



News Release

Saskatchewan Polytechnic launches with vision to be first choice in Canada

Polytechnics are research-intensive, industry-responsive applied learning enterprises

September 24, 2014 – A new kind of educational organization appeared on the province’s post-secondary landscape this morning. The Saskatchewan Institute of Applied Science and Technology (SIAST) re-launched today as Saskatchewan Polytechnic.

“We are very pleased to support this historical institution as it becomes Saskatchewan Polytechnic,” Advanced Education Minister Kevin Doherty said. “Saskatchewan Polytechnic will provide increased learning opportunities for students, an expanded research focus and will continue helping to meet labour market needs in the province.”

“As a polytechnic, we are student-focused and employer-driven,” says Dr. Larry Rosia, president and CEO of Saskatchewan Polytechnic. “What makes us different is our emphasis on applied learning that meets labour market needs, thus equipping students to build rewarding careers.”

Polytechnics offer a full suite of learning opportunities, including bachelor degrees, apprenticeship training, certificates and diplomas, with the depth of programming based on workplace requirements, Dr. Rosia added.

Additionally, polytechnics specialize in applied research that seeks practical solutions to employer challenges.

“We partner with employers and with other organizations to find innovative solutions to real-world problems,” Dr. Rosia said. “Through applied research, employers can achieve productivity savings and gain operational efficiencies. They can test new products and processes with commercial potential.”

The official launch of Saskatchewan Polytechnic was made possible this week by the provincial government’s proclamation of The Saskatchewan Polytechnic Act. However, the genesis of the transformation is in the 2012 expansion of degree-granting authority in Saskatchewan. The change paved the way for SIAST to develop degree programs of an applied nature. It then became the 10th member of Polytechnics Canada, a national organization of leading colleges and technical institutes that support economic growth through applied research and applied learning.

In tandem with simultaneous launch events in its four campus cities, Saskatchewan Polytechnic unveiled a distinctive visual identity that features a grey and purple “energy path” behind the name Saskatchewan Polytechnic.

Saskatchewan Polytechnic serves 26,000 distinct students through applied learning opportunities at campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and through extensive distance education opportunities. Programs serve every economic and public service sector. As a polytechnic, the organization provides the depth of learning appropriate to employer and student need, including certificate, diploma and degree programs, and apprenticeship training. Saskatchewan Polytechnic engages in applied research, drawing on faculty expertise to support innovation by employers, and providing students the opportunity to develop critical thinking skills.

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Backgrounder

Saskatchewan Polytechnic brand

The Saskatchewan Polytechnic brand was developed as part of SIAST's strategic planning process. It was informed by extensive research and consultation, and developed over a six-month period.

Logo

The energy path is foundational to the logo, which celebrates the energy, optimism and progression inherent at Saskatchewan Polytechnic. With an upward and forward momentum, the energy path transforms from grey to vibrant purple, speaking both to the passion and positive transformation of the brand.

Typography

Gotham is timeless and hardworking. It represents an authentic tone that is confident and conversational.

Tagline

Tomorrow in the Making encompasses the optimistic, progressive elements of Saskatchewan Polytechnic, while also touching on the practical, applied aspects of the education it provides.

Colour

The primary colour, purple, was inspired by Saskatchewan's dramatic skies. It is supported by the secondary colours of magenta, green, orange and blue.

For additional information about the Saskatchewan Polytechnic brand, visit www.saskpolytech.ca/brand.