



**See yourself prepare
the community for 2030
and beyond with NorQuest**

See yourself help

PEOPLE

Invest in leading practice, inclusive, supportive, and accessible education for everyone.



THE WORKFORCE AND ECONOMY

Advance the shortest and most direct pathways from education to the job market.



SOCIETY AND THE COMMUNITY

Support community connections to solve society's biggest problems quickly and effectively.

Our community's evolving economy needs a skilled workforce, ready and responsive to what comes next.

Be the catalyst for our talent obsession

Ensure our community is participating to its fullest to tackle our most pressing challenges by helping NorQuest build a more inclusive and prosperous future together.

See yourself
make the
aspirational
attainable
for all.

The impact of NorQuest



Carolyn Campbell,
President & CEO

Hello from NorQuest College!

You are probably wondering: **Why invest in our learners and what is the urgency? Why NorQuest and why now?**

It's simple: We believe education is the infrastructure of society. **Like you, we are passionate about moving society forward.** To do that,

the community must work together to reduce barriers to education and increase pathways from education to the workforce. In short, learning propels economic growth.

We start with these fundamental assumptions that drive our strategy and recognize the shifting landscape and labour shortages occurring across sectors. We see the growing need for learners who need flexibility regarding how and when

they learn and work. We see increasingly diverse learner populations with unique needs. We see a strong need for a technology first approach to learning. We see society's need for more soft skills and attitudes that embrace equity, diversity, and inclusion. And we know our traditional forms of funding are more and more unsustainable.

From that basis, **we are engaging leaders like you** who prioritize investing in a community where learners thrive and grow. You are a leader who sees the return on investment from carefully balancing financial support and purpose. **You are a leader who believes it takes a community to move society forward.**

We believe in our students' ability to shape our region's economic and societal future, and we invite you to join us and grow the transformation of lives through education that is so rewarding at NorQuest College.

We are deeply committed to:

EQUITY, DIVERSITY & INCLUSION. We break down barriers for people to come to NorQuest and lead by example. We want to create a place of belonging for our learners, our people, and our partners. We're accountable for the choices we're making and the actions we're taking.

AGILE & RESPONSIVE SOLUTIONS. We aim to solve industry and community challenges. We ensure NorQuest is at the forefront of both solving, but also listening to, and learning from to our community. We aim to identify the root cause of these challenges and tackle them head-on. For example, our decade-long 1000 Women movement has made a difference in the lives of so many by making education accessible, attainable, and achievable for those who have not thought it possible.

CREATING PATHWAYS. We are diligent about making it easy to get into NorQuest and hard to leave; fostering lifelong learning and relevant work experience for all our learners.

This is your invitation to partner with us to move society forward. See your impact here, with NorQuest.





WE ARE WHO WE INCLUDE

We're on a mission.

Our economy is rapidly changing locally, throughout the province and across the country. As the world shifts around us, and community needs evolve, NorQuest plays a critical role responding to—and providing solutions for—those changing needs.

- The pandemic exposed a severe shortage of trained healthcare workers.
- Substantial new investment in the tech sector revealed a talent pipeline short on the people who make things work.
- Indigenous peoples and newcomers to Canada face barriers which stand in the way of achieving their dreams.
- Enhanced prominence of anti-racism, inclusion, diversity, and equity offer new opportunities for growth for industry and society.

When NorQuest learners develop industry and community-relevant knowledge and practical skills, they transform their lives, achieve their dreams, provide for their families, and fuel the economy. NorQuest promises learners a life-changing experience and is the best place to enter in-demand careers or start a lifelong journey in education.

We have big plans and a bold vision: to amplify access to education so more people in our community can be part of our shared prosperity. Our learners will play an active role in powering the next phase of growth and the future of work in Alberta with a workforce-relevant education and training complemented by skills development in problem-solving, empathy, and inclusiveness.

It is going to take all of us, working together, to achieve that goal.

NorQuest by the numbers

12,573

full-time and part-time credit students*

7,894

non-credit or continuing education students, including assessment examinations*

39

post-secondary career credentials



1,829

international learners

108

countries of birth

73

first languages spoken on campus

656

students used accessibility services

1,087

credit students self-identified as Indigenous (First Nations, Métis or Inuit ancestry)**

* Some of our learners engage in credit and non-credit programming, and are included in both learner totals.

** This total is an under-representation of NorQuest College credit students of Indigenous descent as it only reflects those who self-identified as Indigenous at the time of application. 2020-21 Academic Year

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NorQuest is particularly valuable for the people that are starting over, starting late, starting with a family, restarting.

This college really offers the answers and the support systems for those individuals to be successful. And this matters to donors right now because we're setting the stage for what's coming. Our responsibility is to foresee the need so that when people arrive in 2030, it isn't a brand-new problem.

The stories (of successful students) are just so rewarding, that it makes me very, very happy to know the gifts are well used.

– Dr. Elena Hernandez-Kucey, donor



THE NORQUEST DIFFERENCE

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I'm a big believer in Alberta and I fundamentally believe in advancing knowledge and education.

