

# Fleming College

## OFFICE OF THE PRESIDENT

June 2019

Drew Van Parys  
Executive Director, Marketing and Recruitment  
Fleming College

Dear Drew,

Fleming College is embarking on an activist agenda of transformation as we seek to be true partners for students, employers and the communities we serve - the Greater Peterborough Area, Ontario and Canada.

*Our Fleming. Our Future*, the 2019-24 strategic plan developed through extensive engagement with our stakeholders, recognizes that technology and changing demographics have disrupted the world in which we live.

The nature of work has been fundamentally altered, and Fleming College stands ready to adapt in order to meet the needs of the future.

Fleming College recognizes that the job market is ever-changing, and wants to be responsive to the needs of both our graduates and employers by providing industry with the talent it is looking for in real-time, increase hands-on skills training and experience for students, and guide students toward finding a job from high school, until the time they graduate from the college, join the work force, and, seek new skills in order to progress in their careers.

The many reforms outlined in our strategic plan will help us to fulfil our mission to empower our students with the innovative education, research and real-world experiences they need to build better lives, better communities and a better world.

Now it's our responsibility to ensure that our new value proposition - positioning Fleming as partners in the fast-moving future - is communicated effectively to each of our audiences.

As Fleming's Executive Director, Marketing and Recruitment, you will be Fleming's chief storyteller, developing communications and marketing strategies to engage with our multiple audiences in ways that reach each one most effectively, and to attract new and returning students to the college.

To do this, you will be responsible for conducting an audit of Fleming's digital and communications channels and transforming them using the latest technology and best practices. As part of this, you will be working to improve business processes and improve the use of digital approaches at our college, in order to meet our goal of improving operations by embracing technology in all we do. This will include your collaboration in improving systems for Admissions through the Registrar's Office.

**PETERBOROUGH | LINDSAY | COBOURG | HALIBURTON**

### **FLEMING COLLEGE**

Maureen Adamson, President

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You will also develop a new, cohesive brand that will ensure students and employees at our four campuses feel connected and working toward the same goals, no matter which campus community they are part of.

As you work to help Fleming remain sustainable and to open our doors more widely, you will work with the Vice President, Academic Experience to create an Internationalization strategy that will make Fleming a destination of choice for International students and faculty and to establish a Fleming Jobs Council to ensure Fleming graduates are sought after.

You will also be responsible for expanding our partnerships to boost community innovation, and leveraging the many talents of our alumni, to support small business and entrepreneurs, who are playing an increasing role in the future. Further contributing to the success of the communities we serve, you will play a role in expanding Applied Research activities across all Fleming programs to help business find solutions to challenges in the modern world.

Students and employees will benefit from your collaborations with other members of the Senior Team to enhancing pathways between institutions, ensuring employers have the talent pool they need through the Fleming Jobs Council, and working to ensure Fleming is an inclusive place to work and study and a great place to work.

In order to do this, I will work with you to develop an Action Plan that will identify targets, deliverables, accountability measures and a detailed timeline for each initiative. Your progress, and that of your colleagues, will be communicated publicly as appropriate.

Your mandate is to work collaboratively across Fleming and with our partners, including students, employers and government to:

- Transform Fleming's use of digital processes and communications to help tell the story of Fleming's value to our many audiences and to reach even more stakeholders as we seek to fulfil our mission.
- Create a recruitment strategy to attract new and returning students, as well as an Internationalization Strategy to attract students from overseas. The strategy includes expanded spaces for international students, creates study abroad opportunities for domestic students, attracts talented faculty from overseas and builds on supports to create an environment where students from other nations can succeed and feel welcomed. It is our goal to create an environment where domestic and international students learn from each other's culture and political, social and economic perspectives.
- Implement a Digital and Communications Transformation Strategy to review our website, our digital and marketing channels, and our use of automation so that we can improve businesses processes and engage with our audiences through effective communications and marketing. We will connect employees and students at all of our campuses through a common branding and visual identity
- Develop and implement an events management system for the Fleming enterprise.
- In your role as lead for Advancement for Fleming you will develop a comprehensive fundraising strategy for execution in June 2020. This will include partnerships, sponsorships and other revenue streams.

As you know, Fleming's 2019-24 Strategic Plan commits the college to strengthening our relationship with Indigenous Peoples by helping to create opportunities in post-secondary education and ensuring all students and staff gain a deeper understanding and appreciation of Indigenous Peoples. This is a shared responsibility and, it too, will be reflected in your mandate.

The Mandate Letters relate to specific actions important to the successful implementation of the Strategic Plan. Clearly, in all of our roles, there is much more involved in our duties and responsibilities that will also be part of ongoing regular performance assessment processes.

I look forward to working together with you and each member of the Senior Team to ensure Fleming College is responsive to the needs of the evolving labour market so that we can be true partners in the economic and social success of the Greater Peterborough Area, Ontario, and Canada.

Sincerely,



Maureen Adamson  
President