



THE UNIVERSITY OF WINNIPEG

Associate Vice President, Engagement Candidate Brief

The University of Winnipeg

A dynamic campus and a downtown hub that connects people from diverse cultures and nurtures global citizens, The University of Winnipeg is on original Treaty One land, in the heart of the Métis homeland. The University acknowledges and respects that its water supply is sourced from Shoal Lake 40 First Nation. We recognize our connection to the Red River Métis people, all First Nations peoples across Turtle Island, and the Inuit of Canada.

With roots that date back more than 150 years, The University of Winnipeg (UWinnipeg) is known for its small class sizes, academic excellence, and commitment to Indigenous inclusion. With a current annual operating budget of \$156.7 million, the UWinnipeg community includes 10,000 students, 340 full-time faculty, 323 instructional staff, and 489 support staff who work together to provide high-quality undergraduate degree programs, pre-professional programs, and graduate programs through six faculties (Arts, Business and Economics, Education, Graduate Studies, Kinesiology and Applied Health, and Science). With 11% of the student population self-identifying as Indigenous, UWinnipeg has one of the strongest Indigenous participation rates among Canadian universities. Additionally, about 17% of the student population are first-generation university students.

The UWinnipeg appreciates, fosters, and promotes values of human dignity, equality, non-discrimination, and diversity. Our community members have created our institution's reputation for inclusiveness, innovation, and integrity; they are dedicated, proud, and passionate about education and scholarship.



We are committed to academic and research excellence, and have an established reputation for providing a supportive learning and working environment.

With more than \$15 million in annual research funding, eight Canada Research Chairs, and more than 20 Research Centres and Institutes spanning science-based, Indigenous issues, social economic impact research, liberal arts, and humanities, The UWinnipeg is growing its research enterprise.

Our reputation of collaboration and innovation is central to our mission of offering an excellent post-secondary

educational experience. With a deep-rooted commitment to Indigenization, human dignity, diversity, inclusivity, and belonging, the UWinnipeg engages with its students, faculty, and staff in ways that only a close-knit community of learning can achieve. The UWinnipeg offers an expansive suite of [undergraduate programs](#) across its faculties, as well as a select number of exciting [graduate programs](#).

The UWinnipeg respects its responsibility and commitment to Reconciliation, and to Indigenous student success. Through the embedding of Indigenous perspectives in our courses, mandating that all undergraduate students fulfill their program requirements with an Indigenous course, and offering a variety of Indigenous-focused programs, research, scholarship, and accessibility opportunities, the UWinnipeg upholds its responsibility to be a place where all students understand their individual roles and responsibilities toward Reconciliation.

In addition to traditional degree offerings, the UWinnipeg provides two unique programs that underscore its commitment to learners at all stages of life within the communities it serves. These include:

- The Collegiate, which offers accelerated courses and opportunities for dual credit for students in Grades 9 through 12. Within the Collegiate, the Model School educates between 30 and 40 inner-city students annually who receive individualized work plans, and financial and academic supports to ensure their success; and,
- The Professional Applied and Continuing Education (PACE) program, which prepares learners for ongoing changes in the workplace. PACE offers a wide range of full- and part-time courses, programs, certificates, and diplomas in the areas of management, project management, human resources, finance, public relations, marketing, leadership, IT security, web development, educational assistant, and customized training.

Our more than 50,000 alumni contribute to a global society through politics, law, medicine, business, theology, arts, and athletics. As a testament to the University's strong community spirit, many alumni choose career paths that bring them back to our campus as faculty and staff.

Mission, Vision, and Values

Mission

The University of Winnipeg is committed to excellence in post-secondary education through undergraduate and graduate programs in Arts, Business and Economics, Education, Kinesiology and Applied Health, and Science, influenced by a long-held tradition of outstanding academic scholarship, teaching, and research excellence.

Vision

The University of Winnipeg is about more than creating knowledge; it is about mobilizing that knowledge and fostering collaborative partnerships to create a stronger, more inclusive community for future generations. We proudly reflect our city's diversity and have created outreach programs to support accessible postsecondary education for traditionally under-represented students (e.g., mature students, Indigenous students, immigrant students, refugee students). We believe that success across disciplines is associated with the ability to synthesize and understand the relationship between theory and practice, and that a grounding in liberal arts produces leaders, critical thinkers, and problem-solvers.

Values

The University of Winnipeg fosters rich and meaningful educational experiences through Indigenous inclusion, research that has an impact on our local and global communities, sustainability, community engagement, accessibility, diversity, and providing an intimate learning environment. We are guided by the knowledge that our primary responsibility is to our students, to whom we strive to offer a community that appreciates, fosters, and promotes values of human dignity, equality, non-discrimination, and diversity.

