

ANNUAL  
**PROGRESS REPORT**  
2023

**UNB**  
TOWARD  
**2030**

## THE PRESIDENT'S REFLECTIONS

I am pleased and excited to share with you this annual progress report on our university's strategic vision. What you will read in the pages that follow is a true testament to the hard work, dedication and collaboration that define us as a community.

When this vision was embraced by our community four years ago, it came with a call to be bold and courageous. It was a call to step bravely into our future and become the university our province and our world need us to be. As we reflect on the past year, we find ourselves firmly down that trajectory.

I am incredibly proud of how far we have come together. The successes that are outlined in this report demonstrate a collective commitment to innovation, excellence and transformative growth, and they would not have been possible without the vision, dedication and resilience of our faculty, staff, students and partners. As we face our next year, we do so as one university, united in the knowledge that our work changes lives for the better.

Of course, this journey has not been without its challenges. In the past four years, we've endured a pandemic, rising global instability, and the emerging realities of the climate crisis. As we look toward our future, one thing is clear: the work we do at UNB has never been more important. Our community has an essential role to play in working with partners at home and around the world to address the grand challenges of our time. Having spent four years working with the incredible people that make up the UNB community, I have no doubt that we have the creativity and the resilience to meet those challenges head-on.

I would like to extend my sincere thanks to every member of our community for the work you do every day. It is through your efforts that we have come this far.

**The world needs more UNB.**

A handwritten signature in black ink, reading "Paul Mazerolle". The signature is fluid and cursive, with the first name "Paul" and last name "Mazerolle" clearly legible.

Paul J. Mazerolle  
President and Vice-Chancellor

This document highlights the achievements of the past year toward the goals of UNB's Strategic Vision: *UNB Toward 2030*. Unless otherwise indicated, the figures presented represent the period of March 2022 to April 2023.

While this document reports on the same key measures as previous reports, it also celebrates our success by showing our strategies in action. Our vision for UNB is alive in all that we do as a university. It adapts and adjusts to the world around us, making us stronger and better prepared to face the challenges of today and tomorrow.



## OUR STRATEGIC VISION AND ITS CONTEXT

Universities exist to foster and share the knowledge that is essential to create positive change. *UNB Toward 2030* calls on our community to tackle society's grand challenges with bold new ideas and decisive action to secure a more just and prosperous future for our province and the world.



### OUR VISION

We aspire to be a university of influence through excellence and innovation in research and teaching to enable positive social change across our communities.



### OUR MISSION

To inspire and educate our people to become problem solvers and leaders in the world, undertake research that addresses societal and scientific challenges, and engage with our partners to build a more just, sustainable and inclusive world.



### OUR COMMITMENT

Piluwitahasuwawakon. A Wolastoqey word gifted to UNB by Opolahsomuwehs (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.



### OUR ASPIRATIONS

#### UNB will be:

- Recognized internationally for the strength of our research.
- Financially and environmentally sustainable.
- A trusted voice in major discussions and debates across the community.
- Celebrated for our transformative educational experiences, innovative programs and commitment to experiential learning.

In achieving these goals, we will:

- Offer comprehensive, accessible and flexible educational programs.
- Provide students the critical thinking, empathy and skills to solve societal problems.
- Enhance educational attainment across the community.

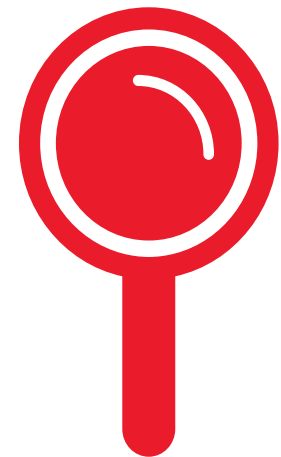
# RESEARCH IMPACT

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*Mobilizing knowledge to  
transform communities*

UNB is New Brunswick's research engine. Over the past year, we have continued to increase our research performance and mobilize this knowledge to transform communities.

We continue to develop areas of research strength to respond to grand societal challenges in energy, health, water and security. Our research makes a tangible difference, improving the quality of life of New Brunswick's people and the global competitiveness of our industry.



## STRATEGY IN FOCUS

### *Embracing Big Data and AI to lead the digital transformation of New Brunswick*

UNB's newly launched Research Institute in Data Science and Artificial Intelligence (RIDSAI) aims to help companies, community groups and government understand, create and leverage a technology that international accounting firm PwC projects could have a global economic impact of \$15.7 trillion by 2030.

The institute will bring together scholars from across the university to discover, create and deliver fundamental knowledge and innovative solutions to the people and groups who need it most.

The RIDSAI builds on UNB's strength in data science and AI scholarship. Many of the university's researchers are at the forefront of AI and data science inquiry, leveraging these advanced capabilities for everything from disease modeling and language instruction to gaming. Others are exploring the ethical, legal and political ramifications of this transformative technology, bringing that expertise to bear to ensure that AI works effectively and functions justly.

The RIDSAI has been born not just from the recognition of UNB's research leadership but also from visionary minds that see its potential value and impact. Among those are Dr. Frank McKenna, the benefactor of UNB's McKenna Institute, an entrepreneurial centre driving digital transformation in New Brunswick, and various other donors, who together provided \$3.5 million in financial support.





#### HEALTHY COMMUNITIES

### ***Improving the lives of those living with dementia***

Funding from the Healthy Seniors Pilot Project enabled a team from the Centre for Research in Integrated Care (CRIC) at UNB, Université de Moncton, Horizon Health Network and Vitalité Health Network to launch Navigating Dementia NB.

This province-wide, community-based, bilingual pilot program works with health and social care providers to ensure patient-centred, integrated care for individuals living with dementia, their families and their care teams.

