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In full *Evolution*, the Université de Moncton innovates on its road toward success in research and development and in its desire to offer one of the most unique student experiences—right here in New Brunswick.

Its presence in three areas of the province—Edmundston, Moncton and Shippagan—presents a strong university network to the benefit of the francophone student community. In order to look toward the future, the Université de Moncton has rolled out an ambitious strategic plan that will allow it to transform and unite its strengths with those of its partners and various communities in order develop inspiring projects that will move it toward its vision for 2020.

Your support for this campaign will contribute to the *Evolution* of the Université de Moncton, to position it as a top-tier francophone university and as exemplary role model in research, development, creation and innovation—and as a place for an unrivalled student experience. The Université de Moncton will hold a prominent place, and you will have played a role in it.

Therefore, we invite you to participate in this *Evolution* by contributing generously to our major fundraising campaign which will play an essential and vital role in the growth of our university.

We thank you for your generous and enduring support. It makes a difference!

Sincerely,

Bernard Lord

Camille H. Thériault
Proud of its accomplishments since 1963, the Université de Moncton now has its focus on the future. The university wants to grow the recognition it has earned in La Francophonie and in Acadie for the excellence of its teaching and research as well as for its contribution to the development of Acadian society and the global community.

This is why the Université de Moncton launched the Evolution Fundraising Campaign, aimed at giving itself tools needed to continue to stand out and excel to the benefit of its students and society. Thanks to the funds raised, transformative projects will be undertaken in areas such as research and development in Acadian studies, the environment, and health. Improvements to scholarships and financial aid programs, as well as the modernization of facilities on our three campuses in Edmundston, Moncton, and Shippagan; will ensure that the student experience is second to none. These projects will increase the capacity of the Université de Moncton to offer quality programs that respond to the expectations and needs of students and society as a whole.

Since 1963, the Université de Moncton has had a major economic impact in all areas where its campuses are located as well as throughout the country. The total economic spinoffs that the university has generated have been evaluated at $1.6 billion nationally. As well, its contribution to the sociocultural dynamic of the communities it serves is significant, valued and appreciated. The more than 50,000 graduates of the Université de Moncton shine through their abilities, expertise, leadership, accomplishments and their engagement in Acadie and in La Francophonie.

I invite you to take part in the Evolution of the Université de Moncton by contributing generously to its fundraising campaign. Your commitment will be a tangible gesture of support to its development and its capacity to offer students both an education of the highest quality and a unique and outstanding student experience.

Jacques Paul Couturier, Ph.D.
A GREAT UNIVERSITY, A GREAT FUTURE

Founded in 1963, the Université de Moncton (U de M) is a network of three campuses located in Edmundston, Moncton and Shippagan. It is recognized as a driving force for New Brunswick, the Acadian people and the Canadian and international Francophonie. The institution offers more than 165 programs of the highest quality at the undergraduate and graduate levels. The Université de Moncton is well known for its culture of excellence and success, its research and development activities as well as its contribution to the vitality of our society.

A Strong Mission
The Université de Moncton is an institution that operates three exclusively French-language campuses. It is recognized in Acadian society and in the Francophonie for its excellence in education and research, as well as its contribution to the development of Acadian communities and of society around the world.

Vision
The Université de Moncton aims to be the best among universities of comparable size and scope within the Francophonie. Its alumni will take on leadership roles in their communities.

The Université de Moncton is just over 50 years old. In such a short time, it has already awarded more than 50,000 degrees to some 45,000 graduates, many of whom have become exceptional leaders in their fields. Among universities in Canada, the Université de Moncton is most definitely the one that has had the greatest impact on its community. To embrace the future, it must continue to grow and to be a driving force for the development, promotion and fulfilment of Acadian society.

JACQUES PAUL COUTURIER, Ph.D.
Interim President and Vice-Chancellor
Université de Moncton
IMPORTANT FIGURES

- **About 4,800** full and part-time students at the Edmundston, Moncton and Shippagan campuses
  - 21% from countries other than Canada
- **Close to 4,000** registrations annually for in-class, online and continuing education courses
- **811** full-time employees (372 faculty/439 non-faculty members)
- **More than 45,000** alumni who have contributed to the cultural, social, political and economic development of communities, here and in several countries of the Francophonie since 1963
- **88%** of undergraduate alumni and **77%** of alumni with a master’s degree work in New Brunswick
- **120** undergraduate programs in administration, arts, pure and applied sciences, health sciences, social sciences, education and law
- **45** graduate programs (master’s and doctorate levels)
- **8** faculties, **7** schools and **2** deans of specific areas of study
- **33** research centres, chairs, institutes and groups
- **1.5 million** library documents
ECONOMIC IMPACT

ECONOMIC IMPACT OF THE UNIVERSITÉ DE MONCTON
(Expenditures generated in millions of dollars, 2015)

ECONOMIC IMPACT PER CAMPUS
(Distribution of expenditures generated per category)
### Economic Impact of the Université de Moncton

#### Expenditures generated in millions of dollars, 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>Institution – operational</th>
<th>Institution – fixed assets</th>
<th>Students</th>
<th>Research</th>
<th>Visitors</th>
<th>Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$1.6 billion</td>
<td>$13.1 million</td>
<td>$899.1 million</td>
<td>$275.9 million</td>
<td>$210.2 million</td>
<td>$103.8 million</td>
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</table>

#### Contribution to Job Creation

<table>
<thead>
<tr>
<th>Category</th>
<th>Full-time equivalent per campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edmundston</td>
<td>New Brunswick: 2.2</td>
</tr>
<tr>
<td></td>
<td>Shippagan: 2.0</td>
</tr>
<tr>
<td></td>
<td>Moncton: 16.8</td>
</tr>
<tr>
<td></td>
<td>Total: 21.0</td>
</tr>
<tr>
<td>Other provinces and territories</td>
<td>Edmundston: 0.8</td>
</tr>
<tr>
<td></td>
<td>Shippagan: 0.8</td>
</tr>
<tr>
<td></td>
<td>Moncton: 6.9</td>
</tr>
<tr>
<td></td>
<td>Total: 8.5</td>
</tr>
<tr>
<td>Total</td>
<td>Edmundston: 5.7</td>
</tr>
<tr>
<td></td>
<td>Moncton: 44.1</td>
</tr>
<tr>
<td></td>
<td>Total: 55.0</td>
</tr>
<tr>
<td></td>
<td>Shippagan: 5.2</td>
</tr>
</tbody>
</table>

#### Contribution to Government Tax Coffers

(In millions of dollars, 2015)
FUNDRAISING CAMPAIGN: THE OBJECTIVES

The Université de Moncton enjoys an enviable reputation and holds a special place in New Brunswick’s history and economy. It also helps put New Brunswick on the map and shine on the world stage. However, it is faced with huge challenges stemming from depopulation and aging trends in New Brunswick as well as strong competition from other universities in Canada and abroad, all of which are curbing the university’s recruitment efforts. To become the destination of choice for French-speaking students from Canada and abroad, the university is establishing a plan to transform, modernize and further develop the institution and increase the esteem in which it is held.

The objectives of this campaign are to:

- **ensure** the Université de Moncton’s position as a leader in Acadian studies, environmental science and health sciences;
- **position** the university as a key player in the research sector in Atlantic Canada;
- **reinforce** the university’s appeal, highlight its two pillars: first-class education and an exceptional student experience;
- **link** the university’s modernization to important medical innovation and to the strengthening of its hubs of excellence;
- **emphasize** how the public will benefit from the campaign’s five key projects;
- **enhance** the quality of facilities with state-of-the-art equipment and designed for academic success.
THE HEART OF THE FUNDRAISING CAMPAIGN

This major fundraising campaign is essential for the Université de Moncton. At the heart of the campaign are the significant growth of research, emergence of new knowledge, enhancement of learning and excellence in education. They will all be stimulated by new and modernized facilities. The era where research was conducted within departmental laboratories is over. Today, we are in an era when research is soaring. It must become INTERDISCIPLINARY and COMPREHENSIVE.

