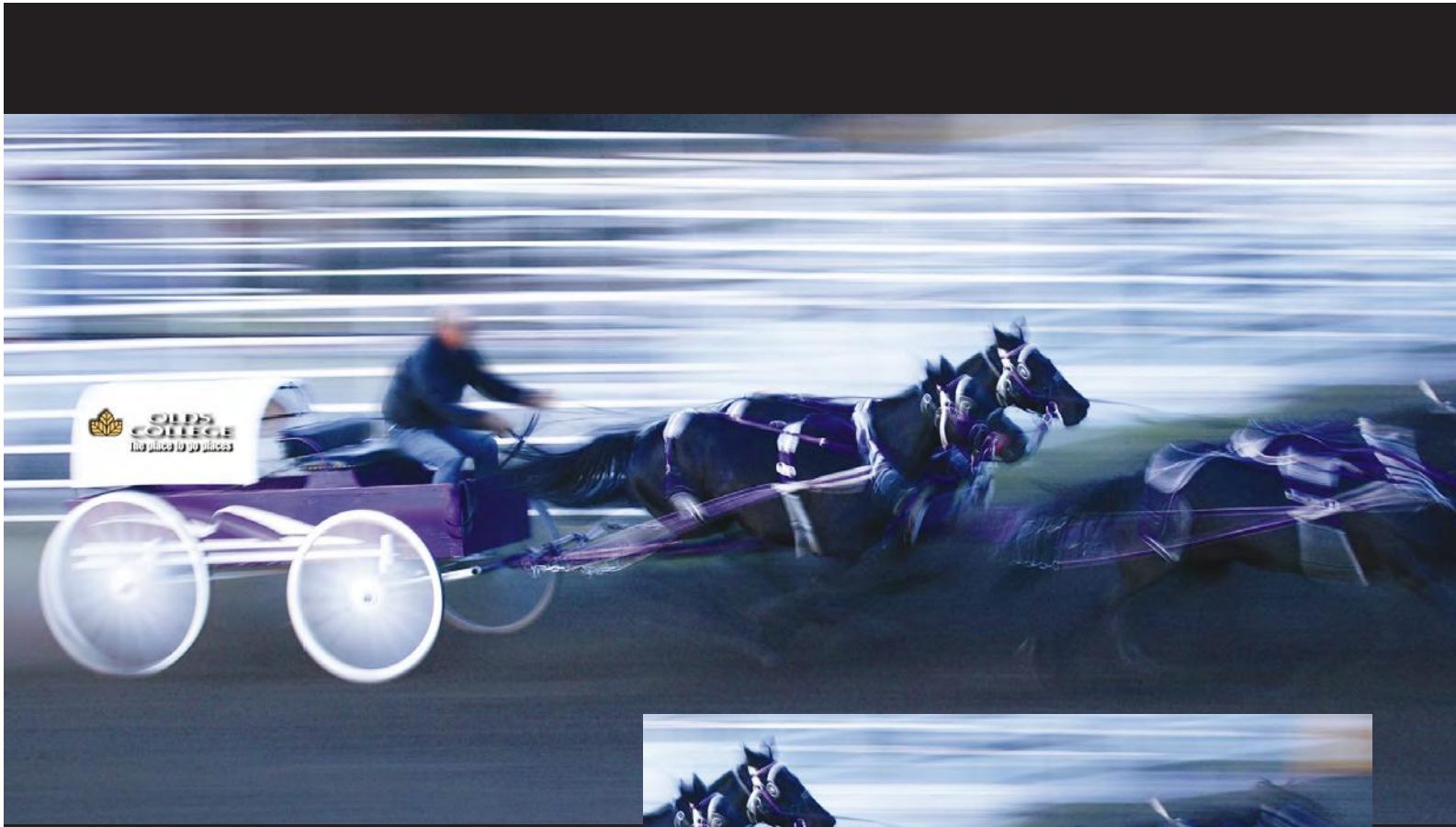
Olds College's Strategic Plan



I am very excited to present to you "Four Horses for the Future, A Strategic Plan for Olds College". By adhering to our Vision and Mission Statements, this plan will enable Olds College to meet the many challenges that will be encountered on our journey into the future. The strategy will not only create a viable future for Olds College but will enrich our stakeholders and enhance our community in many ways.

