

# CORPORATE MEDIA KIT



COLLEGE OF  
THE ROCKIES

## **College of the Rockies – Media Kit**

College of the Rockies is a public post-secondary institution serving learners and communities across the East Kootenay region of British Columbia and beyond. With a strong focus on applied education, workforce development, and community partnerships, the College plays a key role in supporting regional economic resilience, innovation, and access to education.

This media kit provides background information, key facts, and resources to support accurate and timely reporting.

### **Media contact:**

Darryl Dux (she/her)

Communications Coordinator

ddux@cotr.bc.ca

## **About College of the Rockies**

College of the Rockies delivers certificate, diploma, degree, advanced degrees, and trades training programs aligned with regional and provincial workforce needs. With two campuses in Cranbrook and regional campuses in Fernie, Creston, Invermere, and Golden, the College emphasizes hands-on learning, industry collaboration, and student success.

The College's programming reflects the unique economic and geographic context of the region, including health care, skilled trades, business, technology, and emerging areas such as outdoor recreation and applied manufacturing.

## **Strategic Context**

College of the Rockies serves a diverse and geographically dispersed region, requiring flexible and accessible approaches to post-secondary education.

In addition to in-person learning, the College delivers programs through hybrid and fully online models, extending access to learners across southeastern British Columbia and beyond. These delivery options support working adults, rural communities, and evolving workforce needs while maintaining a strong emphasis on applied, industry-aligned education.

## **Program and Impact Areas**

- Skilled Trades & Apprenticeship
- Health and Human Services
- Business and Technology
- Child, Youth and Family Services
- Adult Basic Education
- Tourism
- University Arts and Sciences
- Sustainable Practices
- Applied and Experiential Learning
- Community and Industry Partnerships

## **Credentials Offered**

- Associate Certificates
- Certificates
- Diplomas
- Associate Degrees
- Degrees
- Post-degree diplomas
- Microcredentials
- Citations
- Certificates of Achievement

## **Leadership & Governance**

Like all public colleges in British Columbia, College of the Rockies operates under the authority of the *College and Institute Act of B.C.* Under this legislation, the Board of Governors is responsible for the management, administration, and control of the institution's property, revenue, expenditures, business, and affairs.

The Board represents the public interest and is responsible for determining institutional priorities and monitoring the College's performance. Its work focuses on policy and strategic oversight rather than the day-to-day operations, ensuring a clear distinction between the roles of the Board and the President.

The Executive Leadership Team (President and CEO, Vice President Academic, Vice President Strategy, Budget and Operations; Vice President Student Success, Executive Director Employee Experience, and Executive Director Indigenization, Equity, Diversity, and Inclusion) provides direction and leads strategy and priorities, in alignment with our mission to transform lives and enrich communities through the power of education.

Spokespeople are available for interviews on:

- Post-secondary education in rural BC
- Workforce development
- Applied training and industry partnerships
- Regional economic development
- Emerging education models

### **College of the Rockies – Fast Facts**

- Established: 1975
- Six campuses:
  - Main campus and Gold Creek campus in Cranbrook
  - Regional campuses in Fernie, Creston, Invermere, and Golden.
- Region served: East Kootenay, British Columbia
- Students: Approximately 9,000 annually
- Delivery: In-person, blended, online
- Focus: Applied education and workforce readiness

## **Working with Industry and Communities**

The College works closely with employers, Indigenous partners, municipalities, and community organizations to ensure programs respond to real-world needs. These partnerships inform curriculum, provide work-integrated learning opportunities, and support applied training models.

## **Media Assets**

High-resolution images, logos, and b-roll are available for editorial use.

Assets include:

- Campus exteriors
- Learning and training environments
- College branding

## **Usage:**

Images may be used for editorial purposes with credit to College of the Rockies.

## **Logo Use:**

- Our primary logo can be reduced to a width of 1.15
- Secondary, tertiary or separated icon and wordmark logos must be proportionally constrained to avoid distorting the lettering and impacting legibility.

## **Recent Announcements**

For the latest news releases and announcements, visit:

(link back to media centre)

## **Media Inquiries**

Name: Darryl Dux

Title: Communications Coordinator

College of the Rockies

Email: [ddux@cotr.bc.ca](mailto:ddux@cotr.bc.ca)

