



## Strategic Plan



# Introduction

School District No.73 Business Company-Global Education is an approved B.C. Ministry of Education provider of online courses to non-resident learners which may be eligible for equivalency credit toward a BC Graduation Certificate. All courses are taught by BC certified teachers, who are experts in delivering the BC curriculum. Global Education strives to provide the highest quality, interactive and engaging opportunities and assessments that are suited to the individual needs of students.

## Vision

Provide international students a superior BC education by means of online courses.

## Mission

Provide professional specialized education through experienced teachers and quality tools.

## Values

adaptable, responsive, inclusive, dedicated, supportive, flexible and intercultural understanding



# Priorities

School District No.73 Business Company is excited to explore a broader scope for the business and better understand how the Company can contribute to Kamloops and, potentially, other school districts. Given the historical mandate to deliver quality online courses abroad, the Company has a strong foundation built on experience, networks, inventory, and leadership to continue to evolve as a structured and branded company.

To ensure long-term success, we are focusing on four strategic priorities:

- 1** Create a Sustainable and Growth-Focused Business Model
- 2** Build Our Brand and Share Our Value Proposition
- 3** Deliver a Quality Educational Experience and Enable Student Success
- 4** Build Partnerships to Enable Sustainable Growth in BC



# Create a Sustainable and Growth-Focused Business Model

From the onset, the Company has not required any public funds, and has contributed to the economy of the greater Kamloops area. The Company has many areas for which success is possible, and this priority is to fully scope out the options and create a sustainable direction that supports the growth of Global Education. It is necessary to create the business model to move the Company towards a secure and predictable future.

Key Goals:

- 1** Develop a pricing strategy that aligns with student demand
- 2** Review market position abroad and continue to build our reputation as the best online courses education Canada has to offer
- 3** Invest in programs and broaden the course selection and options for students in order to differentiate the Company
- 4** Forge key partnerships to expand the business





# Build Our Brand and Share Our Value Proposition

Branding is more than the name, a design, and consistent fonts. Branding is the culture and expression of value that the Company creates for its students. The brand should differentiate the Company and its products and services.

In combination with the refreshed business model priority, developing a comprehensive brand will support revenue growth and expansion.

Key Goals:

- 1 Develop a consistent and effective voice for the Company
- 2 Leverage marketing and partnerships to increase brand awareness
- 3 Develop a short-term marketing strategy that aligns with our evolving business model, brand, and key goals

# Deliver a Quality Educational Experience and Enable Student Success

Core to the Company's historical success and our future success is the delivery of a superior online education. This is our differentiator. It is our overall desire to be the market leader in quality Canadian education, and to be the brand that is preferred based on quality.

Key Goals:

- 1** Drive evolution and improvement of existing courses offered
- 2** Facilitate evaluation and improvement for teachers, and delivery of effective online courses
- 3** Provide support services that enhance our students' success

# Build Partnerships to Enable Sustainable Growth in BC

The Company is interested in the success of our students. The more students that the Company can assist in a quality Canadian education, the better the Company will be positioned to achieve its vision.

Key Goals:

- 1 Develop key partnerships to increase student enrolment in existing and new markets
- 2 Create a dynamic environment by providing our students with more course options
- 3 Enhance awareness and trust with our partners

**Bringing the Canadian  
education experience  
abroad.**