Let’s take the example of the New Brunswick Centre for Precision Medicine, which will be at the forefront of the campaign. The Centre will be a stage for significant biomedical progress and supported through the cooperation of researchers and students in medicine, science and engineering. The Hub of excellence in Acadian studies and Hub of excellence in environmental science will also bring together various fields. At the core of the campaign is the message that the university is counting on programs that include multiple disciplines to create a vibrant community of knowledge and learning. It is important to convey that the university is also counting on new facilities and a range of common services to enhance campus life at its three locations. This will benefit undergraduate and graduate students, faculty and staff. This is in addition to fulfilling its academic duties and conducting first-class research. It is also essential to feel that the university is counting on a substantial increase to scholarships and bursaries so that it can remain competitive.

To evolve, the Université de Moncton needs the support of engaged partners who must be ready to show their solidarity and generosity, as well as demonstrate their social responsibility toward education.

The following five projects are the core of the campaign:

- **$5 million** Hub of excellence in environmental science
- **$5 million** Hub of excellence in Acadian studies
- **$8.5 million** New Brunswick Centre for Precision Medicine
- **$11.5 million** Updating of equipment and facilities
- **$20 million** Scholarship and Bursary Program

OBJECTIVE

50 $MILLIONS
THE 5 PROJECTS OF THE EVOLUTION FUNDRAISING CAMPAIGN

YOUR SUPPORT WILL MAKE ALL THE DIFFERENCE

SCHOLARSHIP AND BURSARY PROGRAM: $20 MILLION
- $8 Million for financial aid in graduate and postgraduate programs
- $12 Million for financial aid for undergraduate programs:
  - $3 Million for existing scholarships and financial aid
  - $3 Million for recruitment scholarships aimed at international students
  - $2 Million for students in unpaid internships
  - $2 Million for athletic scholarships
  - $1 Million for international mobility scholarships
  - $1 Million for scholarships to enhance the student experience

UPDATING OF EQUIPMENT AND FACILITIES: $11.5 MILLION
- $6.5 Million for the modernization of facilities
- $3 Million for new equipment and technologies
- $2 Million for green campuses

HUB OF EXCELLENCE IN ACADIAN STUDIES: $5 MILLION
- $2.5 Million for financing research-development-creation and the communication of topics related to Acadian studies
- $2.5 Million for a variety of infrastructure projects on the three campuses

HUB OF EXCELLENCE IN ENVIRONMENT: $5 MILLION
- $3.5 Million for support to environmental research and education
- $1 Million for an environment house (total cost for this project: $2 Million)
- $500,000 for knowledge transfer in green technologies

NEW BRUNSWICK CENTRE FOR PRECISION MEDICINE: $8.5 MILLION
Total project cost: $24.2 Million

$15.7 MILLION: TOTAL IN GOVERNMENT CONTRIBUTIONS
For the construction of the New Brunswick Centre for Precision Medicine:
- $10.5 Million from federal partners
- $5.2 Million from provincial partners

$8.5 MILLION: TOTAL IN DONATIONS
For the construction of the New Brunswick Centre for Precision Medicine:
- $7.8 million
For the research component related to the New Brunswick Centre for Precision Medicine:
- $700,000
TOWARD AN EXCEPTIONAL STUDENT EXPERIENCE

The Université de Moncton will enhance the student experience. It wants students to feel that they are part of a stimulating intellectual community that goes beyond education and research. They can benefit from a multitude of interactions, services and learning experiences that support their efforts. Over the next few years, they will live the dream of attending one of three modern campuses, each equipped with advanced technology and with facilities tailored to suit the needs of students. In Edmundston, Moncton and Shippagan, there will be refurbished classrooms, new research laboratories, redesigned common spaces and new multimedia rooms. Everything will be organized to create a sense of belonging, enthusiasm and diversity. Thanks to a host of guidance and support services that will facilitate their journey, students will say: “We are proud to study here!” These services will be available from recruitment to graduation and will include internships, exchange programs and financial aid. Students will be able to fully achieve their education plans and proceed with confidence toward the labour market.
IN FULL EVOLUTION

PROJECTS THAT TRANSFORM AND ARE CALLS TO ACTION

New Brunswick is facing major issues. Its aging population is breaking records for chronic diseases. Its Acadian heritage is not being preserved in proper national archives as it should. And its environmental challenges are not being tackled with the best solutions in terms of sustainable development, and forestry and coastal zone management. In addition, some of the university’s facilities are outdated and its Scholarship and Bursary Program needs to be enhanced to attract better talent. These are direct and stimulating signals for a call for change. Society changes and evolves. This is also true for academia. The Université de Moncton has accepted the challenge to carry out five transformative projects precisely to anchor itself firmly in the future. These projects will give the institution the flexibility to keep pace with the rapid evolution of knowledge, the shift to the digital world and the convergence of fields of research, as well as opening it up to the world.
The Université de Moncton must continue to grow in order to keep standing out for its study programs and to meet priorities in education and society and to reaffirm its position as the largest French-language university outside Quebec. To ensure this, it has chosen to invest in research-development-creation-innovation. Supporting excellence in research in traditional and emerging fields will advance knowledge. It will also help create new knowledge that will improve quality of life in the community. The university’s flagship project is undoubtedly the New Brunswick Centre for Precision Medicine. The Centre will bring together researchers from the biomedical field, as well as from genetic sequencing and the health of populations. The Université de Moncton will reach new heights in research with its Hub of excellence in Acadian studies and the Hub of excellence in environmental science. With this campaign, the Université de Moncton will be able to award more research scholarships to students at all levels in its three campuses. It will make it easier for professors to obtain grants and promote projects between campuses and between universities. Above all, the Université de Moncton will be able to compete with the best universities in Canada with its knowledge and its brilliant ideas.
10 REASONS TO SUPPORT THE EVOLUTION FUNDRAISING CAMPAIGN

1 | UNIVERSITY OF THE FUTURE

Your support to the campaign will transform the Université de Moncton and position it as a high-quality French-language institution and benchmark for research-development-creation-innovation. The Université de Moncton will occupy a central place in the university network in New Brunswick and Canada—and you will have played a part.

2 | AN IMPRESSIVE CENTRE FOR PRECISION MEDICINE

Through this campaign, you will enable the Université de Moncton to walk on the moon, in its own way, by creating a centre for precision medicine. It will be the largest hub for biomedical research in New Brunswick. Located on the campus of the Dr. Georges-L.-Dumont University Hospital Centre, the university’s Centre will deliver impressive advances in health and will become a true pioneer in Canada in the analysis of each patient’s genetic data. Your support will promote personalized treatment to patients, giving those living with diseases in New Brunswick a better chance to heal. With this Centre, the community of students, professors and researchers will have access to ultra-modern facilities to carry out research work that will be among the most advanced in the country. This will allow for the emergence of a new generation of innovators, an accomplishment that will greatly benefit patients.

3 | ACADIAN STUDIES AT THE FOREFRONT

By supporting the campaign, you will help us meet our challenge of making the Université de Moncton the main repository of the collection of Acadian studies. You will contribute to creating a national archive centre that will be a source of reference like no other in the world. Its holdings will include records on history, language sciences, genealogy, sociology, culture, literary studies, education and economics. It will serve as a home base for the future of Acadian society. Because of you, there will be a revival of Acadian studies and Acadian heritage will be made accessible. As well, you will contribute to the development of research.

4 | RESEARCH ELITE

Thanks to your support and commitment, the Université de Moncton will be able to rethink research and the ways its researchers work together and develop skills that cut across disciplines. In fact, your contribution will help push the limits of the work they are doing. It will promote knowledge transfer from research to applications, as well as from laboratories to businesses.
5 | ENHANCED PROFILE AND STUDENT SATISFACTION

By taking part in the campaign, you will enable the Université de Moncton to enhance its profile and promote student recruitment. As we know, a modern university with state-of-the-art technology and a diversity of study programs will better meet the expectations of students who now want a solid education with a total experience on the intellectual, social and personal levels.

We want to reinforce our presence in the province and across the country. We are also aiming to extend the influence of the Université de Moncton beyond the limits of Acadian society to the entire international Francophonie.

Our university community is where knowledge will meet.

6 | A CONNECTED UNIVERSITY

Your involvement in the campaign is crucial to allow the Université de Moncton to bring its facilities into the digital age. Digital now dictates how we think, learn and interact with others, and how we relate to the world. By modernizing its classrooms, scientific teaching labs, libraries, common spaces and multimedia facilities, the university will be better able to serve both students and faculty members.

