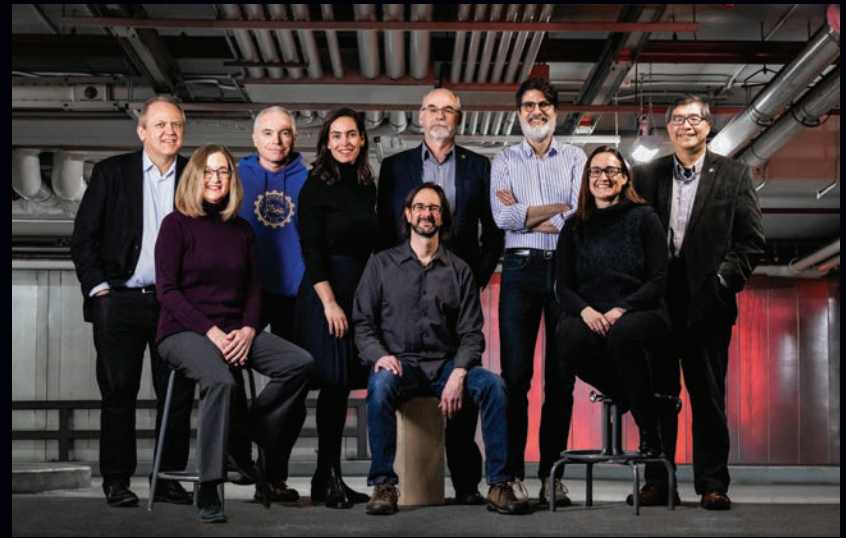


# *Vision And Strategic Direction*



**Engineering  
at Alberta**

→ Let's start at the beginning,  
where anything is possible.



We live in a world where everyone tends to honour the results and focus on the successes. The spotlight always shines on the accomplishments, when everything is said and done. And while all these things are undeniably important, we tend to shift our focus to the first step. To the place that uncovers the unknown. Where ideas and possibility drive us toward making the world a better place. That was our mindset as we approached the strategic planning process for Engineering at Alberta.