Even though oil and gas may be hitting its peak, it's being reimaged with clean tech and tech and health and life sciences and food and agriculture. And we will not have enough (skilled) people, not even close.

We need a pipeline of highly capable people that can go from classroom to workforce.

It's important with the shifting world to have an opportunity to develop diversity into the workforce so that our workforce is representative of our population.

– Darren Rawson, donor. Rawson Collaboration Station, in the NorQuest Innovation Studio

See yourself in what our community college does

Our strength lies in reimagining the role of the community college and embracing a vision for higher education supported by the integral **wrap-around services that make education accessible**. We create the unique opportunities and pathways for our learners to transform their lives through education, support, kindness, equity, and inclusiveness.

Delivering value for learners and employers by maximizing opportunity for their success at every stage of their educational journey.

NORQUEST STRENGTHS

- We are a proudly **UNIQUE** purpose-built community college. We are here in your community, focused on the needs of Albertans, constantly striving to give learners the best possible opportunities to transition to the workforce or further education.

- We **COMMIT RELENTLESSLY** to meet learners where they are, creating systemic change, and being responsive. This supports higher postsecondary participation rates, drives our Indigenization Strategy, Wahkôhtowin, and brings to life our efforts toward building a truly anti-racist, equitable, diverse, and inclusive college. This isn't only the right thing to do, it's essential to our difference.
- Learners come to NorQuest with a **WIDE VARIETY OF LIVED EXPERIENCES**, from over 100 countries of birth, speaking more than 80 different languages. Regardless of how learners arrive at NorQuest, from around the world or down the street, learners can access an array of supports to get started, grow, learn, and find success. Every student can be successful at NorQuest.



- We are the college of choice for learners seeking the **SHORTEST PATHWAY** from education to practical experience and the job market. Learners see their pathway to success and have confidence their college investment will reap benefits. Armed with a NorQuest education, our learners have the skills and confidence to move themselves, their family, their community, and their province forward. Our Workforce Advisory Council ensures we stay on track with industry-relevant programming.
- Our **FOCUS ON THE LEARNER** and being a leader in work-integrated learning gives our learners and industry partners economic advantages that will unlock the potential of a whole province.
- We demonstrate that **KINDNESS** and **COMPASSION** can drive meaningful change in learners' lives, academic excellence, the productivity of an economy, and the resurgence of an entire province.
- We are **AGILE** and **RESPONSIVE** problem solvers, focused on our community's biggest challenges, in Alberta, across the country and around the world.

We constantly seek better ways, better ideas, better solutions to push the community forward. We are fearless about acting to transform lives through the power of education. We focus on exceptional economic and social impact on the communities we serve. We actively prepare for the future.

**Let's work together
to educate our NorQuest
learners who will position
our community for success
on the local and global stage.**



See how

PARTNERSHIPS **CREATED SOLUTIONS**

Alberta Indigenous Construction Career Centre

PROBLEM: Alberta's construction industry had a shortage of workers with a safety ticket, an on-site requirement.

COLLABORATION: NorQuest College, Government of Alberta, Indigenous communities, industry.

SOLUTION: Train Indigenous peoples to earn a safety ticket then connect them with employers waiting for certified construction workers. The AICCC was launched in 2015.

IMPACT: Year 1, anticipated enrolment of 300. Actual enrolment: 900. To date, the AICCC has served nearly 4,000 Indigenous peoples.

938

clients served by the
Alberta Indigenous
Construction
Career Centre

2020–21 Academic Year



Edmonton Oilers Community Foundation Hospitality Institute

PROBLEM: The need for 2,000 skilled workers trained in world-class hospitality and customer service to staff the new Rogers Place.

COLLABORATION: NorQuest College, Edmonton Oilers leadership, industry chefs and practitioners.

SOLUTION: Develop the Hospitality Lab and commercial kitchen to train frontline workers in a broad range of hospitality-oriented disciplines from leading chefs and other highly skilled hospitality practitioners. Opened in 2016.

IMPACT: The Edmonton Oilers Community Foundation invested heavily in bursaries to remove financial barriers for people interested in the program. Almost 3,000 people took the initial training. Today, the Hospitality Lab is occupied nine to 10 months of the year, developing highly skilled workers in Alberta's second largest industry.





Colbourne Institute for Inclusive Leadership (CIIL)

PROBLEM: Equity, diversity and inclusion have emerged as key values and priorities in every industry sector. Industry seeking leadership in equity, diversity, and inclusion (EDI) consultation, research, professional development, and strategy development.

COLLABORATION: NorQuest College and Dr. Ann Colbourne.

SOLUTION: The CIIL was created as a full-service EDI partner to offer leading-practice and customized EDI solutions that support individuals, teams, organizations, and communities on their unique

EDI journeys. The CIIL supports organizations and their employees to engage with each other and their clients, strengthening organizations in every aspect of work and results.

