

CENTRE ON AGING



UNIVERSITY OF
CALGARY

STRATEGIC PLAN

2025 - 2028



About the Centre

The Centre on Aging was established at the University of Calgary in 2011 through a philanthropic gift from the Brenda Strafford Foundation.

The Centre serves as a hub for advancing research and education on aging, with the overall aim of improving the health and well-being of older adults. It supports academic activities across various UCalgary Faculties, including but not limited to: Medicine, Nursing, Social Work, Kinesiology, Engineering, Arts, and Science.

The Centre on Aging also leads activities at the institutional level to foster an age-inclusive campus culture and environment.





Our Vision

Optimal health and well-being for older adults.

Our Mission

We foster innovations that improve the health and well-being of older adults by catalyzing connections and collaborations through research and education.

Our Values

Inclusivity: Working with compassion, integrity, and humility to promote an age-positive and age-inclusive culture guided by the needs and interests of diverse older adults.

Collaboration: Establishing intergenerational, interdisciplinary, and cross-sectoral partnerships to build capacity in research and education in the field of aging.

Innovation: Developing and translating evidence on age-inclusive technologies, environments, practices, and policies to improve the health and well-being of older adults, in a sustainable manner.

Leadership: Being recognized as a valuable hub within our institution, our community, and beyond for catalyzing connections and advancing innovations to better serve the older adult population.

Our Goals

Enhance Age Inclusivity at UCalgary and Beyond

1.1. Develop and implement age-friendly initiatives at UCalgary that address the needs of age-diverse faculty, staff, and students, in alignment with the Age-Friendly University movement.

1.2. Collaborate with campus and community partners to advocate for the adoption of policies and practices that are age-inclusive.

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Advance Transdisciplinary Research that Addresses Aging-Related Challenges

2.1. Facilitate collaborative research that addresses aging-related challenges, bringing together researchers from diverse disciplines and knowledge-users from various sectors.

2.2. Support research that develops innovative technologies, environments, practices, or policies to address aging-related challenges, ensuring the solutions are relevant, scalable, and sustainable.

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2.3. Support the translation of research findings into actionable policies, programs, or practices, engaging decision-makers and end-users.

Strengthen the Centre's Organizational Culture and Operations

3.1. Provide professional development opportunities for members and trainees focused on aging research, education, and community engagement, fostering the growth of expertise and leadership within the field of aging.

3.2. Enhance the Centre's resource utilization by collaborating with other UCalgary Institutes or Centres, while refining the Centre's organizational structure and operations to improve the coordination of research, education, and community engagement efforts.

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3.3. Develop and implement a rebranding and communication strategy to increase the Centre's visibility, encouraging new collaborations and opportunities.

Goal 1

Enhance Age Inclusivity at UCalgary and Beyond

Objective 1.1. Develop and implement age-friendly initiatives at UCalgary that address the needs of age-diverse faculty, staff, and students, in alignment with the Age-Friendly University movement.

Key Performance Indicators

- Number of age-friendly initiatives launched
- Level of awareness of age-friendly initiatives among the campus community
- Number of faculty, staff, and students who participate in age-friendly initiatives
- Quantitative and qualitative feedback from the campus community regarding the age-friendly initiatives
- Number of age-friendly initiatives sustained year-over-year





Objective 1.2. Collaborate with campus and community partners to advocate for the adoption of policies and practices that are age-inclusive.

Key Performance Indicators

- Number of partnerships formed with campus and community groups focused on age inclusivity
- Number of joint advocacy efforts initiated or participated in
- Number of activities conducted to raise awareness about age-inclusive policies and practices
- Number of age-inclusive policies and practices successfully developed/updated and implemented at UCalgary and in the broader community
- Quantitative and qualitative feedback from campus and community members on the effectiveness of advocacy efforts

The Centre on Aging will advocate for and facilitate the implementation of age-friendly initiatives and policies at UCalgary and in the broader community to foster a more inclusive and respectful environment for individuals of all ages.

Goal 2

Advance Transdisciplinary Research that Addresses Aging-Related Challenges

Objective 2.1. Facilitate collaborative research that addresses aging-related challenges, bringing together researchers from diverse disciplines and knowledge-users from various sectors.

Key Performance Indicators

- Number of transdisciplinary research teams formed with the Centre's support
- Number of collaborations on research projects focused on aging-related challenges
- Number of collaborative research projects supported that include at least one external partner (e.g., community, government, industry)
- Amount of funding secured for collaborative research projects

The Centre on Aging will foster collaborative, transdisciplinary research to address aging-related challenges, supporting the development of innovative, scalable, and sustainable solutions. It will also promote the translation of research into actionable policies, programs, and practices to ensure that aging-related issues are addressed effectively and inclusively, improving the lives of older adults.

Objective 2.2. Support research that develops innovative technologies, environments, practices, or policies to address aging-related challenges, ensuring the solutions are relevant, scalable, and sustainable.

Key Performance Indicators

- Number of innovative technologies, environments, practices, or policies developed with the Centre's support
- Number of research projects supported that engage decision-makers or end-users in the development and testing of solutions
- Percentage of research projects supported that test the scalability of solutions
- Percentage of research projects supported that meet criteria for sustainability (e.g., ongoing funding, replicable)
- Impact of developed solutions on target aging-related challenges

Objective 2.3. Support the translation of research findings into actionable policies, programs, or practices, engaging decision-makers and end-users.

Key Performance Indicators

- Percentage of research projects supported that have a clear plan for knowledge translation
- Number of deliverables produced and shared with key decision-makers and end-users
- Number of policies, programs, or practices influenced or altered based on the research findings
- Quantitative and qualitative feedback from end-users on changes made to policies, programs, or practices
- Number of dissemination activities conducted by researchers involved in supported projects (e.g., publications, conference presentations, media coverage, and other outreach efforts)



Goal 3

Strengthen the Centre's Organizational Culture and Operations



Objective 3.1. Provide professional development opportunities for members and trainees focused on aging research, education, and community engagement, fostering the growth of expertise and leadership within the field of aging.

Key Performance Indicators

- Number of professional development activities offered
- Attendance rate at professional development activities
- Quantitative and qualitative feedback from members and trainees regarding the professional development activities

The Centre on Aging will cultivate an organizational culture that prioritizes collaboration, professional development, and operational efficiency. By fostering a supportive, inclusive, and interconnected environment, the Centre will enhance its role as a hub for interdisciplinary aging initiatives, driving impactful research, education, and community engagement.

Objective 3.2. Enhance the Centre's resource utilization by collaborating with other UCalgary Institutes or Centres, while refining the Centre's organizational structure and operations to improve the coordination of research, education, and community engagement efforts.

Key Performance Indicators

- Number of collaborative resource-sharing initiatives with other UCalgary Institutes or Centres
- Number of joint programs or projects with other Institutes or Centres
- Amount of cost savings or resource gains from cross-institution collaboration
- Percentage of internal processes streamlined or improved for greater efficiency through cross-institution collaboration
- Staff and Advisory Committee satisfaction ratings regarding the improved organizational structure and operations resulting from cross-institution collaboration

Objective 3.3. Develop and implement a rebranding and communication strategy to increase the Centre's visibility, encouraging new collaborations and opportunities.

Key Performance Indicators

- Level of awareness of the Centre among the campus and broader community
- Number of new collaboration inquiries resulting from the rebranding efforts
- Number of UCalgary and external communications featuring the Centre
- Feedback from key internal and external partners on the rebranding
- Number of new Centre members



CENTRE ON AGING

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