



# KNOWING OUR HISTORY/OUR STORY

Algoma University

The Importance of Knowing Our History

Our Story



## OUR HISTORY/OUR STORY

- As we envision our future
  - We need to understand our history/our past to appreciate the present and to plan for the future
  - We can't know how far we can go if we don't understand where we started
  - Or we don't know where we are going if we don't know where we came from
  - “Those who don't learn from history are doomed to repeat it”  
George Santayana

# CHANGING FROM HISTORY TO STORY

- People like hearing stories. It's ingrained in us from early childhood
- When others hear a story they become engaged. They become connected to the story teller. It stirs their hearts and minds and imagination. Storytelling is the glue that bonds people together. It draws people to a cause, a business, a product, a program.
- Our Indigenous colleagues through cross cultural learning and teachings are showing us the importance of story telling. Indigenous people are developing their whole history based on story telling. They tell us that stories go in circles not in a straight line. There are stories inside and in-between stories and one story builds on another. Stories are passed on from one generation to the other. That is why in the Indigenous world stories are often listened in circles.
- A story is not a story unless it is told to someone else.

## SO WHAT'S OUR BRAMPTON STORY

- Do all of us have the same story on the HISTORY and the WHY for Brampton
- Are we all singing from the same hymn book
- As leadership changes how is the story passed on, conveyed to the new leaders
- Are there other people in our organization that do not know the story that should know our story
- Does our story need to be shared and known within our Educational Community both internal and external
- As we build on our story how do we make certain everyone knows the updated version.
- Is the Brampton story part of the Algoma overall story. Does it need to be.
- Is there a reason why Brampton is a campus vs a college of AU

# WHY BRAMPTON

- Do we all know our Why for Brampton
- For example:
  - Is it
    - To increase AU enrollment
    - For prestige and reputation
    - Use profits to offset the expenses of other two campuses
    - To compete with other universities
    - Etc.

# WHY BRAMPTON

Or is it

- There is a need in Brampton that needs to be filled that others can't fill
- To provide different learning environments or program options
- To live up to our dual Special Mission of providing special programs including cross cultural learning
- To provide experiences for the Sault and Timmins students that could be only be provided on the Brampton campus and vice-versa
- To give staff and faculty different learning experiences, perspectives and work opportunities as professional development options
- To build up our reserves to support start up costs for new innovative and world leading programs
- Etc.

# IMPORTANCE OF WHY

- Simon Sinek says:
  - People don't care about what you do or how you do it until they know WHY you are doing it
    - What is your purpose/mission
    - What is your cause
    - What is your belief
    - Why are you passionate about all of this

## IMPORTANCE OF WHY

- By the way
  - It's ok for your why to change should become more altruistic over time
  - It is expected with the passage of time, maturity and new experiences our line of sight, our purpose, cause and beliefs will also change and expand.
  - The further you climb the mountain the further you can see.



## IN SUMMARY

- Do we all know our story of Brampton
- Do we all have the same WHY for Brampton
- Do we believe Algoma's success and the students success depend on it.
- Do we believe that our story and our WHY will influence the Planning, Development and Implementation of our Vision for Brampton
- Does the story and the WHY for Brampton need to be aligned with the story and the WHY of Algoma University.
- Does the story and the WHY for each of the three campuses need to be aligned with each other.

# VISION - PLANNING, DEVELOPMENT AND IMPLEMENTATION FOR BRAMPTON





*Thank You*

