

THE CAMPAIGN FOR CONCORDIA:

NEXT-GEN NOW

CONCORDIA

WELCOME TO CONCORDIA

BIENVENUE À C





TABLE OF CONTENTS

WHO SAYS STEM AND THE ARTS CAN'T COEXIST?	3
TIMES CHANGE AND SO HAVE OUR STUDENTS	4
THE WORLD NEEDS NEXT-GEN UNIVERSITIES	7
EMPOWER CANADA'S NEXT-GEN UNIVERSITY.	8
TODAY'S BIGGEST CHALLENGES STRETCH BEYOND BOUNDARIES	10
WE DON'T AVOID PROBLEMS. WE THRIVE ON CHALLENGES	12
WHAT SPARKS INNOVATION AND INGENUITY?	15
PROJECTS AND PRIORITIES	16
TALENT	17
RESEARCH AND ENGAGEMENT	18
INNOVATION AND EXPERIENTIAL LEARNING	20
TOOLS AND SPACES	22
HELP SHOW THE WORLD WHY CONCORDIA MATTERS	24



**WHO SAYS STEM
AND THE ARTS
CAN'T COEXIST?**

NOT US.

**CONCORDIANS
ARE CRITICAL
AND CREATIVE
THINKERS.**

Walk into any boardroom, startup or studio and you may find a Concordian at the helm. Our graduates are the trailblazers, risk-takers, creators and makers who raise the bar.

Yet their journeys are seldom a given. Some of our alumni are the first in their family to attend university. Before making their mark as leaders, they sharpened their skills on our campuses. Our graduates have transformed society because Concordia helped transform them.

With founding institutions that championed accessibility and community service — namely Sir George Williams University and Loyola College — generations of students have benefited from a real education for the real world.

Over the last five decades, Concordia has provided ambitious students with a next-gen experience — an environment where a diversity of individuals meet, collaborate, experiment and design.



TIMES CHANGE AND SO HAVE OUR STUDENTS.

Concordia remains agile and driven to redefine what a university can be. Our bold approach to higher education gathers more momentum every year.

Three decades ago, we welcomed 21,000 students. Today, we teach 51,000. Our international enrolment has doubled in the last decade. We are Quebec's fastest-growing university and North America's top-ranked university under 50 years old.

Drawing on our strengths in engineering, computer science, fine arts, business, science and the humanities, Concordia has emerged as a national leader in and across disciplines that will shape the future

The world wants our brand of education. To rise to the occasion and realize our greatest impact, we launched the Campaign for Concordia: Next-Gen Now. All contributions to this landmark effort will help new generations on their journeys to build a better tomorrow.







THE WORLD NEEDS NEXT-GEN UNIVERSITIES.

Whether it's to curb the effects of our climate crisis or halt a global pandemic, working together is key — across institutions, sectors and nations.

The world needs problem-solvers who communicate, partner and cooperate seamlessly. It's easier said than done. Many more traditional universities have acted as siloed gatekeepers of knowledge.

Concordia is different. We challenge the old guard as a university of tomorrow. Next-gen is more than an ethos. We offer education with a focus on civic engagement through experiential learning in the classroom and in the field. We are innovative, inclusive and international.

The opposite of an ivory tower, we work in close partnership with our communities and our global allies. Why? Because a next-gen university is focused on finding solutions for our students and the world.



EMPOWER CANADA'S NEXT-GEN UNIVERSITY.

To become a world-leading innovator in teaching, learning and research, we ask different questions. We challenge ourselves continuously and take our experiments beyond the lab. Philanthropy puts our bold ambition within reach.

Our most successful fundraising drive to date, the Campaign for Concordia is in its second and final phase. Set to culminate in tandem with Concordia's 50th anniversary in 2024-25, our campaign will cement our position as Canada's next-gen university.

We're rallying our 235,000 alumni and friends, our 7,000 faculty and staff as well as our 51,000 students. We are calling on Concordians to share their university stories with pride, join our events, volunteer their time and give back.





**TODAY'S BIGGEST
CHALLENGES
STRETCH BEYOND
BOUNDARIES.**

SO DO WE.

As Canada's next-gen university, we set bold objectives.