J. Fraser Forbes, PhD, PEng  
DEAN OF ENGINEERING

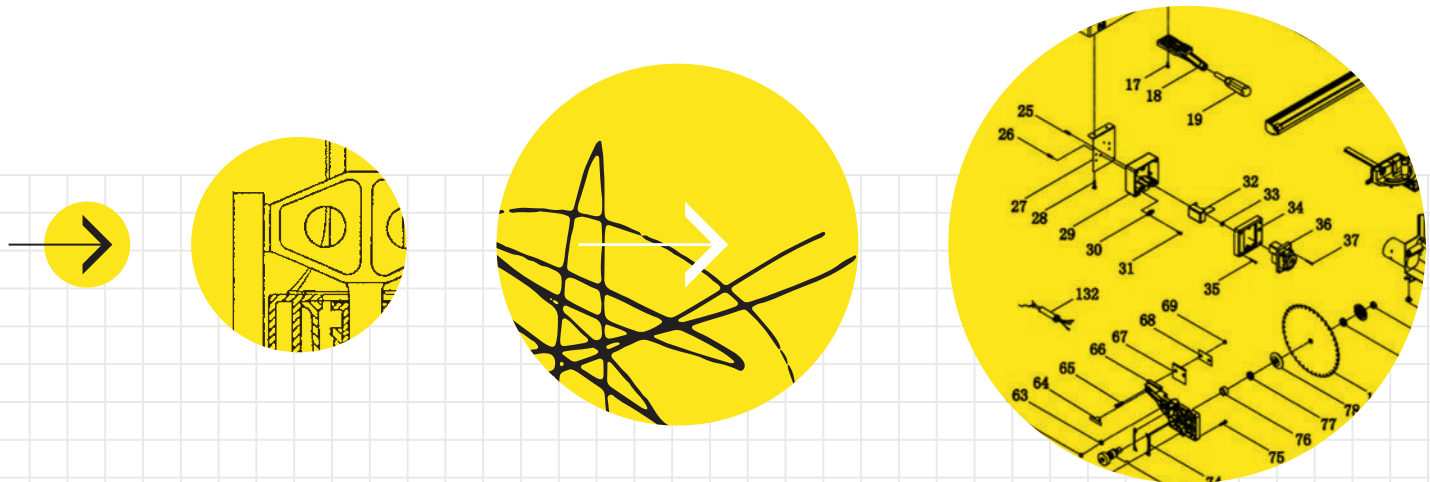
OUR GOAL

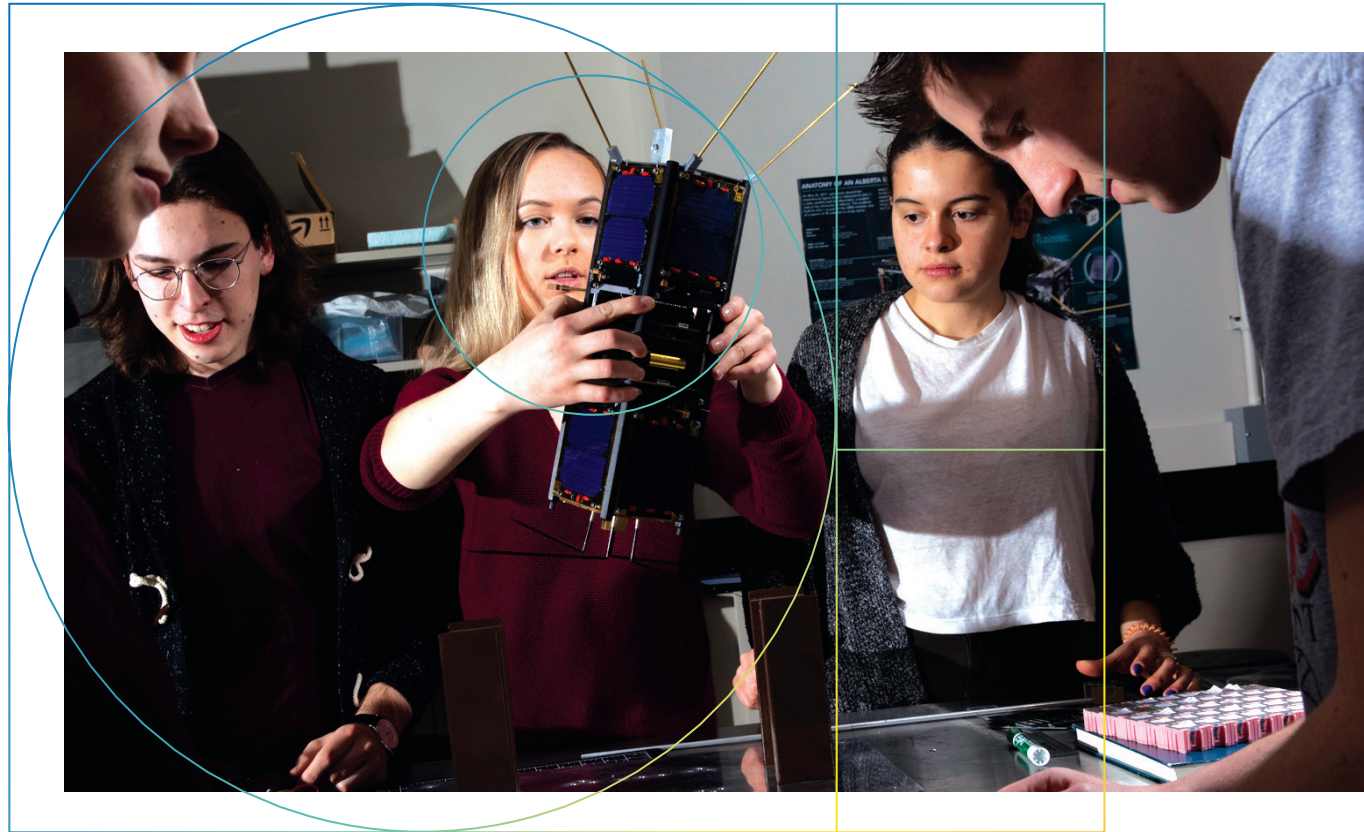
*Expand the definitions of “engineer” and “engineering” to guide us—and the society we serve—forward.*

Challenging convention and venturing toward new solutions are in our DNA. In the same way that engineering is not just about “making things,” a vision and strategic direction do not have to conform to stereotypes or pre-existing expectations.

Consider how much more valuable a vision statement is when members of the community can recall and internalize it. When there is a clear sense of how it can be used as a lens to view all of the opportunities that surround us every day. Consider how much more useful a strategic plan is when it is digestible, understandable, and easily shared with others.

