STRATEGIC PRIORITY
4.0 Partnership and Reputation

SUB-PRIORITY
4.4 Prepare for Dalhousie’s 200th Anniversary in 2018

EXECUTIVE SPONSOR
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PROJECT LEADS
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RELATIONSHIP TO OTHER STRATEGIC PRIORITIES
1.2,3.2,4.1

DESCRIPTION
In 2018, Dalhousie University will celebrate its 200th anniversary and begin its third century. This bicentennial milestone provides a rare platform and opportunity on which to celebrate, engage and inspire broadly across audiences and communities internally and externally. It provides an opportunity to enhance, shift and change reputation and positioning.

Develop a plan to outline objectives for this celebration as well as an approach and necessary budget. Ideally, we would use the two years prior to the actual anniversary to build excitement and ‘buy in’, laying the foundation for a significant new fundraising campaign and other significant bicenntennial initiatives.

SPECIFIC GOALS

1. By May 2016: have an approved 200th anniversary plan that engages our key communities in both planning and celebrating our 200th anniversary
2. By May 2016: have an approved 200th anniversary plan that delivers a coordinated, measurable and memorable celebration that supports Dal’s Strategic Direction 2014-18