

Columbia College Pillars of Success

Columbia College has identified four areas it refers to as its pillars of success (see Figure 1.0). In order to achieve success the College must address the needs of customers in each of the following areas: learners, employees, employers, and sponsors/licensing bodies. Each pillar (or customer group) is separate and unique yet each is vital to the short and long-term success of the organization.

Each pillar has a unique and vital role to play in the smooth and effective operation of the College. For example, learners need a high quality of education. They must be provided with the most appropriate set of knowledge, skills, and professional experiences in each course that will help prepare them for their future career or life endeavor. Their learning environment must be positive, supportive, organized, and conducive to learning. Highly satisfied learners are critical to our jobs, our business and our future.

All Columbia College employees must be highly educated, qualified, and experienced in their field of responsibility. They must be fairly compensated, receive support in professional development, respected, valued, and asked for input in decisions affecting them. They are expected to be professional, caring, committed, focused, and hard working. Without professional employees Columbia cannot provide appropriate services to its learners.

Maintaining constant contact with the industry on current and changing needs is vital to ensure our graduates possess the necessary knowledge, skills, and professional behaviour for the workplace.

Sponsors, licensing bodies, strategic alliances and partnerships provide Columbia College with funds, authority, and opportunity to deliver programs and services: as a result various operating standards, procedures and reports are required by them. Meeting and exceeding their requirements ensures future contracts, licenses, and opportunities for each of us as well as the College as a whole to grow.

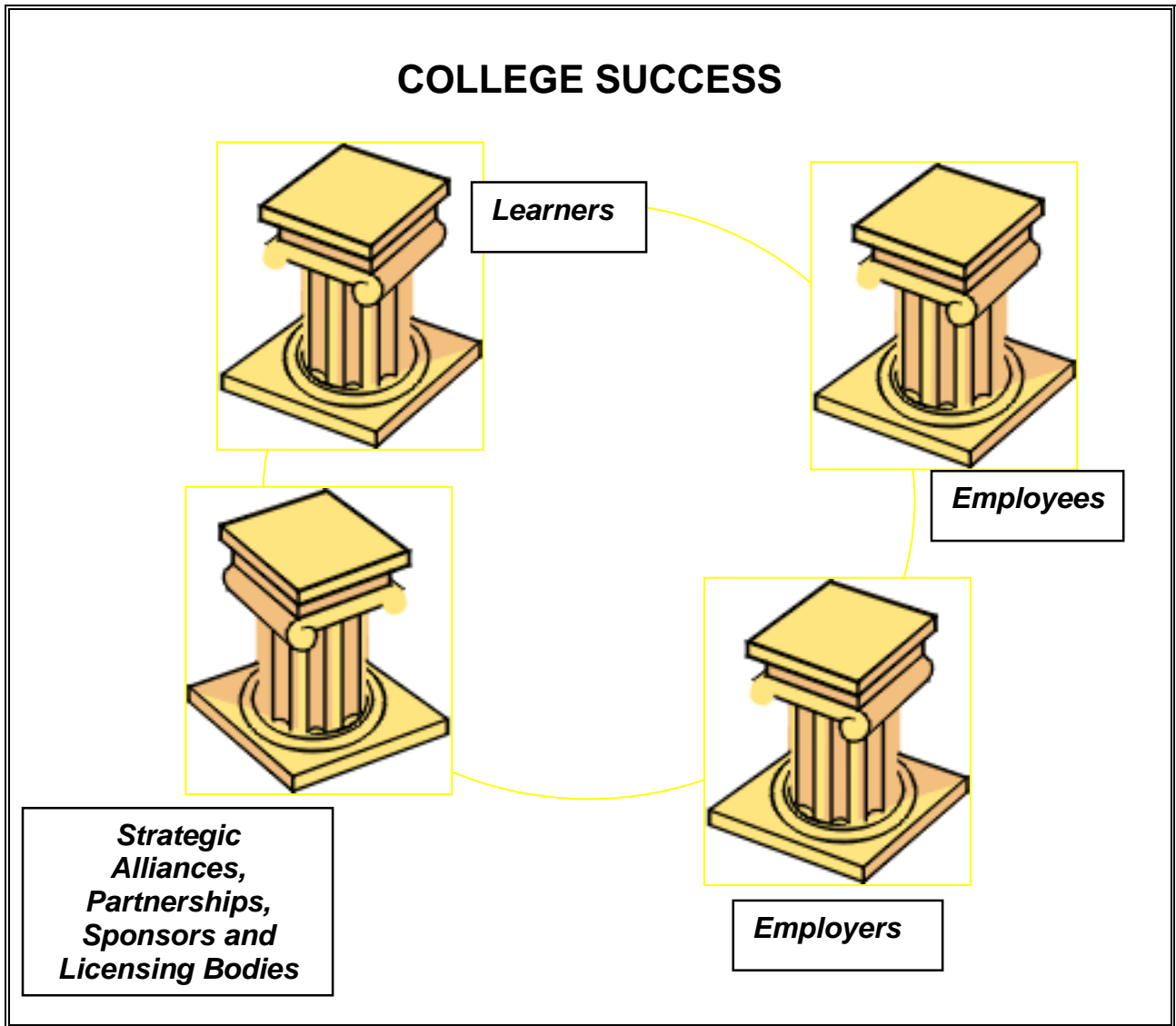


Figure 1.0 College Success

Like the foundations of a house – the college will remain strong and secure when each of its pillars (or distinct customer group) receive equal, fair, and constant attention.