7 | A PROJECT WITH BENEFITS FOR THE NEW BRUNSWICK ECONOMY

By supporting this major fundraising campaign, you can help the Université de Moncton remain a strong economic lever for the province. The university trains leaders who stand out in the province and supplies a great many people to New Brunswick’s labour force. It also partners with several businesses in the province and supports key industries through its research efforts. When you help the university to grow, you are—at the same time—boosting the entire economic system surrounding it.

8 | SUPPORTING EDUCATION

By taking part in the campaign, you will play a decisive role in increasing the Université de Moncton’s potential to compete in the area of scholarships to students at all levels with other universities in the region and French-language universities in Quebec and Ontario. You will also enhance the funding that the Université de Moncton can make available for scholarships in order to increase international mobility and the number of international students. The university will also be able to increase its support for bursaries to those in unpaid compulsory internships. Scholarships are strong incentives to lead students to graduation.
A GREEN UNIVERSITY

The Université de Moncton evolves within and for the community. It must therefore look into environmental issues that are concerns for society. Through the campaign, the Université de Moncton must reflect the global trend that encourages us to address many of the challenges related to forests, water, sustainable development and carbon emissions. Environment House is a partnership that cuts across disciplines. It will be a source of pride and serve as a living laboratory for green technology.

A GREAT INSTITUTION WITH A GROWING REPUTATION

We are counting on your commitment so that when the next generation of students asks themselves, “Where should I do my postsecondary studies?” the obvious answer is, “At the Université de Moncton!” Together, we must make the institution a stepping stone for the development of the Acadian people and the international Francophonie. We must take stock and improve ourselves by developing our strengths. We must stand out to create new ways to support education and research at the Université de Moncton.
STUDENT EXPERIENCE

An exceptional student experience through a substantial increase to scholarships and bursaries and updating of equipment and facilities
SCHOLARSHIP AND BURSARY PROGRAM

$20 MILLION

$8 MILLION for financial aid in graduate and postgraduate programs

$12 MILLION for financial aid for undergraduate programs:

- $3 MILLION for existing scholarships and financial aid
- $3 MILLION for recruitment scholarships aimed at international students
- $2 MILLION for students in unpaid internships
- $2 MILLION for athletic scholarships
- $1 MILLION for international mobility scholarships
- $1 MILLION for scholarships to enhance the student experience
Engaged students and excellent professors—that is the mix we want at the Université de Moncton. We want all deserving students to attend our university, regardless of their financial situation. We also want to attract and retain more graduate students and help them to succeed. Over the next five years, we will increase the number of graduate and postgraduate students by 20%. This sharp increase will enhance our university’s profile as an institution of higher learning. With the help of our donors, we want to match the levels of funding of other Canadian universities.

JACQUES PAUL COUTURIER, Ph.D.
Interim President and Vice-Chancellor
The Université de Moncton is the largest French-language university outside Quebec. It is important because of the quality of the courses it offers, but especially because it enhances the profile of New Brunswick and of those who are the face of the province.

The university wants to remain competitive, to nurture success and be more open to the world. As a part of the strategy for the campaign, it wants to develop one of the most generous and motivating scholarship programs in New Brunswick in order to provide greater assistance to students, secure new enrolments and promote graduate and postgraduate studies.

The Université de Moncton has high hopes for its Scholarship and Bursary Program and wants to make its study programs widely accessible to attract students from New Brunswick, other provinces and other countries as it aims to promote excellence.

**SCHOLARSHIPS TO RECOGNIZE EXCELLENCE**

Inspired by the experience of other major Canadian universities, the Université de Moncton will meet its recruitment challenges in a bold manner through an attractive scholarship program. This will enable the university to catch up with other Canadian universities, especially at the graduate level. Its strategy aims to ensure that the three campuses remain the destinations of choice for French-language students from the province. Currently, $3 million is awarded in scholarships each year, and one student out of every three will benefit from it. The Université de Moncton’s endowment fund will be increased by $20 million, which will provide yearly about $750,000 more in scholarships and financial aid to talented students. This will help them to enrol at the Université de Moncton and complete their degree at UdeM.
BETTER ACCESS TO EDUCATION

Academic success may be based on the amount of effort but, in many cases, there is also a need for funding and financial incentives. The financial burden for the students is often heavy. They must pay tuition fees, purchase books and supplies, pay rent and buy food. The Université de Moncton is counting on the generosity of its donors to enhance its ability to provide scholarships and financial aid. The university wants to help its undergraduate students concentrate on their studies and encourage its talented graduate students to expand their horizons. Increases in funding will directly impact access to education. There will be scholarships for graduate students, those participating in startup programs, mobility programs and unpaid internships—and many more. These will certainly work to attract more students. There will also be scholarships to recruit foreign students, showing the university’s willingness to be a part of the world and its openness to cultural diversity.

AN ENRICHING STUDENT EXPERIENCE

The Université de Moncton will ensure that its enhanced Scholarship and Bursary Program attracts the best minds from around the world. It also hopes that its scholarships will be a gateway to a better student experience. What student does not dream of learning outside campus walls or of doing a placement or internship with a company? What student does not dream of getting funds to go abroad or a merit scholarship to support a talent such as in music or in sports? The knowledge and confidence that students acquire during experiences outside the classroom are strengths that will support them in their studies and academic success—and will serve as benchmarks for the rest of their lives.
WHAT IS THE SCHOLARSHIPS AND FINANCIAL AID PROGRAM?

NEEDS FOR FINANCIAL AID AT THE GRADUATE AND POSTGRADUATE LEVELS

- **NSERC undergraduate research scholarships**
  With your donation, the university will be able to award scholarships equal to those of other postsecondary institutions in the region. The $7,500 summer scholarships awarded by the Natural Sciences and Engineering Research Council of Canada (NSERC) will be topped up by $3,000. This will be an interesting recruitment asset. Each year, the Université de Moncton is awarded approximately ten NSERC scholarships.

- **Scholarships for new programs at the graduate and postgraduate levels**
  Your donation and support will result in scholarships that will encourage enrolment in startup programs. We plan to provide targeted scholarships for a period of three years. This will allow departments and faculties who are launching new programs to establish a good inventory of highly qualified staff in order to obtain funding for research. New programs which could benefit from this type of financial support include: PhD in Engineering, Master of Science (Management) and the Master of Science (Health).

- **Scholarships for international students**
  Your donation will make a difference in the recruitment of international students at the graduate and postgraduate levels. Currently, these students do not have access to some provincial or Canadian scholarship programs. The Université de Moncton can therefore offer merit scholarships to the best applicants from other countries who wish to pursue studies at the master’s and doctorate levels.

- **Master’s scholarships**
  Your support to the recruitment efforts of the Université de Moncton will allow the university to automatically provide scholarships to students who enrol in a master’s program, just as it already does for admissions to the PhD programs. These scholarships will have a major positive impact on the competitiveness of the university’s graduate programs.
NEEDS FOR FINANCIAL AID AT THE UNDERGRADUATE LEVEL

- **Scholarships and financial aid now in place**
  Your support to the campaign will give a much-needed boost to the Scholarships and Financial Aid Program now in place, which is less attractive than that of competing universities. The goal is to increase academic merit scholarships, extracurricular awards and bursaries.

- **Recruitment scholarships for international students**
  Your support will help to increase the amount set aside each year for merit scholarships awarded to new international students with high academic standing. These scholarships are a part of the university’s effort to recruit outstanding international students to help enrich the learning environment.

- **Scholarships for students in unpaid internships**
  Your support will enable the Université de Moncton to assist students who must participate in mandatory unpaid internships as a part of their curriculum. This includes nursing, social work and education students. These scholarships will be very important for students with limited financial resources since lack of resources can be a problem for student interns who require temporary lodging and must travel, resulting in additional living expenses and equipment needs.

- **Athletic scholarships**
  Athletic scholarships help the Université de Moncton recruit the best student athletes. These athletes represent the university in competitions within Atlantic University Sport (AUS) (the Aigles Bleues and the Aigles Bleus at the Moncton campus) or the Atlantic Collegiate Athletic Association (ACAA) (Les Rafales at the Shippagan campus). These scholarships also support and enhance athletes in the pursuit of excellence in education and in sports.

