

# Transforming people, reimagining the future

Institutional Strategic Plan • 2025-2030

# PURPOSE STATEMENT

## WHY WE EXIST

Transforming people, reimagining the future.  
**Through curiosity, creativity, and courage.**

Brock offers individuals the opportunities and space to realize their full potential, equipping them with the tools necessary to reshape the world, both in big and small ways.

**Curiosity** – embracing the spirit of research and learning in everything that we do.

**Creativity** – thinking and acting in ways that encourage and achieve authentic breakthroughs.

**Courage** – pushing for better, in ourselves, with our peers, and in the world.



# STRATEGIC DIRECTIONS & PRIORITIES

## Strategic directions



Shape tomorrow through research, discovery and knowledge



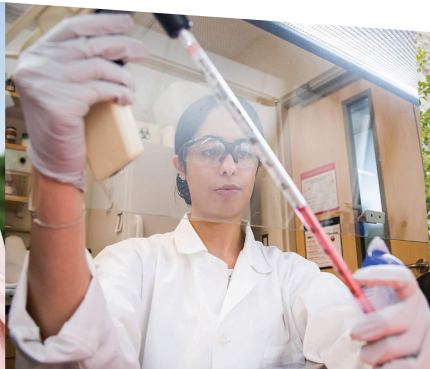
Build sustainable futures



Realize you matter



Bring the world to Brock, and Brock to the world



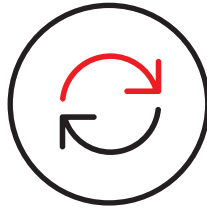


## Shape tomorrow through research, discovery and knowledge

There are no limits to discovery, learning, and knowledge. As a comprehensive institution, we bring together research, scholarship, and creative activity to generate breakthroughs and tackle the grand challenges facing our world. Our hands-on approach to learning empowers our community, providing them with the courage, practical skills, and insights to spark innovation and make a meaningful impact. Our Academic and Research Plans do not exist in isolation: they reinforce one another in our pursuit of a better tomorrow.

### WE WILL:

- Identify, celebrate, and become known for our key areas of research and academic distinction.
- Focus on areas of research and hands-on learning that will prepare Brock community members for the future.
- Grow global awareness of our research breakthroughs through purposeful knowledge translation, commercialization, and mobilization.
- Foster a vibrant research culture that welcomes and values diverse perspectives, identities, and lived experiences.
- Deepen connectivity and transdisciplinarity within and across our research enterprise and teaching and learning initiatives.
- Promote diverse perspectives and deepen understanding of Indigenous cultures and histories through the building of trusted and reciprocal relationships, research, scholarship, and creative activity.



## Build sustainable futures

We are committed to delivering on the environmental, social, and economic needs of the present, without compromising the ability of future generations to meet their own needs.

### WE WILL:

- Differentiate the Brock teaching and learning experience by providing learners with diverse opportunities and inclusive success pathways to sustain their futures beyond Brock.
- Support the sustainable development of our campus and surrounding communities through collaboration and ongoing partnerships.
- Engage actively in the global dialogue on environmental sustainability through academic pursuits, research initiatives, and partnerships.
- Ensure a sustainable and resilient financial future that allows us to safeguard the needs of the Brock community.



## Realize you matter

Brock feels different, because we *are* different. We believe in supporting people to develop on their own terms and in their own ways. We work towards fostering an equitable, inclusive and accessible environment in which everyone works hard and feels supported in doing so.

### WE WILL:

- Enrich learning, work, research, and creative activity to retain a thriving and healthy Brock community.
- Engage in trust-building efforts that dismantle systemic barriers, empowering all underserved communities.
- Continue to advance our leadership in the student experience.
- Cultivate a philosophy of personal growth, where all diverse individuals are encouraged, celebrated, and empowered to develop on their own terms.
- Foster an inclusive campus culture that attracts and retains top talent from across Canada and around the world.



## Bring the world to Brock, and Brock to the world

We are creating more powerful learning opportunities - achieving research breakthroughs that deliver global impact - by welcoming international students, researchers, and scholars, as well as people with international experiences to our campus. We all benefit from international perspectives: from those who join Brock from abroad, to students, faculty, and staff whose research and study takes us elsewhere.

### WE WILL:

- Globalize our campus through the recognition and inclusion of diverse perspectives, academic curricula, and international experiences.
- Enhance Brock's impact and connections provincially, nationally, and globally through research collaborations, knowledge mobilization, academic partnerships, and exchanges.
- Cultivate and deepen meaningful relationships across the Niagara region, to better serve our diverse communities.
- Strengthen bonds with our alumni at home and across the world to expand our global network of Brock ambassadors.

## GUIDING PRINCIPLES

### + **Champion one another**

#### **We are stronger together.**

The desire to support our peers is part of who we are. We value and celebrate one another, building connections that last a lifetime.

### + **Break down barriers**

#### **Access unlocks potential.**

We are on a journey to a more equitable and inclusive tomorrow. We welcome diverse perspectives and create the conditions for everyone to flourish and thrive.

### + **Lead by example**

#### **Our actions matter.**

We believe strongly in our responsibility to act with honesty, integrity, collegiality, inclusivity, and transparency. We earn the respect and admiration of others - making our university, our region, and our world a better place.

### + **Learn through curiosity**

#### **We quest for knowledge.**

We embrace new thinking and welcome fresh ideas. Natural optimists, we have the creativity and courage to challenge conventional thinking to generate, translate, and mobilize knowledge for a better future.