

	Theme	Grand as a Griffin
	Event Date	2 p.m., October 10, 2024
	Location	Betty Andrews Recital Hall, MacEwan University

(Presentation recording may vary from original script)

(HOLDING SLIDE IN PLACE AS PEOPLE ENTER)

*<<Craig does land acknowledgement, introduces Knowledge Keeper, VIP recognition, and introduces Dr. Trimbee>>*

(PLAY INTRODUCING VIDEO)

(DR. TRIMBEE ENTERS WITH THE GRIFFIN)

- Thank you Craig and welcome everyone.

*<<PAUSE>>*

(SLIDE OF SOCCER GAME PICTURE)

- In 2021, our women's soccer team made it to the national finals – a tight game between MacEwan University and Trinity Western that went to overtime. Just moments into overtime, our goalkeeper was in a scary collision and taken off the field in an ambulance.
- Minutes after seeing their teammate leave the field, the team, with their backup goalie now in net, pushed through their anxiety and concern, taking the game into an overtime shootout. Talk about responding to pressure, pulling tightly together and working as a team and stepping up in difficult moments.

- After denying two goal attempts by the other team, the Griffins won their first university championship game. A huge moment in our university's history and in the lives of those student athletes. A game they'll never forget.

(SLIDE OF INJURED PLAYER WITH HER MEDAL)

- But for me, the best part of that story is that as soon as the game was finished, the team went en masse to the hospital to present their injured teammate with her medal, demonstrating their sense of community and teamwork, and their collective celebration.
- This year Griffins Athletics celebrates its 50th Anniversary, so we thought it was a great time to focus this year's address on Teaching Greatness – Grand as a Griffin (SLIDE WITH GRIFFIN).
- When we talk of student success and recognize the important impact our students and alumni have on our communities, we call it being Grand as a Griffin, but what does that mean?
- A Griffin is not a shy animal. A Griffin is powerful, strong, determined and purposeful. It's known for having a magical combination of qualities that has made it a respected and legendary icon across multiple points in history.
- This is what we're providing students. That magical combination of durable life skills that prepare them to take on the world and a drive to make a difference in their communities.
- Today we're celebrating the contributions we have all made in developing graduates who embody those qualities and acknowledge those same qualities in our faculty and staff.

- We are also here to celebrate all that is great about MacEwan University and its important contributions to driving our community forward. Resilient. Strong. Connected. Collaborative and innovative. And we have some amazing stories to tell.
- Like how we're developing graduates with critical thinking and research skills. The ability to ask questions and imagine new possibilities. Future leaders who have a sense of community, empathy and the tools they will need to make an impact in their chosen field.
- This is how our faculty and staff make a difference. All of you, in sharing your greatness, help us power MacEwan. We are all Grand as Griffins.
- Our commitment to our students' overall development is why MacEwan is in demand. Our students know that we'll be right there next to them along their journey, and our partners see the value in what we do.
- I hear from so many students and alumni about how we make a difference in their lives. I recently ran into Matthew Yanish, a MacEwan graduate and former VP External Relations with SAMU, whose experience gets to the heart of what makes MacEwan special.

(PLAY VIDEO OF MATTHEW YANISH)

(SLIDE TEACHING GREATNESS)

- It's an exciting time for MacEwan University. We're the right university for the times – we're agile, innovative and committed to student success. But we cannot sit still. We need to be prepared to meet changing workforce demands and the evolving needs of our students. Perpetual motion.
- When we first introduced our strategic vision, Teaching Greatness, we set a course and a destination focused on cementing our place as an exceptional undergraduate university that delivers a nimble, flexible and well-rounded education that delivers lasting value.
- Throughout today's presentation, I'll be sharing data from the milestones and markers we established in 2023 that hold us true to our path and ensure our success while keeping the essence of MacEwan intact.
- These milestones aren't just about figures and stats. They make the journey real, providing markers to show how far we've come and encourage us to continue the work to reach our destination. Every one of you – our staff and faculty – contribute to this vision and our success.

