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MacEwan University releases Strategic Plan

Edmonton – MacEwan University is proud to announce the launch of the online version of its Integrated Strategic Plan. The university’s five-year plan for 2014/15 - 2018/19, which was approved by the Board of Governors in May of this year, redefines the university through an amalgamation of its strengths, the characteristics of its new status as a university, and the opportunities for its unique role as an undergraduate institution.

“The challenge facing the university was to define clearly its future directions and priorities,” said David Atkinson, president, MacEwan University. “The process began in 2012 as we set out to describe our key values for the institution, which are now articulated in our University Pillars and in our university brand statement. Those came as the result of extensive consultation,” added Atkinson.

The work expresses the university’s plans and aspirations from the broad conceptual level to the more detailed level of identifying strategic directions, high-level goals and measures by which progress will be accessed. The online version of the Integrated Strategic Plan documents the university’s plans for the next five years as well as provides a forum for charting progress on the goals outlined in the plan.

MacEwan University has been an institution that has continuously evolved and adapted to meet the changing needs of its students and the communities it serves. The most recent phase in this evolution began in 2006 with the initiation of full degree programming and continued with the official transition from college to university status in 2009. Since that time, the first major phases of degree program development have been completed, with the majority of students now enrolled in degree programs.

A link to the interactive online version of the Integrated Strategic Plan can be viewed here: MacEwan.ca/ISP

Founded in 1971, MacEwan University inspires its students with a powerful combination of academic excellence and personal learning experiences. Offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training, the university provides a transformative education in a creative, collaborative and supportive learning environment where creativity and innovation thrive. Located in Edmonton, Alberta, Canada, MacEwan University offers a unique student experience that opens up diverse pathways for achievement and growth.

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