- **Scholarships for international mobility**
  Your donation will enable the Université de Moncton to offer students more generous scholarships to complete a part of their studies abroad. Now, due to the costs of living abroad, few students opt for exchange and collaboration programs with universities outside Canada. The Université de Moncton wants to expand its international role in research, collaborations and development, and wants a greater international component in its graduate studies programs. Increasing scholarships for international mobility will help achieve this objective. It has been shown that studying abroad helps students acquire the transferable skills and cultural sensitivity required to work and compete on the world stage. These skills are greatly valued by employers and give students a competitive edge to find better jobs after graduation.
• Scholarships to enhance the student experience
The Université de Moncton seeks to be known for its exceptional student experience. To do this, the university wants to be able to enhance and support the initiative and commitment of its students. It wants to be able to provide financial assistance to students to help develop their full potential outside the classroom, be it for participating in a sport competition, cultural event or large-scale symposium. The university also wants to support transformational ideas to expose students to the values of civic responsibility and community involvement. Your contribution to the Evolution Fundraising Campaign will help students accomplish outstanding individual or group projects—and will help create a dynamic student experience at the Université de Moncton, allowing it to extend its influence. You will also help to strengthen the university’s image stand out by making its student experience a priority in its three campuses.

POSITIVE IMPACT ON GROUPS OF STUDENTS AND RESEARCHERS

• Students at all levels can more easily pursue university studies and succeed regardless of their financial situation.

• Graduate and postgraduate students will benefit from a recruitment and retention scholarships program as well as from competitive assistantships that enable the university to compete with other universities in the region, as well as with French-language universities in Quebec and Ontario.

• Internships abroad, exchange programs and international activities will allow the students to compare their culture with those of other groups. Through these activities, i.e. courses and international internships, they will be exposed to sociocultural and political realities beyond those of their immediate environment. They will be able to gain a perspective on the world that will take into account their situation and identity, and, at the same time, they will become open to different or new points of view.
POSITIVE IMPACT ON THE PUBLIC

- New Brunswick citizens have everything to gain from having more students from the Université de Moncton complete their graduate and postgraduate studies. These talented young people will be needed to build a better economy, shape a stronger community and promote the social progress of the Acadie of tomorrow.

POSITIVE IMPACT ON THE UNIVERSITY

- **Improved recruitment:** Recruiting students has been quite a challenge for the Université de Moncton in the past 10 years due to the intense competition between universities. The university will be able to use its enhanced scholarships as important leverage to attract a greater number of talented students.

- **Openness to the world:** The Université de Moncton will be able to build on its Scholarship and Bursary Program to better integrate international students, increase student and faculty mobility and exchanges, and share study programs with other countries.

- **Training:** The school will be able to award scholarships in support of high-quality academic, scientific, professional and personal development training that meets the needs of the community and the student body.

- **Excellence:** The Université de Moncton will use these enhanced scholarships to support success, showcase the advancement of knowledge, retain talent in New Brunswick and develop the province’s future leaders.
UPDATING OF EQUIPMENT AND FACILITIES

$11.5 MILLION

$6.5 MILLION for the modernization of facilities

$3 MILLION for new equipment and technologies

$2 million for green campuses
Upgrades at the three campuses will improve the facilities for the benefit of students, faculty members and staff. This new infrastructure will be a source of pride for everyone at our university. We want the best minds and leading researchers to come together here and move the university even further ahead.

It is essential to invest in our infrastructure to enhance education and research.

EDGAR ROBICHAUD
Vice-President
Administration and Human Resources
The Université de Moncton is at the forefront of Acadian society with more than 50,000 degrees in five decades. It has written a memorable page on its own in the history of French-language knowledge in New Brunswick.

Since 1963, the upgrading, renovation and modernization of its facilities and technology have been steadfast concerns of the university. As part of this campaign, the Université de Moncton will benefit from new financial support. It will be able to continue to update its campuses and remain a top-tier university in New Brunswick.

This project will create an ultramodern university which is considered to be a vital and much-needed tool for the intellectual development, cultural affirmation and creation of wealth in Acadian society. The project will allow the university to begin another half-century of dreams and ideas and to remain at the centre of our lives and our future.

**IMPROVE THE QUALITY OF EDUCATION**

Updating facilities and the shift to innovation at the Université de Moncton will be a genuine asset for all. The university will be able to create a more dynamic and progressive teaching environment where students can study in a wider range of programs in a stimulating setting in keeping with the evolution of technology. Modern facilities are known to improve the quality of education. The university will upgrade many of its classrooms, teaching labs and study areas at its three campuses. This will provide the flexibility it requires to meet its current needs and adjust to ever-changing teaching and learning methods. The physical education and sports centre, Centre d’éducation physique et des sports (CEPS) Louis-J.-Robichaud of the Moncton campus will be renovated as well.

**IMPROVE THE STUDENT EXPERIENCE**

For students to be able to learn with the best technology in a modern and eco-friendly environment, the Université de Moncton will need to undertake major renovation work which will enhance the quality of the student experience. There will be changes to promote thirst for knowledge and independent thinking, increasing students’ chances for success. Learning spaces will be more dynamic and computerized. There will be increased services and interactions with employees as well as more integrated spaces. The Université de Moncton wants to become a more appealing place for students.

**IMPROVE STUDENT RECRUITMENT AND RETENTION**

Work undertaken to improve physical structures or to build new ones will add value and be important for attracting and retaining students and high-level research staff in an environment where competition is fierce. By modernizing its spaces and learning, the university will improve its results in research and innovation. Students, researchers and professors will work in optimal conditions to top off the best of their abilities.
WHAT IS THE MODERNIZATION OF CAMPUSES?

UPDATING OF EQUIPMENT AND FACILITIES OF OUR CAMPUSES

Your support for the updating of equipment and facilities project at the Université de Moncton will result in the creation of a functional, state-of-the-art environment for learning and campus life. It will be comparable to that of large universities worldwide. The major work planned will go beyond a simple upgrade. It will promote synergies, convergence and complementarity and will have a positive impact on the campus experience where students learn, live, work, eat and share. The modernization will be based on innovative approaches and modern architectural trends. Spaces will be designed specifically for faculty members and students.

- Modernization of classrooms
- Updating of research laboratories
- Creation of collaborative spaces
- Creation of multimedia rooms
• Redevelopment of libraries
• Reorganization of various services and multifunctional spaces
• Renovation of student centres
• Renovation of the Centre d’éducation physique et des sports (CEPS) at the Moncton campus
• Development of a multiplex cultural centre at the Shippagan campus

ACQUISITION OF NEW EQUIPMENT AND NEW TECHNOLOGY

Your support will help the Université de Moncton acquire new equipment that will add to its appeal for students and promote their success.

• New state-of-the-art teaching labs;

• New technology in classrooms and shared spaces to increase student mobility, make them better connected and enhance their commitment. It also creates a better balance between their academic and social lives.
GREEN CAMPUSES

Your support will help the Université de Moncton to “dream green.” It will allow the university to promote the protection of the environment, becoming in itself an ecosystem concerned with preserving the planet. Everyone who will study, work or visit the three campuses will witness “responsible” habits found in eco-distiricts. With your support, the university will be able to:

- install photovoltaic cells on the roof of the CEPS Louis-J.-Robichaud to supply electricity to much of the Moncton campus;
- create gardens on one of the roofs to produce the lettuce and other leafy vegetables served in the cafeterias;
- install terminals for charging electric cars in the three campus parking lots;
- gradually replace the university’s fleet of cars/trucks with electric vehicles;
- recover rainwater for certain uses in the pavilions (toilets, gardens, etc.);
- renovate the cottage located on the university grounds at Pointe-Brûlée (Shippagan campus) to develop a research station to be used for teaching (natural laboratory) and also for academic activities, demonstrations, summer courses, etc.;
- install solar panels on the rooftops of various buildings at the Edmundston and Shippagan campuses.
RESEARCH AND DEVELOPMENT

Knowledge through a major investment in research and development
Antonine Maillet, author and Chancellor Emeritus of the Université de Moncton. In 2014, the Université de Moncton acquired a substantial portion of her personal archives—which are of great heritage value for Acadie—as well as this arced desk where she wrote most of her books.

