GEORGE BROWN POLYTECHNIC

Strategy2030

At a glance

georgebrown.ca/strategy-2030

Shaping Our Polytechnic Future for Opportunity and Impact

Our Mission

We turn learning into opportunity.

Our Vision

To be a polytechnic renowned for its inclusion, excellence, relevance, impact, and leadership.

Our Values

Learners and Learning
Equity and Belonging
Collaboration and Community
Accountability
Sustainability

Our Differentiator: Human-Centred

We design learning, services, partnerships, and institutional decisions around the people who experience them. Guided by our values, we listen, consider differential impacts, remove barriers, and create experiences that are connected, accessible, and respectful of human relationships.

Our Implementation Plan: The Strategy Is the Work

Institutional plans, initiatives, budgets, and resources will align with the strategic priorities, while each area will translate the strategy into relevant team and individual goals. Clear ownership, meaningful measures, and regular progress reporting will strengthen accountability and enable us to adapt as conditions change.

Our Strategic Priorities

PRIORITY 1

Every Learner Ready and Confident for What's Next

1.1 Build a distinctive polytechnic program portfolio that grows enrolment.

1.2 Expand access, pathways, and learner success.

1.3 Make industry- and research-informed applied learning a defining feature of every program.

Measures: credential mix; laddering/pathways; enrolment; experiential learning; graduation rate; employment rate.

PRIORITY 2

Collaborative Partnerships for Polytechnic Impact

2.1 Build a focused portfolio of reciprocal, high-impact partnerships.

2.2 Strengthen George Brown's institutional partnership capacity.

2.3 Mobilize partnerships for learner opportunity, public impact, and thought leadership.

Measures: share of partnerships meeting agreement outcomes; partnerships leading to experiential learning; reputational value.

PRIORITY 3

One George Brown, Positioned for the Future

3.1 Secure financial resilience and align resources to strategic priorities.

3.2 Deliver a consistent, equitable, and human-centred service experience.

3.3 Sustain resilient technology, infrastructure, and environments for learning and work.

3.4 Strengthen accountability and our capacity to execute as one institution.

Measures: MCURES financial health metrics; achievement of area-specific academic, operational, and other service standards.