#### ENSURING A SAFE AND SUSTAINABLE CLIMATE

### ***Heading to space to better understand climate change***

Researchers at UNB are part of a new consortium that will see Canadian innovation advance our ability to tackle climate change and severe weather.

The High-altitude Aerosol, Water vapour, and Clouds (HAWC) instrumentation will be deployed as part of NASA's Atmosphere Observing System (AOS) mission.

UNB's contribution, led by Dr. William Ward and Dr. Jeffery Langille, will focus on the development of the Spatial Heterodyne Observations of Water (SHOW) instrument. SHOW will be the first-ever instrument sent into orbit with the optical resolution required to observe the small-scale processes that influence the behaviour of water vapour in the upper atmosphere.

The HAWC mission is anticipated to launch by 2030.

#### ENERGY SYSTEMS FOR THE FUTURE

### ***Cleaner energy sources for New Brunswick and Canada***

UNB's Centre for Nuclear Energy Research (CNER) received significant funding support for its work at the forefront of small modular reactor (SMR) technology.

CNER received \$1,928,005 million from the Atlantic Canada Opportunities Agency (ACOA) and \$173,595 from the New Brunswick Innovation Foundation (NBIF) to support two key infrastructure projects, and Dr. Olga Palazhchenko was awarded more than \$300,000 from the Natural Sciences and Engineering Research Council of Canada (NSERC) and the Canadian Nuclear Safety Commission (CNSC) to further work in support of SMR design, safety and operation.

SMRs are smaller than conventional nuclear fission reactors, manufactured at plants and assembled on-site. Nuclear power plants are the only non-carbon emitting power plants capable of providing the production capacity required to maintain the grid and balance the intermittent loads of renewables.

#### HEALTHY AGING

### ***Improving healthcare for an aging population***

Dr. Erik Scheme partnered with fellow researchers and collaborators to harness machine learning to create a fully proactive solution to senior healthcare.

Proactive, Integrated, Technology-enabled, patient-Centric, Home support (PITCH) is a data gathering and analysis platform that predicts negative health outcomes before they happen through machine learning. PITCH-enabled tools and assessments could reduce the stress on seniors and their families, with the goal of keeping more New Brunswick seniors independent and healthy while avoiding frequent doctor's visits and emergency room waits.

#### BUILDING SECURE COMMUNITIES

### ***Preparing New Brunswick's justice system for digital transformation***

UNB welcomed Dr. Argyri Panezi as a new Canada Research Chair (CRC) in Digital Information Law and Policy. She will establish a Laboratory for Legal Innovation in the faculty of law.

Her research team will conduct multidisciplinary and empirical research to map the current digital transformation of justice in New Brunswick and in the broader Atlantic region. It will also develop guidelines for process and policy improvements and explore opportunities to innovate these policies.

#### SUPPORTING RESEARCH EXCELLENCE

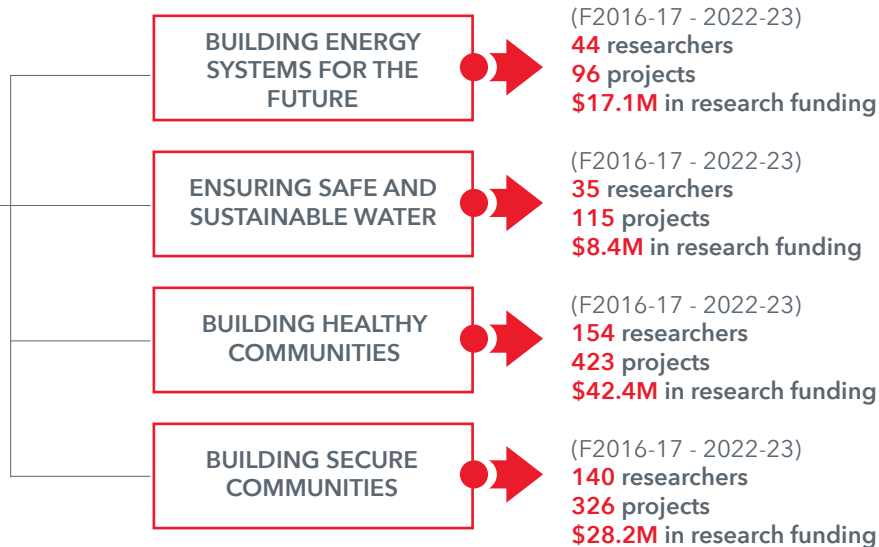
### ***Bringing top research talent home***

Dr. Daniel R. Meister, a scholar whose work explores the histories and politics of race, immigration and multiculturalism in Canada, was awarded one of 70 Banting Postdoctoral Fellowships. Dr. Meister's fellowship is with the faculty of arts in Fredericton, in the department of political science.

Banting Fellowships provide funding to the very best postdoctoral applicants, both nationally and internationally, who will positively contribute to the country's economic, social and research-based growth.

The highly prestigious Banting Fellowships are valued at \$70,000 per year for two years.

We established four areas for **research focus** to address some of the biggest challenges facing New Brunswick and the world:



**\$50,749,777**  
SPONSORED RESEARCH  
INCLUDING GRANTS & CONTRACTS

**19.5%**  
OF STUDENT BODY ARE  
GRADUATE STUDENTS  
increase of 0.5% from 2021-22



**29**  
RESEARCH  
CHAIRS  
(2023)  
3 Tier 1 Canada Research Chairs  
7 Tier 2 Canada Research Chairs  
1 of 6 CIHR Indigenous Research Chairs in Nursing

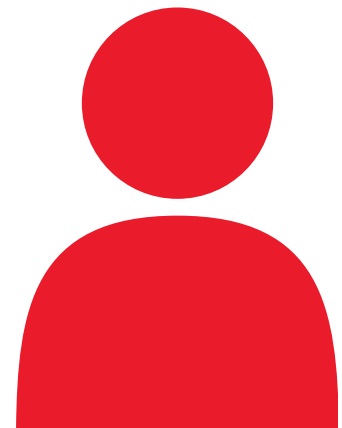
# TRANSFORMATIVE EDUCATION FOR THE FUTURE

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## *Preparing students to thrive*

In the four years since our strategic vision was officially endorsed and adopted, the face of university education has been forever transformed. The COVID-19 pandemic fast-tracked innovative pedagogical solutions, and UNB's faculty and instructors rose to the challenge.