HUB OF EXCELLENCE IN ACADIAN STUDIES

$5 MILLION

$2.5 MILLION for financing research-development-creation and the communication of topics related to acadian studies

$2.5 MILLION for a variety of infrastructure projects on the three campuses
Physically, we have the largest archival holdings in acadian society, but we do not store them according to the best standards and archival procedures. The Centre d’études acadiennes Anselme-Chiasson will be upgraded and improved. It will become the national treasure of our dreams. It will give the place they deserve to the history, the events and the people who have built Acadian society as we know it today and who are building the Acadie of the future.

The Centre is an invaluable part of our heritage. It will be a solid home base that students and the public can consult. It will support the development of the Institut d’études acadiennes that coordinates research in acadian studies at the Université de Moncton. We must always remember that this institution exists first and foremost to serve Acadian society.

ANDRÉ SAMSON
Vice-President, Education and Research
The Université de Moncton has something unique: Acadian studies. The university is the main entity that ensures the survival of Acadian studies and also ensures that the archives are enhanced, researched and disseminated at the national and international levels. As the university that is anchored in Acadian society, it is building the Acadian collective memory.

Because it is unique, the Centre d'études acadiennes Anselme-Chiasson located at the Moncton campus is certainly a magnet for this legacy. However, it is important to modernize the centre's outdated facilities. We need to renew its appeal, develop its full potential and, especially, make the Centre accessible to the public. The same goes for Acadian studies at the Edmundston and Shippagan campuses.

What better way to energize these three places than to renovate them and update their infrastructure? The project is actually to create a Hub of excellence in Acadian studies by preserving the full evolution of Acadian heritage, a strong part of our regional identity.

Today, the Université de Moncton is committed to investing in the hub. It will become the place to go to improve our understanding of what relates to Acadian society. In fact, it will also give Acadians an incomparable growth.

**A HUB OF EXCELLENCE TO MAKE ACADIAN STUDIES AVAILABLE TO THE WORLD**

For decades, the Université de Moncton has contributed to the development of Acadian society. Now, we want to intensify our research on this subject, its evolution and challenges. We want to live up to our role as the custodian of the Acadian collective memory. We will update the Centre d'études acadiennes Anselme-Chiasson at the Moncton campus and some facilities at the Edmundston and Shippagan campuses. We will make them a part of an Acadian studies and global reference network. We will help to further recognize the importance of the Acadian diaspora and are aiming ultimately to dust off the Acadian heritage and update it. We want to make this heritage accessible to the world by building a platform focused on research that will serve as food for thought on modern-day Acadian society.

**A NATIONAL ARCHIVES CENTRE HERE AT THE UNIVERSITÉ DE MONCTON**

Author Antonine Maillet said: “The reason why I’m giving my manuscripts to the Université de Moncton is because the university is literally the National Archives Centre for Acadie.” The new Hub of excellence in Acadian studies will reaffirm the university’s role as a library and national archives. All its holdings will be digitized, organized, classified and conserved in exemplary condition. The Centre at the Moncton campus will be housed in ultramodern facilities and will have state-of-the-art equipment. It will immortalize Acadian holdings and allow for ease of reference. The two other archive centres located in Edmundston and Shippagan will also be upgraded. The general public, schools, genealogists and anyone interested in Acadian society will be able to access the records they want at these centres.
FORWARD-LOOKING ACADIAN RESEARCH

The Université de Moncton is pursuing a double objective by investing in a Hub of excellence in Acadian studies. Obviously, it wants to upgrade the Centre d’études acadiennes Anselme-Chiasson’s infrastructure. It also wants to provide significant resources for research-development-creation and information dissemination activities related to Acadian studies. Researchers will study current issues in francophone and Acadian communities. In short, we aim to equip the general public, students and faculty members with the capacity to answer any question they may have about all that is Acadian—and we want to create a strategic network to better guide Acadian society on the road to the future.
WHAT IS THE HUB OF EXCELLENCE IN ACADIAN STUDIES PROJECT?

RESEARCH-DEVELOPMENT-CREATION AND DISSEMINATION OF INFORMATION ON TOPICS RELATED TO ACADIAN STUDIES

• Your donation to the campaign will help establish an endowment fund whose annual revenues will be used to fund research-development-creation and information dissemination projects conducted by students and by faculty members at the Université de Moncton’s three campuses.

• The projects will be related to Acadian studies and may include assistance to the Musée acadien of the Université de Moncton for relevant temporary exhibitions in New Brunswick and elsewhere.
VARIOUS INFRASTRUCTURE PROJECTS AT THE THREE CAMPUSES

EDMUNDSTON CAMPUS

Centre de documentation et d’études madawaskayennes (CDEM)  
(Madawaska studies and documentation centre)

Your support for the campaign will help promote the Madawaska studies and documentation centre. Located in the Rhéa-Larose library on the Edmundston campus, the Centre plays an important role for the region’s research and genealogy groups, as well as in the overall university community. It is used as a laboratory for several history courses and arts and social sciences disciplines. As the centre has aged, it needs a makeover to become more effective and modern. By investing in its update, you will help to:

– replace outdated pieces of equipment and acquire new tools for processing information;

– optimize archival collections and make them available for consultation. Projects will be carried out to create a descriptive inventory and digitize the archival collections for purposes of conservation and accessibility;

– create a repository to improve the conservation of documents and make them more accessible. After their digitization, the centre’s 97 collections will be stored in one space (the archives are now stored in different buildings). The work of researchers and students will be easier, as will that of the individuals who manage the archives.
MONCTON CAMPUS

Centre d’études acadiennes Anselme-Chiasson (CÉAAC) (Centre for Acadian studies)

With your support, we will refurbish the Centre d’études acadiennes Anselme-Chiasson to reinforce the position of the Université de Moncton as the main centre for Acadian studies in Canada and abroad. You will help to:

- renovate the Centre to be better able to process, prepare and conserve Acadian documents and artifacts according to current archival standards;
- provide user-friendly work areas for local research teams as well as for visiting researchers from Canada and abroad;
- provide space for workshops, seminars and conferences;
- build a centre to relocate the Institut d’études acadiennes (Acadian Studies Institute) to consolidate the driving forces in Acadian studies.

State-of-the-art equipment

Like any large archives centre, the Centre d’études acadiennes Anselme-Chiasson needs what is the best in terms of technology to improve the processing, consultation and dissemination of its collections as well as to train students in current archival methods. Several pieces of current equipment are obsolete. Thanks to you, we will be able to adhere to current archival standards by acquiring:

- equipment to scan documents and artifacts on various media;
- equipment to improve the identification, processing and archiving of Acadian heritage;
- a server to host digital collections and make access easier for the scientific community and public;
- hardware and software for consulting the collections.
Musée acadien of the Université de Moncton (Acadian museum)

Considered the oldest Acadian museum in the world, the Musée acadien was founded in 1886 at the Collège Saint-Joseph in Memramcook, in southeastern New Brunswick. Today, it is located on the Moncton campus of the Université de Moncton in the Clément-Cormier Pavilion, which also houses the Louise and Reuben Cohen Art Gallery. While the museum itself travels through time, its public spaces need to be redesigned to become more attractive and user-friendly after many long years without renovations. Your financial contribution will help the museum to continue to attract a wide audience with its 42,000 Acadian artifacts, one of the most important collections of its kind in the world.

SHIPPAGAN CAMPUS

Galerie de l’Histoire de l’Acadie maritime (Acadian maritime history gallery)

Your support and your commitment to Acadian studies will help set up a gallery on the maritime history of Acadian society to give access to historical resources to groups of students and researchers as well as to the public. This project includes the renovation of the basement of the Irène-Léger pavilion to give it a second life.

Indexing, classifying and archiving information resources

Your support to the campaign will help to classify and index thousands of records stored at the Shippagan campus originating from individuals and organizations of all kinds. When these records are well classified and described, they will be a gold mine for students and researchers in Acadian studies.

Electronic index of Acadian maritime cultural heritage

Your support will lead to the production of a virtual index of Acadian maritime heritage. This will give visibility to the artifacts and make them accessible to groups of students and researchers as well as to the general public, no matter where they are located.
POSITIVE IMPACT ON GROUPS OF STUDENTS AND RESEARCHERS

- Students, including undergraduates, will have access to a unique Hub of excellence in Acadian studies, including literature, economics, history, language sciences, education, culture and many other subjects.

- Students will be able to benefit from an enhanced environment with meeting rooms, upgraded spaces and the latest technology.