(SLIDE WITH STUDENT GROWTH)

- One of our most ambitious and important goals is to grow our population to 30,000 students by 2030, which we're on track to achieve. It's a big target to be sure, but one which will ensure MacEwan continues to meet the increasing demand for talented, job-ready graduates.

## (SLIDE OF SCHOOL OF BUSINESS GROUNDBREAKING)

- The biggest splash this year was our groundbreaking moment for the new School of Business – this building is the cornerstone of our enrolment growth as it builds capacity for another 7,500 students on campus.
- With construction underway, you've already heard about the Government of Alberta's \$125 million contribution. In the coming year you'll continue to see a lot of news and stories about this new building and the School of Business as we look to raise \$25 million in capital support through our MacEwan Means Business fundraising campaign.
- The campaign is off to a great start. We've already had several notable donations and will celebrate more as we continue to connect with our partners and develop new champions for this important project.
- Buildings are a great way to encourage community support – there's something inspirational about new construction in our downtown. It speaks to the important revitalization of Edmonton's core and highlights MacEwan's leadership role in the growth and positive development of our city.
- We are very grateful for the support of our donors who see the value in championing our efforts. They know MacEwan is doing great things – developing the next generation of leaders, entrepreneurs, innovators and community builders.
- And those great things could not, would not, happen without the collective efforts of our faculty and staff to ensure we provide students an exceptional undergraduate education in a caring and supportive learning community.

(SLIDE OF FUNDRAISING AMOUNT)

- This last year was one of our strongest years ever for fundraising – we raised almost \$5.6 million in 2023/24 for MacEwan Means Business and other initiatives like our Students First campaign, the Change in Action campaign, and various scholarships and bursaries. We are on track to exceed this amount in 2024/25.
- This financial support is coming our way because we provide value – our alumni are out there making a noticeable difference and our community wants to see that continue.
- Gail Powley, CEO of Technology Alberta, has seen the impact of our graduates in Alberta’s tech sector, and shared her insights on what makes MacEwan alumni valuable to that industry.

(PLAY VIDEO OF GAIL POWLEY)

(SLIDE OF ALUMNI GRADUATES 90k+)

- I’ve heard the same glowing feedback from many other leaders. Our alumni seem to be everywhere – but that’s because they are! At Spring Convocation, we reached a milestone of having over 90,000 graduates who are out making important contributions.
- While the number of alumni climb, I’m very pleased to share that we do so with an eye to ensuring our students and alumni reflect the community we serve. This year, we continued success in attracting Indigenous students to MacEwan.

## (SLIDE OF INDIGENOUS STUDENT GROWTH)

- Our investments in kihêw wasicton are making a difference. By integrating cultural guidance and a variety of ways of knowing throughout our academic programs and support services, and hosting events like the first in-person Indigenous Youth Rising Conference, MacEwan is making a tangible impact on economic and community reconciliation.
- This is making a difference that will last for generations.
- Recent graduate Richeena Yellowknee (SLIDE RICHEENA PICTURE), who grew up, lived and worked within her reserve, came to MacEwan with a goal – to help people. She saw how much potential her community held, and the need for more educated and experienced people to serve the place they came from.
- Now, with her Bachelor’s degree in social work in hand, Richeena’s goal is to break the barriers that challenge her community and help the next generations heal, grow and thrive.
- There are so many stories like Richeena’s – of students choosing MacEwan because of a personal goal.
- Another reason why MacEwan enjoys an enviable level of support is your efforts to develop job-ready “Grand as a Griffin” graduates.

## (SLIDE OF WIL targets)

- We aim to give every student at MacEwan experience through hands-on, work integrated learning opportunities. This year 93 per cent of our programs had a work integrated learning component, which is a year ahead of our 2025 target.