- **Recruit diverse, outstanding talent:** As one of the world's most international universities, Concordia showcases how diversity benefits teaching, research and student life. More voices means more innovative research, equitable education and a curious, open-minded global citizenry.
- **Drive student success:** Degree completion is only one measure of success. We go further by helping our students become well-rounded, community-engaged and career-prepared graduates. Our stake in student success includes health and wellness support that fosters a university-wide culture of care.
- **Provide experiential learning for every student by 2025:** Work-integrated learning, internships, entrepreneurship opportunities, studio residencies, experiences abroad and more — we're multiplying pathways for our students to gain hands-on experience. This major differentiator for Concordia will support tomorrow's labour market needs and retain talent in Canada.
- **Enable high-impact research:** Our global reputation is growing as our graduate students, postdocs and faculty tackle some of the biggest and thorniest challenges of our time — in areas from health to sustainability and social justice.
- **Spark creativity with social impact:** Societal challenges implore us to view things from new angles. We leverage our exceptional capacity for radical creativity and design thinking to bring new perspectives and bold solutions to deep-seated societal problems.
- **Embrace experimentation:** We push our students — and ourselves — to test new ideas, take smart risks and exercise the freedom to think beyond boundaries.
- **Serve our community, and make a difference in our world:** Everything we do — teaching, learning, research, engagement — has to have a measurable impact not just on our students but on Montreal and society at large.
- **Reimagine and redesign our spaces:** The major growth in our student population and research activity, combined with the new ways of working accelerated by the pandemic, requires a new approach to thinking about space and how it contributes to fostering great results.
- **Invest in cutting-edge tools:** To provide a competitive edge, we train our students on the latest industry tools and provide our researchers with the technologies that allow them to innovate tomorrow's instruments and devices.

**WE DON'T
AVOID
PROBLEMS.**

**WE THRIVE ON
CHALLENGES.**

Governments, businesses, civil society and universities are stepping up to take on the unprecedented challenges facing the world. In collaboration with the efforts of our global partners, we are poised to make vital contributions spanning five cross-cutting spheres of research.

- I. Human health and well-being:** Though society has seen gains in life span, medical conditions and health challenges continue to multiply with dramatic effects for health systems and quality of life. While the world emerges from a global pandemic, there has never been a more urgent need to think differently about how to improve human health.
- II. Next-gen cities and sustainability:** By 2050, the United Nations expects that 68 per cent of the global population will live in cities. Cities already produce more than 70 per cent of the world's carbon emissions. To protect our health, our communities and our planet, we are accelerating renewable energies and their adoption, research on environmental and wildlife conservation, green technologies, smart buildings and more.
- III. Future technologies:** Technology is omnipresent in our daily lives, from the phones we carry to the computers in our cars. Bigger transformations are on the horizon. In the race for tech progress, new research is needed to ensure emerging technologies function securely and for the betterment of humanity.
- IV. Entrepreneurship and leadership:** The development of game-changing technologies, business models and new jobs increasingly depends on entrepreneurially-minded thinkers. We must equip students to turn problems into opportunities to create economic and social value, and anticipate the challenges of the world's entrepreneurial economy.
- V. Media, design and culture:** Cultural thinkers and makers produce immeasurable contributions that enrich society, build communities and ask critical questions. In our increasingly globalized world, we must continue to be a hotbed for developing exceptional creative talent.





WHAT SPARKS INNOVATION AND INGENUITY? WE START WITH EMPATHY.

In every sphere of research we undertake, our approach is characterized by core cultural values that make Concordia distinct.

- **Our commitment to social justice:** Concordia has played a historic role in catalyzing social change, including welcoming higher numbers of women, Black, Indigenous and other racialized students. From the humanities to applied sciences, our researchers and educators tackle the effects of society's structural inequalities. Through awareness, action, research and education, we are advancing decolonization, Indigenization, anti-racism and accessibility.
- **Our sustainable development goals:** Concordia leads efforts to tackle social, environmental and economic issues. We will reduce our on-site greenhouse gas emissions 55 per cent by 2030 against the baseline rate set by the United Nations in 2014 -15. We're leaders in environmental and sustainability education, and research to fight climate change. Our Foundation's investment portfolio will be 100 per cent in sustainable enterprise by 2025. Our Climate Action Plan includes a goal to reach carbon neutrality across all our operations by 2040.
- **Our willingness to do things differently:** We embrace change and we foster the audacity to go against the grain. Our educators push boundaries through intrepid research and creativity. They recognize that complex problems have multiple dimensions that call on us to see things from many perspectives. We nurture the same spirit of inquiry in our students.

PROJECTS AND PRIORITIES

To respond to the grand challenges of our time, the Campaign for Concordia focuses on transformational projects that span four campaign priorities:

TALENT

**RESEARCH AND
ENGAGEMENT**

**INNOVATION AND
EXPERIENTIAL LEARNING**

TOOLS AND SPACES





TALENT

- **Scholarships:** New student support will allow us to compete globally to recruit high academic performers, improve access to those in financial need and increase representation from marginalized groups. Scholarships help us ensure a diversity of promising students benefit from a Concordia education.
- **Research chairs and professorships:** Research chairs and professorships are gold standards to recruit and retain sought-after talent. They drive discovery. Through the creation of endowed and named chairs or professorships, donors can increase Concordia's competitive advantage and leave a lasting legacy.