- Students and researchers will have access to optimized IT infrastructure and tools to digitize collections of archives. They will be able to carry out more tasks and benefit from more in-depth learning.

- Faculty members at the three campuses can be supported by an endowment fund and conduct important research projects that will lead to discoveries, new interpretations and the advancement of knowledge in Acadian studies.

- In addition to existing programs, students can become interested in new master’s degree programs in public policy and social sciences, into which some will integrate the Acadian studies dimension.

POSITIVE IMPACT ON THE PUBLIC

- Citizens from three New Brunswick Acadian regions will have better access to archive collections which will encourage them to contribute to the archive holdings and to be a part of the reflection on Acadian studies.

- Citizens, schools and professional circles, genealogists, historians, producers, publishers and those passionate about Acadian studies will see the new hub as an important place to consult the complete source for Acadian heritage.

- The public will be able to consult impressive worldwide holdings of information archives, artifacts, reference material, periodicals, microfilm and documentation on Acadian facts.

- The public will be able to benefit from cohesive collections that are extremely rich and comprehensive from a historical perspective. These holdings will allow them to track and better understand the evolution of francophone and Acadian society.

- Citizens will be able to visit the new centre and feel that they are in a unique and important place that is considered an iconic landmark in the francophone world.
POSITIVE IMPACT ON THE UNIVERSITY

- **Excellence**: The Hub of excellence in Acadian studies will help to construct the identity of the Université de Moncton and enhance the profile of its invaluable historical heritage.

- **National archives centre**: The Université de Moncton will be able to immortalize and disseminate its holdings like it never could before. It will be able to reaffirm its role as the repository and custodian of Acadian archives. It will also be able to better meet the needs of the scientific community and community at large.

- **Springboard for research**: The Université de Moncton will be able to pave the way to important research in Acadian studies. It is one of its three main focuses for development.

- **Multiplier effect**: The Université de Moncton will offer a modern and redesigned centre—a national gem! It will enable the institution to attract researchers from elsewhere in Canada and abroad here to New Brunswick. This will increase research on the various facets of the history of Acadian society past and present.

- **Three areas of focus**: In addition to establishing itself as a renewed Acadian studies centre in Moncton, the university will be able to upgrade its facilities dedicated to Acadian studies at the Edmundston and Shippagan campuses.

- **Programs that are appealing**: The Université de Moncton will be able to broaden its scope of activities to allow students and citizens to rediscover Acadian studies in a new form. This will allow the university to engage in some collective thinking on the survival of Acadian society and its future.

- **Museum richness**: By renovating the Acadian museum housed on its Moncton campus, the university will increase interest in the Acadian experience by New Brunswick residents and visitors.

- **Synergies**: By providing spaces to process, classify and archive collections in accordance to the highest standards, the Université de Moncton will be well placed to establish cooperative relationships with many heritage organizations, including historical and museum societies.
HUB OF EXCELLENCE IN ENVIRONMENT

$5 MILLION

- $3.5 MILLION for support to environmental research and education
- $1 MILLION for the Environment House (total cost for this project: $2 MILLION)
- $500,000 for knowledge transfer in green technologies
The new Hub of excellence in environmental science will provide students, researchers and partners with a single network. It will greatly promote the advancement of knowledge in this area. Ultimately, everyone in New Brunswick will benefit from the impact.

This project is in line with the main objectives of the 2015 Paris Agreement to combat global warming and reduce carbon pollution, which Canada has endorsed. The university will be able to contribute to the efforts of the province, country and world through training, research and social engagement while it further becomes eco-friendly and its campuses go green.

JACQUES PAUL COUTURIER, Ph.D.
Interim President and Vice-Chancellor
In an ideal world, a majority of people would be “going green” but, this is not yet the case. What are we doing as a society to reverse the trend and find solutions to climate issues? Here in New Brunswick, we face serious local and regional challenges. A number of large regions of our province are severely affected by environmental problems.

It is with a sense of urgency that the Université de Moncton is committed to act and invest significant effort in the environment, one of its three main focuses for development. We have major players in the areas of coastal zones, forest management and sustainable development. We therefore want to focus on our expertise to contribute to the advancement of knowledge in these areas.

We say that the simple beating of a butterfly’s wings can trigger a tornado on the other side of the world, so imagine what we can accomplish with leading-edge research, forward-looking training and collaboration. Imagine what we can do if we assume leadership in the community for everything affecting the environment.

NEW BRUNSWICK’S SITUATION JUSTIFIES THE CREATION OF A HUB OF EXCELLENCE ENVIRONMENTAL SCIENCE

New Brunswick is tackling important environmental issues, such as the erosion of coastal zones. It is now essential for the university to consolidate its expertise in this area and deliver training and innovative research projects. To become a leader, it will develop a Hub of excellence in environmental science. This centre will stand out for its work in green technology, forest management, sustainable development and renewable energy. The new envirohub will include an Environment House which will be a model of green engineering at its best.

THE UNIVERSITÉ DE MONCTON IS A PART OF THE GLOBAL ENVIRONMENTAL TREND

The new Hub of excellence in environmental science will be the Université de Moncton’s response to a global trend to adjust to environmental challenges. The university will use this momentum to focus on such issues as those concerning forestry. It will seek answers to such questions as: How can we best uncover, understand and analyze environmental and sustainable development issues? What can we do to make better use of natural resources, restore biodiversity and protect the environment?

THE UNIVERSITÉ DE MONCTON IS “GOING GREEN” AND ACCELERATING ITS RESEARCH AND TRAINING IN ENVIRONMENTAL SCIENCE

The Université de Moncton has an enviable reputation in environmental science, one of its three main focuses for development. To push its limits even more, it will make large investments in training and research in this area, including—for example—setting up an environmental research fund to support the activities of a new Chair in Renewable Energy. In addition, it will dare to “dream green” at its three campuses by developing initiatives such as a vegetated roof, electric vehicles and solar panels which will provide new ways of driving, meeting and living.
WHAT IS THE HUB OF EXCELLENCE IN ENVIRONMENTAL SCIENCE?

FUNDING FOR RESEARCH AND TRAINING IN ENVIRONMENTAL SCIENCE

- **Environmental Research Support Fund**

  Why must we invest in this area? Because it will provide an incredible lens to examine various environmental issues. With your donation, we can take a step forward and:

  - fund environmental and sustainable development research to create knowledge and train scientists;
  - create a new Canada Research Chair in Renewable Energy at the Faculty of Engineering;
  - support the activities of an interdisciplinary research group in environmental sciences, sustainable development and human behaviour as support for the interdisciplinary PhD;
  - finance an annual academic and public conference series in support of the Master in Environmental Science degree.

- **New equipment in Edmundston**

  We need your commitment to equip the Edmundston campus with state-of-the-art equipment and software to teach and to conduct research. Also required is an upgrade to the forestry school’s growth chamber.

- **Technical equipment in Shippagan**

  With your support for the Hub of excellence in environmental science, students from the Shippagan campus will be able to conduct field studies in specific areas and innovative research projects thanks to the acquisition of specialized equipment, including remote sensing tools, high-precision GPS, and drones equipped with imaging-capturing and data-collection equipment, etc.

- **Hardware and software in Shippagan**

  By contributing to the campaign, you will ensure that the laboratory used for research in sustainable development and coastal zones at the Shippagan campus is equipped with the hardware and software that researchers need.
Environments, coastal zones, and natural resources make up the environment, as well as the living conditions for the development of human beings and microscopic organisms or gigantic whales. The environment is also where we live and the climate in which we live. To show that the environment is all things and everywhere around us, the Université de Moncton will build the Environment House on its Moncton campus.

This highly energy-efficient home will be a model of best eco-energy practices and highlight the need to change human habits—and much more. Designed with the most advanced green materials and technologies, it will become a living laboratory equipped with experimental equipment, solar receptors, readers and rainwater collectors. Manufacturers of green technology will be able to use the house for cutting-edge experiments and to launch businesses in such areas as sustainable development or carbon reduction.

