



EVERY PATHWAY EVERY STUDENT

STRATEGIC PLAN 2025-2030



**NORTH WEST
COLLEGE**

THE PROCESS

North West College is proud to launch its re-invigorated strategic plan, “Every Pathway, Every Student 2025–2030”. This future-focused plan affirms our commitment to delivering high-quality educational experiences, expanding programs and pathways, and investing in the people, processes, and infrastructure that support student and institutional success. Grounded in actionable Key Performance Indicators (KPIs) and guided by the balanced scorecard approach, the plan establishes annual benchmarks to track progress and ensure accountability. It reflects the full scope of the College’s mandate - addressing regional and provincial industry needs while fostering socio-economic development across northwest Saskatchewan. In doing so, it aligns with provincial priorities outlined in Saskatchewan’s Growth Plan, as well as key directives from the Ministries of Advanced Education and Immigration and Career Training.

Planning for the new five-year strategy began in the winter of 2024, led by the NWC Board. The development process included extensive stakeholder engagement through workshops and consultations. The Board has formally approved the strategic directions and priorities for 2025–2030, along with the corresponding KPIs. The official launch of the plan is scheduled for fall 2025.

The 2025–2030 Strategic Plan is built around five core themes:

- Enhancing opportunities for learner success
- Strengthening meaningful relationships and partnerships
- Increasing brand awareness
- Cultivating a thriving and empowered workforce
- Expanding infrastructure and resources



OUR VISION, ASPIRATION MISSION, & VALUES

VISION

Igniting potential through learning, careers, and brighter futures.

OUR ASPIRATION

At our college, we envision a transformative educational experience where every student is at the heart of all we do. Our student-centred and career-focused approach ensures that learning is personalized, relevant, and deeply connected to real-world success. We aim to create a dynamic, inclusive environment where students are supported holistically—from academic development to emotional well-being—and guided toward careers that align with their passions, talents, and evolving industry needs.

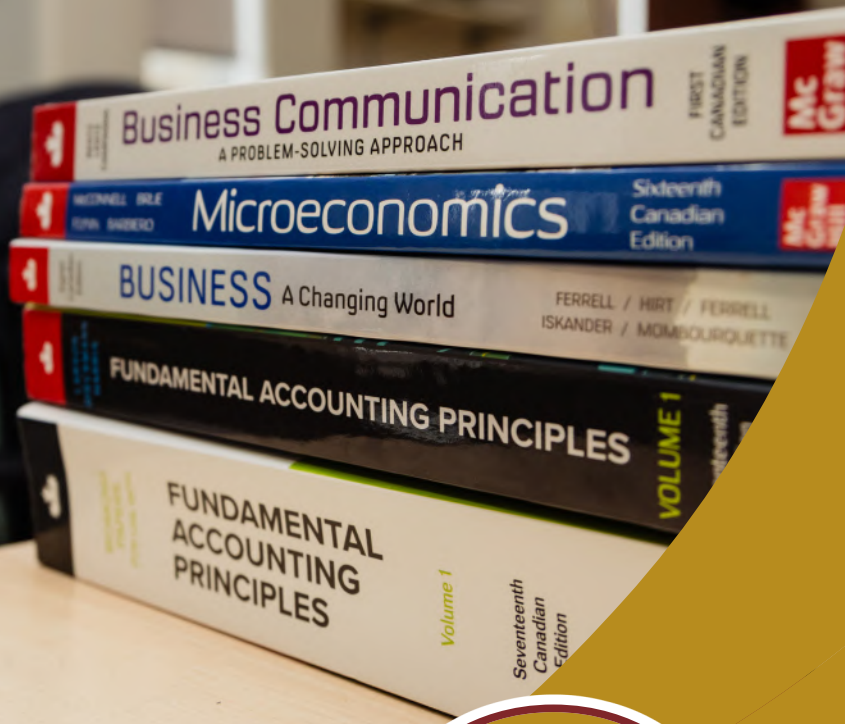
MISSION

To provide education through career learning, that enhances the economic, cultural, and social well being of individuals and communities we serve.