RESEARCH AND ENGAGEMENT

- **School of Health:** This ambitious new initiative will address vital gaps in society's understanding of health and prepare for major changes on the horizon. Support for the School of Health will fuel its three hubs of inquiry:
 - **Community health:** advances the arts and health, health policy, health systems and healthy aging.
 - **Clinical research and prevention:** uncovers the missing links between lifestyle and disease — moving society from an illness-focused system to an overall health approach.
 - **Biomedical science and engineering research:** enables the transformational potential of domains like synthetic biology, AI in health and nanotechnology.
- **The Next-Gen Cities Institute:** To define the pathways toward tomorrow's green, net-zero and inclusive cities, we created an institute that brings together community, industry and government partners alike. Contributions to this project propel the work of some 200 researchers including architects, engineers, designers and philosophers.
- **Applied AI Institute:** To safely deploy tomorrow's technologies, we need to study the groundbreaking potential of artificial intelligence. This new institute's 90 researchers leverage AI to advance major innovations — from machine-learning to fifth-generation (5G) networks.
- **The Milieux Institute for Art, Culture and Technology:** To enable groundbreaking explorations of digital media, Milieux aims to be the world leader in research-creation — the blending of creative and academic research practices. Funding for Milieux builds the intersection of art and innovation.
- **Institute for Investigative Journalism:** The decline of local and regional media has implications for democracy, public health and the environment. To train tomorrow's investigative journalists and provide new, sustainable models of public service journalism, we seek supporters who realize the potential reach and impact of this Concordia-led, pan-Canadian venture.
- **Human rights:** To dismantle discrimination and online hate, we champion human rights through our Montreal Institute for Genocide and Human Rights Studies and the UNESCO Co-Chair in Prevention of Radicalization and Violent Extremism. We seek supporters to expand this vital work to fight racism — in Canada and around the world.
- **Global literacy project:** To advance child literacy in classrooms from Montreal to East Africa, we look to enhance innovative literacy software developed by Concordia researchers. Support for their prize-winning, bilingual learning tools ensures more children are empowered with greater literacy.



