



THE UNIVERSITY OF WINNIPEG

MEDIA RELEASE

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For Immediate Release

Giving Credit Where Credit is Due: Industry & UWinnipeg Team Up to Offer Innovative Educational Opportunity

WINNIPEG—Today at a celebration hosted by Boeing Canada, the announcement was made of a unique initiative between industry and The University of Winnipeg. The new program is called “Certificate in Management to BA” (CIM to BA), and will provide industry with key succession planning prospects and middle managers with new opportunities for education and advancement.

“The University of Winnipeg is honoured to be part of this exciting new initiative—supporting adult learners and industry and creating a new chapter in education and industry,” said Lloyd Axworthy, President of The University of Winnipeg. “This new program ensures that individuals, degree in hand—with their years of on-the-job training—will possess the educational tools to move ahead in their careers and provide industry with creative, reasoned solutions to the short- and long-term problems.”

The initiative began when human resource representatives from Boeing Canada Technology, Manitoba Hydro, and Standard Aero Limited approached The University of Winnipeg and its Division of Continuing Education to determine if the University would support a prior learning assessment (PLA) process of the CIM program and apply CIM course credits towards a Bachelor of Arts Degree in Business and Management Studies.

The industry representatives explained that many managers within local industry have risen through the ranks without earning a university degree. While a number of companies have supported and continue to support their employees in obtaining a Certificate in Management—which is a rigorous program—the certificate does not come with a post-secondary degree designation. The ensuing dilemma is that very good managers tend to be limited in how much further they can advance without a more formal education. After a prior learning assessment evaluation encompassing the CIM, workplace learning gained over 5 or more years in management positions, and other professional development, The University of Winnipeg agreed to grant 60 credits towards a 120 credit CIM to BA in Business & Management Studies to be completed at UWinnipeg. The Manitoba Aerospace Human Resources Coordinating Committee (MAHRCC) and Manitoba Advanced Education and Training have been instrumental in funding the program.

Today’s industry leaders must be experts in their field, as well as cultivate an appreciation for the global picture. When courses in Economics, Mathematics, and Marketing are combined with courses in Conflict Resolution, Ethics in Management, Academic Writing, and Human Resources, as well as years of on-the-job-training, a truly holistic education is the outcome. Today’s leaders of Manitoba

industry are staking their future on the notion of managers who have been steeped in hard-won on-the-job-training and the idea of what it means to be part of a civil society. It is through the combined foresight and leadership of industry and educational institutions, a city grows into its potential.

The Honourable Diane McGifford, Minister of Advanced Education and Training, Herman Hansen from Boeing Canada , Bruce Clarke, Executive Vice-President, Human Resources, Standard Aero Limited, and student representative Jennie Grobb joined Dr. Axworthy in congratulating on being members of the first cohort of CIM to BA students. The first group of about 30 started their studies in February of this year.

Located in the heart of downtown, The University of Winnipeg is a compact, diverse, multicultural academic community committed to access and excellence. Ranked by our graduates in Maclean's magazine University Graduate Survey (November 15, 2004) in the Top Ten of all Canadian universities when asked about their "Entire Educational Experience." UWinnipeg is home to more than 8,900 full- and part-time students.

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