VALUES

LEAD – Leadership, Excellence, Accountability, Diversity

- **Leadership** – We lead with purpose, inspire others, and take initiative to drive positive change.
- **Excellence** – We are outstanding and go above and beyond what is expected
- **Accountability** – We take responsibility for our actions and follow through on our commitments.
- **Diversity** – We honour and respect the unique identities, perspectives, and contributions of every individual.





PRIORITY 1:
GROW OPPORTUNITIES FOR
LEARNER SUCCESS

As part of our commitment to student success and community impact, we are focused on expanding learning opportunities, enhancing career readiness, and fostering inclusive education. We aim to broaden first-year university offerings, boost enrollment in high-demand areas, and create more pathways for international learners. To ensure students are workforce-ready, we will strengthen partnerships with business and industry to offer enriched work-integrated learning experiences and deeper connections with employers. Our commitment to Indigenous education includes expanded supports and accessible learning options both on and off reserve. Additionally, we are enhancing student support systems with a strong emphasis on wellness, mental health, transportation access, and family-focused services to ensure every student is equipped to thrive both inside and outside the classroom.

Strategic Theme	Strategic Objective	Strategic Initiative	Baseline	2025-26	2026-27	2027-28	2028-29	2029-30
1. Grow opportunities for learner success	1.1 Increase Learning Opportunities	Increase enrollment in targeted growth areas	N/A	establish baseline	2% increase over baseline	increase by 2% each year	increase by 2% each year	increase by 2% each year
		Expand academic pathways for learners	N/A	establish baseline	5% increase over baseline	increase by 2% each year	increase by 2% each year	increase by 2% each year
	1.2 Enhance employability in the workforce	Expand work placements with business and industry	Establish baseline	70%	75%	80%	80%	85%
		Enhance student engagement with employers	N/A	Develop strategy	Implement Strategy	Evaluate & Revise	Maintain	Maintain
	1.3 Improve Indigenous learning outcomes	Engage in culturally relevant programming & activities	Implementation of the indigenous charter	Establish baseline	Increase by 1 program or activity per year			
		Increased learning options for Indigenous students on and off reserve	N/A	Establish baseline	one additional offering each year	one additional offering each year	one additional offering each year	one additional offering each year
	1.4 Strengthen supports for students	Increase access to learning supports available (eg., tutoring, wellness and mental health)	N/A	Develop communication strategy	Implement Strategy	Evaluate & Revise	Maintain	Maintain
		Advocate for the supports to reduce barriers (eg., transportation, housing, family and parenting supports)	N/A	Y/N	Y/N	Y/N	Y/N	Y/N



PRIORITY 2: STRENGTHEN PURPOSEFUL RELATIONSHIPS & PARTNERSHIPS

We are committed to becoming the first choice for regional students by building strong, purposeful partnerships that expand opportunities and create clear, accessible learning pathways. Through targeted engagement with K–12 school divisions across the region, we are fostering early connections that support student awareness and readiness for post-secondary education. Our collaboration with key institutions—broadens academic options and ensures seamless transitions into higher education. By deepening relationships with local sectors and community partners, we are enhancing access to outreach programs, real-world work placements, funding and scholarships, and shared learning spaces. At the same time, we continue to strengthen ties within the Saskatchewan College system through initiatives such as international student recruitment and system-wide technology integration, reinforcing our role as a collaborative, future-focused leader in regional education.