Strategic Priorities

The University of Winnipeg's (UWinnipeg) current strategic plan (2015-2020) [Strategic Directions – Growing Leaders](#) identifies the following areas of priority:

- Academic Excellence and Renewal;
- Student Experience and Success;

- Indigenization;
- Research Excellence, Knowledge Mobilization and Impact; and,
- Financial and Institutional Resilience.

UWinnipeg leads with the values of Indigenization, human dignity, diversity, equality, belonging, and community. It is one of the only universities in Canada that has embedded an Indigenous course requirement for all newly enrolled undergraduate students, showcasing its strong commitment to Reconciliation and Indigenous perspectives. For more information visit: www.uwinnipeg.ca

The UWinnipeg's current Academic and Research Plan can be found [here](#).

The University of Winnipeg excels in its traditional commitment to personal connections with its students and the creation of a teaching and learning environment that allows students, from wherever their life paths have brought them, to achieve goals wherever they might wish to seek them. While maintaining this historical dedication to teaching and learning, the University also continues to be the source of innovative scholarship of discovery and integration, while practicing individually and collectively an impressive scholarship of engagement.

The Opportunity

Committing to a culture of advancement, engagement, and collaboration between and across the University and with external partners, this visionary leader will ensure that the UWinnipeg is represented and celebrated for its uniqueness, its excellent programs, its impact on research, knowledge mobilization, and innovation, and its embedded commitment to being a community within a community.

Reporting to the President and Vice-Chancellor, and serving as a member of the University's senior leadership team, the AVP Engagement will provide leadership on internal and external engagement matters in support of the institution's reputation as an outstanding post-secondary institution with a demonstrated commitment to Indigenization, accessibility, equity, diversity, and inclusion. The AVP Engagement will have direct oversight for Alumni Affairs, Conference and Event Services, Government Relations, and Marketing and Communications, and will work closely with the University's affiliated entities: UW Foundation and UW Community Renewal Corporation.

The AVP Engagement will provide senior level strategic leadership to the President with respect to government relations at all levels and jurisdictions, including Indigenous governance bodies in collaboration with the AVP Indigenous. As a strategist and creative leader, the incumbent will be responsible for collaborating with the President and senior leadership to create robust engagement plans that advance and celebrate the University's reputation. The incumbent will also design an Alumni Relations strategy to build an engaged and connected alumni community, and will work closely with the UW Foundation to ensure donor engagement and philanthropic activities are aligned with the University's strategic priorities.

As the University's brand ambassador and contact in the larger community, the incumbent will be responsible for managing all institutional media relations activities and will serve as the representative for the University with respect to critical media and issue management activities. The incumbent will also oversee talent management activities within their portfolio, including recruitment, selection, performance management, development and engagement and retention of staff; and will prepare an annual operating budget and manage and monitor all expenditures.

The AVP Engagement will have extensive senior level administrative experience and expertise, ideally within an academic setting or within a similarly complex organization. The incumbent will work collegially and collaboratively as a member of the

senior leadership team, and will lead a team that is responsive, effective, and professional to advance organizational priorities while respecting a diversity of views and disciplines. A leader who is passionate and pledges to lead with an inclusive, welcoming, respectful, and accessible demeanor, and is strongly committed to diversity, equity, and inclusion will be successful in this role.

Key Responsibilities

Alumni Relations

- Develop and implement an alumni relations' strategy by forming meaningful relationships and building an enriched and engaged alumni community.
- Oversee and enhance the University's connectedness and relationship with alumni.
- Participate in Alumni Board meetings, and support the collaborative efforts between alumni and the University.
- Work in collaboration with the UW Foundation to develop current and prospective donor lists to increase philanthropic giving within the University's alumni.

Community Relations

- Collaborate with the President and senior leadership team to create and implement a community engagement plan that aligns with the strategic priorities of the University.
- Vision and create a Presidential external engagement plan that connects the President and the University with the broader community.
- Establish and develop opportunities for strategic partnerships with relevant entities that will enhance awareness and impact of the University.
- Build and engage strategically with a broad spectrum of stakeholders, including Indigenous leaders and communities (with the AVP Indigenous), municipal, provincial, federal, community, industry partners and other important partners of the University.
- Uphold and strengthen the important linkages between the University and the community, and support community access to, and usage of, the University's brilliant researchers, teachers, services, and facilities.
- Represent the University on selected committees or at events, and undertake special projects or initiatives.

