



Medicine Hat College

The Future of our College and Region

The vitality of rural Alberta serves as a leading priority in the college's vision for the future. Together, we can make a difference in the lives of current and future students, our future colleagues and neighbors.

Our people, our communities, and our region are the heart of MHC's strategic plan. By understanding our region's strengths, weaknesses, opportunities, and threats, we grounded ourselves in the needs of the region. Using that information to identify the top issues that MHC must address, we have positioned ourselves to meet those needs.

MHC GOAL 1: PEOPLE IN OUR REGION CAN ACCESS EDUCATION

We meet learners where they're at. We remove barriers for the diverse population we serve. Through flexible programming and alternative delivery methods, learners get what they need, when they need it, in ways that work for them. Our partnerships enhance our ability to achieve this goal.

MHC GOAL 2: LEARNERS ARE PREPARED TO REALIZE THEIR GOALS

We combine academic theory and practical application to give learners a leg up in the labour market. With an emphasis on wellness, inclusion, and transferable skills, we prepare learners for success in college, in the workforce, and in life.

MHC GOAL 3: REGIONAL VITALITY IS STRENGTHENED THROUGH OUR WORK

Focused on the future of work, our programs align with the needs of the region while opening doors to the world. We are agile in our ability to design, develop and adapt. Leading collaboration, we are allies in regional development. We identify emerging trends and work with regional partners to rapidly prototype solutions.

Introducing MHC

- 70+ certificate, diploma, and degree programs serving 2,999 learners every year
- Uniquely focused on the vitality of SE Alberta with matching regional mandate and activity
- Two physical campuses – Brooks and Medicine Hat
- Impact spanning every aspect of community life
- Since 2018, MHC has seen a steady increase of self-identified Indigenous students, a remarkable 265% in growth and one we hope will continue to rise



Alberta Deans of Business 2022 Case Competition

March 10 – 12, 2022



Medicine Hat College is host to the 37th annual Alberta Deans of Business Case Competition, during which all post-secondary institutions in Alberta are invited to register a team of students to solve a real business problem. This year’s event will once again be hosted online. Your sponsorship will ensure students are provided with an excellent opportunity to apply their knowledge and be exposed to a unique learning experience to enhance business-specific problem solving skills in preparation for the workforce. There will be many opportunities to network with fellow student competitors and faculty from institutions across the province.

Displayed below are the sponsorship pillars for the Case Competition. To learn more or to tailor your support, please connect with us at engage@mhc.ab.ca.

Medicine Hat College Alberta Deans Business Case Competition Sponsorship Matrix

| | \$1,000 | \$2,500 | \$5,000 | \$7,500 | \$12,000+ |
|--|---------|---------|---------|---------|-----------|
| Recognition of the MHC Donor Wall | X | X | X | X | X |
| Logo recognition during the event | X | X | X | X | X |
| Verbal recognition during the event | | X | X | X | X |
| Recognition on Case Competition webpage | | X | X | X | X |
| Opportunity to speak | | | X | X | X |
| Possibility to sit on judge panel | | | X | X | X |
| Recognition via press release | | | | X | X |
| Opportunity to present an award | | | | X | X |
| Sponsor Spotlight on MHC Donor Wall (full-screen spread for 1-year) | | | | X | X |
| Opportunity to sit on judge panel (first right of refusal) | | | | | X |
| Recognition as presenting sponsor on MHC social media & Case Competition webpage | | | | | X |