Strategic Theme	Strategic Objective	Strategic Initiative	Baseline	2025-26	2026-27	2027-28	2028-29	2029-30
2. Strengthen purposeful relationships and partnerships	2.1 Improve relationships with the K-12 system	Targeted promotion and collaboration with all the school divisions within the Region.	N/A	Site visit to 50% of high schools within the region	Site visit and follow-up with 60% of all high schools within the region	Site visit and follow-up with 70% of all high schools within the region	Site visit and follow-up with 75% of all high schools within the region	Site visit and follow-up with 80% of all high schools within the region
	2.2 Deepen relationships with Indigenous communities	Engage Tribal Councils and Indigenous leaders in the development of learning opportunities	Connect with Tribal Councils within the region	Connect with 50% Tribal Councils within the region	Connect with 55% Tribal Councils within the region	Connect with 60% Tribal Councils within the region	Connect with 65% Tribal Councils within the region	Connect with 70% Tribal Councils within the region
	2.3 Strengthen partnerships with tiered post-secondary provides to increase learning opportunities and learning pathways	Advance in-demand programming	N/A	Y/N	Y/N	Y/N	Y/N	Y/N
		Advance micro-credential programming	N/A	Y/N	Y/N	Y/N	Y/N	Y/N
	2.4 Deepening relationships with sector and local partners	Increase Community outreach programming	N/A	establish baseline	2% increase over baseline	increase by 2% each year	increase by 2% each year	increase by 2% each year
		Increase Funding and scholarship opportunities	\$57,900	\$47,900	\$52,000	\$55,000	\$57,900	\$60,000



PRIORITY 3: IMPROVE THE BRAND AWARENESS

North West College is embracing a bold new chapter—one defined by renewed energy, dynamic partnerships, and a commitment to future-focused growth. Through the development of a revitalized brand, we are signaling a new era that reflects our evolving identity and aspirations. By launching a fresh recruitment campaign that features the voices and stories of current students, we aim to generate excitement and foster a deeper connection with our communities. Enhanced digital marketing efforts and an increased on-the-ground presence will ensure that our message reaches more learners, partners, and stakeholders. Together, these strategic directions will position the College as a vibrant, visible, and welcoming choice for education in the region.

Strategic Theme	Strategic Objective	Strategic Initiative	Baseline	2025-26	2026-27	2027-28	2028-29	2029-30
3. Improve the brand awareness	3.1 Improve the NWC brand	Create a new brand fro NWC signifying a new era for the College	N/A	New College logo established	Launch	Populorize	Promote	Maintain
	3.2 Bolster recruitment efforts	Increase College presenece and engagement within community (eg., staff and leadership attendance at events, hosting community events, student ambassadors)	N/A	establish baseline	2% increase over baseline	increase by 2% each year	increase by 2% each year	increase by 2% each year
		Improve public perception through positive storytelling and visibility	Establish baseline	1 media release each month	1 media release each month	1 media release each month	1 media release each month	1 media release each month
	3.3 Enhance marketing efforts	Engage in digital media promotions and broaden outreach through social media platforms	Establish baseline	social media outreach per month	social media outreach every three weeks	social media outreach every two weeks	social media outreach every week	Maintain



PRIORITY 4: FOSTER A THRIVING EMPOWERED WORKFORCE

North West College is committed to fostering a thriving, empowered workforce that is aligned with the institution's strategic direction. By clarifying roles, expectations, and responsibilities, and by expanding opportunities for staff to engage with leadership, the College is enhancing ownership, transparency, and collaboration across all departments. Strengthening internal communication and cross-functional teamwork is a key priority, ensuring that challenges are addressed collaboratively and solutions are shared. To support professional growth, targeted training and development will be provided. The College is focused on attracting and retaining qualified staff through improved recruitment, increased job security, competitive compensation, and a strong emphasis on staff wellness. Together, these efforts will build a supportive, future-ready workplace that drives institutional excellence.

