

COMPLEMENTARY PROJECTS

Strategic Development of the *Collège universitaire de Saint-Boniface* (CUSB)

2009-10 to 2010-11

These projects are funded under the
*Canada – Manitoba Agreement on
 Minority Language Education and Second Official Language Instruction
 2009-10 to 2012-13*

The *Collège universitaire de Saint-Boniface* (CUSB) is proposing a series of projects to enhance its capacity to improve its programs and services by applying longer-term strategies to developing the French-language post-secondary education system in Manitoba in 2009-11. The CUSB's strategy will focus on both francophones and certain other target groups (immersion students and their parents, as well as anglophones potentially interested in learning French), who would not otherwise have considered pursuing their post-secondary education in French. In a nutshell, the initiatives advocated in these complementary projects will help more people access and participate in the CUSB's post-secondary programs. These initiatives are different from those proposed in the CUSB's multi-year action plan.

I. PROJECT DESCRIPTION

1. Minority language

The CUSB would like to implement two complementary initiatives in 2009-11 to develop its capacity as a francophone post-secondary institution operating in a minority community.

An integrated and user-friendly information system

The CUSB's current data management system is outmoded and is also incompatible with that of the University of Manitoba with which the CUSB is affiliated. As a result, it is more difficult for future students to access information about and enrol in the only post-secondary francophone educational institution in Manitoba. Information technology has come to play an increasingly important and fundamental role not only in the day-to-day work of both the institution and the people using its data management system but also in the CUSB's efforts to attract new students.

The CUSB proposes acquiring a new integrated information management and online campus system based on the latest technology, thereby offering students, teachers, student services and the CUSB administration integrated online access to the campus. Improved access to online services will enable the CUSB to ensure that the students' university experience remains positive and then project this positive image towards future students. As a result, both future and current students will be able to effortlessly navigate the system from the time of their initial enquiry and admission to the time they obtain their degree and beyond. The system will support effective strategic and operational management and facilitate information access.

Students with Special Needs Service

The CUSB's Students with Special Needs Service reflects the "fair access to education" philosophy adopted by the CUSB in its efforts to facilitate the process of integrating students with special needs into university life so that these students can benefit fully from a university education. Students requiring such accommodation suffer from all kinds of difficulty: dyslexia, attention deficit, hearing loss, difficulties in concentrating, physical disability, mental health problems, medical conditions, medical emergencies, and so on.

The idea behind setting up the Students with Special Needs Service in 2009-10 is to eliminate obstacles to education. The Service will offer support and guidance to these students, particularly through tutoring/mentoring, note-taking support and accommodation arrangements for taking examinations. Strengthening this service will enable the Collège to respond more effectively to the growing needs of its student body.

2. Second official language

The CUSB would like to expand its francophile target group by offering an opportunity to flourish and succeed by studying in Canada's second official language. The two initiatives proposed in this complementary project will boost the CUSB's efforts in this regard. These initiatives will also be consistent with the recommendations to this effect made by the Office of the Commissioner of Official Languages in its report published in October 2009: *Two Languages, a World of Opportunities: Second Language Learning in Canada's Universities*.

Communication campaign targeting anglophones and francophiles

Despite the CUSB's success in attracting anglophone students, the statistics show a gradual decline in the rate of enrolment by immersion graduates at the CUSB. Whereas approximately 17% of immersion graduates enrolled in the first year at CUSB in 2003-04, the participation rate of these Grade 12 graduates is now around 11.2% (source: Bureau de l'éducation française, May 2009). Although many immersion program students are willing to study in French in francophone institutions,

an increasing number opt for education in English. In an environment where recruitment is increasingly competitive, the CUSB must act vigorously to attract the anglophone target group (immersion students and their parents as well as anglophone adults) to the CUSB. The Collège's limited visibility in the highly competitive anglophone market is quite apparent and impedes the institution's efforts to recruit immersion students and anglophone adults.

To ensure that immersion students and anglophone adults actively participate in learning French, the Collège is proposing a communication campaign targeting anglophone parents whose children are enrolled in the immersion program as well as anglophones potentially interested in learning French as an additional language. An integrated communications and marketing strategy will be adopted at the CUSB. By structuring its key marketing and communications messages, the CUSB can enhance the institution's visibility, image and reputation with both anglophones and francophones who are potentially interested in a French-language academic experience. The key elements of the integrated communications and marketing campaign will consist of: advertising, communications, media relations, public relations, recruitment, and online initiatives. The Collège is also proposing to create new recruitment materials in both English and French for immersion students and their parents.