The past year has provided the opportunity to build on the lessons learned and incorporate them as we further develop the future of learning at UNB. Our community is made up of a diversity of learners, with unique needs and goals. We continue to review our academic and professional development learning opportunities to ensure they meet the changing needs of the world. Our students take with them the skills and abilities they need to thrive in a world marked by change.





## STRATEGY IN FOCUS

### ***Educating professionals for the future of healthcare***

UNB's first cohort of bachelor of health (BH) students are off to become the next generation of health professionals, advocates and communicators to help solve the grand challenges we face in healthcare today.

Launched in 2020 as part of the Integrated Health Initiative at the Saint John campus, the BH program is a four-year interdisciplinary program focused on all aspects of health. It allows students to develop the knowledge and skills needed to succeed in a variety of careers in the health sector.

The BH program integrates arts, science and business, allowing students to understand the health sector from a variety of perspectives. This approach is building a talent pipeline that is equipped and prepared for the future healthcare sector. The degree program is offered at the Saint John campus and at the heart of the Tucker Park health cluster, which includes the region's largest tertiary care hospital, nursing and medical schools, and community college health programs.

This is one of the more than 30 new and modified programs developed by UNB since 2020. As the world we all live in changes, so do we. Our programs provide our students with the tools they need to make an impact today and tomorrow.



DEVELOPING INNOVATIVE PROGRAMMING

***Preparing students for a changing future***

One of the ways we are responding to the world around us is by becoming the first university in Canada to mandate climate education in the arts.

In the politics of climate change, students learn about complex issues such as climate change itself, international treaties to reduce greenhouse gas emissions, humanitarian crises and climate change refugees, climate change in the media and climate change denial.

The first-year course, Arts First: Climate and Environment in Humanities and Social Sciences, will be mandatory for all first-year arts students in Fredericton starting in Winter 2024. This course is paired with ARTS First: Justice in Humanities and Social Sciences, offered in the first term. Together they represent the renewal of the first-year arts program.

FOSTERING INNOVATIVE LEARNING OPPORTUNITIES

***Empowering students to steward New Brunswick's environment***

Final-year engineering students teamed up with the New Brunswick Department of Transportation and Infrastructure (NB DTI) to examine and protect the dykelands along the Bay of Fundy from rising sea levels.

Students explored the feasibility of an innovative dykeland construction method.

If testing is successful, NB DTI could potentially develop the blocks along the Shepody dykelands and increase the coastal dyke height by 2 1/2 metres.

HELPING STUDENTS THRIVE

***Connecting New Brunswick businesses to global talent***

A new six-week certificate program was launched to provide international students with the essential skills needed to succeed in the Canadian workplace.

The certificate is the result of a partnership between the Career Development & Employment Centre (CDEC) and the International Student Advisors Office (ISAO).

Each week, in-person workshops were delivered in collaboration with local community partners, WorkingNB and Ignite Fredericton, to provide students relevant, real-world resources and guidance.

CONNECTING OPPORTUNITIES WITH PEOPLE

***Hundreds of new community and industry partners for experiential learning***

UNB added over 450 new community and industry partners to the database of experiential learning opportunities.

Compass, a flagship community-engaged learning opportunity, supports economic, social and civic development in rural communities throughout New Brunswick. Interdisciplinary teams of students work with rural communities and regions to create innovative solutions to pressing challenges in those regions. This opportunity expanded into four communities in Summer 2023: St. Stephen, Dorchester, Woodstock and Fredericton Junction.

FOSTERING INNOVATIVE LEARNING OPPORTUNITIES

***Aligning students' needs to address New Brunswick's challenges***

UNB has developed a new pathway for post diploma entry into a bachelor of health sciences program for respiratory therapists currently registered and in good standing with the New Brunswick Association of Respiratory Therapists (NBART).

The BHS RT program is equivalent to two years of full-time university study but it may be individualized to better suit the needs of each student.

Students can take courses virtually or in person and can enrol full- or part-time.

PROVIDING INNOVATIVE OPPORTUNITIES

***Bringing New Brunswick talent to the world through excellence in education***

The department of geodesy and geomatics engineering (GGE) received the designation as a "Category-A" for its bachelor of science in engineering program, making it a top destination for students, faculty and industry partners.

Only three universities in North America have Cat-A recognition. The designation is handed down jointly by the International Hydrographic Organization, the International Federation of Surveyors and the International Cartographic Association.

With a 100 per cent employment rate for graduates, this recognition of GGE expands the experiential learning opportunities for students, including mapping the Arctic seabed on an icebreaker or working on a research vessel in Hawaii.



STUDENTS COMPLETED  
**OVER 11,113**  
**EXPERIENCES**  
FOR EXPERIENTIAL  
LEARNING



**58% of all students** completed at least one experiential learning opportunity.  
(5,800 students)



**Experiential learning opportunities in every faculty**, including 680 courses.



**More than \$5M in financial support for experiential learning opportunities.**

- 1,236 students received financial support for experiential learning in 2022-23.
- an increase of 343 students or 38% over 2021-22 (893 students).