IMPACT: Launched in 2018, the CIIL is now recognized nationally as a leader in partnering to provide customized EDI solutions. The CIIL has already provided consultation, professional development, community engagement, and applied research to support thousands of clients across Canada on their own unique EDI journeys. The CIIL leverages best-practice, research, the employee voice, organizational culture, and lived experiences to meet client needs.



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I am humbled to be a recipient of the 1000Women4STEM award. This type of concrete investment in students like me creates a sense of self-assurance because we are supported by an organization that believes in our abilities to make a difference in our community and strive for impactful careers.

It is a great privilege to be bestowed this prestigious award, especially from a group of female leaders who believe that, through empowerment and collaboration, together we can create environments of inclusion where all women, in STEM or any industry, feel respected and heard.

While I am in the position of recipient now, I hope to be a part of the 1000Women organization in the future, especially after experiencing the life-changing effects firsthand.

– Jenna Trytten, 1000Women4STEM award recipient

See your investment in our community's future



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The key at NorQuest is inclusion.

They welcome anybody who wants to get a post-secondary education. They provide what the community needs, and in short order, donors can see what they do makes a difference in the community.

– Dale Sheard, donor

You will see the impact of your investment in NorQuest

	PEOPLE	WORKFORCE & ECONOMY	COMMUNITY & SOCIETY
CHALLENGE	Make post-secondary education even more inclusive and accessible for everyone so that our community can participate in full-force in our shared prosperity.	Respond to Alberta's evolving economy by advancing leading workforce-relevant education in healthcare, business, environment, energy, and technology programs by investing in innovative training and new and revamped physical and online spaces. Upskilling and reskilling learners through micro-credentials, laddering, and non-credit programs develops the critical preparation required to power Alberta's growth.	Solve society's biggest challenges. We are a leading catalyst for practical research for industry and the economy, especially in areas of healthcare, the environment, and energy transition.
FUNDING OPPORTUNITY	Invest in truly inclusive and equitable learner spaces and supports. We are integrating EDI principles into our organizational core. We are committed to social impact, inclusion, anti-racism, decolonization, and Indigenization.	Invest in on-demand program development, learner spaces and supporting technology for both physical and virtual learning. We must provide access to new technology, to expand reach and ensure the best possible learning opportunities for our students. Access also overcomes critical social inequalities and remote learning as barriers to access education.	Empower more people to engage in our economy by collaborating on research and strategic community solution hubs. Alberta has the lowest participation rates in post-secondary education in Canada, most acutely in BIPOC groups.
IMPACT	Your investment helps more people contribute to growing the Alberta economy by helping remove financial and systemic barriers to education, resulting in more graduates with leading, workforce-ready expertise.	Our workforce needs trained and qualified graduates NOW. Invest with us in the programs and technology that will enable all NorQuest learners to access the shortest pathways from education to the workforce.	Help solve the province's biggest challenges, including the skilled labour shortage, through research and partnerships to make education more accessible.



Chantelle saw herself at NorQuest

After high school, Chantelle McLean left her family home in the Toronto area to take up a job in northern Alberta, working in animal care.

Eventually it was time for a change. Her caring heart and a friend's recommendation led her to look at the nursing program at NorQuest.

She attended an open house, found out about the courses and lab work, and spoke with other nursing students. She liked what she saw, and she applied.

"I was accepted right away in 2018," she said. "But I had been out of school for about 10 years, so I decided to take some Open Study courses to get me started."

Chantelle says she "had no idea" about the vast number of supports available to NorQuest students. "You find out about all kinds of help available to you. There are so many different resources." Supports include tutoring, disability services, mental health supports, technology support, an emergency food bank, and a daycare.

Now in her last year of nursing studies, Chantelle is juggling her courses with volunteering and a part-time job while she considers starting a student business. She says her future is bright.

"Going back to school and a career change is never easy. But NorQuest is very unique because it doesn't just rely on your marks. It takes a lot of the pressure off, knowing you can still start over and improve yourself. NorQuest is an amazing opportunity to go back to school to have a better life for yourself and to reach goals you never thought possible.

"You can always find your place at NorQuest."

See your impact here with NorQuest

There's real change happening in our economy and in our society, provincially, nationally and around the world.

It's time for you to seize the moment. Partner with us to create the solutions that will address our community and industry needs as they emerge.

Together, let's build a more inclusive talent pipeline with the NorQuest graduates of tomorrow who will drive our community and world forward.

NorQuest College is the engine of the future economy.

To learn more about donation and partnership opportunities with NorQuest College, please contact Sheldon Smart, Director Fund Development and Alumni Relations **780.405.8388** or via email: sheldon.smart@norquest.ca

See your impact here. With us.

Thank you for your generous support.

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We know that an education from NorQuest gives people a huge boost and leads to a better community. We feel like our donation gives us a great return on investment.

– *Blaine LaBonte and Irene Mertz-LaBonte, donors*



10215 108 Street NW
Edmonton, AB T5J 4H9
780.644.6241

advancement@norquest.ca

Charitable Registration No. 89114 5401 RR0001