



Strategic Plan

Supporting students through post-secondary
2024 - 2029



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Vision

To every person, a pathway to the future

Mission

We connect people to education and career opportunities through information, support and technology

Values

Collaborative
Innovative
Fun
Inclusive

Stakeholders

Government



Post-secondary
institutions



Public



Core deliverables

- Deliver innovative and interactive digital services
- Enhance awareness of post-secondary education and career options
- Provide research insights
- Broaden the recognition of EducationPlannerBC as a trusted resource
- Support priorities of the Ministry's Digital Services Hub

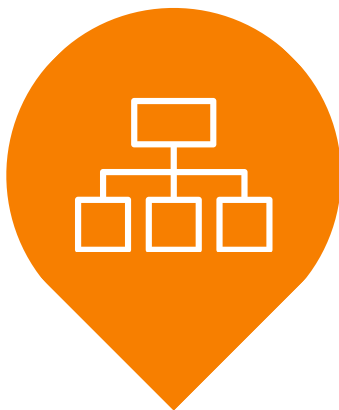
Five year strategic focus



Informed
access



Innovative
application of
technology



Operational
excellence

Strategic focus

Informed access



- Broaden communication channels to diversify reach
- Expand applicant types throughout EducationPlannerBC
- Provision research insights to stakeholders
- Develop relevant and engaging resources
- Re-envision sector education and career engagement

What you can expect to see:

- Expand program and career details to engage audiences
- Broaden insights on applicant behaviour
- Increase participation and engagement with My List

Strategic focus

Innovative application of technology



- Develop technology to allow post-secondary institutions to manage applicant supports
- Expand integration with partners
- Implement smart technology
- Expand student supports

What you can expect to see:

- Initiate Third Party Applicant Support project
- Evaluate application enhancements including post-application document upload
- Broaden national transcript integration

Strategic focus

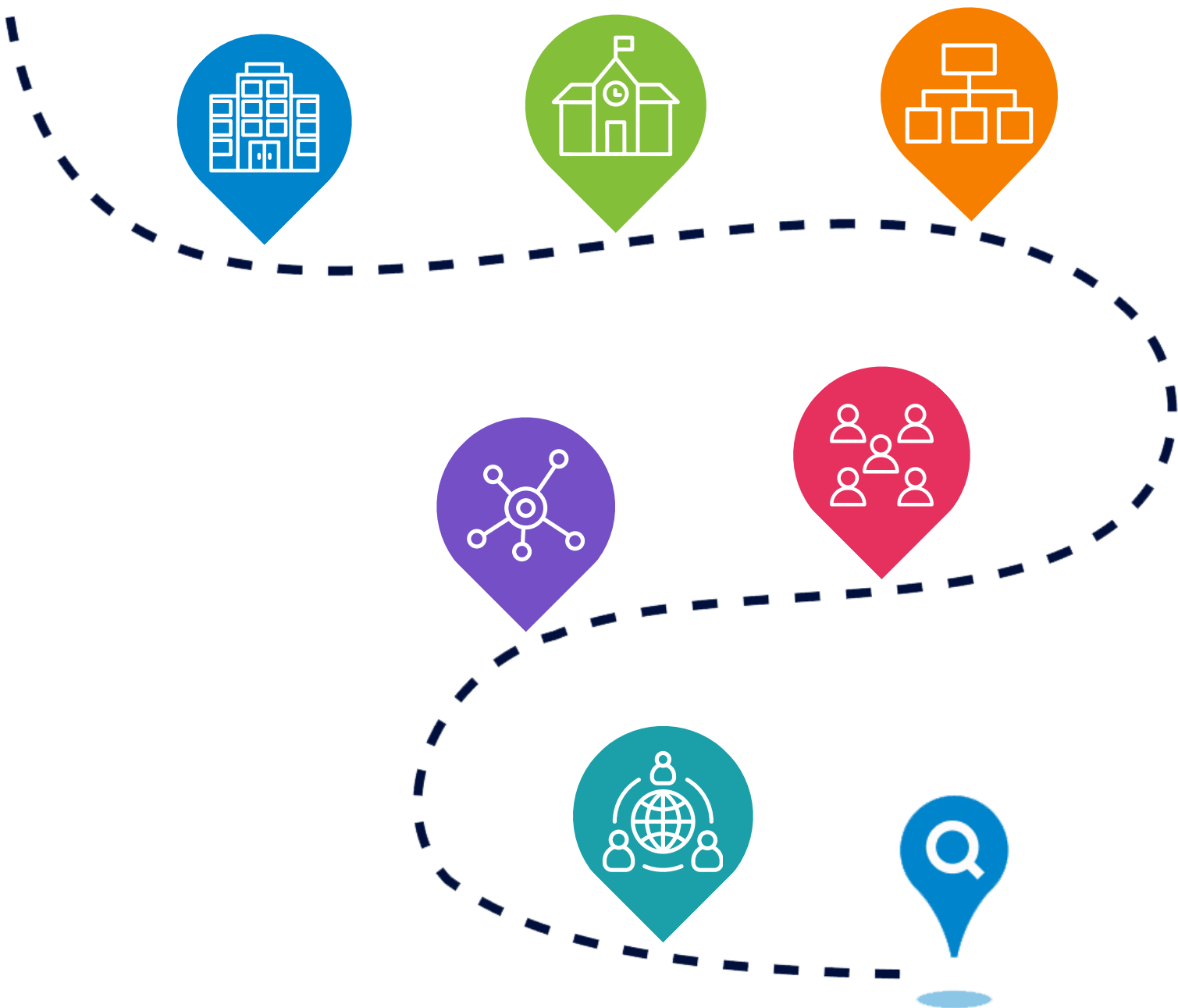
Operational excellence



- Assessment informed decisions
- Establish regular user research opportunities
- Integrate professional development as a cultural norm
- Ensure all governance/feedback opportunities are representative of the sector

What you can expect to see:

- Refresh and report on Key Performance Indicators
- Expand User Research capabilities
- Embed privacy oversight internal to EducationPlannerBC



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