



Desired Future State

A vibrant learning environment

A diverse community of learners

A lasting and positive impact in communities

Goal 1

Manage Marketing, Recruitment, and Enrolment Planning

Objectives

1.1 Enrolment Planning

Embed international enrolment planning within CNC's strategic enrolment management process

1.2 Student Recruitment

Develop and implement a marketing and recruitment plan in support of international enrolment targets

1.3 Responsive Admissions

Identify and mitigate barriers to international student admission and enrolment

1.4 Enhanced Technology

Coordinate and automate marketing, recruitment, and enrolment processes where possible

Goal 2

Deliver an Integrated and Inclusive Student Experience

Objectives

2.1 Holistic Supports

Offer robust, relevant, and coordinated services and supports to international students

2.2 Service Culture

Support development of CNC's student-centered experience model and culture

2.3 Student Success

Support international student readiness and success

2.4 Student Life

Encourage international students to participate in College and community activities

Goal 3

Create a Vibrant and Diverse Learning Environment

Objectives

3.1 Cultural Competence

Provide faculty, staff, and students with cultural awareness supports and training

3.2 Learning Environment

Incorporate international perspectives in program and course outcomes; curriculum development; and teaching, learning, and assessment practices (where possible)

3.3 Programming

Offer relevant programming that appeals to international students and meets CNC regional labour market and community needs

Goal 4

Build Collaborative and Beneficial Partnerships

Objectives

4.1 Agent Management

Proactively manage protocols, expectations, processes, targets, accountabilities, and performance measures for agents and in-country representatives

4.2 International Partnerships

Implement and monitor frameworks focused on developing and maintaining relevant, sustainable, and value-added international partnerships

4.3 Regional and Local Partnerships

Cultivate cross-departmental, local, and regional relationships to help students integrate into the community

4.4 Alumni

Support international students in their transition to the workplace and build an international alumni network

Linkages: Strong linkages exist between 1.1 and 1.2. Enrolment targets are set in 1.1. Marketing and recruitment to those targets happens under 1.2