- Students are seeing the value this experience brings. Last year 27 per cent more students chose classes with a work integrated learning component. And while the School of Business is the largest source of these classes, we saw 431 more non-business classes incorporate work integrated learning opportunities – an impressive jump of 48 per cent.
- This is the result of the hard work of many faculty members and the work integrated learning team who are forging partnerships with our community to identify opportunities that are meaningful for our students and assist employers to address their needs.
- This pays off for our partners as much as our students. Michael Black (SLIDE MICHAEL PICTURE), a graduate of our School of Business, knew he wanted to get experience in the real world and combine it with what he learned in the classroom.
- Through MacEwan, he had an internship with the Ford Motor Company of Canada, which was so impressed by him they called him back to work full-time as their parts, service and customer experience manager.
- Placements like Michael's are an integral part of the MacEwan experience. Our students are enjoying hands-on learning opportunities with community partners like the Edmonton International Airport, Edmonton Elks, Oilers Entertainment Group, Invest Alberta and Citadel Theatre.



- While being a downtown campus has made it easy for our students to connect with our partners in the core, I recently heard about how our graduates are also making a difference in rural communities.
- The Agriculture Financial Services Corporation, whose purpose is to grow and sustain the agriculture industry in Alberta, has been working with MacEwan for over a decade.
- MacEwan students have been tackling their problems in our classrooms, and they've hired graduates across a wide spectrum of disciplines like risk management, insurance, finance, human resources and information technology.
- Mark Prefontaine, their chief strategy and innovation officer, sees their relationship with MacEwan continue to grow as we've started to jointly work on important research.
- MacEwan students are helping farmers and agribusinesses manage their risk and grow. What a wonderful example of how our downtown university is making a difference far beyond what people may expect.

(SLIDE OF MACEWAN IN DOWNTOWN SKYLINE)

- Our connections have been a large part of our success. Last year we spoke a great deal about the value of our place, especially as a downtown, urban university.
- With the enrolment growth we're projecting, MacEwan needs to ensure accessible and affordable housing exists in the core for our students.

- This past year, we've looked at new ways to collaborate with our community partners to meet this need and contribute to the revitalization of Edmonton's downtown in the process.
- Over the past year we've held numerous discussions with developers, looking at how we can solve this problem together. We have some solid ideas to move forward with, and our next step will be to invite industry to submit proposals that will lead to student-friendly units being built downtown.
- This is yet another tangible example of how our significant presence in the core is making a city-wide impact. Kalen Anderson, CEO and Jason Syvixay, VP Strategy for BILD Edmonton Metro - which is the new incarnation of the Urban Development Institute – shared with us the role MacEwan is playing and the impact our new School of Business building will have.

(PLAY VIDEO OF KALEN ANDERSON/JASON SYVIXAY)

(SLIDE OF MACEWAN DOWNTOWN)

- You've probably heard that MacEwan brings an average of 20,000 people to the downtown core during our fall and winter semesters. That's 25 per cent of downtown's daily population. We are one of the largest anchor tenants in Edmonton's downtown.
- As we offer more programs and courses year-round, that impact will be felt even more.
- It is also changing how students are taking advantage of our intentional flexibility to speed up their studies or spread their courses over a longer period of time.

- We saw strong growth last year in our Spring/Summer term. We offered 24 per cent more senior-level courses in the term, and more students took advantage, with Spring/Summer enrolment increasing by 16 per cent over the previous year.
- We're also offering different learning options such as micro-credentials, which are short, flexible courses designed for professionals who want to stay current or build new skills.
- I'm very proud of the flexible learning environment we offer. Victoria Hoang (SLIDE VICTORIA PICTURE), previously earned a Physical Therapy/Occupational Therapy Assistant Diploma at MacEwan. She chose to come back when she learned she could continue to work and get a degree in two and a half years. She just graduated with a Bachelor of Applied Human Service Administration and now has her eyes set on getting her Master's degree.
- I've also heard from other students about how they've been able to switch programs after discovering a different area of study that better matched their passions, supplement their learning, and navigate through difficult times outside of class and needed a compassionate school that understood their needs. Flexibility is key to meeting our student's evolving needs.
- This year we've also formalized and expanded our recognition that learning happens both inside and outside the classroom.

