Mission (why we exist)

We believe that every individual has unique potential and should have the opportunity to pursue a meaningful and fulfilling career.

Values (what we believe in and how we conduct ourselves)

- Integrity
- Diversity
- Relationships
- Evidence-Based Approach
- Quality

Vision (where we are going and what we want to be)

As dedicated leaders in career and professional development, we prepare individuals to be their best while addressing the grand challenges of public health.

Strategy (our game plan for achieving our vision)

- Programming/Workshops
- Career Development Course
- One-on-One Counselling
- Electronic Resources
- Collaborations & Partnerships

Strategic Outcomes and Measures (how we will track and communicate our success)

- Data Collection, Analysis, & Reporting
- Student Tracking (APLUS)
- Budget Management
- NCDA, CEPH, NACE Standards