

# OPPORTUNITY PROFILE

## PRESIDENT



**B.C.'s Energy College™**

Northern Lights College

Dawson Creek, BC

**June 2010**

## OPPORTUNITY PROFILE

---

### THE LOCATION

With the moniker of 'BC's Energy College', Northern Lights College (NLC) serves the northern third of British Columbia covering an area of 325,000 square kilometers with 70,000 residents. Dawson Creek was the original location of NLC and today is the regional administrative center for the College. The City of Dawson Creek, or the Mile Zero City, is the starting point on the world famous Alaska Highway, and is the largest centre in the Peace River South region. Dawson Creek has a population of approximately 12,000, and celebrated its 50th anniversary in 2008.

Including the Dawson Creek location, Northern Lights College has eight campus locations in the northern region of British Columbia with the others located in Chetwynd, Dease Lake, Atlin, Fort Nelson, Fort St. John, Hudsons Hope, and Tumbler Ridge.

Northern BC is a land of unlimited adventure and is filled with jagged mountain peaks, roaring rivers, serene lakes, green valleys, rugged coastlines and ancient island archipelagos. The stunning landscape features turquoise-coloured glacial lakes, alpine meadows, hot springs, volcanic cinder cones and a miniature Grand Canyon.

The region is known for its magnificent freshwater and saltwater fishing, canoeing, kayaking, whitewater rafting, hiking, and in the winter, powder skiing and snowmobiling. A wondrous system of national and provincial parks provides habitats and sanctuary for wildlife as small as birds and as large as grizzly bears.

The economy of the region is primarily oil and gas and there has been a focus on petroleum exploration and development since 1952. Approximately 2,400 oil and gas pools have been identified in the region, and an estimated 4,400 billion cubic meters of natural gas is yet to be discovered. Tourism, hydroelectric and power generation and forestry also contribute significantly to the local economy. There are over 300,000 tourists that travel through the area on the Alaska Highway each year.

## **ORGANIZATIONAL PROFILE**

Northern Lights College (NLC) has developed the following Mission, Vision, and Values for the organization:

### ***Mission***

---

Northern Lights College is a driver of learning excellence, which exists to enhance and enrich the quality of life of the people and communities in the College region.

### ***Vision***

---

Northern Lights College will provide accessible, responsive and diverse learning opportunities to enhance the quality of life for the community it serves.

### ***Values***

---

Northern Lights College will achieve its mission and vision through integrity, respect and teamwork.

### ***Organization Overview***

---

Northern Lights College is committed to building its history in post-secondary education by developing the strengths of its staff and the people of Northern British Columbia. It continues to focus on the preparation of a skilled workforce and to play a critical role in the enhancement of the economy and quality of life in the northern region. Programming supports such primary community needs as health, education, business, social services, culture and recreation. NLC, BC's Energy College, emphasizes programming that supports the oil and gas and evolving clean energy industries. In addition, working through partnerships and collaborations with the communities in the region, NLC works toward the goal of sustainability for the communities that it serves. Given the influence of agriculture in the region, the college also works with that industry to promote sustainable agricultural practices.

## **PROGRAMS OFFERED**

- Business/technology and management programs
- Degree programs
- Human services, education and visual arts programs
- Land and resource management/geomatics programs
- Pre-professional certificates
- Industry and workforce training
- Development and upgrading programs
- Health & Education programs
- Trades & apprenticeships

Further information can be found at <http://www.nlc.bc.ca/about.nlc.php>

## **THE OPPORTUNITY**

### ***Position Overview***

---

#### **The President – Summary**

The President of Northern Lights College is accountable to the Board of Directors for providing the strategic leadership that will ensure the College's mandate is achieved. The President provides direction to approximately 300 full-time and up to 100 part-time faculty and staff and is responsible for a budget in excess of \$30 million.

#### **The President is expected to:**

- Set a climate of creative achievement through leadership and development of a proactive, dynamic, and flexible organization;
- Establish and maintain effective working relationships – including appropriate consultation – with internal and external stakeholders, academic and support staff, students, the diverse geographic and cultural communities it serves, government officials and other educational institutions;
- Establish and maintain a positive College image, including acting as the College spokesperson with industry, other institutions, local and provincial governments, and agencies;
- Ensure short and long-term financial stability of the College, including effective

financial and business planning and management processes;

- Ensure the College operates within the intent of all enabling and regulatory legislation and governing policies; and
- Keep the Board of Directors and the Education Council informed and supported in their work.

### ***Key Responsibilities***

---

- Provides leadership and direction to the College in pursuit of its mission and consistent with the mission, vision and values that guide the College
- Participates as an active voting member of the Board of Directors
- Leads the institution in providing the best education services within available human and financial resources
- Provides leadership and direction with regards to the College's fundraising endeavors
- Acts as the primary spokesperson for the College
- Leads in marketing the College and creating a higher profile of the College
- Ensures appropriate strategic and business planning processes are implemented, setting the direction for programs, technological and physical infrastructure, education services and partnerships
- Ensures reporting to all required government and public agencies is in compliance and maintains appropriate information systems
- Ensures that the College is at the leading edge of community-based education, and is proactive in implementing necessary change in the College

## ***Opportunities and Challenges***

---

The President of Northern Lights College will provide visionary and strategic leadership in a rapidly changing educational marketplace, while taking advantage of key opportunities and addressing challenges facing the College.