Strategic Theme	Strategic Objective	Strategic Initiative	Baseline	2025-26	2026-27	2027-28	2028-29	2029-30
4. Foster a thriving empowered workforce	4.1 Increase staff understanding and ownership of NWC strategic direction	Ensure clear roles and job expectations align with plan	based on survey results	70%	75%	80%	80%	85%
		Strengthen internal communication processes and transparency	Establish baseline	standardized communication templates developed and adopted across departments	standardized communication templates developed and adopted across departments 100%	reduction in communication-related errors or misunderstandings	greater than or equal to 80% agreement with "internal communications are clear and easy to understand"	greater than or equal to 90% agreement with "internal communications are clear and easy to understand"
		Improve interdepartmental collaboration and problem solving	based on survey results	70%	75%	80%	80%	85%
	4.2 Foster ongoing development, knowledge and continuous improvement	Provide training in customer service, Equity, Diversity Inclusion (EDI), the use of digital education tools and advanced technology	N/A	1event/year	1event/year	1event/year	1event/year	1event/year
		Develop staff as promoters of the College as positive ambassadors	based on survey results	60%	65%	70%	70%	75%
		Implement improvement strategies resulting from staff engagement surveys	N/A	1/year	1/year	1/year	1/year	1/year
	4.3 Improve talent recruitment and retention	Increase recruitment and retention of qualified staff	Establish baseline	# of postings	# of postings	# of postings	# of postings	# of postings
		Ensure job and leadership succession and job coverage	N/A	Y/N	Y/N	Y/N	Y/N	Y/N
		Enhance staff supports for health and wellbeing.	N/A	Y/N	Y/N	Y/N	Y/N	Y/N



STRATEGIC PRIORITY 5: EXPAND INFRASTRUCTURE & RESOURCES

North West College is advancing its commitment to student-centered education by transforming its physical and digital learning environments. Plans include the development of more welcoming student lounges, quiet study areas, and expanded residential options to enrich the student experience. Major facility upgrades, such as the planning of a new campus, expanded trades spaces, and a relocated healthcare simulation centre, will ensure programs are delivered in modern, purpose-built environments. Investments in safe, sustainable technology will increase access to education through improved remote delivery, enhanced instructional tools. To support long-term sustainability, enhanced fundraising efforts will attract donations, scholarships, and in-kind contributions from community and industry partners, strengthening the College’s ability to grow and innovate into the future.

Strategic Theme	Strategic Objective	Strategic Initiative	Baseline	2025 -26	2026 -27	2027 -28	2028 -29	2029 -30
2. Strengthen purposeful relationships and partnerships	5.1 Enhance student centered learning environments	Create student lounges, common areas, and quiet study spaces.	N/A	Y/N	Y/N	Y/N	Y/N	Y/N
		Explore increased resident options for students	N/A	Y/N	Y/N	Y/N	Y/N	Y/N
	5.2 Upgrade and expand facility spaces and equipment to support learning	Planning and development of the new campus		Approval for the project	Design phase	begin construction	open new campus	
		Improve and expand space for programming.	N/A	Y/N	Y/N	Y/N	Y/N	Y/N
	5.3 Invest in safe sustainable technology to support learning and operations	Integrate technology to enhance program access, remote delivery, learning instruction and applied learning environments.	Establish baseline	integrate new technology into 10% classrooms each year	integrate new technology into 10% classrooms each year	integrate new technology into 10% classrooms each year	integrate new technology into 10% classrooms each year	integrate new technology into 10% classrooms each year
		Explore the use of advanced technology (eg., AI)	Establish baseline	Develop a policy for AI	Implement the policy	Evaluate & Revise	Evaluate & Revise	Evaluate & Revise
		Implement data systems to improve College operations and functioning (eg., ERP, other)	N/A	implement new financial, HR & payroll system	implement new student information system	-	-	
	5.4 Diversify funding to ensure overall sustainability	Reduce reliance on government funding	\$1M	\$1M	\$1.1M	\$1.2M	\$1.3M	\$1.4M

SUMMARY

"Every Pathway, Every Student 2025-2030" reflects our steadfast commitment to delivering high-quality educational experiences that empower learners to achieve their goals. By expanding programs and pathways, we are opening new doors to opportunity and ensuring that every student has access to the skills and knowledge needed to thrive. At the same time, we are investing in our teams and strengthening our internal processes to ensure that our people and systems are positioned to support growth with excellence and accountability. Our programs and initiatives are also designed to respond directly to regional and provincial industry needs, preparing graduates who can contribute meaningfully to Saskatchewan's workforce. Our investments in infrastructure will further strengthen our campuses and communities, providing modern spaces that foster innovation and collaboration. Together, these efforts will fuel the socio-economic development of the northwest region of the province, advancing prosperity for our students, their families, and the communities we proudly serve.





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