

# President's Message

## Creating a brighter future for the University of Manitoba



Recently, both the Senate and the Board endorsed a new planning framework.

In this document the mission of the University of Manitoba remains unchanged, namely, *to create, preserve and communicate knowledge, and thereby contribute to the cultural, social and economic well-being of the people of Manitoba, Canada and the world.*

We are committed to a slightly enlarged set of shared values: excellence, innovation, responsibility to society, selectivity, equity and diversity, integrity, academic freedom, accountability, environmental sustainability and humane treatment of others.

We want our students, scholars, staff and graduates to have an association with the University of Manitoba that is transformative and we want their discoveries to be of the greatest possible benefit to their own lives, and to the lives of others.

At the core of the framework is the identification of four emphases for development over the next several years. They are: academic enhancement, student experience, Aboriginal achievement and being an employer of choice. These are not exclusive – the university will continue with the very broad mission statement given above – and they will help shape the university's efforts to build on existing strengths, and contribute in a socially responsible manner.

Here is a more detailed look at each of these four areas for development.

### Academic enhancement

Several criteria were used when we looked at how to enhance our academic activities through innovations in programming and research such as:

- the uniqueness of the activity
- the potential to draw on strengths from across the university
- the potential to exploit our position as a great research university and tie our

teaching, research and public service activities together with the relevant needs of the province (this is not to say we would neglect the larger national and international scene, rather, it is an acknowledgement of our particular responsibility to the taxpayers of Manitoba).

Using these criteria, we identified the following six areas for academic enhancement: healthy, safe, secure and sustainable food and bioproducts (building on the longstanding tradition that dates from the founding of the institution); sustainable prairie and northern communities (responding to the particularities of our geographic setting and the needs that arise from it); human rights (capitalizing on strong streams of activities in many areas and linking to the new Museum for Human Rights being built in Winnipeg); innovations in public and population health (drawing on the many health-related programs and activities in many parts of the university); new materials and technologies (using naturally occurring and processed materials for infrastructure, homes, communication, medicine and transportation); and cultures and community (because the university continues to be a strong force in the study of cultures and in the development of culture in our own community).

The University of Manitoba will be nationally and internationally recognized for its teaching, research and creative excellence in these fields and sought after by students and faculty alike as their institution of choice for study.

### Student experience

Our second emphasis is on providing an outstanding student experience. While much of what we provide for students – both inside the classroom and in the broader experience they have within the university community – is outstanding, we must do better. The University of Manitoba

will be a student-focused research university from the time of recruitment and a life-long academic home where students will contribute to a diversity of ideas and experiences.

### Aboriginal achievement

Continuing the university's commitment to being an institution of choice for the Aboriginal community, the University of Manitoba will work with a variety of partners to make Winnipeg the national centre of excellence in Aboriginal education. In particular, we will enable Aboriginal students to both prepare for, and achieve, educational success in the full range of academic programs that we provide.

### The University of Manitoba: an employer of choice

Our final area of focus is to make the University of Manitoba an employer of first choice by offering and expecting respect for all staff and faculty, providing opportunities for leadership, growth and development, and recognizing the contributions made at all levels of the organization.

The University of Manitoba is a large and significant contributor to the social, cultural and economic development of the province and of the nation. We have an opportunity, and certainly an obligation, to do important work in all three of these areas and there is significant need for the teaching, research and public service to which we have committed ourselves. The next few years will be exciting and fulfilling for all of us. I look forward to working with our stakeholders and partners – alumni, students, faculty and staff, the community at large, and all levels of government – as we seize these opportunities.

Sincerely,

**David T. Barnard**  
president and vice-chancellor  
University of Manitoba