

SFU Press Releases Collection

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MEDIA RELEASE

Andrew Petter launches envision>SFU

February 10, 2011

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Note: Andrew Petter will be available for phone interviews from 1-2 pm on Thursday. Contact Don MacLachlan at 604.763.3929 to arrange scheduling.

Simon Fraser University president Andrew Petter today launched **envision>SFU**, a broad-reaching campaign to involve the public in shaping the future of one of Canada's leading comprehensive universities.

Says Petter: "I'm reaching out to our myriad communities to develop a strategic vision that reflects SFU's strengths and enhances our reputation as a student-centred, research-driven, and community-engaged institution. I hope everyone who cares about SFU will take the time to share their thoughts."

Through face-to-face encounters and online engagement, Petter is posing 10 strategic questions such as: What is distinctive about SFU? How can SFU increase its impact and relevance? What prospects and opportunities is SFU missing?

"SFU is no ivory tower," says Petter. "We're an active and engaged member of many communities and it's crucial for SFU to take a good long look at how we fit in and how we contribute. Staying relevant to the people and groups we serve is a critical part of what makes SFU distinctive. We need to examine our roles and relationships and ensure we're moving forward."

For the next three months, Petter will meet with mayors and councils, Chambers of Commerce and Boards of Trade, community groups, faculty, students, parents, alumni, high schools, First Nations communities and more.

At today's launch, Petter discussed the project on a panel that included:

- **Dr. Julian Somers**, Associate professor, Faculty of Health Sciences, SFU
- **Theresa Carbonneau**, Executive and entrepreneur; principal at STG; advisor at Signal Lake Venture Fund; mentor/Advisor at SFU Venture Connection, New Ventures BC, and Acete
- **Stephanie Wong**, SFU Marketing student; founder, Young Women in Business SFU chapter

In June, SFU will release a white paper with the results of its extensive community consultation, seeking further input toward the launch of the strategic vision in October 2011.

The public is invited to learn more about the project at www.envision.sfu.ca, on Twitter at www.twitter.com/envisionSFU or on Facebook at www.facebook.com/simonfraseruniversity.

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