Government Relations

- Provide strategic leadership to the President with respect to government relations at all levels.
- Develop and implement a government relations' strategy that will support the advancement of the University.
- Remain current with regard to media, legislation, and policy activities that may impact the University.
- Foster opportunities for the President to develop positive relationships with government, serve as an advocate for the University's needs, concerns, and its progress, and identify and capitalize opportunities that support the University's strategic priorities.
- Provide strategy briefings, input, and direction on government relations' matters impacting the University (i.e., pre-budget submissions, budget).

- Envision and coordinate government visits to campus, town halls, meetings, and other events that will advance the University's relationship with government.
- Provide strategic advice to members of the executive team in their interactions with government.
- Represent the University at government events, roundtables, and conferences as required.
- Serve as a key liaison with the President between government and the University.

Internal Engagement

- Participate in the creation and successful implementation of the University's strategic plan and initiatives, and create and implement engagement opportunities, vision and strategies to achieve the University's goals.
- Vision and create a Presidential internal engagement plan.
- Develop and implement a marketing and communications' strategy for the University. This includes brand, marketing, website, communication assessment, and refresh.
- Oversee all key ceremonial and University signature events such as Convocation, Homecoming, and University-hosted lectures.

Media Relations

- Develop and implement a media relations' strategy. This includes identifying whether engagement is necessary, serving as the spokesperson for the University, assigning to Executive Director, Marketing and Communications, or recommending when others are required to speak on behalf of the University.
- Serve as the representative for the University with respect to critical media and crises management matters.

Philanthropic Relations

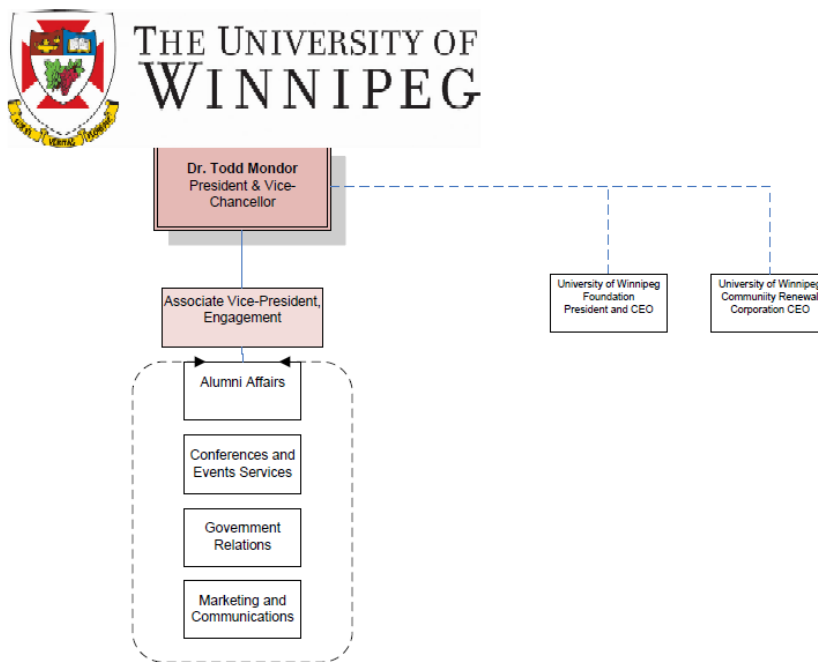
- Work closely and effectively with the UW Foundation to ensure that their donor engagement and philanthropic activities are aligned with the University's strategic priorities, direction, and advancement.
- Serve as a member of the UW Foundation Board, and work in close collaboration with the UW Foundation to ensure alignment of their activities with the University's goals and objectives.

Portfolio Leadership

- Provide leadership to direct report leaders and their units.
- Ensure the quality of activities led across the reporting units are aligned with the strategic priorities of the University.
- Lead talent management activities including recruitment and selection, performance management, professional development, engagement, and retention of staff.
- Ensure activities within the AVP Engagement office are undertaken with authentic and consistent collaboration with units around the University.
- Lead with a deep and thoughtful commitment to equity, diversity, and inclusivity.
- Prepare annual operating budget for unit, approve and monitor expenditures, and review monthly expenditures.

Reporting Structure

The following areas report directly to the AVP Engagement: Alumni Affairs, Conferences and Events Services, Government Relations, and Marketing and Communications.



This position has a strong collaborative interface with the University's affiliated entities: the UW Foundation and the UW Community Renewal Corporation. These relationships are critical to the success of the University, and the AVP Engagement must work collaboratively and effectively with these partners to support strong donor relations, fundraising success, and capital development.