One of the key challenges facing the President of Northern Lights College is ensuring that the unique nature of the College is marketed appropriately throughout the region and the province. Visibility throughout the communities served and the post-secondary system is an essential part of the President's role.

- Northern Lights College serves a diverse community population with many different cultures. A significant number of students attending Northern Lights College are aboriginal with distinctive needs. This diversity creates challenges for the College and requires the development of flexible policies and appropriate investments.
- Northern Lights College will maintain and build upon its financial stability through increased enrollments, building partnerships and alliances with the business community and other institutions, and developing new revenue generating initiatives.
- Northern Lights College plays a vital role in the economic development of northern rural communities by providing access to and the delivery of educational opportunities and services catered to the unique economic and geographic aspects of the region.
- The President will capitalize on the opportunity to build upon and enhance the strategic vision that has been developed through the label of 'BC's Energy College'.

## THE PERSON

The successful candidate will demonstrate a clear pattern of professional and personal development. In addition, the ideal candidate will possess a record of accomplishment in the following areas:

- Leadership in an organization driven by a clearly stated and powerful vision
- Senior level management experience in a large and complex organization, preferably in an academic and post-secondary education environment
- Effective organizational and change management experience
- Fostering and sustaining positive relationships with aboriginal communities
- Financial management experience in a competitive environment
- Working effectively with elected or appointed Boards
- Establishing positive and mutually beneficial relationships with the business community and industry
- Working effectively with public agencies and government
- Appreciation and understanding of educational programming offered on-line or via distance learning will be an asset
- Northern and/or rural community experience will be an asset
- A relevant University degree at the Master's level is required. Doctoral level qualification would be an asset

## **CRITICAL SUCCESS FACTORS**

### ***Strategic and Visionary Leadership***

Able to build and communicate a compelling shared vision. Embraces empowerment and collaboration as an operating style; uses a problem solving approach. Fosters a positive internal environment. A management style that has the President focus on the “big picture”, while utilizing the strengths and talents of their senior management team. Able to take a “hands-on” approach when necessary. Action oriented and an effective change agent; able to gain commitment from others. A high-energy person, who inspires, motivates, and builds effective teams. A coach and mentor to aspiring leaders within the College.

### ***Excellent Decision Making/Organizational Skills***

A proactive strategic thinker and decision-maker. Accountable. Seeks input from key stakeholders when making decisions. Analytical. Exhibits a critical sense of judgement – can discern underlying issues and root problems. Is sensitive to the politics of issues and situations. Demonstrates a high degree of political astuteness. Decisive. Well-developed project management and planning skills. Able to manage the varying demands of the position and maintain an appropriate work/life balance.

### ***Superior Interpersonal and Communication Skills***

Approachable. Able to relate effectively at all levels within the College – students, staff, faculty as well as with external stakeholders – Board members, elders and aboriginal communities, the Community and Education Committees, senior executives within the business community, provincial and local governments, and the general public. Articulate. An active listener with highly developed verbal and written communication capabilities.

### ***Commitment to Community Focus***

Committed to the uniqueness of Northern Lights College and its mandate of community-based access. Works with the Board of Directors in strengthening the College’s relationship with the external community. Is visible and active in the region served, fostering and building effective and collaborative relationships and partnerships with the corporate sector, aboriginal communities and local governments. Sensitive and respectful of the different cultures served by the College.

### ***Marketing Skills***

Possess well-developed marketing capabilities. Is able to effectively promote the uniqueness and value of Northern Lights College. Recognizes the value of strong partnerships with industry, business and other educational institutions. Is proactive in the promotion of Northern Lights College to the local communities, the provincial educational system, business and industry sectors. In addition, actively seeks opportunities for the development and cultivation of partnerships, with a focus on building on industry support and collaborative relationships with other post secondary institutions. Able to network effectively within the local and provincial political arena.

### ***Board Relations***

Understands and is comfortable working within a policy governance structure and is able to establish an effective and strong working relationship with a progressive and forward-thinking Board of Directors. Understands the role of the President, the Chairperson, and the Board of Directors. Keeps the Board of Directors informed appropriately; knows what items should be brought to the Board's attention for approval, guidance, or information.

### ***Financial Management/Fundraising Skills***

Has a solid understanding of finance and how to be successful and financially stable in a competitive marketplace. Results-oriented. Will foster and nurture relationships with key stakeholders and corporate and individual donors with the view of obtaining new financial commitments and increasing total investments in the College. Ensures effective lobbying efforts are maintained with relevant organizations and agencies for adequate sustainable funding. Encourages the development of new opportunities for revenue generation, and seeks mutually beneficial partnerships with other agencies, organizations, and post-secondary institutions. Identifies and implements strategies that will provide for the College's long-term financial stability.

### ***Travel, Location & Compensation***

---

This position requires approximately 25% travel throughout the region and to Vancouver and Victoria. The President may choose his/her area of residence within the region, the most logical being Dawson Creek or Fort St. John.

The College offers a competitive compensation and comprehensive benefits package based on education, experience, and skills. Other specifics will be reviewed in a personal interview.

### ***For further information you may contact:***

---

***Greg Longster B.Comm., MBA OR Robin Noftall***

Davies Park Vancouver

#900 – 510 Burrard Street

Vancouver, BC V6C 3A8

Ph: (604) 688-8422

Fax: (604) 688-8427

Email: [executive@daviespark.ca](mailto:executive@daviespark.ca)

**Additional information can be found at:**

[www.daviespark.com](http://www.daviespark.com)

[www.nlc.bc.ca](http://www.nlc.bc.ca)