To clearly illustrate the components of our plan a Chuckwagon metaphor is being used. Think of Olds College as the Chuckwagon, guided by our people, the driver. The team of horses is the Four Year Business Plan, as outlined below. The hitch represents our very important Partnerships.

Please take the time to read and understand this plan, as we are all together on this journey to Olds College's vision of a successful future.



The Hitch – Our Partnership

- Educational Institutions
- Government
- Industry
- Media

The Outriders – Our Board of Governors Outcomes

Olds College will:

- Be the leading centre of specialization in Agriculture, Horticulture and Land-based education and applied research at the college level;
- Strategically increase access to the college's learning opportunities;
- Anticipate and respond quickly and effectively to opportunities and demands as a result of changes in industry, governments and technology;
- Provide educational programs that are affordable and services that are competitively priced based on the value of the programs and services being offered;
- Remain fiscally responsible while achieving excellence in educational outcomes.

The Four Horses – Our Four Year Business Plan

Resources

“ 4 Competitive Advantage – Influence Stakeholders; Campaign for Capital ”

1

CAPITAL CAMPAIGN:

- Develop stakeholder Interests.
- Generate financial resources.
- Generate donations, endowments, and grants to support programs and the College.

FISCAL RESONSIBILITY:

- Spend wisely, save appropriately.
- Use money to the greatest competitive advantage.

PEOPLE:

- Hire effectively, assign efficiently.
- Nurture an environment of team work and common vision.

PARTNERS:

- Seek common vision, establish mutual benefit.
- Work beyond our doors.

Environment

“ Reach out to serve – local, national and international needs ”

2

INTEGRATE LOCALLY:

- Integrate with Olds and District.
- Serve the Calgary/Edmonton corridor.
- Connect with rural and urban partners.
- Align with local and provincial government.

COLLABORATE NATIONALLY:

- Develop strategic Canadian partnerships.
- Align with Federal priorities.
- Meet leaders of national industry stakeholders.
- Support sustainable economic development.

COLLABORATE INTERNATIONALLY:

- Engage businesses that support Olds College programming.
- Develop educational partnerships to enhance Olds College student and staff learning.
- Employ an Olds College globalization strategy that enhances agriculture, horticulture, land and environmental education and training globally.
- Model environmental sustainability.

ENABLE BEST PRACTICES IN THE WORKPLACE:

- Employ appropriate e-technology.
- Support with best internal systems.
- Foster project management and resource development skills.
- Model leadership and governance.

The Four Horses – Our Four Year Business Plan

Students

“Create the best experience.”

3

BEFORE:

- Best practices in recruitment.
- Best student experience on campus/in classrooms/trade shows.
- Best practices in processes, i.e. application, inquiries, acceptance and registration.

DURING:

- Best student learning experiences in their programs.
- Best student experiences in processes and policies.
- Best student experiences with all services offered at Olds College.

AFTER:

- Excellent alumni relations.
- Partners in education.
- Develop leaders for Olds College.

STRATEGIC GROWTH:

- Strategic increase in student numbers at Olds College (as determined in the College Business Plan).
- Strategic growth in programs with capacity.
- Strategic growth of present programs into new areas.

Proactive Programs

“Skill development opportunities for learner success.”

4

FOUR NATIONAL CLASS PROGRAMS:

- Develop at least four nationally recognized programs.
- Programs recognized by industry as unique centres of excellence.
- Programs that exceed student and employer expectations.

RESOURCED FOR GROWTH:

- Programs funded to meet needs of industry stakeholders.
- Financial resources to develop and sustain internationally recognized learning opportunities. Supports to deliver academic excellence.

BEST STUDENTS AND STAFF:

- Attract first class leaders.
- Model leadership.
- Celebrate successes.

STRATEGICALLY MARKETED:

- Managed growth.
- A known and respected brand.
- Government and industry advocacy.