



Step Forward



Since 1965, NorQuest College has gained tremendous respect for the support we give to students of all backgrounds and all walks of life.

We will continue to do this because our students make us what we are. They make us **unique...**



- ... uniquely able to deliver to the increasing demands of our economy
- ... uniquely able to shape the future of our province and
- ... uniquely able to **maximize the potential that others don't see.**

We do this by being

CHALLENGE
POSITIVE

in everything we do.

This is the essence
of who we are.

**What does
it mean to be
Challenge Positive?**



The seeds of inspiration

Your success is my #1 concern.

OPENS DOORS

A NEW BEGINNING

EVALUATING

UNSTOPPABLE

HUMAN ADVANTAGE

IDEA EXPLOSION

The obstacle obliterator

BIG

MAXIMIZE GAINS.

50 WAYS TO IMPROVE

Keep it super simple

THINK

THE PLACE call HOME

ADVENTURIST

TURNING POINT



It is looking at every situation as an opportunity.

It is approaching every task with an attitude that says, “Bring it on”.

It is making a difference in the lives of students by helping them in their quest for success.

At NorQuest, Challenge Positive is all of this and more.

Being Challenge Positive
means we will

STEP FORWARD

embrace change,
run with challenges,
and succeed,

**no matter what
is thrown in front of us.**





**We know our role is to
be a catalyst for students
and employers.**

Doing this well helps guarantee a strong future
for our communities and Alberta as a whole.



Each student is unique.
We embrace this knowing you have to
be different to make a difference.

**What do students need
from us to succeed?**

We need to be:

INCLUSIVE

We have a multicultural student body. They need us to be understanding in our entrance policies, and diverse in our teaching methods and management. We will accept and welcome everyone and make them feel part of NorQuest College. We will be inclusive.

STUDENT-CENTRED

Students must be the centre of our focus for us to remain relevant. We need to do everything we can to serve them in the best way possible. We do this in a way that is not maternal or patronizing, but that shows students they are valued and respected. We will be student-centred.

RELEVANT and NECESSARY

Understanding and fostering the critical relationship between students and employers will enable us to fulfil the important needs of our community. Doing this well means we will remain relevant and necessary.

CATALYZING

Success is in our students' futures, but they need help realizing it. We help unlock their potential and guide them to a better future. We will be catalyzing.

EXCITING

Our world is changing rapidly – socially, academically, and economically. Our students, potential students, and employers need us to change too. We will continue to evolve in ways that are inspiring and exciting.

CONFIDENT

We know we provide an important service to students and the greater Edmonton community as a whole. We need to be proud of our role and our history. We need to be confident and maximize our potential, just as we maximize the potential of our students.

PROGRESSIVE

Our students need an education they can depend on today, tomorrow, and in the future. Their qualifications must be met with respect and carry a reputation of quality. Our teaching needs to remain relevant, advance with the times, and stay respected by all. We will be progressive.

PROFESSIONAL

With student-centred policies and processes, learners will have a positive experience at NorQuest College from the day they enter our doors to when they become alumni. Students will be assured in the knowledge they are receiving the right information at the right time from faculty and staff. Our reputation for respectful and excellent service in all that we do will continue to grow. We will be professional.

Our Attributes

Inclusive
Student-centred
Relevant and Necessary
Catalyzing
Exciting
Confident
Progressive
Professional

Our Promise

Maximizing opportunities
that others don't see

Our Essence

Challenge Positive



Our Logo



The NorQuest College brand mark is made of simple shapes, forming a contemporary version of a traditional crest. In both form and concept, it reflects the inherent qualities of the college. It reminds us the individual student is the centre of our focus (circle/person), of our potential to stimulate growth and learning (leaves/book), and to go confidently in the direction of our dreams (white star).

The colourful shapes convey inclusiveness on many levels: cultural, ethnic and the diverse harmony of our academic goals. The warm colour palette is positive and optimistic.

It is distinctive, memorable, and timeless.

We are NorQuest College

Our brand captures the essence of NorQuest College. It honours our history, celebrates our achievements, and envisions our future. It reflects our unique role in Alberta post-secondary education and emphasizes the importance and diversity of our students.

At NorQuest College, we help students unlock their potential and realize their dreams.

We are Challenge Positive and look at every situation as an opportunity. We maximize opportunities that others don't see.

Take a Step Forward with us. Together, we can build and sustain a strong province for future generations.



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President and CEO, NorQuest College



www.norquest.ca

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