We have always been problem solvers, imaginative thinkers, and doers dedicated to serving society. We remain confident that this path forward will ensure those characteristics continue to define Engineering at Alberta.





## VISION

***To be the most daring engineering community on the planet.***



As engineers, we are inevitably and unequivocally grounded, but our ambition and aspiration are sky high.

Practical and highly imaginative; functional and unfamiliar; necessary and never-been-done. These ideas are not mutually exclusive. It's not conflict we sense—it's opportunity. We imagine a world in which the excellence of thinking and doing from Engineering at Alberta meets and solves the challenges of humankind.

## → What Does “Daring” Mean to Us?

A “No Limit” philosophy: The belief that anything is possible, and the unending desire to figure it out.

Imaginative problem solvers who will the extraordinary into existence for all humanity.

Expanding engineering beyond academic intelligence to encompass social and emotional proficiency.

Breakthrough engineering that sustains not only our people and the profession but also the environment.

## → What Does “Community” Mean to Us?

Open doors, rather than ivory towers. An environment that fosters collaboration, transparency, and accessibility by design.

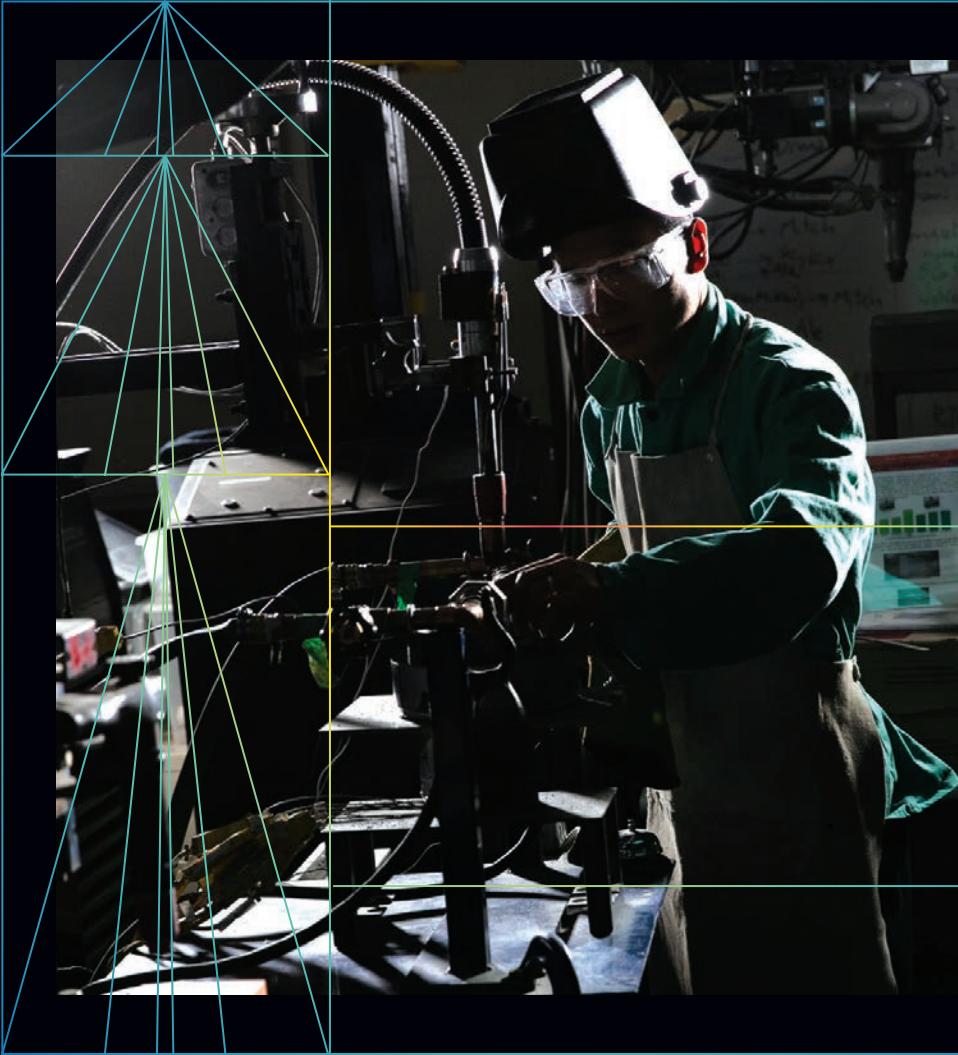
Students, faculty, and staff relentlessly pursuing a culture of inclusivity and acceptance.

