

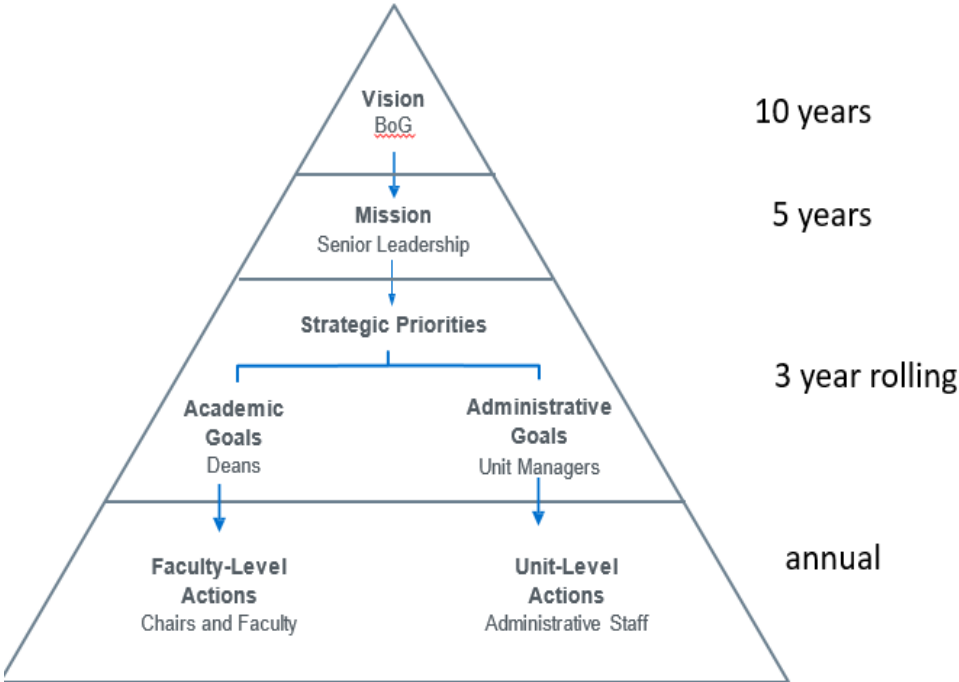
Many organizations talk about their Vision and Mission and spend a great deal of time writing statements that are meant to represent them. Unfortunately, these useful tools are all too frequently treated as standalone leadership exercises or simply used for marketing purposes and fall short of being directly connected to the organization’s strategic priorities, goals, and actions. That is not the case here at Ontario Tech.

Vision statements are important because they articulate what an organization wants to be known for in the future or long term. The Senior Leadership of the organization is guided towards this goal by the Mission which broadly describes what we do while also focusing on why we do it. If the organization keeps doing what it has identified in its Mission statement and doing it well, the Vision will eventually become a reality.

A focused approach is essential and to this end “what we do” is guided by our strategic priorities which in turn allow us to “tell our story.” At Ontario Tech, these strategic priorities, which are the foundation of the [Integrated Academic Research Plan](#), include:

- Tech with a conscience
- Learning re-imagined
- Creating a sticky campus
- Partnerships

These strategic priorities provide the framework for a rolling (or continuous) Integrated Academic-Research Plan, one that is evaluated, updated, and refreshed on an annual basis through the provision of updated Faculty and Administrative Unit level plans. These plans identify what is happening on the ground.



Most importantly, while the Vision and Mission drive our planning processes from the top-down, it is the actions and dedicated efforts of everyone in our community – including our partners - that drives the realization of that Vision from the bottom up.

## ONTARIO TECH VISION

A vision statement articulates what the organization wants to be known for at some point in the future.

**We will be internationally recognized leaders in putting people-first, research intensity, and dynamic learning environments.**

## ONTARIO TECH MISSION

A mission statement should illustrate what we do and focus on WHY we do it. If the organization keeps doing it and doing it well, will eventually make the vision become a reality.

**To shape leaders of tomorrow to respond to global challenges by combining knowledge with action.**

This will be accomplished as university and broader community members work to build on Ontario Tech' [special mission](#) (see Appendix A). We are committed to:

- *Cultivating age-friendly student-centric collaboration and engagement opportunities.* We are responsive to the needs of students and the evolving world of work across the life cycle by providing superior undergraduate, graduate, and life-long learning experiences.
- *Creating, innovating and using tech for good.* We are engaged in everything from technology-enhanced learning, to inclusive and ethical design, and the development of technology with a conscience to better our planet.
- *Solving complex social problems.* We co-create knowledge through a multidisciplinary lens by engaging students, faculty, industry and community to conduct research that results in economic and social innovation.
- *Acting on all facets of global sustainability.* We live our sustainability goals by our actions locally, nationally and on the international stage.

## ONTARIO TECH VALUES

Values provide all community members with easily understood behaviours and if aligned they will accelerate our progress toward the vision **together**.

**We want Ontario Tech to be a place where every person feels they belong and wants to get better at what they are doing. We cultivate lasting relationships defined by:**

- **Innovation:** inspiring world-changing ideas by fostering an environment that provokes curiosity, creativity and ingenuity while inspiring growth.
- **Integrity:** supporting an intellectually honest culture of trust and belonging by consistently promoting equity, fairness and ethics.
- **Inclusion:** advancing a learning community where we achieve success by prioritizing reconciliation, valuing diversity and eradicating discrimination.

## Appendix A - Special Mission

It is the special mission of the university to provide career-oriented university programs and to design and offer programs with a view to creating opportunities for college graduates to complete a university degree.

The objects of the university are:

- (a) to provide undergraduate and postgraduate university programs with a primary focus on those programs that are innovative and responsive to the individual needs of students and to the market-driven needs of employers;
- (b) to advance the highest quality of learning, teaching, research and professional practice;
- (c) to contribute to the advancement of Ontario in the Canadian and global contexts with particular focus on the Durham region and Northumberland County; and
- (d) to facilitate student transition between college-level programs and university-level programs.

(Retrieved from the University of Ontario Institute of Technology Act, 2002, Chapter 8, Schedule 0 which may be found at <https://www.ontario.ca/laws/statute/02u08>).