September, 2017

Dear Executive Director Anderson:

As we enter the second quarter of the 2017/2018 fiscal year, we have solid plans on actioning our 50+5, 2017-2022 Strategic Plan. We have a balanced budget that allows for new program initiatives, the completion of our Innovation Centre, and an approved list of Strategic Investment Priorities. In addition, we will be launching Workday, a new Enterprise Resource Planning platform, which will improve and automate processes for our financial and human resources work.

We embark on this important work under the provincial direction to implement a new funding formula, and a revised Strategic Mandate Agreement for 2017-2020.

In this context, I ask that you work closely with your Executive and Leadership Team colleagues to deliver positive results on initiatives that involve us all – increased employee engagement, acting on the Truth and Reconciliation Report recommendations, enhanced communications and our lean, or continuous improvement goals. I will stress that our strategic plan was built so that all employees can see themselves in the plan, and that collaboration is essential to attainment of these goals.

We have made such great progress over the last fifty years, as a College and as a system of postsecondary education in the Province. I look forward to year one of the next fifty years.

As Executive Director of Communications, Marketing and External Relations, you will be responsible for the oversight of College Communications, Marketing and External Relations. Your mandate is to work collaboratively across the areas of the College and with our partners, including students, employees, our union partners, other postsecondary institutions, Colleges Ontario, and our community to:

Establish Algonquin as the leader in personalized learning across all Ontario Colleges

- Provide marketing, communications and government relations support to the Senior Vice-President Academic and Vice-President Student Services in the development of the College’s Personalized Learning System and ensure that current and prospective students, the College community, and relevant external stakeholders are informed and up-to-date.
- Support the development of a coordinated student journey that includes a personalized website user experience to increase satisfaction, leads and conversions.
Lead the college system in co-op and experiential learning

- Provide marketing, communications and government relations support to help the College achieve the goal of increasing the number of students enrolled in co-op to 20% and the development of a strategy to increase overall participation in co-op to 50%.
- Establish co-op positions within Communications, Marketing and External Relations.

Attain national standing in quality, impact and innovation within each school and service

- Support the Algonquin College Leadership Team and the Office of Lean Management to help the College community understand and apply Lean principles to improve business processes.
- Provide marketing, communications and government relations support in order to create a College-wide culture of entrepreneurship and innovation.

Become an integral partner to our alumni and employers

- Provide support to Alumni Relations to increase the impact of alumni outreach activities.
- Ensure alumni are represented at all appropriate College events, communications and marketing campaigns.
- Celebrate alumni success through stories and video.
- Celebrate the contribution of alumni through 50th Anniversary events and history displays throughout the College and community.
- Create a plan to follow up on findings of the College’s 2017 Employees Survey.

Enhance Algonquin’s global impact and community social responsibility

- Support the College’s efforts to enhance the postsecondary system in Ottawa and the province as outlined in the College’s new Strategic Management Agreement with the Provincial Government.
- Provide marketing, communications and government relations to support the College’s journey toward net-zero carbon emissions.
Be recognized by our employees and the community as an exceptional place to work

- Implement an enhanced media and public relations plan to share the exceptional stories Algonquin College has to tell.
- Create memorable College events for both internal and external audiences.
- Support the efforts of the Vice President Human Resources to have the College recognized as a Top Employer.

Our goals are ambitious. I can’t think of a better year for ambitious goals – Canada’s Sesquicentennial, the Colleges’ 50th anniversary, and the opening of a beautiful innovation Centre in the heart of our Ottawa campus. I look forward to working with you to meet these goals.

Sincerely,

Cheryl Jensen
President