The realization and implementation of ethnic diversity and gender equality.

A service-minded approach to the work we create, the profession we practise, and the communities in which we live.

MISSION

***We are engineers united by our unwavering dedication to solving the world's greatest challenges and building a better future for society.***





## → Building the Future Through People

Engineering at Alberta supports world-class research in a collaborative, cross-functional environment. Our collective aim is to diversify engineering and instil ingenuity to open up our process and potential for students, faculty, and staff.

## → Minds and Hands With Heart

Our faculty and staff take a holistic approach to providing an exceptional student experience through education and enrichment that strives to develop the highest-calibre engineers: Those who possess both technical acumen and emotional intelligence, expanding the traditional definition of “engineering.”

## → Demonstrate the Ever-Expanding Value of Engineering

Through our engagement in community, research impact, and the examples our engineers set, we will promote an understanding and deep appreciation for the value that engineering provides to society.

## → Solving the World's Greatest Challenges

Through our intently focused research programs and exemplary educational experiences—curricular and extracurricular—we uniquely position our engineers to help reach the goal of uplifting the whole of humanity.



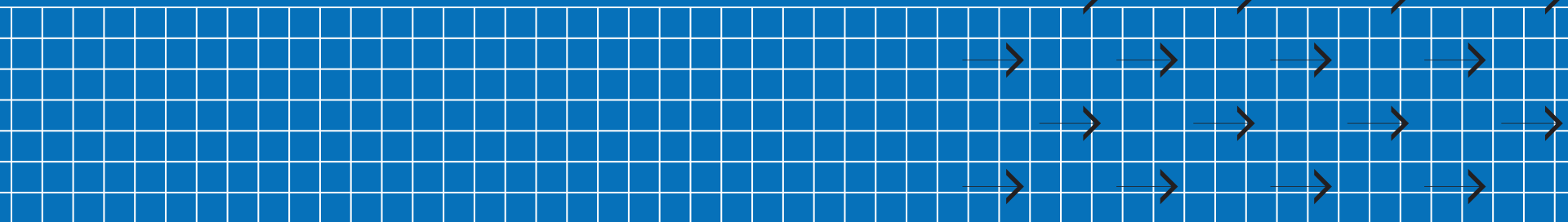
## VALUES

We exist for the sole purpose of helping students succeed. Their education and success are at the core of all of our decisions. Together, as a community of engineers, we apply our minds, abilities, and resources to improve the world for all.



*Driven. Trailblazing.  
Curious. Supportive.  
Grounded. Considerate.*

# *Strategic Objectives*





01

## Innovation and Quality

We will reach new heights in serving our communities with innovative problem solving, intellectual curiosity, and transformational discoveries. We will be the vanguard of educational and research program development and delivery. We will do all we do with unsurpassed quality.



02

## Building Better

Our unwavering aim is to build better in every aspect of life, through sharing and exploring engineering educationally. We will focus on developing the whole engineer—head, hands, and heart—who possesses a mastery of the technical, intellectual, interpersonal, and self, as they pursue the answers and solutions that improve communities down the street and around the world.



03

## An Empowering Culture

We will provide a culture of trust—a culture that inspires, supports, and motivates our students, faculty, and staff, setting them up for success. We will nourish a culture that champions intelligent risk-taking and ingenuity. We will demand accountability and be accountable. Ours will be a culture that nurtures a healthy and inclusive environment.



04

## Enabling Facilities and Technologies

We will, through intentional design, have a modern and effective physical plant—one that ignites the mind, stimulates discovery, fosters collaboration, and promotes the sharing of ideas. Our facilities and technologies will enable invention and exploration, as we teach the next generation of engineers, and seek real solutions.





05

## Fiscal and Administrative Efficiency and Responsibility

We will be guardians of understanding that an investment in engineering is an investment in Alberta, Canada, and the world. We will be conscientious and competent managers of the public funds with which we are entrusted to educate tomorrow's engineers. We will assume the responsibility to grow and diversify our resource base through effective relationships with our stakeholders—our alumni, donors, and industry partners—so that our potential remains limitless, our contributions to society meaningful.

This isn't the end of a plan -



It's the beginning of anything

