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Create. Change.

A better world through art + design.



Emily Carr University is a space where curiosity, innovation, and bold creative thinking meet.

Here artists, designers, educators, and leaders come together to address the challenges of a complex and changing world. Our mission is to inspire the next generation of creative thinkers to drive meaningful change in the world through practice-based art and design education.

Our strategic plan is based on our new vision, mission, values and commitments. Together, these foundational statements outline what we do, why we do it, and our shared purpose as a public university of art and design – they also underpin the priorities and objectives outlined in this plan.

Five key priorities that will propel ECU forward to 2030.

Learn more + track our progress
www.ecuad.ca/strategic-plan

PRIORITY #1

Elevating Teaching + Learning

Teaching is, and will always be, at the heart of everything we do at Emily Carr University. We support and encourage a diverse community of artists, designers and creative thinkers in their learning – both within and beyond the academic program.

OBJECTIVES

1. Increase accessibility for domestic and international students of all backgrounds, communities, ages, abilities, and intended career paths.
2. Ensure that curriculum is relevant, effective and adapts to the changing needs of students and society.
3. Support the success of all students, especially Indigenous students, by advancing Indigenization and reconciliation through curriculum, partnerships and educational opportunities.
4. Ground practice-based education in critical inquiry and making in a way that responds to broader social and cultural contexts, and local and global circumstances.
5. Create flexible and diverse learning pathways that equip students with the skills and knowledge that they need to take full advantage of the professional, economic, cultural and creative opportunities available to them.

PRIORITY #2

Expanding Research + Practice

Through research, we engage with materials, technology, visual representation, and theory. This ongoing process of inquiry generates new knowledge and understanding, leading to healthier communities, more vibrant economies, and culturally resilient futures.

OBJECTIVES

1. Encourage student participation in research projects with faculty and peers as well as with community and educational partners.
2. Enhance capacity for students and faculty to conduct, apply, and disseminate critical and creative research.
3. Strengthen research partnerships and collaborations throughout ECU and with the community, including not-for-profit organizations, government, and industry.
4. Advance art, design, and media research methods in transforming communities, industries, disciplines, and new technologies such as generative AI.
5. Unlock new ways to support researchers in creating new understanding and knowledge across the key research themes outlined in ECU's Strategic Research Plan.

PRIORITY #3

Supporting People + Culture

We strive to cultivate a diverse and inclusive environment where everyone is recognized, valued, and celebrated. We will invest in the appropriate structures and resourcing needed to support all members of our community.

OBJECTIVES

1. Build and invest in an organizational model that fully supports excellent student experience, learning and success.
2. Foster mutually beneficial relationships and support networks with host nations, community partners, alumni and the broader cultural community.
3. Create an inclusive community by embracing diversity, promoting understanding of differences and building intercultural competence.
4. Review and support clear organizational structure, work design, operational planning, and leadership in all departments and areas of the university.
5. Support faculty and staff's creative work and career advancement by offering opportunities for professional development, career growth and partnerships.

PRIORITY #4

Stewarding Places + Spaces

Situated on the traditional, unceded territory of the Musqueam, Squamish and Tsleil-Waututh peoples, ECU strives to operate in a respectful, sustainable and beneficial way. We are committed to creating an accessible, state-of-the-art campus where our community can learn, create and connect.

OBJECTIVES

1. Encourage student participation in Make our space more welcoming, supportive and accessible for students, promoting positive learning and social experiences.
2. Incorporate Indigenous knowledge into our operations and collaborate with Indigenous communities to provide equitable access to ECU facilities and resources.
3. Invest in our facilities, infrastructure and technical expertise to allow us to provide state-of-the-art practice-based learning and research.
4. Act sustainably and respond in a meaningful way to the climate crisis and habitat degradation.
5. Uphold a commitment to public service as a shareholder in the Great Northern Way Trust, and be proactive and responsive to the social, cultural, and economic contexts of the site.

PRIORITY #5

Strengthening Systems + Supports

We commit to the ongoing improvement of the systems, processes, and technologies that form Emily Carr University's operational and organizational foundation. This will enhance the campus experience and ensure the ongoing stability, resilience and sustainability of the university.

OBJECTIVES

1. Develop systems and relationships that support the entire student journey, and the unique needs of domestic and international students, from admissions to graduation, to joining our alumni network and becoming a lifelong learner.
2. Coordinate our business systems – including workflows, resource allocation, teamwork, and support – to enable smooth and efficient experiences for students, faculty, and staff.
3. Improve our financial sustainability by working with funders, government, alumni, and community organizations, and by managing enrolment strategically and making efficient use of our resources.
4. Invest in the tools, systems, spaces and training required to provide a cutting-edge learning environment and enhance the user experience for all.
5. Enhance our information and communications systems to allow us to better share information, tell our story and build relationships.