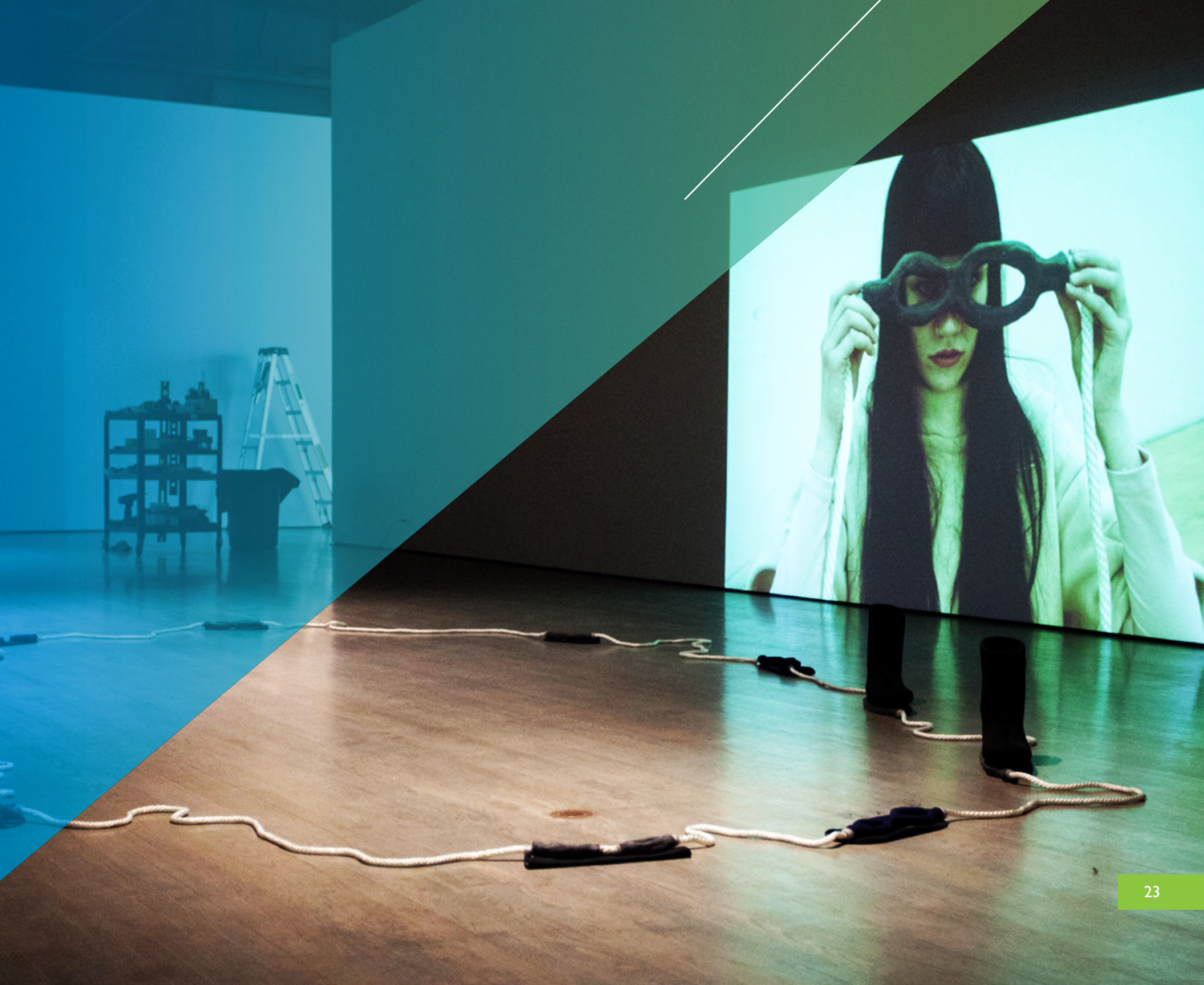
INNOVATION AND EXPERIENTIAL LEARNING

- **Office of Experiential Learning:** To increase experiential learning, we will expand this office, which runs one of the largest internship placement programs at any Canadian university. The office also manages Beat the Odds, a unique internship program designed for those students who are most likely to face barriers to employment.
- **Case Competitions:** We will grow the stellar reputation of the John Molson School of Business case competition programs — currently among the largest and most successful worldwide. New funding for the programs will provide more students with case competition training and opportunities to compete, honing their problem-solving, teamwork, presentation and critical thinking skills.
- **Centre for Teaching and Learning:** To truly lead in the modernization of curriculum and the digital transformation of teaching, our Centre for Teaching and Learning will empower professors to test and implement the latest tools and knowledge.
- **District 3 Innovation Hub:** We aim to offer Canada's leading university-based startup incubator, available to students, researchers and entrepreneurs from all universities. Commitments to District 3 enhance its many resources, like the new Scientific Venture Program for postdocs to commercialize cutting-edge scientific research.
- **Partner Connect:** We aim to facilitate new public- and private-sector partnerships with the university while deepening existing relationships. As a one-stop concierge service, Partner Connect will help researchers find the necessary partners to take their intellectual property to market or implement social innovation ideas.



TOOLS AND SPACES

- **Flagships in fine arts:** We look to create a modern, purpose-built space for our world-renowned Faculty of Fine Arts, featuring studio space as well as performance spaces for our music, dance and theatre departments. Another game-changing objective is to triple the capacity of our Mel Hoppenheim School of Cinema, fueling Quebec's thriving film, special effects and gaming industries.
- **Facilities for collective health:** To embody our barrier-breaking approach to community health, we propose a mixed-use facility on our Loyola Campus, serving our internal and external communities. The cross-functional site would house athletics and recreation spaces, student health and wellness services, and spaces that foster research collaboration at our School of Health.
- **A space for students downtown:** To ensure a well-rounded student experience on the Sir George Williams Campus, we aim to offer a vibrant space with access to all student services and spaces for student clubs and recreational activities that will support wellness.
- **First Peoples House:** We will build a gathering space for Indigenous students, faculty and staff, to foster success and strengthen ties with First Nations, Inuit and Métis communities. The space would house the Otsenhàkta Student Centre, the First Peoples Studies program, a ceremonial space and more.
- **Next-gen libraries:** Today's best libraries are vibrant spaces that not only house digital records but enable collaboration and quiet study. We seek champions to create this environment in the Vanier Library on our Loyola Campus. In our downtown Webster Library, one of Quebec's busiest, we see clearly the impact of a space transformed by student centred design.



**HELP SHOW THE WORLD
WHY CONCORDIA MATTERS.**

JOIN US!



**TO PREPARE FOR
WHAT'S NEXT,
WE NEED YOU.**

**INVEST IN CANADA'S
NEXT-GEN UNIVERSITY
AS WE CHANGE
EDUCATION FOR A
CHANGING WORLD.**

Support learning and high-impact activities that make our society thrive. Contact our development staff at giving@concordia.ca / **514-848-2424, ext. 4856.**

To offer an internship to Concordia students, virtual or in-person, visit concordia.ca/co-op.

Share your expertise with the next generation. Join Concordia Alumni Connect, our global mentoring and networking platform, at cualumni.aluminate.net.

Learn about our latest news, events, stories and progress at concordia.ca/campaign.

Share **#CampaignForConcordia** milestones via **@ConcordiaAlumni**.

To donate anytime, visit concordia.ca/giving.



CONCORDIA.CA / CAMPAIGN

Share your **#CUpride** and
#CUalumni stories via
@ConcordiaAlumni

