




Université de
Saint-Boniface

Une éducation supérieure depuis 1818



The Pride of Identity

HIGHLIGHTS OF THE 2011-12 ANNUAL REPORT

Throughout the 2011-12 academic year, USB students and staff welcomed the fact that “university” was finally part of their official name. Meanwhile, Université de Saint-Boniface renewed its strategic plan and moved forward with the development of a new visual identity.



A new strategic plan

In 2011-12, the Board of Governors developed a new five-year strategic plan with four strategic directions for development. The first aims to make USB the number one choice for French-language postsecondary education. Targeted and robust recruitment is also planned. USB is looking to further strengthen its community ties and the institution wants to raise its profile through high-quality research conducted here.

Léo Robert

A stylized, cursive signature of Léo Robert in white ink on a blue rectangular background.

CHAIR, BOARD OF GOVERNORS

So Very Proud of our Identity

In 2011-12, USB also completed an extensive process that led to the adoption this past fall of a new visual identity to capture and reflect our new name and status. The logo choice is strikingly powerful, elegant and modern, and gives renewed vitality to the special pride that has permeated our campus over the last twelve months.

Raymonde Gagné

A stylized, cursive signature of Raymonde Gagné in white ink on a blue rectangular background.

PRESIDENT



Université de
Saint-Bonif

Une éducation supérieure

An inspiring image

The start of the 2011 fall term marked the beginning of an in-depth process leading to the adoption of a new visual identity for USB.

In September 2011, the new *Université de Saint-Boniface Act* came into force, formally recognizing the institution's university title granted in June. USB decided to capitalize on the positive energy surrounding this milestone to refresh its image during the year.

Extensive process

In fall 2011, an online survey allowed more than 200 people – students, alumni, staff, friends, donors and the general public – to have their say about the institution's future brand. The comments received were invaluable in the subsequent development of a logo and slogan.

In spring 2012, the committee established by the university administration made the final selection from several proposals submitted by communications and marketing firm Deschenes Regnier.



**Université de
Saint-Boniface**

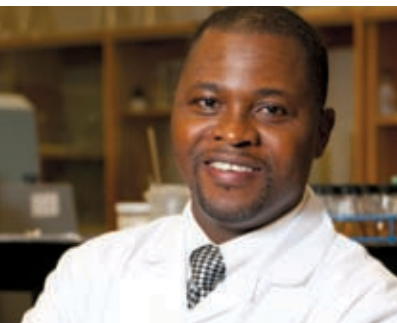
Une éducation supérieure depuis 1818

A powerful symbol

The selected logo is eloquent: enclosed in the shape of a shield, a half cupola sheltering human figures rests above six interwoven lines. It is an ingenious marriage of tradition and innovation, wisdom and humanity, diversity and francophone culture. The slogan 'Une éducation supérieure depuis 1818' (Higher education since 1818) carries connotations of knowledge, history and excellence.



The fight against superbugs



Research is one of the areas currently generating enthusiasm at USB.

In August 2012, the UK's prestigious *Journal of Medical Microbiology* featured a study led by USB Dr. Mathias Oulé that proved the

effectiveness of a disinfectant (Akwater) against spore-forming bacteria, including *C. difficile*. Akwater is non-corrosive, non-toxic, safe to use and environmentally friendly, making it an ideal disinfectant for hospitals, laboratories and even the food industry.

This discovery had a significant impact on the scientific community and mainstream media in Europe and Canada and confirmed USB's decision to make research a priority.



A thriving language school

USB's Continuing Education Division celebrated its 35th anniversary in 2011-12.

Created in 1977, the Continuing Education Division offers a variety of French, English and Spanish courses. Learners include members of the English-speaking community, newcomers to Canada, public servants and many others. In the last 20 years, enrollment at the Division has doubled, and is now approaching 5,000. Staff numbers have also doubled in the past decade.



A dynamic Continuing Education Division



Why is the Division so successful? To begin with, 80% of instruction focuses on oral practice through discussions, workshops and

role-playing as well as participation in francophone socio-cultural activities. The learning material is another major strength, and the Division has developed its own manuals (the *À Vous!* collection) based on Canadian life, vocabulary and geography. Since 1997, the Division has provided customized training for specific groups that include federal civil servants, health care workers and justice employees.



Recruitment

On the agenda: increase enrollment from Manitoba's French-language and French immersion schools.

In 2011-12, USB conducted a comprehensive review of its recruitment action plan for 2013-15 with the goal of expanding enrollment from Manitoba.

USB's international recruitment has been a resounding success over the past decade. The diversity of the student population defines the institution and enhances the cultural, educational and human learning environment on campus. USB wants to build on this success to significantly expand its recruitment in Manitoba's French-language and French immersion schools in the coming years. A 35% increase is targeted by 2015.

Scholarships and personalized approach

To reach this ambitious goal, two of the many avenues being explored are enhancing USB's scholarship program and developing a fully personalized approach for every student.

Sharing knowledge and compassion with Haiti

A special relationship was forged between USB and Haiti in 2011-12.

USB signed an agreement with Haiti's CREFI research and training centre in educational sciences and psychological intervention, for the purpose of training school administrators and educators.

In March, educators Jules Rocque and Corinne Barrett DeWiele led a training session on school administration in Port-au-Prince; in April, they hosted a Haitian delegation in St. Boniface, and in May, they returned to Haiti to offer more professional training.

In addition, Rachelle Brière, a nursing instructor at USB, traveled to Haiti in February as part of the *Hand in Hand with Haiti* project to provide assistance to the small community of El Shaddai.



Other newsbites

USB, model employer



For the second consecutive year, USB was among Manitoba's top 25 employers in 2012.

CNFS awards 12 scholarships

In May, the CNFS national health education consortium awarded \$1,000 in scholarships to 12 students enrolled in a health-related program.

Canadian Studies in the spotlight

In spring 2012, five graduates from USB's decade-old online Master of Arts, in Canadian Studies program defended their theses.

USB hosts the business community

One of the popular Winnipeg Chamber of Commerce networking events called After Business Mixers was held at USB in May 2012.



New online presence

In early 2012, the USB website introduced *Carrefour Sous la coupole*, a section featuring stories, videos, contests and more.

Business Administration scholarships

In March, 37 future Business Administration graduates were awarded a scholarship at an Excellence Awards gala, with USB alumni and benefactor Marcel A. Desautels in attendance.

Chemistry awards

In November 2011, students Chloé Delaquis and Tessa Harvey received awards from the Chemical Institute of Canada and the Canadian Society for Chemistry.

Memorable images of 2011-12