Candidate Requirements

While the Advisory Committee recognizes that no one individual may possess all of the qualifications for this position, ideal candidates will:

- Hold a university degree in a related discipline, and relevant professional experience;
- Have a minimum of 10 years' experience in a senior leadership role, ideally within a post-secondary environment or an organization of similar complexity;
- Advance the UWinnipeg's brand, identity, and successes by articulating and showcasing our impacts to internal and external partners;
- Convert strategies into progress;
- Strive continuously toward opportunities for engagement that align with the UWinnipeg's priorities, mission, and vision, and that showcase and build on our strengths;

- Demonstrate excellent skills as a relationship- and consensus-builder;
- Exhibit exceptional communication skills with demonstrated ability to interact effectively with University colleagues, government, alumni, donors, and community stakeholders;
- Possess superior oral, written, presentation, and interpersonal skills, and be able to represent the University with key internal and external stakeholders, including Boards and various levels of government;
- Lead with a dynamic collaborative style and a track record of advancing organizational priorities while respecting a diversity of views and disciplines;
- Commit to the advancement of Indigenous success, engagement, and reconciliation;
- Value accessibility, equity, diversity, and inclusion in all forms;
- Pledge to lead with an inclusive, welcoming, respectful, and accessible demeanour; and
- Share and celebrate successes of staff.

To learn more about this significant leadership opportunity, please submit a comprehensive curriculum vitae and a cover letter expressing your interest to: Barbara Axworthy via barbara@harrisleadership.com

The University of Winnipeg is committed to equity, diversity and inclusion, and recognizes that a diverse staff and faculty benefits and enriches the work, learning and research environments, and is essential to academic and institutional excellence. We welcome applications from all qualified individuals and encourage women, racialized persons, Indigenous persons, persons with disabilities, and 2SLGBTQ+ persons to confidentially self-identify at time of application. All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents will be given priority.

The personal information of applicants is collected under the authority of the University of Winnipeg Act and 36(1)(b) of the Freedom of Information and Protection of Privacy Act. All personal information collected via the recruitment process is used to assess the applicant's suitability, eligibility, and qualifications for employment, and to otherwise support recruitment activities. This information will be provided to participating members of the recruitment process.

We thank everyone for their expression of interest—and are truly appreciative of the time individuals put into applying for this position. Thank you.

Information about the City of Winnipeg follows.



The City of Winnipeg – Destination with Diversity

Winnipeg, the capital of Manitoba, is located at the geographical centre of North America. A mid-sized city of about [833,000](#) people, Winnipeg offers a community with a cosmopolitan international flair and a warm welcoming spirit. An outstanding city in which to live, work and play, the following provides a brief overview of the vibrant metropolis of Winnipeg. For more detailed information, please visit:

winnipeg.ca

tourismwinnipeg.com

[Yes! Winnipeg](#)

realtor.ca

[Comeback City](#)

humanrights.ca

[MyWinnipeg](#)

economicdevelopmentwinnipeg.com

[Things to Do in Winnipeg](#)

Business: Characterized as having the most diverse economy in Canada, Winnipeg is forecasted to generate [sustained growth](#) through the next two decades. Winnipeg's strategic location at the heart of the Mid-Continent Trade Corridor makes it a logical transportation and distribution hub. Over 2,000 transportation companies do business in Winnipeg and we have the only 24-hour airport in Western Canada. Winnipeg is a leader in transportation, equipment manufacturing and the region is home to the largest aerospace industry in Western Canada.

While Manitoba is home to only 4% of Canada's population, Winnipeg boasts 10% of the country's biotech activity. Canada's largest insurance company, largest mutual fund company and one of the fastest growing wealth management companies in North America were all founded and remain based in Winnipeg. We are also the headquarters of Canada's agri-business industry. Winnipeg has a thriving communications and media sector and is home to professional sports teams such as: Winnipeg Blue Bombers, Winnipeg Goldeyes, Winnipeg Jets and Valour FC. The MTS Centre attracts world-class performances and the Winnipeg Convention Centre hosts spectacular events.

Manitoba ranks favorably in every category for annual personal costs and taxes such as housing, auto insurance, electricity and university or college tuition. Affordable housing ([average house sold Sept 2022 was \\$384,000](#)), short commuting times, economical office space and parking contribute to Winnipeg's status as one of the most affordable cities in the country in which to live and do business. In fact, a family of five earning \$75,000 per year is left with \$21,879 per year more than the same family in Ontario.

