

Update: Post-Secondary Relations Initiative

Initiative Title: Post-Secondary Relations

City Council Lead(s): Mayor D. Iveson and Councillor A. Knack

Department Lead(s): Mayor's Office, Office of the Branch Manager, External Relations Branch

Recommendation - Renew for 2017-2021 Council Term

Objective

To develop innovative collaborations between the City and post-secondary institutions to further the City's strategic priorities and foster ongoing positive relationships. Institutions include, but are not limited to: University of Alberta, MacEwan University, NAIT, NorQuest College, Concordia University College of Alberta and King's University College.

Key Updates

Governance and Strategy:

- Director of Industry and Post-Secondary Institutions, External Relations, was in place starting in mid-March. Acting Director started six month tenure covering a maternity leave from April 12 to October 15, 2017.
- Developing a **corporate-wide, strategic approach to engaging post-secondary institutions**. Activities include:
 - Reviewing current initiatives, relationships and activities with post-secondary institutions. Providing a comprehensive view of current state.
 - Understanding opportunities for shared value and priorities alignment, and developing a post-secondary engagement strategy.
 - Developing/realigning relationships with institutions based on the strategy, focusing on ongoing interactions based on shared outcomes.
 - Beginning to implement strategy and measure success.

Activities as of May 18, 2017

- Meetings being held with External Relations departments of key post-secondaries to foster closer working relations and determine strategic alignment
- City of Edmonton confirmed as title sponsor of first annual City Wide Welcome event to be held on Sunday, September 24 from 1-4 pm at Shaw Conference Center.

- City of Edmonton sponsored \$60,000
- Targets all international and national post-secondary students new to Edmonton
- Event will showcase city amenities, programs and services to help make newcomers feel welcome
- The event is part of an overall City Wide Welcome initiative which includes a booth and shuttle service at the Edmonton International Airport for the month of September
- All six Post Secondary Institutions are contributing both financially and in-kind to support the airport and event

Future Steps:

- Complete and implement corporate-wide comprehensive post-secondary engagement strategy by Q3 2017.
- Explore feasibility of a retention event to be held in spring 2018 for graduating students to encourage them to stay in Edmonton.
- Link to and leverage relationships with Post Secondary Provosts and Student Association committees to position the City as a strategic partner.