MISSION

SEED develops knowledge, tools and expertise that integrate business and development activities with environmental and social objectives in order to realize a sustainable world.

VALUES

» SEED believes that all human activities must be guided by a commitment to an environmentally sustainable and just future.

» SEED believes that our outlook must be global and inclusive.

» SEED is solutions oriented in our research, our teaching and in our engagement with the community.

» SEED believes that sound solutions to Canada’s social and ecological challenges must be evidence-based, and supported by creating a culture of continuous social innovation.

» SEED believes in the value of integration across disciplines in our teaching, research and outreach activities.

» SEED is committed to instilling an ethos of professionalism among our students, and our faculty and staff.

» SEED has a responsibility to demonstrate leadership both locally and globally, and to be active participants within our communities.

VISION

SEED strives to be recognized nationally and internationally by students, researchers, and the business and policy communities as a leading academic institution for integrating business and development activities with environmental and social objectives, and advancing social innovation.
Strategic Priorities and Implementing Actions

ACADEMIC PROGRAMMING

Ensure SEED students have the knowledge, skills and experience to succeed in their academic and professional goals.

In order to achieve this goal, SEED will take the following actions:

- Continue to review program and course curriculum in order to continually improve the rigor and relevance of our academic programming.
- Coordinate course delivery across programs to deliver more cross-program courses.
- Take a leading role within the University in developing and delivering academic programming and supporting activities in the social innovation and social entrepreneurship area.
- Provide student opportunities for professional skills development in areas such as project management, presentations skills, creating professional networks.
- Provide a greater diversity of experiential learning opportunities in SEED’s core areas of expertise through collaborations with University partners and employers on co-op employment, capstone / project course development, internships, field placements, design labs and increased student research opportunities.

STUDENT ENGAGEMENT

Improve our ability to provide students with meaningful opportunities for campus, community and professional engagement.

In order to achieve this goal, SEED will take the following actions:

RESOURCES

Ensure SEED programs are financial sustainable and properly resourced.

In order to achieve this goal, SEED will take the following actions:

- Identify steady-state enrolment numbers and collaborate with University recruitment staff to ensure enrolment targets are met.
- Work with the Dean and VP Academic and Provost to identify appropriate faculty and staffing levels to support program activities, including the development of a faculty complement plan.
- Work with the University and Faculty advancement team to identify fundraising priorities and opportunities.

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RESEARCH INTENSITY AND IMPACT

increase SEED’s capacity for knowledge creation, research training and research dissemination.

In order to achieve this goal, SEED will take the following actions:

- Develop a PhD program in SEED’s core areas of expertise by 2018 (sustainability management, international development, economic development and industrial ecology).
- Increase research capacity and collaboration through identification of strategic research areas/clusters that can lead to transformative research opportunities and outputs, supported by improved research funding and dissemination opportunities.
- Work with Associate Dean Research to develop a system for identifying and tracking research impact across scholarly, policy and industry domains.

OUTREACH

Increase the visibility and relevance of SEED in key communities of interest.

In order to achieve this goal, SEED will take the following actions:

- Host annual (increasing to semi-annual) SEED outreach events that bring together national and international thought leaders to engage with audience on issues within SEED’s areas of expertise and interest.
- Develop avenues for increased community involvement in SEED activities, including community-based workshops, community programming/courses, classroom involvement by community members.
- Encourage faculty and staff to engage in public policy debates and community-based external service.
- Improve our online presence through website improvements and implementation of a social media plan.

PEOPLE

Provide a work environment that reflects SEED’s values and where staff and faculty thrive professionally and personally.

In order to achieve this goal, SEED will take the following actions:

- Recognize excellence through internal and external measures.
- Provide increased opportunities for professional development.
- Support inclusive social activities that promote a sense of community within the school.
- Develop increased capacity to measure and improve SEED’s sustainability performance.