



University of Northern British Columbia

The University Plan
2010

Our Values

We **excel** in our teaching, our research and our service as well as in the management of the University. We are **innovative** in all of these efforts. We **aspire to the highest standards** in all that we do.

We **value our community**. We care passionately for the people that make up the UNBC community. We aspire to sustain our culture of mutual respect. We strive to engage students, faculty and staff in all aspects of university life.

We **value the contribution of indigenous peoples** in British Columbia and around the world.

We are **relevant to northern British Columbia** and other like regions in the world. We respond to the needs that arise, according to the talents and resources we have.

We exercise **good governance** in the management of the university. In our practices, we are effective, transparent and compassionate.



Dawn Martin
Board Chair



John MacDonald
Chancellor



George Iwama
President and Vice-Chancellor



Our Vision

To be a student-centered, research-intensive university, uniquely Northern and personal in character, responsive to the region it serves, of national and international acclaim.

Our Mission

To improve the quality of life in our region, province and world by attaining the highest standards of undergraduate and graduate teaching, learning, and research. To serve our vast region by nurturing relationships and being innovative, resourceful and responsive to student and community needs.



The University of Northern British Columbia was born of need and a dream. The need to offer a university education to the bright and talented students of northern British Columbia motivated 16,000 citizens to pay \$5 each and petition government for a university in the north, for the north. Its founders dreamed of a university that would meet this need and improve the world through its research, service, and the graduates it produced.

Today — 20 years after its birth, and 16 years after the doors of its Prince George campus opened — the University of Northern British Columbia is coming of age. While the majority of our 4300 students study in Prince George, students are also active on our Terrace, Fort St. John and Quesnel campuses. Approximately 70% of our students come from northern British Columbia; 17% are in graduate programs and 11% are Aboriginal. We are known

for the personalized education our students receive. Among Canadian universities of its kind, UNBC is recognized as one of the top 3 for research and overall reputation. Our research is recognized, not only for its nature and magnitude, but also for its orientation to communities. Our founders have good reason to be proud of this University.

We live in an era where security and future energy supplies are in question. The need for respect among cultures, the protection of human rights and peace has never been greater. Over generations, human activity has created a warming climate on our planet. Pressures on the world are exacerbated by increases in global population and in the middle classes in those countries with highest population growth. Globalized economies and increasing movement between countries bring new health risks on a planetary scale. While millions

still die of starvation, increases in infectious diseases and obesity are also significant threats to life and health. All of this has happened in a relatively short time and the pace of change is increasing. How do we prepare our students to contribute to our shared future?

The University of Northern British Columbia prepares for tomorrow by playing a critical role in the world today. We contribute to knowledge by providing the best education for our students and focusing on the needs of society. Committed to excellence, we nurture the personal nature of our community while engaging the distinctiveness of our location. Here in the taiga, the largest terrestrial biome on earth, we are surrounded by natural beauty and resource-based industries. What a fitting stage to exercise stewardship for our planet through our teaching, scholarship and service.

A Place of Learning

At the university we are privileged to create knowledge through our research and to share that knowledge with our students. We continue to be inspired by our wonderful undergraduate and graduate students who are active partners in our scholarship and teaching.

We maintain and develop a **strong core curriculum**. An intimate and **personal learning experience** will continue to be a hallmark of an education at the University of Northern British Columbia.

We ensure that the way we teach is the best it can be. To this end we **explore new models of learning** for both our students and faculty.



We are committed to **the success of all our students**.

We **develop the whole student** through scholarship as well as through service, sport and physical recreation. We support faculty and staff in each of these areas.

Our **research benefits teaching and learning**. We develop the involvement of undergraduates in research, and bring the fruits of our research into the classroom, thereby nurturing a culture of inquiry.

A Place of Scholarship

We are an active community of scholars, diverse in interests and outstanding in achievement. Creating knowledge and applying it to the needs of our communities are equally important at the University of Northern British Columbia. Success in research is integral to the personal and professional satisfaction of being part of a research-intensive university. In turn, this success benefits the reputation of our university.