**REDS**

**274**

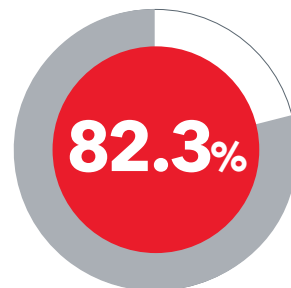
U SPORTS STUDENT  
ATHLETES

**141** U SPORTS Academic All-Canadians  
(51% of UNB U SPORTS athletes)

**56 of 141 AACs** earned a 4.0 GPA  
or higher

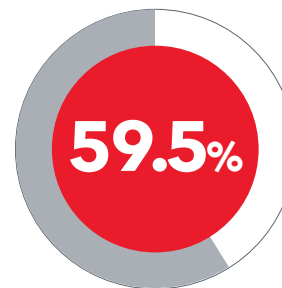


**2022-23**  
**RETENTION RATE\***



**80.8% DOMESTIC**  
**90.8% INTERNATIONAL**

**2022-23 SEVEN-YEAR**  
**GRADUATION RATE\*\***



**59.9% DOMESTIC**  
**53.1% INTERNATIONAL**

**SEAWOLVES**

**96**

ACAA STUDENT  
ATHLETES

**17** CCAA National Scholars

**4** Academic All-Canadians

\*Retention rates are calculated by the Office of Institutional Analysis and measure new (direct) from high school, full-time, degree-seeking students from a fall-to-fall semester period for year 1 to year 2.

\*\*Seven-year graduation rates represent full-time, direct from high school, degree-seeking students. Each rate is independently calculated. The average of the domestic and international rates may not match the overall rates.

# ENGAGEMENT AND IMPACT

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*Solving the challenges  
of today and tomorrow*

When we work together, we can achieve incredible things. This is the belief that lies behind our engagement with community, government and industry partners. This past year saw our partnerships grow and enrich the lives of our students, alumni, researchers and collaborators.

Our impact is growing, and people are taking notice. We know there is something special about UNB, and we continue to tell our story proudly to the world.

A large part of that story is turning ideas into action, and creating opportunities for ourselves and for others by putting innovation and entrepreneurship to work. We are building on the success of centres like the McKenna Institute, J Herbert Smith Centre for Technology Management and Entrepreneurship, the Wallace McCain Institute and the Pond-Deshpande Centre to nurture the game-changing ideas of the future.





## STRATEGY IN FOCUS

### ***Growing partnerships around to world to bring top talent to New Brunswick***

UNB is collaborating with higher-education institutions in India to provide opportunities for New Brunswick students as well as students around the globe. One example is the Manipal Academy of Higher Education (MAHE). Located in Udupi, MAHE is one of UNB's first university partners in India. The partnership involves several programs, including the Global Technology Solutions program and the MAHE-UNB dual degree in nursing.

The Global Technology Solutions program is a collaboration between UNB's J Herbert Smith Centre for Technology Management and Entrepreneurship and the M-GoK Bioincubator of MAHE. It brings together undergraduate and graduate students from both institutions to tackle some of today's toughest trials while learning the fundamentals of entrepreneurship and product innovation.

The MAHE-UNB dual degree in nursing will bring more trained registered nurses (RNs) to New Brunswick by reducing the barriers faced by RNs educated in India who wish to seek employment here. It follows a comparable curriculum and supports writing of the NCLEX-RN licensure while students study in their home country.

We are proud to currently partner with 12 other top-tier universities and colleges in India including: Chitkara University, Indian Institute of Technology Dharwad, Indian Institute of Technology Kottayam, Indian Institute of Technology Madras, Indian Institute of Technology Bombay, Jindal Global Business School, Jindal School of Banking and Finance, O.P. Jindal Global University, Rajas Medical Institutions, Sardar Vallabhbhai National Institute of Technology and Sri Vishnu Educational Society.



#### SHARING OUR STORY

### ***Putting New Brunswick on the global stage for talent development***

UNB's computer science and engineering faculties ranked in the 201-250 brackets on the Times Higher Education's 2023 World University Rankings list by subject, placing UNB in the top 20 per cent in the world, number 1 in the Atlantic region and top 10 in Canada.

The 2023 ranking included 1,799 universities across 104 countries and regions, making it the largest and most diverse ranking to date. The list scores universities on four performance areas: teaching, research, knowledge transfer and international outlook.

During the past five years, the faculty of computer science received \$8.1 million in research funding, making it one of New Brunswick's strongest research faculties. The faculty of engineering receives an estimated \$17 million each year in research funded by public research councils, government organizations and industrial partners.

#### PARTNERS IN INNOVATION

### ***Leading innovation to help solve the housing crisis***

Investments from the Atlantic Canada Opportunities Agency (ACOA), OSCO Construction Group and New Brunswick Innovation Fund (NBIF) will allow the Off-site Construction Research Centre (OCRC) to further advance research and innovation in off-site construction alternatives.

This funding will help OCRC expand its research team and infrastructure as well as national and international industry partnerships, create a new building envelope testing facility to conduct research in and certify new building technologies, and develop an off-site construction education and certificate program for industry practitioners.

The nearly \$2.8 million project is made possible through ACOA's investment of \$1,324,579 and leverages \$306,720 through NBIF's research grant programs, \$730,879 from OSCO's \$2 million contribution to UNB in 2018, and UNB OCRC's contribution of \$413,700.

#### GROWING PARTNERSHIPS

### ***Partnering to help bridge the educational attainment gap***

An innovative partnership between the McKenna Institute, the Ulnuweg Education Centre, and the Joint Economic Development Initiative (JEDI) received a commitment of \$5.2 million from the Mastercard Foundation through the Foundation's EleV program, which aims to support Indigenous youth through education and on to meaningful livelihoods.

The three-year project will enhance STEAM education for youth in Indigenous communities across Atlantic Canada and create pathways to higher education in STEAM. Students will learn via a mobile technology unit that will bring educators and the necessary tools directly to Indigenous communities, focusing on uplifting cultural practices and values as part of the program.

