



Telling Our Story
Key Messages Guide 2020



Say hello to **Ontario Tech University**

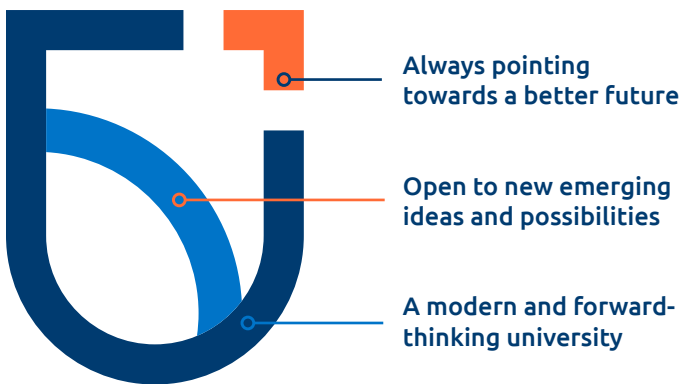
We've got a great story to share, and we invite you to learn more.





Vision

We advance the discovery and application of knowledge to accelerate growth, regional development and social innovation. We inspire our students and our graduates to make a positive impact in a tech-focused world.



Our priorities

Tech with a conscience

We aim to improve the lives of humans and the planet through the ethical application of technology. It's a key component in our teaching and learning practices, administrative processes and innovative research projects.

- For us it's not only about developing the next tech breakthrough. Understanding and integrating the social and ethical implications of technology differentiates us as a university.

Learning re-imagined

We adapt to the ever-changing educational landscape by experimenting with the most effective ways to deliver flexible and dynamic learning, giving more choices to more people.

- By offering a range of credentials and experiential learning opportunities, and sparking entrepreneurship activities, we provide learner-centred educational options.

Creating a sticky campus

We promote positive social change and encourage an accessible, equitable, diverse and inclusive culture for our campus community.

- Whether it's conducting research in one of our more than 80 high-tech labs, meeting in collision spaces like The Hive Café or Brilliant Catalyst, joining a club or participating in the hundreds of events held on campus, our university is a place to make lasting connections.

Partnerships

We help industry, community, government and academic partners be more effective by bringing them together with students and researchers to uncover innovative solutions for our partners' most pressing problems.

- We team with organizations, local and abroad, to bring synergies, ideas and insights into our research and teaching environment—dynamic spaces that contribute to a more prosperous social fabric and planet.

Telling our story

We've worked hard to build a new university from scratch, and we now have a track record. We're a hidden gem, and now it's time to share our story with the world.

- We consistently punch well above our weight class in rankings, competitions, research and more. We're proud of our entrepreneurial spirit and we're confident in who we are, and where we are headed.

We create unique value in higher education

Students

We prepare our students to contribute and thrive in a world that's increasingly driven by technology and its implications on everyday life.

Key outcomes:

- Our students are career-ready.
- We have collision spaces that sparks entrepreneurship and innovation.
- A sticky campus that fosters collaboration and new thinking.



Industry

We partner with industry to help solve their real-world challenges, while bringing their ideas and insights into our research and learning environment.

Key outcomes:

- We are preferred partners.
- Unique spaces that sparks entrepreneurship.
- Unique student mentorship and experiential learning opportunities.



Community

We drive the economic and social well-being of our community with a focus on the next generation of technology and its interaction with the human environment.

Key outcomes:

- Canada's hub for energy research and innovation.
- A strong, proud and resilient community.







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For an alternative format of this information, contact marketing@ontariotechu.ca

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