Education: Winnipeg has a broad range of public and independent schools grouped as Early Years, Middle Years and Senior Years divisions. We are also home to 4 universities and 4 colleges: The highly ranked University of Winnipeg, with its unique urban atmosphere; The University of Manitoba, Western Canada's oldest university; and Winnipeg's newest university, Canadian Mennonite University. Université de Saint-Boniface is affiliated with the U of M and offers accredited college and university courses in French. Red River College is the largest applied learning institute in the province. The Manitoba Institute of Trades and Technology provides skills training for a variety of technical professions. Robertson College and Herzing College are also located in Winnipeg.

Environment: Canada's #1 province with the clearest skies year-round, Winnipeg averages 2,372 hours of sunshine per year, azure blue skies and clean air. With four distinct seasons, Winnipeg has an average summer temperature of +25.8°C and an



average winter temperature of -12.9°C . One of the top 10 beaches in North America is located 30 minutes from the city and there are a multitude of lakes within a 2 ½ hour drive.

Culture: Winnipeg provides a rich spectrum of cultural activities for citizens and visitors. We have more than 17 theatres including the Manitoba Theatre Centre, Centennial Concert Hall, Prairie Theatre Exchange, Rainbow Stage, Pantages Playhouse Theatre, Winnipeg Jewish Theatre, Gas Station, and the Lyric Theatre. The world renowned Canada's Royal Winnipeg Ballet, Winnipeg Symphony Orchestra, Manitoba Opera, Winnipeg Jazz Orchestra, and Winnipeg's Contemporary Dancers are just a few of Winnipeg's cultural favourites.

Winnipeg has more than 50 museums and many galleries including: The Winnipeg Art Gallery, Canada's oldest gallery; St. Boniface Museum, in the oldest building in Winnipeg; Royal Aviation Museum of Western Canada (new location 2020); and The Manitoba Museum (and Planetarium), renowned for its combined human and natural heritage themes; Canadian Museum for Human Rights, the first-ever federal museum to be located outside of National Capital Region. A National Historic Site, The Forks was an ancient, traditional meeting site that has been redeveloped as a place to visit, explore history, shop, and dine. While at the Forks visit the Manitoba Children's Museum, the skateboard park, and river walk.

The city's diverse cultural make up shines brightly through the globally inspired cuisine found in almost every Winnipeg neighbourhood. With one of the highest restaurants per capita ratios in North America, Winnipeg has over 1,100 restaurants, diners and delis specializing in any kind of cuisine you can think of, from regional Canadian fare to fiery hot dishes from the tropics to gourmet cuisine from award-winning chefs.

Attractions include: Assiniboia Downs horse race track; Assiniboine Forest, Assiniboine Park and Zoo; Kildonan Park, Fort Whyte Alive; Oak Hammock Marsh, King's Park, La Barriere Park, Little Mountain Park, Living Prairie Museum, Pineridge Hollow, and St. Vital Park. Winnipeg also offers casinos, recreation and community centres, over 30 golf courses in Winnipeg and vicinity, as well as excellent shopping. With a vibrant nightlife, Winnipeg has numerous pubs, lounges, and clubs with some of the best DJ's in Canada. Known for its indie music scene, Winnipeg has many live performance venues.

Festivals and Events: Winnipeg is home to more than 20 annual festivals and events including: Folklorama (the largest and longest running multi-cultural event of its kind in the world), Winnipeg Folk Festival (an internationally acclaimed folk festival featuring seven daytime stages and over 60 acts), Winnipeg Fringe Theatre Festival (North America's second largest Fringe Festival featuring over 120 theatre companies), Festival du Voyageur (Western Canada's largest winter festival), Freeze Frame International Film Festival, Jazz Winnipeg Festival, & Manito Ahbee Festival. The Red River Exhibition is a 10 day festival which features a midway, concerts and agricultural exhibits.





Community of Creativity and Diversity: Winnipeg is an ethnically diverse city, with more than 100 ethnic groups speaking 80 different languages. Winnipeg won the bid to become 2010's Cultural Capital of Canada. To win the bid, the City and other arts organizations presented a diverse program of proposed events.

Downtown Winnipeg is the heart of the city's commercial and cultural life where historic buildings mingle with commercial skyscrapers. St. Boniface, Winnipeg's French Quarter and home to the largest francophone community west of Quebec, is a vibrant community within Winnipeg. Osborne Village was born out of the 60's and is home to an eclectic variety of shops and restaurants. Designated as a National Historical Site, the Exchange district is home to some of the finest turn-of-the-century terra cotta and cut stone architecture in Canada. The North End has a very strong ethnic background and a rich tradition. The national headquarters of Aboriginal Peoples Television Network (APTN) and the Aboriginal Chamber of Commerce highlight Winnipeg's diverse and vibrant Indigenous community.



THE UNIVERSITY OF WINNIPEG