(SLIDE SHOWING OPPORTUNITY WEB PAGE)

- This year we've worked hard to build our Student Experience Records, which are an official document that recognizes our students' involvement in co-curricular activities throughout their academic career. These records are a powerful way to show how well-rounded and job-ready our students are.
- I'm very excited to see us advance to the next step – welcoming more academic and non-academic opportunities for MacEwan students to grow and expand their skills and build Student Experience Records that help them stand out as they start their careers.
- For Marium Sheikh (SLIDE MARIUM PICTURE), her time with the Model United Nations Club helped her better understand what she was interested in. The months of hard work she spent preparing speeches, researching topics and developing her public speaking skills, will make her a valuable member of any team she joins.
- There are many mentors at MacEwan connecting students with these opportunities. I think that work is vitally important.
- In our pursuit of continuing to establish MacEwan as an exceptional undergraduate university, we also need to be the best we can be. That means we need to be leaders in our fields, stay contemporary in our teaching and active in research that relates to our teaching mission.
- The research this university is doing is fundamental to this effort and is a great way to show the community the brilliant thinking and learning happening here at MacEwan.

(SLIDE OF Dr. Marielle Papin)

- This year, Dr. Marielle Papin was awarded a Canada Research Chair in Urban Wellness for her research into the role of cities and other transnational actors in governance collaboration. Canada Research Chairs are a high-profile rallying point that create centres of excellence that make an impact in the community through research, innovation and teaching.
- Dr. Papin will also lead the Research Institute for Urban Wellness, which now brings us to a total of three Centres of Excellence.

(SLIDE SHOWING CENTRES OF EXCELLENCE)

- Canada Research Chairs and our Centres of Excellence recognize that the work our researchers and faculty are doing is of the highest quality. We have two more Canada Research Chair applications in the works, and we're well on our way to reaching our target of 4 Centres of Excellence by 2025.
- We could talk for hours about the interesting projects happening here – this past year we've profiled many, including Dr. Trevor Hamilton's work examining the effect of elevated carbon dioxide on zebrafish, Dr. Joshua Miller's study of grolar bears, a cross between polar bears and grizzly bears, and Dr. Roland Lee's study into the factors contributing to the decline in electric vehicle sales.
- This scholarly work, and the countless other projects underway, make important contributions in their respective fields. But they also serve as an inspiration for our students.

## (SLIDE OF STUDENT RESEARCH DAY)

- This year, we held our biggest ever Student Research Day, with 300 students making 250 presentations, showing the incredible breadth of learning and discovery at MacEwan.
- Dana Jones (SLIDE OF DANA PICTURE) was one of our student presenters, introducing her study into test anxiety and reducing stress. In her literature review, she found a publication showing positive results when students were encouraged to view stress as something helpful.
- Dana's research found that using this technique, called cognitive reappraisal, did help students perform better on their midterms than students who viewed stress as a hindrance – even though both groups had similar test anxiety levels.
- Solid wisdom for our faculty and staff, and for Dana. She says she learned to overcome her fears and embrace being open to new ideas and the value of hard work.
- I know many of you felt like I did that day – inspired and impressed by the dedication our students showed in their work.
- Our partners are also impressed by MacEwan. For example, Alberta Innovates gave 12 MacEwan students funding to complete Summer Research Studentships focused on the intersection of health and emerging technologies. The students worked with faculty supervisors over 14 weeks to research various health system issues before presenting their findings.
- Student researchers gain so much from these experiences. For Soyinka Seguin, it gave him the skills and confidence to explore an entirely new path for his future.