#### GROWING OUR COMMUNITY

### ***Creating connections that last***

This year marked the beginning of a new era for the Associated Alumni that melds the tradition of connecting and celebrating in person with emerging ways of engaging online.

Digital programming developed during the pandemic continued to connect and gain momentum with audiences of alumni across the country and around the world. This included a successful Season 2 of the UNBeknownst podcast, ongoing support of the UNB Talks Online and Career Talks Online series, and growing interest in the Alumni News Direct and digital Alumni News magazine.

A return to in-person events was met with celebration, excitement, engagement and pride. For the first time in three years, alumni came together for an in-person Reunion Weekend.

#### TRANSLATING RESEARCH KNOWLEDGE INTO COMMUNITY WELL-BEING

### ***A powerhouse coalition to jumpstart New Brunswick's digital transformation***

In the 18 months since its launch, UNB's McKenna Institute has raised more than \$50 million to jumpstart New Brunswick's digital transformation. This includes the McKenna Scholars program, which provides financial support to exceptional students in computer science and software engineering programs on our Fredericton and Saint John campuses with a focus on women, Indigenous students and students in financial need. In its first year, the McKenna Scholars program received \$1.25 million in scholarship funding, and awarded \$125,000 to students.

With the support of community and industry partners, the past year has seen the McKenna Institute launch an inaugural McKenna Fellow and a Research Chair. Dr. Matt McGuire, an assistant professor in the faculty of education, was named the McKenna Fellow in Digital Education. He will work with the McKenna Institute, the New Brunswick Department of Education and Early Childhood Development (EECD) and other education stakeholders to develop and implement a new K-12 digital literacy program across all New Brunswick schools.

Dr. Kenneth Kent, a professor in the faculty of computer science, was named the Barrett Chair in Entrepreneurship for Digital Transformation. He will work to advance the faculty's mission while furthering its shared goals with the McKenna Institute to drive digital progress in the province. This chair was created through a \$2.5 million commitment from Edward and William Barrett.



GROWING PARTNERSHIPS

**Connecting UNB to the global talent pipeline**

UNB continues to open its doors wider to the world. This past year, 30 UNB students went abroad to study at 14 partner universities in 10 countries for one semester or more. UNB welcomed 70 exchange students on our campuses from 29 partner universities across 17 countries.

UNB's Summer Term in Europe Program (STEP) launched in 2022. It allows students to study abroad in short-term structured international programs in a European country. In this past year, \$89,000 was provided for students through the STEP program funds. Ten students participated in a field study tour to Germany, 48 students participated in the STEP program at eight different partner universities in seven countries, and one student attended the first Manipal Academy of Higher Education's Manipal International Summer School in Udupi, India.

PARTNERSHIPS

5 international partnerships renewed  
5 new domestic partnerships signed  
2 domestic partnerships renewed  
1 **NEW** international partnership agreement signed (MOU and exchange)

PATHWAYS

115 international pathway students attended UNB  
78 domestic pathway students attended UNB  
9 **MAHE nursing students** attended the first MAHE-UNB Preceptorship program at UNB  
25 **MAHE-UNB Nursing students** were enrolled in the winter term and 50 in the fall term (25 second-year and 25 first-year)

EXCHANGE

**Outbound:** UNB students went to 14 partner universities in 10 countries  
**Inbound:** 70 exchange students came to UNB from 29 partner universities across 17 countries  
30 **students from UNB went abroad** for a semester or more

SUMMER SHORT-TERM STUDY

**\$89,000** was provided for students through the STEP program funds (CBIE)

10 **students** participated in a field study tour to Germany

48 **students** participated in the Summer Term in Europe Program at 8 different partners universities in 7 countries

1 **student** attended the first Manipal Academy of Higher Education's Manipal International Summer School in Udupi, India



## STRATEGIC PARTNERSHIPS

More than 4,260 student interactions with strategic partners through education enrichment and experiential learning opportunities including co-op placements, tours, internships, summer placements, mentorship, guest speaking engagements, case competitions and more.

More than 260 strategic partner representatives participated in these engagements by occurrence. 75% of these individuals were UNB alumni.

Supported strategic partners in more than 35 talent acquisition initiatives to keep the best and brightest learning and working in New Brunswick, for New Brunswick-based companies.

\$182,000 distributed to UNB students through scholarships and bursaries funded by strategic partners.

Strategic partners sponsored \$35,150 toward student- and university-led events, conferences and initiatives.

## COMMUNICATIONS

### \$139M earned media

Earned media is publicity, or exposure gained from methods other than paid advertising. In this particular case, the number is solely linked to traditional media coverage.

## ALUMNI\*

27,612 alumni engagements with events, programs and affinity benefits (increased 9% since 2022)

1,142,668 engagements with our communications including alumni news, emails, social media and podcasts (increased 8% since 2022)

16,138 student engagements through sponsorship, scholarships, events and programs (increased 13% since 2022)

## MARKETING\*\*

### Campaign performance\*\*\*

- 135,721,850 impressions (+73%)
- 29,323,368 video views (+193%)
- 793,015 clicks (+34%)

### UNB.ca performance

- 20,353,754 page views (+4)
- 7,195,250 sessions on site (+3.8%)
- 3,376,585 users (+16.75%)

### Organic Institutional social media accounts performance

- 187,000 fans (+15%)
- 63.7M impressions (+44%)
- 555,000 engagements (+3%)

## PHILANTHROPIC SUPPORT

\$7.4M total donor-driven scholarships and bursaries

**\$18.7M** total philanthropic support in 2022-23 (up from \$16.8M in 2021-22)

## WORKING TOGETHER FOR A BETTER UNB

- Library Acquisitions: \$191,152
- Donors supported the acquisition of more than 2,500 publications to boost our physical and online resources
- Student Support: \$7,387,199
- Donors supported 2,318 students in 2022-23
- Teaching Programs: \$2,352,474
- Capital Projects: \$1,509,527
- Research and Chairs: \$1,975,128
- Athletics: \$420,404
- Donors supported 209 athletes across our campuses
- Other Purposes: \$4,925,006

\*Alumni reporting period: May 1, 2022 - April 30, 2023

\*\* Strategic communications and marketing reporting period: Jan. 1 2023 - Jan. 1 2024

\*\*\*Insight: UNB's marketing campaign this year had a new focus of building reputation, in addition to supporting recruitment, which resulted in increased results on all platforms. This was the first year we included reputation-building initiatives through our campaign activities.

