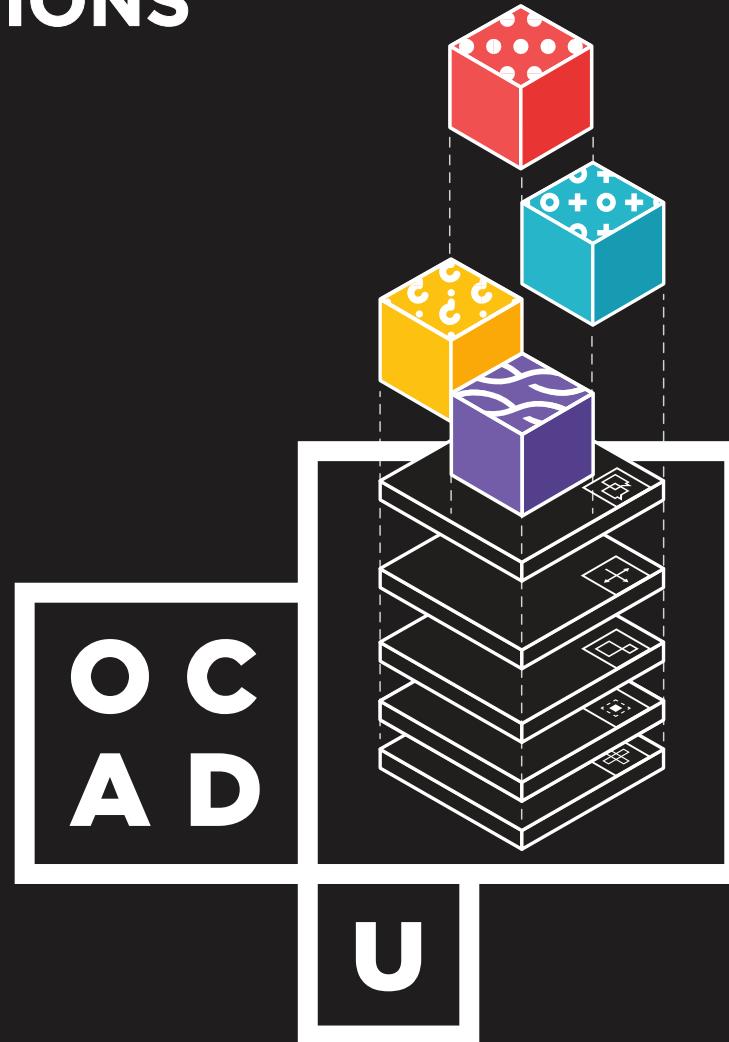


STRATEGIC DIRECTIONS 2017-2022



STRATEGIC DIRECTIONS

**BUILDING
COMMUNITIES**

**DIVERSITY
& EQUITY**

**QUESTIONS
OF OUR TIME**

**INTERDISCIPLINARY
INTERPLAY**

DRIVERS OF SUCCESS

– ENGAGED STUDENTS

– DIVERSIFIED REVENUE

– UNIQUE BRAND

– URBAN CAMPUS

– STRONG PARTNERSHIPS

OCAD University's Strategic Directions 2017-2022

OCAD University is Canada's largest and oldest art and design post-secondary institution. It provides its community with technical and critical skills and the imagination they will need to be leaders. OCAD University's Strategic Directions 2017-2022 will support student, alumni and faculty success.

OCAD University takes into account today's complex and changing global environment, one in which art and design can make a cultural, social, environmental and economic difference. Its graduates will continue to be artists, designers, curators, cultural workers and creative industry entrepreneurs. They will contribute to sectors as diverse as healthcare, engineering, community development, government and finance; and invent jobs, systems and services as yet unimagined.

OCAD University's Strategic Directions 2017-2022 promotes a dynamic culture that draws on the institution's 140+ years of studio-based learning. OCAD University is an active city-builder in an increasingly cosmopolitan Toronto. The university will ensure relevancy and opportunity for its students, graduates and faculty, while remaining deeply committed to advancing decolonization and supporting Indigenous knowledges and cultures. OCAD University will strengthen its partnerships with diverse communities at home and abroad.

The university will integrate its differentiated studio-based learning and research in art and design with a breadth of disciplines. OCAD University's goal is to contribute to an innovative STEAM + D (science, technology, engineering, arts, math and design) that takes into account creativity, sustainability, inclusion and social transformation. OCAD University will create solutions to local, national and global challenges, and will expand its powerful research and partnerships.

OCAD University's Strategic Directions 2017-2022 is guided by the four strategic directions of the university's new vision and mission.

VISION

TRANSFORMED BY IMAGINATIONS

OCAD University challenges you to audaciously and responsibly pursue the questions of our time through the powerful interplay of art, design, social sciences, humanities and the sciences.

MISSION STATEMENTS

You

We invite you to build aware, generous and joyful communities that integrate multiple perspectives and critical practices.

Audacious and Responsible Pursuit

We nurture diversity and resilience, and practise equity, inclusion, sustainability and respect for Indigenous voices and cultures.

The Questions of Our Time

We seek and respond to the questions of our time to enrich our disciplines and act as transformative social, economic, environmental and cultural agents.

The Powerful Interplay of Art, Design, the Social Sciences, Humanities and the Sciences

We engage with materials, data, technologies, ideas, pedagogy and diverse Indigenous perspectives to support unique research, studio practice and learning, creating interdisciplinary and emergent forms of knowledge.

STRATEGIC DIRECTIONS



Build aware, generous and joyful communities by:

- Placing students first.
- Ensuring career-readiness and providing lifelong learning.
- Acting as a global hub.
- Providing a great place to work.



Nurture diversity and equity by:

- Embedding Indigenous knowledges and cultures and continuing decolonization.
- Creating an inclusive, diverse, equitable and global institution.
- Practicing environmental, social and governance (ESG) sustainability.



Seek and respond to the questions of our time by:

- Building differentiated research-creation, research, and professional practice.
- Growing the gallery system's impact as a platform for exhibition and enquiry.
- Advocating through mission-driven policy.



Engage in the powerful interplay of art, design, the social sciences, humanities and the sciences by:

- Offering interdisciplinary studio-based learning, teaching and innovative pedagogy.
- Fostering STEAM+D.
- Amplifying niche graduate education.

DRIVERS OF SUCCESS

Five drivers of success are required to realize these strategic directions.



An engaged student body.



Diversified revenue streams and innovative operational and educational delivery models.



A unique shared brand identity and strategy.



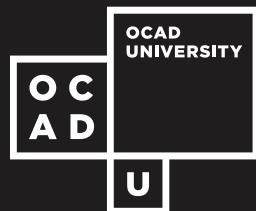
An urban campus achieved through the Creative City Campus, Campus for the Connected World, advanced technologies and innovative development.



Strong relationships and partnerships.

OCAD University's Strategic Directions 2017–2022

is guided by the university's Vision and Mission, its Academic Plan and Strategic Research Plan, and its recent Capital Strategy Review and Strategic Mandate Agreement. By providing a synthesis and summary of these planning documents, Strategic Directions 2017–2022 helps the university establish goals, identify drivers, and stay accountable through institutional scorecards.



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