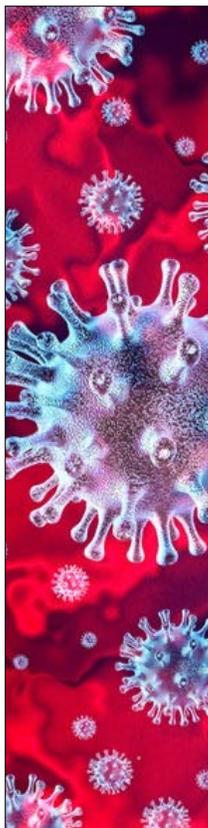


Maximizing our Potential

Dr. Paul J. Mazerolle, President and Vice-Chancellor

Saint John Common Council | 26 October 2020



Elements of UNB's response:

- A. Secure and sustain the **health and safety** of our people and communities.
- B. Sustain UNB's important **mission** and positive impact on New Brunswick and the world.
- C. Facilitate UNB's acceleration of the post-pandemic **recovery** in New Brunswick and beyond.



Securing the health and safety of our people and communities.

The pandemic affects each of the 10,000+ people at UNB.

Impact on the delivery of academic programs.

Impact on research activity, in labs and in the field.

Impact on campus activities and operations of facilities.

Impact on travel and recruitment (e.g. conferences, philanthropy, etc).

Impact on hosting conferences and events.



UNB's economic impact on NB

UNB's total impact on New Brunswick: \$1.8 billion.

Operations spending impact of \$224.9 million

Direct research spending impact of \$43.6 million

Start-up & spin-off company impact of \$125.5 million

Student spending impact of \$45.9 million

Visitor spending impact of \$8.6 million

See <https://www.unb.ca/president/eia.html>





Sustain UNB's positive impact on the world around us.

Academic Programs

Student Housing

Research Activity

Facility Use

Travel

Student Recruitment



Key priorities for post-pandemic recovery

Drive gains in productivity.

Heightened competitive pressure makes innovation and productivity gains an existential issue for some sectors in New Brunswick.

Reshape the workforce.

Bridging the 'jobs gap' is the first step in building a future-ready workforce.

Build a strong, resilient New Brunswick.

A healthy and vibrant province attracts attention, talent, investment.



Seizing opportunities, together.

health policy
health management
digital health
aging in the community
child rights and health



UNB Integrated Health Initiative



Construction

65,000 SF structure on the site of the former Ward Chipman Library
Total project cost of \$38 million, \$68 million in added gross output
Estimated jobs generation of a total of 307 direct, 93 indirect

Significant economic impact (over initial 8 years)

Enrolment growth of 500 additional UNB students in Saint John
Employment growth, with an additional \$40 million in payroll over eight years for faculty, staff, researchers, and students
Growth of \$4.5 million in annual research funding per year (\$1.6 million existing)

Significant impact on reputation as a leader in Health Innovation

- Interdisciplinary academic programming focusing on health
- Integrated research clusters in health fostering innovation and entrepreneurship in health
- Collaborative research efforts with our partners HHN, DMNB & NBCC

Seizing opportunities, together.

Recruit talent to strengthen our **workforce**, grow our **campus**, and build our **community**.



Integrated Health is UNB's strategic vision in action

- \$100M** IN ANNUAL RESEARCH REVENUE
- 15,000** STUDENTS
- SHARE OUR STORY** WITH THE WORLD
- EQUITY-SEEKING** GROUPS IN LEADERSHIP ROLES
- FLEXIBLE LEARNING** OPPORTUNITIES

<p>01</p> <p>RESEARCH IMPACT</p> <ul style="list-style-type: none"> Boost research productivity and double the annual value of our research grants to \$100 million Invest in research strengths, tied to major societal challenges Increase recognition and support for Indigenous research and methodologies 	<p>02</p> <p>TRANSFORMATIVE EDUCATION FOR THE FUTURE</p> <ul style="list-style-type: none"> Provide every student with an opportunity for experiential learning Develop more inclusive learning environments and modify curricula to incorporate Indigenous knowledges Expand UNB Online, micro-credential options and professional learning opportunities 	<p>03</p> <p>ENGAGEMENT AND IMPACT</p> <ul style="list-style-type: none"> Engage globally to harness research and knowledge for community well-being Expand partnerships to enrich learning opportunities Grow national and international collaborations to tackle major world issues 	<p>04</p> <p>A PEOPLE-CENTRIC, VALUES-INFORMED UNIVERSITY COMMUNITY</p> <ul style="list-style-type: none"> Support people at UNB to realize their full potential Increase participation of equity-seeking groups in leadership roles Foster a culture of support, recognition and celebration 	<p>05</p> <p>A MODERN, INTEGRATED, SUSTAINABLE UNB</p> <ul style="list-style-type: none"> Be a leader in sustainability and environmental stewardship among Canadian universities Invest in an integrated one UNB, two-campus community Create vibrant campus communities
---	---	--	--	--

OUR COMMITMENT PILUWITAHASUWAWUWAKON
 A Wolastotey word gifted to UNB by Opolahsemuwehs (Elder Imelda Perley) which means "allowing your thinking to change so that action will follow in a good way toward truth," and considering and sharing other world views, histories and practices. This commitment lies behind all that we do as a university. In all that we do, we commit to walking this path together, as we are all treaty people. This commitment transcends our five strategic pillars.

OUR VALUES

- ACADEMIC FREEDOM
- ACADEMIC EXCELLENCE
- INTEGRITY, TRANSPARENCY AND RESPECT
- EQUITY, DIVERSITY AND INCLUSION
- FINANCIAL AND ENVIRONMENTAL SUSTAINABILITY
- INNOVATION, ENGAGEMENT AND COLLABORATION

UNB.ca/strategicplan

Questions?

