



L'étudiant avant tout



Putting students first!

While Université de Saint-Boniface (USB) enrollment increased by 6% and 7% in 2012 and 2013, it went on to post another record increase of 11% in the fall of 2014.

These numbers are no coincidence. Recruitment consists of a series of complex actions that are driven by clear objectives and depend on a host of factors. It is guided by a three year strategic plan (soon to be renewed) that is subject to regular, evidence-based review.

To attract more students from French-language schools, encourage graduates of Immersion programs to continue their studies in French at USB, and attract international students from a more diverse global base, we need to focus on what sets us apart from other postsecondary institutions.

Assets

In addition to our programs, the quality and passion of our faculty members, and our long standing tradition, our services are among our greatest assets. The scholarships and bursaries that we offer, thanks to the generosity of donors, provide meaningful assistance that appeals to many young people.

Our Language Enrichment Service provides vital support to anyone looking to improve their written and oral communication skills. Many other services, including the library, cultural activities, academic guidance, chaplaincy, sports and recreation, housing and the student centre, contribute to making our campus a great place to learn and thrive.

The time has come to begin preparing a new three-year plan that should include a focus on strengthening our presence in certain countries. It is in USB's interest to further develop its programs and strive for excellence in specific research areas in order to achieve greater recognition in Canada, the United States and Europe. This will have a positive impact on student recruitment and retention, and encourage promising young professors to join our institution.

Gabor Csepregi



USB President

Léo Robert: Six years of progress

Since my arrival on the Board of Governors in 2008, Université de Saint-Boniface has seen considerable progress.

The transition to university status has undoubtedly been the most remarkable advance for the former *Collège*. Today, Université de Saint Boniface confers its own degrees and is building relationships with postsecondary institutions around the world.

The construction in 2011 of the new Pavillon Marcel-A.-Desautels building, which houses the health sciences and social services programs, is another milestone. We raised \$18 million for this project, a magnificent demonstration of our community's support and commitment.

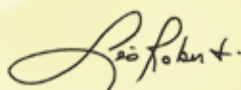
The improvement of student services is another success story, and includes computer system upgrades, increases to the financial aid

program, greater visibility for our Les Rouges sports teams, and a renovated Sportex fitness centre.

Our recruitment strategies have led to yearly increases in the numbers of new students who are graduates of the DSFM and Manitoba's French Immersion programs.

I leave my office satisfied with all that we have accomplished and highly optimistic about the future, knowing that there are many exciting projects in store for the Board of Governors members.

Léo Robert



Outgoing Chair, Board of Governors





From left to right: Charles Leblanc, Jean-Paul Gagné, Gerald Brennan, Francine Paquin, Gisèle Barnabé, Gabor Csepregi, Chantal Fréchette, Patrick Fredette, Robert Tétrault



Recruitment is everybody's business!

The 2014-15 academic year marked the end of the 2012-2015 strategic recruitment plan. Over the past few years, the various teams have achieved greater cohesion, leading to stronger ties between program promotion, recruitment activities, communications, and front line services during enrollment. Altogether, this led to the creation of a shared vision for promoting USB and everything it has to offer.

This highly personal approach is a winning strategy that has led to increased enrollment for the third year in a row, surging to 11% in 2014. While enrollment from the Division scolaire franco-manitobaine has stabilized since 2011, the number of new students coming from French Immersion programs has increased significantly. As well, USB recruited a record number of international students in the 2014 fall term. The enrollment of students from other Canadian provinces has remained stable.

Four new scholarships

Our generous and diversified student aid program is an integral part of our strategy for recruiting and retaining promising students. The 2014-15 fundraising campaign aimed at supporting science and translation programs led to the creation of four new scholarships: the Fonds médecins d'expression française, an initiative of four USB alumni and practising physicians; the Joseph et Lucienne Boucher medical school entrance scholarship; the Freynet Gagné Traduction et Consultation scholarship; and the Association of Translators, Terminologists, and Interpreters of Manitoba (ATIM) translation scholarship.

