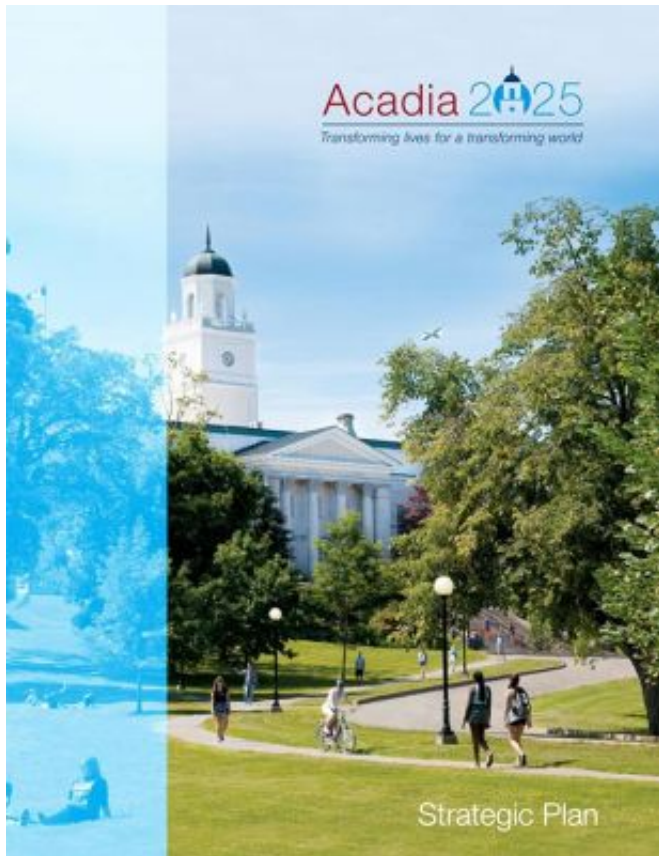


# New strategic plan positions Acadia for the 21st century

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Acadia University unveiled its [new strategic plan, Acadia 2025](#), during an online campus-wide presentation on Friday, November 27, 2020.

The plan, developed over two years through extensive cross-campus consultation, finetunes Acadia's vision, mission, and values and identifies five strategic directions to guide the University toward 2025. The overarching theme for the plan is "transforming lives for a transforming world."

"There is no doubt that we are publicly announcing this plan at a time of tremendous disruption and challenge in the world," said Dr. Ricketts in a message to campus. "The COVID-19 pandemic has forced Acadia to change our on-campus experience dramatically and offer new, remote education and outreach."

Acadia's Board of Governors approved the strategic plan just one week before the global pandemic closed the campus in March 2020. Now, University leadership is revisiting the phased implementation plans to clarify how Acadia will continue to deliver its promise to students and the community.

While he acknowledged the uncertainty ahead, Ricketts pointed to the success already achieved in the past several months while dealing with COVID-19. "By working together, we are rising to challenges and achieving success because of the dedication and expertise of our faculty and staff."

He thanked the strategic plan task force for their hard work and all Acadia community members who contributed ideas, thoughts, and critiques throughout our planning process.

"Now is the time to put Acadia 2025 into action because every aspect of our daily work can be supported by the strategic plan and its guiding principles," said Ricketts. "We will exist long after the virus is contained, and the University will emerge from this difficult time more resilient and better focused on delivering the best education for the 21st century."

[Learn more about Acadia 2025:  
Transforming Lives for a Transforming World](#)

[Read the President's Message  
to Colleagues](#)

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## Contact

University Communications  
Emmerson Hall, Suite 108  
31 University Ave  
Wolfville, Nova Scotia, B4P 2R6  
[newsroom@acadiau.ca](mailto:newsroom@acadiau.ca)  
[902-585-1705](tel:902-585-1705)