# RANKINGS

Times Higher Education (THE)  
Impact: Sustainability  
201-400 in the world out of 1591

SUSTAINABLE DEVELOPMENT GOAL	#UNIVERSITIES RANKED (CHANGE VS. 2022)	UNB GLOBAL RANKING (CHANGE VS. 2022)
Affordable and Clean Energy	812 (+107)	201-300 (301-400)
Decent Work and Economic Growth	950 (+111)	201-300 (301-400)
Reduced Inequalities	901 (+105)	86 (76)

THE World University Rankings

Ranked 601-800 out of 1799 institutions

275 out of 1799 institutions for International Outlook



UNB'S **COMPUTER SCIENCE AND ENGINEERING FACULTIES**

## RANKED IN 201-250 BRACKET

on the Times Higher Education's (THE) 2023 World University Rankings by subject.



**TOP 20%  
IN THE  
WORLD**



**NUMBER 1  
IN THE  
ATLANTIC  
REGION**



**TOP 10  
IN  
CANADA**

The 2023 ranking included 1,799 universities across 104 countries and regions. It scores universities on teaching, research, knowledge transfer and international outlook.

# PEOPLE-CENTRIC, VALUES-INFORMED UNIVERSITY COMMUNITY

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*Building a community in  
which everyone belongs*

UNB does not exist without the incredible people who make up our community – our students, faculty, staff and alumni. This year, UNB continued its dedication to investing in the development of the skills and talents of our people, and to celebrating the rich diversity that makes us who we are.



## STRATEGY IN FOCUS

### ***Celebrating the contributions of UNB's outgoing chancellor, Dr. Allison McCain***

This year we celebrated the contributions of Dr. Allison McCain, UNB's chancellor for the past decade.

Dr. McCain's term as chancellor has been defined by commitment and meaningful action. In my four years as president, I have often relied on his insight and guidance. I have come to deeply appreciate his allyship, his wise advice, and his absolute belief in the value UNB brings to this province, to our country and to the world.

His connection to our university runs deep. He is a graduate of UNB's electrical engineering program. Before becoming chancellor in 2013, he chaired the Forging Our Futures fundraising campaign which raised more than \$100 million for UNB.

The impact he has had on this university and beyond will continue to resonate long into the future. We are grateful for the time and space he dedicated to UNB these past ten years.





SUPPORTING OUR PEOPLE

**UNB named one of Canada's Top Employers**

For the third year running, Forbes named UNB one of Canada's Best Employers for 2023. Additionally, Atlantic Canada's Top Employers named UNB to its list for 2023 - the eleventh year in a row for this honour.

Forbes and Statista selected Canada's Best Employers 2023 based on independent surveys of over 12,000 employees working part-time or full-time for companies employing at least 500 people in Canada.

Atlantic Canada's Top Employers, managed by Mediagroup Canada Inc., recognizes employers in Canada's four Atlantic provinces. It looks for companies that lead their industries in offering a supportive workplace environment that provides benefits such as paid leave for new parents and flexible health plans with coverage tailored to the needs of each employee and their family.

STRENGTHENING OUR COMMUNITY

**Investing in our commitment to human rights and equity**

UNB was pleased to welcome Nadia Richards as the first associate vice-president (AVP) of human rights and equity.

Nadia brings a combined 23 years of experience in community services, social justice and post-secondary education to her new role.

Nadia is a champion and an advocate for human rights, equity/equality and feminism. She is a PhD candidate in the Department of Social Justice Education, Ontario Institute for Studies in Education, University of Toronto. Her research interests include African/Black feminisms and womanisms, Indigenous knowledges and spiritualities, African Indigeneity, anti-colonial thought and anti-racism theory.

STRENGTHENING OUR COMMUNITY

**Reconfirming our commitment to Reconciliation**

UNB was pleased to welcome Cheyenne Joseph as Piluwitahasuwin and Associate Vice-President, Indigenous Engagement.

Cheyenne is an Indigenous advocate, leader and trailblazer. With a background in Indigenous education, cultural revitalization and community empowerment, she brings knowledge and experience to steer the university in its commitment to Indigenous reconciliation and engagement.

Her involvement in her Mi'kmaq community as a member of the Bear River First Nation in Nova Scotia has shaped her academic and healthcare career. As Piluwitahasuwin, Cheyenne seeks to create a network that will enable Indigenous communities, government agencies and the university to communicate seamlessly.

STRENGTHENING OUR COMMUNITY

**Providing tools to help people thrive**

The Saint John campus has launched two new certificates specializing in mental health and wellness offered through the department of psychology.

The certificates are designed to help students and professionals to further develop their understanding of mental health in a way that informs unique perspectives about the pathways to mental illness and psychological health and its broad relevance to personal and community wellness.

Students can take the first certificate, Mental Health and Wellness: Fundamentals, alone or use it as a prerequisite for the second certificate, Mental Health and Wellness: Community, Self and Resilience. Graduates will acquire an overview of mental health that complements their professional career path.

A COMMUNITY OF RECOGNITION  
AND CELEBRATION

**Highlighting diversity as a strength**

Our Diversity Dialogues series aims to elevate opportunities to have open and honest discussions around Truth and Reconciliation, and Equity, Diversity and Inclusion.