The Environment House will have a multipurpose mandate and be built by the Faculty of Engineering while working in close cooperation with its industry partners. It will be used for academic training and management as well as for research and innovation—and for engaging and educating the public. These activities will support the university’s focus on experiential learning, research and development, as well as on social engagement.
By investing in Environment House located inside Millennium Ecological Park on the Moncton campus, you will support the showcase project of the Université de Moncton’s environmental effort. Environment House will serve as:

- a living laboratory to train engineering students and to test cutting-edge green technology;
- a showcase for green technology and as a meeting place for researchers, students, industrial partners, manufacturers and entrepreneurs in Atlantic Canada;
- a public education centre for the use of green technologies;
- a residence for the university’s environmental program managers;
- a welcome centre for community environmental groups. It will also serve as an incubator for business startups in green technology.

**KNOWLEDGE TRANSFER IN GREEN TECHNOLOGY**

Your support to the Hub of excellence in environmental science has a direct impact on support for innovation and will allow specific green-technology projects to be targeted at the three campuses. In real terms, your support will lead to successful partnerships between researchers and industry partners, to research projects with market potential in green technologies, as well as to promoting the university’s research in regards to sustainable development, green technologies and carbon reduction.

**POSITIVE IMPACT ON GROUPS OF STUDENTS AND RESEARCHERS**

- Students and researchers will be better equipped for research-development-creation-innovation related to the environment with state-of-the-art equipment and the technical services required to do their work.
- Those with graduate and postgraduate degrees in environmental science can serve as a connection between environmental decision-makers in Canada and potential stakeholders from nature and social groups.
- Students and faculty members who go green will understand more than ever the impact of their decisions on the environment. Protecting the environment is a civic responsibility.
- Researchers can contribute to advances in science and become more well-known by finding solutions to major environmental problems.
- Students—at the Edmundston campus—will be able to benefit from a new Master of Forestry and Environmental Science Program.
POSITIVE IMPACT ON THE PUBLIC

- The public will become more aware of the importance of the environment and the need to take care of it in order to profit from it.

- Citizens can benefit from advances in knowledge in three areas that affect them directly: sustainable development, coastal zones and forest management. For example, they will see what impact rising water temperatures have on lobster.

- The public can benefit from solutions tailored to the issues affecting their region, such as climate change, global warming, the functioning of the planet, biodiversity or the functioning of ecosystems.

- The public will have access to the Environment House, an exclusive model that can inspire more eco-responsible habits. The impact of this facility will extend beyond the Moncton campus and will be a part of the national effort to reduce greenhouse gas emissions to achieve long-term economic viability and carbon reduction locally and regionally.

- Some businesses and industries are based directly on natural resources such as fisheries, aquaculture and forest management. They are crucial to New Brunswick and they will be better supported.

POSITIVE IMPACT ON THE UNIVERSITY

- **Hub of excellence:** The Université de Moncton will create a pool of environmental experts, positioning New Brunswick as a role model for the preservation of animals and plants.

- **Networking:** The Université de Moncton will confirm that environmental research is alive and well and more centralized, allowing for more effective networking among researchers who will then be able to better coordinate their efforts to obtain grants.

- **Strength of recruitment:** The Université de Moncton will enhance the quality and assets of its graduate program in environmental science, attracting new talent from around the world. The program will produce graduates with solid skills that correspond to the needs of the labour market.

- **Specializations:** The Université de Moncton will organize its scientific programs under the three major themes of sustainable development, forestry management and coastal zones, while bringing together research projects that are distinct but complementary. Biology, geography, sociology, economics and law all have important—but different—perspectives on the environment.

- **Influencer:** The Université de Moncton will seek to influence the habits of the community and create partnerships to protect the environment.
NEW BRUNSWICK CENTRE FOR PRECISION MEDICINE

$8.5 MILLION

Total project cost: $24.2 MILLION

$15.7 MILLION: TOTAL IN GOVERNMENT CONTRIBUTIONS

For the construction of the New Brunswick Centre for Precision Medicine:
• $10.5 MILLION from federal partners
• $5.2 MILLION from provincial partners

$8.5 MILLION: TOTAL IN DONATIONS

For the construction of the New Brunswick Centre for Precision Medicine
• $7.8 MILLION

For the research component related to the New Brunswick Centre for Precision Medicine
• $700,000
The New Brunswick Centre for Precision Medicine will be an infrastructure with world-class facilities where more than 100 experienced researchers will share their expertise to fight against chronic diseases and cancer. It will be a priceless resource that will bring research to the patient’s bedside.

The centre will play a pivotal role in the development of education and health care in New Brunswick. Our researchers will deliver treatments tailored to the patient’s genetic profile. This remarkable progress will secure the Université de Moncton’s reputation as the largest biomedical research centre in New Brunswick.

JACQUES PAUL COUTURIER, Ph.D.
Interim President and Vice-Chancellor
PROJECT HIGHLIGHTS

• **5 complementary partners**
  - Université de Moncton
  - Centre de formation médicale du Nouveau-Brunswick
  - Dr. Georges-L.-Dumont University Hospital Centre
  - Atlantic Cancer Research Institute
  - Vitalité Health Network

• **New construction**
  - 4 storeys, 3,716 m² of space equipped for research

• **More than a 100 researchers** among the most prominent in the province for biomedical research, genetic sequencing and population health

• **Ultradmodern infrastructure**
  - One clinical research centre
  - One animal housing area for testing new therapeutics and diagnostics
  - One data repository and one analysis centre
  - One incubator space for business startups
  - Several medical research laboratories

• **Highly-qualified staff**

• **State-of-the-art equipment** and specialized technological platforms

• **A pedway** between the New Brunswick Centre for Precision Medicine and the Dr. Georges-L.-Dumont University Hospital Centre
Medicine has always been a fundamental link in the history of the Université de Moncton. In order to be at the forefront of 21st-century medicine and contribute to advances in next-generation health care, the Université de Moncton will establish the New Brunswick Centre for Precision Medicine in conjunction with highly qualified partners:

- Centre de formation médicale du Nouveau-Brunswick
- Dr. Georges-L.-Dumont University Hospital Centre
- Atlantic Cancer Research Institute
- Vitalité Health Network.

This cutting-edge centre, which is the fundraising campaign’s cornerstone and visionary project, will become the research platform at the Dr. Georges-L.-Dumont University Hospital Centre, located nearby.

This hotbed of research will be the only one of its kind in New Brunswick in which biomedical researchers will target therapies tailored to the genetics and molecular profile of diseases. In other words, they will develop new diagnostics and treatments that will allow doctors to better care for patients based on a patient-centered approach of integrated care. This is the way of the future in the area of personalized medicine. A veritable incubator of talent, the Centre will mostly generate research on chronic diseases. Its goal will be to find therapies to control diseases and, even better, to cure them.

The Université de Moncton is committing to invest in this innovative and unique project which will become the first transdisciplinary research centre in health in a clinical setting in the province.
Over the past decade, we lived through a revamping in the Faculty of Science with the recruitment of several professors who carry out research programs in biomedical sciences. The New Brunswick Centre for Precision Medicine will bring together these professors and their teams from the Université de Moncton with researches from the Atlantic Cancer Research Institute (ACRI), the Centre de formation médicale du Nouveau-Brunswick (CFMNB), Dr. Georges-L. Dumont University Hospital Centre and the Vitality Health Network. They will be reunited within one university hospital environment where they will be able to collaborate—together and with area physicians-clinicians—to advance health knowledge in order to better respond to community needs.

With the recruitment of researchers from around the world by the Université de Moncton and its project partners, in addition to the creation of new study programs at the university such as the PhD in Life Sciences, we can say that we now have brought together a critical mass of experts in the region. The New Brunswick Centre for Precision Medicine project within a university hospital setting will have a catalyst effect allowing for the continuation of this growth in research activities, as well as the developments which flow from them.

MARC SURETTE
New Brunswick Innovation Research Chair Biosciences
Professor, Department of Chemistry and Biochemistry
The New Brunswick Centre for Precision Medicine (NBCPM) is the first research centre in a university hospital setting and will bring together the largest critical mass of health researchers in the province. I predict that the Centre will be an important transformational element for health research in New Brunswick and Canada. This mingling of ideas and innovation will have an immediate impact for the patients and will capture the imagination and creativity of future students, as well as the researchers there.

Precision medicine is a medical model that offers the personalization of health care, with medical decisions, practices and/or products adapted to each patient. It consists of an innovative concept which places the patient at the centre of important health research issues and ensures that we never lose sight of its raison d’être: improving the condition of our citizens.