(PLAY VIDEO OF SOYINKA SEGUIN)

(SLIDE OF WITH MOTION)

- New buildings and more students. Expanding critical programs and services that give us the advantage in preparing job-ready graduates. Keeping up to date with our pedagogy and being responsive to changing industry needs.
- How are we managing all of this growth and change?
- One is by maintaining tight relationships with our stakeholders and our community.
- This spans what I've already talked about today – our work-integrated learning partners, our donors, our alumni, our friends and our fellow researchers – and how we connect with one another within MacEwan.
- This also includes keeping close ties with the Government of Alberta. This year, our provincial operating grant funding remained level. We've also received targeted enrolment expansion funding growing our BSc in Nursing and Psychiatric Nursing, Child and Youth Care, and Business programs.
- We're also managing this growth through thoughtful planning and investment.

(SLIDE OF SIMPLE BUDGET OVERVIEW)

- MacEwan University is now close to a \$300 million operation, and most of that is spent on people.
- We've supported over 50 new academic and academic support positions in the budget – and we're doing this before enrolment is pushing our classroom sizes.

- To maintain our teaching excellence, we need to continue to focus on academic recruitment. It takes time to recruit specialized faculty with expertise to teach particular programs. When our students come to us, they will have inspired and passionate faculty ready at the front of the classroom.
- That's one example of scaling up. You'll also see we've increased our budget for internally funded research and MacEwan-funded scholarships, awards and bursaries.
- We're also investing in, and will continue to invest in, the excellent support staff beyond the classroom that keep the academic and administrative business of the university humming.
- For example, mental health for our students – as it is for young people across the country – is a pressing priority. Our students are reporting much higher levels of anxiety and loneliness, and it's affecting their academic success.
- The difficulties students are navigating are complex, which needs a more holistic support approach. The team in Student Affairs now includes more diverse expertise including the addition of new social workers, registered psychologists and a health promotion specialist.
- They're helping students find effective tools to support their wellness, find resources for housing and financial aid, and connect with our community partners who can address long-term needs.
- Just this fall, the team launched our Community Nest program, specifically designed to help first-year students meet other MacEwan students and make friends. I was delighted to hear 625 students signed up and I hope they all take advantage of the events and activities the program offers over the coming year.



- We have a lot happening at MacEwan. In all of this change, it's critical that we maintain the essence of what makes MacEwan unique and special. We need to continue to be Grand as Griffins in all that we do.
- There's a pragmatism, a responsiveness, in what we do here. We've remained flexible, community-focused and responsive to our students.

(SLIDE OF STUDENT SATISFACTION)

- I think that's why 85 per cent of our graduates say they would recommend MacEwan.
- Dr. Samuel Mugo started with MacEwan 16 years ago, about the time when MacEwan became a university. I've always been impressed by his ability to inspire and motivate students, and today he shares why he puts such an emphasis on connecting with his students in meaningful ways.

(PLAY VIDEO OF SAMUEL MUGO)

(SLIDE OF CAMPUS LIFE)

- I know many of you share Sam's passion for what we're doing here.
- Your efforts are making a difference, along a long continuum of showing we're invested in student success.
- It begins before students show up for their first day of classes through events like Open House and the Indigenous Youth Conference, and when our staff spend time with prospective students who are looking at what options are available.
- It's then ensuring students get a quality experience while studying at MacEwan through active engagement, supporting their growth and development, and helping them through the challenges of post-secondary studies.
- And then it's how you build and maintain relationships with our alumni and donors, who are our strongest ambassadors and supporters.
- I have one last story to share. Harlee Courtepatte came to MacEwan as a Grade 10 dropout who was working in the oil fields but wanted a better future for himself and his family. At 33 years old, he chose MacEwan. Harlee is now a successful entrepreneur and community leader who has this to say about his experience here.

(VIDEO OF HARLEE COURTEPATTE)

(SLIDE OF GRAND AS A GRIFFIN)

- This is why MacEwan matters. Why what you do matters. And why we'll continue being a post-secondary institution that is a respected, valued and an important part of our community. This is how we are all Grand as a Griffin.
- Thank you.

(SLIDE FOR Q&A)

<<Stand back and return to podium as Dr. Monk moderates questions>>