The past year we have hosted a series of events ranging from film festivals and awareness weeks to panel discussions and keynote presentations on social justice issues such as disability awareness, mental health advocacy, Canada's progress on TRC commitments, Black History Month, and the 2SLGBTQIA+ community.

We continue to learn from each other and grow closer together as we work toward creating a more just society for all.





## Investing in our future leaders

As of May 2023, 50 of UNB's new and emerging leaders have had the opportunity to participate in leadership development.

UNB has been proud to leverage some of the country's biggest thinkers on leadership and growth who, like us, are proudly based in New Brunswick, to offer opportunities ranging from regular one-on-one coaching to cohort-based development roundtables.

Participants develop enhanced leadership skills and confidence, effective leadership styles and a strengthened capability to influence and lead change.

### LEADERSHIP DEVELOPMENT



50 future leaders participated in development opportunities

### BUILDING A LEADERSHIP PIPELINE WITH:

- Enhanced leadership skills and confidence
- Effective leadership styles
- Approaches that build on strengths
- Leadership self-awareness
- Leadership learning plans
- Strengthened capability in influencing and leading change
- Broadened network within and outside the UNB community

### WORKFORCE ANALYSIS



### EQUITY CANDIDATES - 53%

- Women - 36%
- Racialized group members - 8%
- Persons with Disabilities - 6%
- Indigenous Persons - 2.5%

# A MODERN, INTEGRATED, SUSTAINABLE UNB

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## *Expansion on every front*

At UNB, we define sustainability in terms of environmental stewardship and responsible action, as well as increased research, education and awareness of the role we must play in addressing the climate crisis. This goes hand-in-hand with fiscal responsibility and a push to modernize our campuses, our systems and our structures.

Our province is growing and changing, and so are we. UNB continues to expand its student body in a sustainable way, while developing innovative programming that provides the flexibility our students expect in the post-pandemic learning environment. This includes a growing emphasis on hybrid and online learning and the development of a third campus: UNB Online.

We are committed to working with our partners in government and industry to provide the research, education and experience required to respond to current and emerging needs, and we are putting tools in place to accelerate those efforts. UNB is entering a new era.



## STRATEGY IN FOCUS

### ***Renewing our learning and research environment in response to the needs of today***

A significant milestone was reached on the Saint John campus with an official groundbreaking at the future location of the new Health and Social Innovation Centre (HSIC).

The 65,000 square foot HSIC building will provide a home for UNB's Integrated Health Initiative, or IHI. The IHI will educate innovative leaders and find bold solutions to tackle the health challenges of today and tomorrow.

This three-and-a-half storey structure will be located strategically near key health partners such as Dalhousie Medicine New Brunswick, New Brunswick Community College Allied Health, and the Saint John Regional Hospital on a site overlooking the Kennebecasis River. It will create a hub for interdisciplinary activity that brings together the strengths of academic, publicly funded and private-sector health research while educating the health workforce of the future and generating economic and social benefits for the local community and New Brunswick today.

The new building will adhere to green building standards, aiming for LEED certification and a low carbon footprint.

The groundbreaking event was combined with a gift announcement from the Pannell Family Foundation of \$1 million to fund the Pannell Centre for Integrated Health Research. The Pannell Centre will be located on the second floor of the HSIC and will focus on applied research.



INVESTING IN OUR COMMUNITY

***Investing to meet the needs of a growing province***

Visitors to either campus would have noticed visible signs of UNB's growth and renewal over the past year. UNB is in the midst of a \$250+ million capital infrastructure plan.

From classroom upgrades to larger scale renovations, it has been impossible to ignore the work being done to improve and modernize our environment, and there is no real sign of slowing down.

This is an exciting time for UNB, despite the disruptions. It's tangible evidence of what UNBers have known for the past few years – we are a different university than we were just a few years ago. Bigger and better things are moving from plan to reality.

ONE UNB

***Working together to meet the needs of today's students***

Student Affairs and Services became a fully integrated, one-UNB unit in January 2023. Teams are working to ensure students have equitable access to programs and services across all campuses and sites.

UNB now has one of the largest and most comprehensive student services teams in the region, and continues to work toward becoming the region's leader by incorporating student-centric best practices in support of student persistence and success.

GROWING OUR STUDENT POPULATION

***Recruiting more students to learn, and give back, to New Brunswick***

Fall 2023 enrolment was the highest since 2013 and up 8.5 per cent from 2019. 10,396 (HC) students were enrolled across our Fredericton and Saint John campuses during the fall of 2023. This year, we observed a notable increase in undergraduate and graduate-level enrolments. Undergraduate enrolment has risen by 5.5 per cent, while graduate-level enrolment has increased by 23.0 per cent since we began implementing our strategic vision (note 2019-20 base year).

International students now represent 23.6 per cent of our entire student body. In 2019, international students comprised 13.8 per cent of UNB's total enrolment. UNB has focused on responsible and sustainable enrolment growth, ensuring accessible education and exceptional study experiences to 2,449 international students this past fall. International graduate student enrolment has increased by 68 per cent since 2019, representing 46 per cent of our total graduate student enrolment.

Direct-from-high school enrolments have increased by 26 per cent since 2019, now making up 22 per cent of our overall undergraduate enrolment for fall 2023.

UNB continues to build strong partnerships internationally, providing pathways to UNB degrees, research collaboration opportunities and addressing the emerging employment needs of New Brunswick. In 2023, five international partnership agreements were renewed. Five new domestic partnerships were signed. 115 international and 78 domestic pathway students attended UNB.

SUSTAINABLE CAMPUS COMMUNITIES

***Working together for a greener UNB***

UNB's Sustainability team continues to find innovative ways to promote sustainable action and environmentally-conscious habits at UNB - from planting 10 free food planters on the Fredericton campus to encouraging active transportation through the Academic Bike Challenge.