Reaching out to young Manitobans

Connecting with Manitoba high school students is a dynamic way to encourage them to continue their education at Western Canada's only French-language university. Accordingly, USB organizes a number of activities during a school year. Among them, twelve entrance scholarships to support students' social and cultural involvement were awarded to the winners of Le Cercle Molière's Festival théâtre-jeunesse. This major five-day event attracted participants from some 30 French and French Immersion schools to mark its 45th anniversary in May 2015.

The 2014-15 campaign led to the creation of four new scholarships.

At the heart of the Francophone community

In 2014-15, USB continued to strengthen its long-standing ties to the community, a connection that goes back nearly 200 years to 1818, when Father Norbert Provencher first opened a small school that grew to become a college and ultimately a university.

Legal Education

In the fall of 2014, the Government of Canada renewed its support for USB's French-language legal education programs. The Continuing Education Division received \$193,000 through the Access to

Justice in Both Official Languages Support Fund, aimed at making legal language easier to understand, producing language tools such as lexicons and capsules, and offering workshops to legal support staff.



Being a Francophone in the 21st Century

The community is frequently invited to take part in USB initiatives. On January 29, 2015, students, faculty and the general public had the opportunity to hear University of Manitoba Faculty of Law professor Aimée Craft speak on the topic of "Being a Francophone at the Turn of the 21st Century: Challenges and Issues" at the second Lucille Maurice lecture series. The talk was followed by a panel discussion featuring four young participants.

Launched in 2011 in honour of Manitoba teacher Lucille Maurice, these lectures are developed in conjunction with various partners and focus on language and literacy.



French Storytelling

From May 5 to 8, 2015, USB hosted the Winnipeg International Storytelling Festival, drawing 2,300 students and teachers from French Immersion programs, Basic French courses, and the schools of the Division scolaire franco-manitobaine. USB is proud to support such activities aimed at promoting cultural awareness in young speakers and learners of French.

Music in his Heart

On May 30, 2015, 40 years after its first concert in 1975, the Les blés au vent choir performed a special *Hommage à Guy Boulianne* at USB, paying tribute to the man who directed the choir for several decades.

Co-directed by Michelle Freynet and Aline Campagne, and featuring several special guests, including Guy's son, Patrice, whose own musical career spans 20 years, the choir performed several works by French songwriters from across Western Canada so loved by their former director. A number of USB faculty and staff sing with the choir.



USB: a friendly and vibrant campus

This year more than ever, USB's steadily enhanced programs, broad array of cultural events, and wide variety of student services made it the perfect choice for students interested in pursuing their postsecondary education in French.

Building a business in 55 hours



Seven students from USB's École technique et professionnelle (ETP) took part in the *Ramp Up Weekend Campus Edition* competition on February 6, 7 and 8, 2015, at the University of Manitoba.

This event pulls together designers, thinkers and budding entrepreneurs, challenging them to turn their ideas into minimum viable business products (MVPs) in just 55 hours.

A new look for Sportex

Sportex renovations began in the summer of 2014 and were completed in February 2015. The gym now features new change rooms, Z-lockers and steam rooms, in an ambiance worthy of a luxury spa.

La Guerre des tuques in song

USB offers students a full calendar of social and cultural activities, including concerts and plays, a student radio station and newspaper, visual arts, and much more. From March 11 to 15, 2015, the university's Les Chiens de soleil theatre company presented a musical comedy based on the popular André Melançon film, *La Guerre des tuques*. The five performances drew 700 spectators, and Roch Demers, the original film's producer, attended the première.



First graduates of the Bachelor of Nursing and Accelerated Early Childhood Education Diploma programs

This past year was marked by two milestones: 18 degrees were awarded to the first graduating class in the Bachelor of Nursing program – the fourth year in Nursing was previously offered through distance learning at the University of Ottawa – and 10 diplomas were awarded to the first graduates of the Accelerated Early Childhood Education Diploma program. In all, 115 diplomas were conferred at the École technique et professionnelle convocation on June 17, 2015, at the St. Boniface Cathedral.



Top 25 for 5 years running

USB ranked among Manitoba's top 25 employers for the fifth year in a row.

Research: a driving force

At Université de Saint-Boniface, the ongoing development of research that directly enriches teaching continues to raise the institution's local, national and international profile. Here is a look at USB's scientific research and publications from 2014-15.