We are building a strong reputation for our research and service in:

- Environment & Natural Resources
- Community Development
- Health
- First Nations and Indigenous Issues

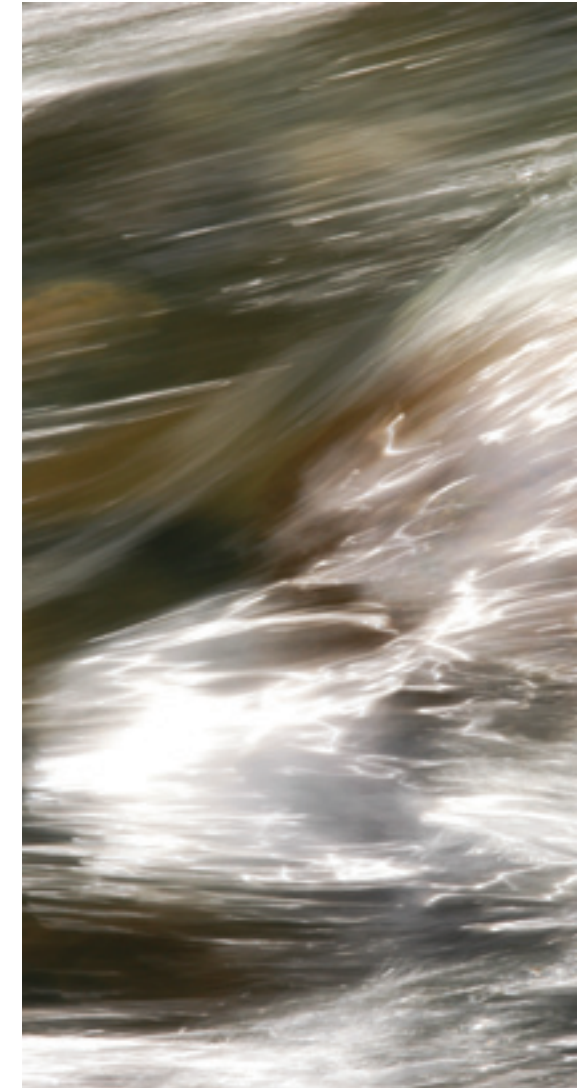
We **support the success of our researchers**. Through mentorship and administrative support we are committed to sustaining and improving success in competitive grant funding as well as in the outputs of our scholarship.

We provide the **best possible infrastructure** and support for our researchers.

Commensurate with the growth in our research we will **develop our community of graduate students and postdoctoral fellows**.

We involve undergraduates in our research.

We encourage **interdisciplinarity**, and the integration of knowledge from different fields of scholarship.



A Place of Service

Being a leading university we must be respected as well as relevant and responsive to the communities we serve. True to the dreams of its founders, the University of Northern British Columbia has always been committed to communities throughout the North, in British Columbia and around the world.

We integrate teaching and service to benefit our students.

We work with communities in British Columbia and around the world, urban and rural, northern and indigenous, in their social and economic needs.

We support our industries to ensure their competitive edge in a global marketplace.



A Community

The University of Northern British Columbia is a relatively new community, spread across four campuses. Many of our current members were founding employees of the University even before the new campus in Prince George was opened. We have grown since those early days, and with growth it has become more difficult to sustain that close sense of camaraderie. Yet people continue to hold a great passion for, and pride in the institution. Furthermore, our alumni and many others in our communities are very proud of our University. We wish to enhance this sense of community.

We communicate effectively within the university and with the wider community. Our donors and supporters are kept abreast of university affairs—our successes as well as our challenges.

We will be transparent in the operations of the university.

We celebrate our successes. Recognizing contributions in teaching, research and service is an important part of our culture.

We will foster increased social interaction.

We will strengthen our support to our alumni around the world. We engage alumni in meaningful ways, informing them of University affairs and seeking their input and support for our efforts.

We will re-establish communications with our founders, honouring their vision and work by involving them in our activities and aspirations.





Building on Success

We aspire to be the one of the best universities in the world, and to bring the resulting benefits to British Columbia and to Canada. We are committed to providing a personal education of the highest quality to our students. We believe that our high degree of research activity contributes to that goal and to the creation of knowledge. Building on our successes, we will be among the best in the following areas:

- Environment & Natural Resources
- First Nations and Indigenous Issues
- Health and Quality of Life
- Northern Community Sustainability and Development
- Innovative Distributed Delivery of Programs

Our Goals

The University is eager to build on the foundation already established to make UNBC the best among like universities. To achieve this, we have identified the following goals:

- As Canada's Green University™, to be a leader in renewable energy.
- To engage all of our undergraduate students in research or experiential learning.
- To enrich the learning experience through new pedagogical models.
- To increase the impact of our research through enhancing capacity and building external linkages.
- To encourage a respectful, supportive, exciting, and friendly environment throughout the University.
- To transform our communities through the contributions of our alumni.

Current and prospective students, alumni, faculty, staff, and our supporters all have roles to play. There is a bright future for the University of Northern British Columbia, and you are important in our journey. Together we will take significant steps towards that future and set the stage for the many ways in which the University of Northern British Columbia will contribute to and serve the world.



University of Northern British Columbia
3333 University Way
Prince George, BC
V2N 4Z9
www.unbc.ca