



## 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*

