



## 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