This year saw the launch of four online sustainability learning modules. Accessible to anyone, anywhere, the modules focus on sustainability, climate change, resource and waste management, and sustainability and social justice.

ONE UNB

***Modernizing our workplace to meet the challenges of today***

UNB has also embarked on an integration and renewal of our capital, environmental health, information technology, finance, and administrative units.

Within the Administration Integration portfolio, there are five priority initiatives for the integration of the Fredericton and Saint John campuses

- Capital
- ISS/IT
- Environmental Health, Safety & Security
- Finance
- People and Culture

Each initiative will take a phased approach to change.

VIBRANT CAMPUS COMMUNITIES

***Fostering innovative mindsets with new and expanded learning spaces***

The construction of a new Engineering Commons at the entrance to Head Hall on the Fredericton campus officially began, thanks to a \$1.1 million cornerstone gift from UNB Engineering alumnus Bill Cooper.

The open-concept learning space, supported by mass timber wood columns, blends innovation with a deep appreciation for history and heritage. It will create cutting-edge, sustainable space for learning, collaboration and innovation, and allow for the expansion of services including tutoring for core courses, peer mentoring, an early intervention program, counselling services, study skills courses, academic and career advising, as well as laptop and technology loan programs. The additional space will also allow Engineering to welcome more students.

## ENROLMENT

8,370 undergraduate students  
2,026 graduate students  
23.6% international students (based on HC)  
4.7% Indigenous students

## DEFERRED MAINTENANCE\*

\$1.0M DM decrease from the One Stop Shop - Phase 1  
\$0.10M DM decrease from the sidewalk renewal  
\$0.15M DM decrease from the Memorial Hall waterproofing and step repair  
\$2.7M DM decrease from the Neville Jones Residence renewal  
\$6.4M DM decrease from the McLeod House demolition  
\$1.3M DM decrease from room/washroom modernization at the Colin B. Mackay Residence  
\$1.1M DM decrease from roof replacement at the Colin B. Mackay Residence  
\$0.05M DM decrease from Baird Dining Hall renovation at the Thomas J. Condon Student Centre  
\$0.28M DM decrease from Philip W. Oland Hall washroom upgrade (Main & Ground Floor)

## ENERGY MANAGEMENT\*\*

224 energy management projects completed since 1996  
42% GHG's reduction on FR campus from baseline  
41% GHG's reduction on SJ campus from baseline  
22% steam reduction on FR campus from baseline  
32% steam reduction on SJ campus from baseline  
31% water reduction on FR campus from baseline  
31% water reduction on SJ campus from baseline

## CAPITAL PROJECTS

\$0.46M for teaching and learning renewal and non-space  
\$0.2M for Harriet Irving Library sprinkler upgrades  
\$3.2M for One Stop Shop Phase 1  
\$0.38M for Bank Bookstore basement renovation for Computer Science  
\$0.48M for ITS critical infrastructure  
\$0.15M for sidewalk renewal  
\$0.16M for Memorial Hall waterproofing and step repair  
\$22.9M for Engineering Commons project  
\$9.1M for Neville Jones Residence renewal  
\$2.1M for McLeod House demolition  
\$1.0M for Baird Dining Hall renovation at Thomas J. Condon Student Centre  
\$1.7M for room/washroom modernization at the Colin B. Mackay Residence  
\$0.15M for Thomas J. Condon Student Centre vestibule door system replacement

SINCE 1996

**\$18.3M**

invested in an Energy Management Program (EMP) that is targeted to avoid **\$32.6M IN ENERGY UTILITY COSTS OVER THE NEXT 10 YEARS.**

To date, we are trending better than projected and are expected to **EXCEED OUR TARGET BY**

**\$6.8M**

UNB HAS AVOIDED PRODUCING **91,300 METRIC TONNES** OF CO<sub>2</sub>e THROUGH EMP PROJECTS

\*The DM reductions listed are reductions, but do not necessarily bring the total DM down by this direct number. Each year, more things come due so the overall total DM will fluctuate, i.e., reductions may not keep up to cost of new items that come due.

\*\*Funds invested are lower than previous year due to when external funds were received. Reductions are compared to a set baseline, many variables contribute to utilities consumption and GHG, reductions to baseline may be greater or less than previous year.



## THE YEAR AHEAD

I often refer to myself as an optimist. As I look toward the year ahead, I have no doubt that optimism is warranted. This report is more than a reflection of what we've achieved together over the past year. It also serves as a roadmap for all that we can achieve in the year to come.

As a community, we have laid the foundation for transformative change. You can see this literally in the construction projects underway on both of our campuses, but you can also feel it in the embrace of the Provost framework and the new and renewed collaborations and friendships between our two campuses. From innovative teaching methodologies to groundbreaking research initiatives, we are poised to embrace transformative shifts that will elevate every member of our community and reverberate across our province, our region and the world.

One thing is clear: we will look very different one year from now than we do today. The UNB that awaits us is more efficient and more impactful. It reaches around the world and offers modern and dynamic spaces at home. It fosters creativity and innovation. It makes a tangible, positive impact every day toward addressing the grand challenges that face all of us as a society.

I am excited to welcome more learners into our community through digital platforms and programming. UNB may be the oldest English-language university in the country, but that long history has always been one of embracing change. In the digital era, there are no limits to our imagination.

In the coming year, let us continue to build on the momentum generated by our shared dedication and accomplishments. Together, we will shape a future that does more than meet the challenges of our world – it embraces and makes the most of the opportunities those challenges present.

Thank you for being a part of this journey. I am excited to see what we achieve together.

**The world needs more UNB,**

**Paul J. Mazerolle**  
**President and Vice-Chancellor**