Pedagogical guidance – second-language students

Program to integrate the language dimension into the various disciplines

All members of CUSB staff contribute in their respective ways to teaching and promoting language skills to students who have chosen to study in French as a second official language. A series of teaching strategies based on the theory of learning through both the written and spoken word have been designed to help students improve their academic performance and language skills, and these strategies are applied by the CUSB's professors.

Following up on a pilot project carried out in 2008-09, the Collège would like to implement a cohesive model of integrating the language dimension into certain academic disciplines. The measures proposed for 2009-11 will refine the strategies to be implemented in relation to the target students' language skills. The CUSB will offer a supportive framework for its teaching staff in the target disciplines.

The *À Vous!* collection

The CUSB proposes expanding its *À Vous!* collection of materials used to teach French as a second language to adults. This collection consists of a number of handbooks for the many levels of learning French as a second language or perfecting French as a first language, as well as teaching guides and DVDs.

II. ACTION PLANS

Linguistic Objective:		Minority Language	
Outcomes Domain:		Access to Postsecondary Education	
Performance Indicators		Performance Targets	
Number of program registrants		Increase the number of program registrants from 1,169 students in 2008-09 to 1,230 in 2012-13	
Number of students using the Special Needs Students Service		Increase the number of students using the Special Needs Students Service from 5 in 2008-09 to 10 in 2010-11	
Planned Investments			
Years	Canada	Manitoba	Total
2009-10	\$600,000	\$0	\$600,000
2010-11	\$0	\$600,000	\$600,000
Total	\$600,000	\$600,000	\$1,200,000
Planned Initiatives		Total Planned Contribution per Initiative	
		2009-10	2010-11
Integrated and user-friendly information system Set up an integrated and user-friendly information system at the CUSB ready for roll-out at the start of the 2011-12 academic year: conduct a feasibility study and consultations; acquire software; and install and launch the new system		\$525,000	\$525,000
Special Needs Students Service Set up a Special Needs Students Service: hire a full-time manager; acquire material and/or equipment; promote the service; and offer support services		\$75,000	\$75,000

Linguistic Objective:		Second Official Language	
Outcomes Domain:		Access to Postsecondary Education	
Performance Indicators		Performance Targets	
CUSB enrolments: <ul style="list-style-type: none"> o Number of immersion students enrolled in regular programs o Number of anglophone students enrolled in the oral French program Number of disciplines adopting the Language Integration Program		Increase the number of enrolments by 5%: <ul style="list-style-type: none"> o from 240 immersion students enrolled in regular programs in 2008-09 to 252 in 2010-11; and o from 663 anglophone students enrolled in the oral French program in 2008-09 to 696 in 2010-11 Increase the number of disciplines adopting the Language Integration Program from 1 in 2008-09 to 3 in 2010-11	
Planned Investments			
Years	Canada	Manitoba	TOTAL
2009-10	\$475,000	\$75,000	\$550,000
2010-11	\$0	\$400,000	\$400,000
Total	\$475,000	\$475,000	\$950,000
Planned Initiatives		Total Planned Contributions per Initiative	
		2009-10	2010-11
Communication Campaign Develop a communication campaign: Develop a communication plan to enhance the CUSB's visibility; produce advertising materials; and create new recruitment materials		\$350,000	\$250,000
Pedagogical Vision Develop the Language Integration Program in the various disciplines: <ul style="list-style-type: none"> o 2009-10: Sociology o 2010-11: Humanities Expand the <i>À Vous!</i> collection used in the FLS program for adults: <ul style="list-style-type: none"> o Handbooks o Teaching guides o DVDs 		\$200,000	\$150,000

Submitted by: Jean-Vianney Auclair
(Signature of the person authorized by Manitoba)

Date: 2010-03-12

Name and title of the Signing Official: Jean-Vianney Auclair - Assistant Deputy Minister

Approved by the Minister of Canadian Heritage on this 31 day of March 2010