Lecture on almanachs

The second Robert Painchaud Lecture, held at USB in October 2014, dealt with French Canadian almanachs and the history and socio-cultural impact of this popular medium. The speaker was Hans-Jürgen Lüsebrink, a professor at the University of Saarbrücken in Germany.

The annual Robert Painchaud Lecture series was established by the Tier 1 Canada Research Chair in Migrations, Transfers and Francophone Communities held by professor Yves Frenette. The series pays tribute to historian Robert Painchaud, a USB alumnus and founder of the Centre d'études franco-canadiennes de l'Ouest (CEFCO).

International workshop on Métis status

USB hosted the fourth international workshop on Métis identities and cultures, from August 26 to 28, 2015. Organized by anthropology professor Dr. Denis Gagnon, in collaboration with Héléne Giguère (Spain) and Dana Hennes (Belgium), the workshop, entitled *Le statut de Métis au Canada et dans le monde* [Métis status in Canada and the world], sought to encourage reflection drawing on the ethnographic work of an international researcher network, publish a collective work, and establish the Réseau d'études métisses internationales (RÉMI).

Dans leurs propres mots Conference

On August 27 and 28, 2015, an international and multidisciplinary conference entitled *Dans leurs propres mots : la mobilité dans les écrits personnels et les sources orales du XIV^e au XXI^e siècles*, was organized by the Canada Research Chair in Migrations, Transfers and Francophone Communities, with delegates from North and South America and Europe who made 30 presentations.

Towards a renewed Francophone vision

A number of USB research projects deal with Manitoba's French-speaking communities and contribute to their vitality.

In June 2015, Danielle de Moissac and Rokhaya Ndeye Gueye, two USB researchers and professors, along with a four-member support team, began analyzing the data collected during *cafés citoyens* to identify recurring ideas. These gatherings served to collect information on community priorities and concerns, and were held as part of the États généraux de la francophonie manitobaine 2015.

The ultimate goal of the États généraux consultation is to build a community vision and a plan to achieve it.



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Many thanks to our generous donors

From April 1, 2014 to March 31, 2015

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Financial Statement

RESULTS FOR THE YEAR ENDED MARCH 31, 2015

Revenue

| | |
|---------------------------------|--------------|
| Provincial government subsidies | \$16,946,000 |
| Federal government subsidies | \$4,454,000 |
| Tuition fees | \$5,360,000 |
| Investment income | \$2,134,000 |
| Other income | \$1,700,000 |
| Donations | \$950,000 |
| Rent and parking | \$856,000 |

Total **\$32,400,000**

Expenditures

| | |
|-------------------------|--------------|
| Salaries and benefits | \$22,593,000 |
| Materials and other | \$4,553,000 |
| Depreciation of assets | \$1,374,000 |
| Travel and conferences | \$685,000 |
| Public services | \$575,000 |
| Scholarships and awards | \$522,000 |

Total **\$30,302,000**

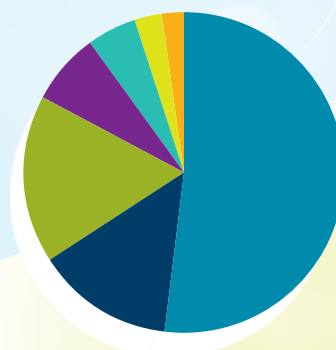
| | |
|-----------------------------------|---------------|
| Excess of revenue over expenses | \$2,098,000 |
| Transfer to endowment fund | (\$721,000) |
| Capital expenditures | (\$328,000) |
| Net transfers to restricted funds | (\$1,045,000) |

Balance

| | |
|---------------------------------|---------|
| Net change in unrestricted fund | \$4,000 |
|---------------------------------|---------|

Sources of revenue

- Subsidies
 - Provincial government 52%
- Subsidies
 - Federal government 14%
- Tuition fees 17%
- Investment income 6.8%
- Other income 5.4%
- Donations 3%
- Rent and parking 2%



Complete financial statements for the year ended March 31, 2015 are available (French only) on the USB website at ustboniface.ca/etatsfinanciers.