RODNEY OUELLETTE
President and Scientific Director
Atlantic Cancer Research Institute
GENETIC AND MOLECULAR SEQUENCING: ADMINISTRATING THE RIGHT TREATMENTS TO THE RIGHT PATIENTS AT THE RIGHT TIMES

At the New Brunswick Centre for Precision Medicine, researchers will use next-generation DNA sequencing technology to establish diagnostics and identify genetic causes of diseases (each person has about 20,000 genes). Researchers will deepen their knowledge of the unique genomic data of patients to track the progression of their diseases and find the most effective personalized treatments for them. By fostering knowledge on the screening for some diseases and by treating individuals according to an individual’s profile, the research community will give new hope to patients.

A STRONG HUB OF RESEARCHERS AND EXPERTISE FOR A LEAP INTO THE FUTURE

The New Brunswick Centre for Precision Medicine will create a hub of high-quality research in the province, bringing together the best researchers from the Université de Moncton, the Dr. Geroges-L.-Dumont University Hospital Centre, the Centre de formation médicale du Nouveau-Brunswick, Vitalité Health Network and the Atlantic Cancer Research Institute. This is definitely an unrivalled collaboration in the field of science. Through the new Centre, the Université de Moncton’s vision to become the largest medical research centre in New Brunswick will come to fruition. The centre will serve as a living laboratory where groups of researchers from the basic and clinical sciences can interact fully with each other and unravel the mysteries of diseases.

CREATION OF A DISTINCTIVE AND SYMBOLIC CENTRE

The New Brunswick Centre for Precision Medicine is the result of an ambitious effort: transforming patient care to provide a cutting-edge environment for education and research to our next generation of health professionals. This project is both the cornerstone and anchor of the renewal of the Université de Moncton. With this unique facility to be constructed in Atlantic Canada, the university will become a leader in health research in New Brunswick and will earn itself an enviable reputation in Canada and around the world. This catalyst project is a priority since it will be the pillar on which we can build the next stage of development of health care in the province.
WHAT IS THE CENTRE FOR PRECISION MEDICINE?

As a province, New Brunswick is below average when compared to other jurisdictions in Canada for investing in research and innovation. The university intends to redress this imbalance by constructing the New Brunswick Centre for Precision Medicine over the next two years. It will become a place for experimentation, training and of discovery that will honour the Université de Moncton’s ambitions and desire to innovate.

A NEW WAY TO CONSOLIDATE

With the financial support of donors, the Centre will bring together expertise from several research centres in New Brunswick—expertise now scattered among separate locations. In fact, the Centre’s laboratories and other facilities will be designed as a single mega-research platform to create an interactive environment between the researchers of the Dr. Georges-L.-Dumont University Hospital Centre, Vitalité Health Network, the Atlantic Cancer Research Institute, le Centre de formation médicale du Nouveau-Brunswick and the Université de Moncton. These partners will constitute form a technohub of life sciences that will who also become a hub for investment attraction.

A NEW WAY TO TREAT PATIENTS

The new Centre will stand out for its expertise in genetic sequencing. Researchers will be able to conduct analyses of all medically relevant genes. By comparing them to those of healthy people, they will be able to identify the specific DNA changes linked to a disease. Through their work, the Centre’s researchers will discover treatments for some physical and mental health problems that severely affect aging populations, including cancer, heart failure, diabetes, hypertension, obesity, asthma, arthritis, Alzheimer’s disease and smoking. The clinical applications, which will be developed, will be revolutionary to the extent that they will be tailored to the specific profile of each patient. It will take into account the genetic and molecular compositions of the disease. The Centre’s infrastructure will also allow for testing new tools, new diagnoses and new treatments in real situations. All data collected will prepare the way for effective diagnostic and therapeutic products.

A NEW WAY TO CONDUCT RESEARCH

All research space at the new Centre will be linked. This will encourage teams from diverse backgrounds to work together on new breakthroughs by focusing on translational research. Industry partners, health-care startup businesses and pharmaceutical companies will work in close proximity. Other local, regional, national and international collaborators will join the existing teams. The Centre will directly dedicate nearly $2 million to research in the form of grants, support to innovation and activities related to intellectual property, patents and the Centre’s own innovations. Over and above this, the new Centre will offer what no other university in Atlantic Canada can offer — a “global care” approach in a pooled environment, the total sum of these three elements: research + training + care.
IMPACT ON STUDENT AND THE RESEARCH COMMUNITIES

- Researchers can better understand the cellular or biological changes that occur as a result of certain diseases—including cancer—and tailor treatments to patients or discover promising compounds that will be the drugs of tomorrow.
- Researchers can focus their activities on assessing new drug or therapy trials on human subjects in order to better cure or treat diseases.
- Researchers can take advantage of the profile of the New Brunswick Centre for Precision Medicine to enhance their standing and obtain more research grants that are essential to medical breakthroughs.
- Research teams will have laboratories and spaces to support the excellence of their work and allow them to attract new high-quality researchers.
- Researchers and students can participate in the creation of personalized medicine that customizes care and treatment.
- Researchers will have access to 17 New Brunswick databases. This unique opportunity will help them stand out in the area of epidemiology. They will be able to identify more precise biomarkers for early diagnosis and deliver targeted therapies.
- Researchers will be able to develop more effective and collaborative relationships in clinical settings.
- Master’s and doctoral students will have the privilege to be part of outstanding research teams in a highly stimulating environment, as well as working with role-model researchers who can act as inspiring mentors.
- Researchers will be able to work with emerging businesses and provide them with a biomedical research incubator which will promote their development.
IMPACT ON PATIENTS

- With the new DNA sequencing technology, patients can benefit from genetic analysis and personalized treatment based on their precise molecular diagnosis. Their treatment will be specifically tailored to their disease.

- Cancer patients will undergo a molecular analysis that will allow clinicians to determine the best mode of targeted treatments for them. This will spare cancer patients from the side effects of ineffective treatments against certain cancers.

- Patients will have better success with treatment, therefore they will be given more hope to live longer and have a better quality of life.

- Patients will benefit from an integrated personal treatment approach that will allow them, doctors and researchers to move forward together and be partners in care. Patients will therefore participate in their own clinical progress and will be free to make their own enlightened health-care choices supported by experiential knowledge. It has been shown that better outcomes are obtained by treating patients holistically—and not only for the illness or health problem affecting them.

- Patients will be able to participate in the creation of data banks which will enable researchers to correlate the molecular knowledge of diseases with the evolution of reactions to treatment.

- Patients will be able to expect that their chronic diseases are diagnosed as soon as possible at a stage when they are still treatable.

IMPACT ON THE UNIVERSITY

- Hub of excellence: Strengths in health will be consolidated for better synergy in research facilities in close proximity to each other. The Université de Moncton will be the key player in this first interdisciplinary health research centre to be established in a clinical setting in New Brunswick.

- Asset for recruitment: The Université de Moncton will be able to recruit the best researchers in fundamental and clinical sciences to reach a critical mass in order to be among the leaders in medical research in Canada.

- Enviable mode of operations: Researchers and faculty members will be able to provide exceptional education to health students at all levels of study with optimal interactions in an academic environment designed for cutting-edge training.

- Vibrancy: The Université de Moncton will demonstrate its sense of innovation through its dynamic research efforts in genetic and molecular sequencing.
• **Scientific programming:** The Université de Moncton will increase its reputation by bringing changes to the health-care system which will become a **model for other provinces**. It will be better able to analyze the factors related to community health that influence health risks and the organization of health-care systems as far as quality, equity, access and clinical practices are concerned.

• **Partnerships:** The Université de Moncton will intensify its links with public and private partners, including pharmaceutical companies. It will use these partnerships as leverage for the development of new drugs since it will be able to rapidly recruit patients who meet the criteria of treatment protocols. This will ensure that the quality of the data remains constant and fact-based.

• **Innovation:** The Université de Moncton will play a central role in **community wellness**. Innovation is known to be a driving force for economic development and for the improvement of services to residents of New Brunswick. It is estimated that revenues generated by biomedical research will rise from $6.2 million in 2014 to $12.6 million in 2021. We can say, therefore, that the New Brunswick Centre for Precision Medicine will stimulate investment and research-related spinoffs.
THE UNIVERSITÉ DE MONCTON NEEDS YOU!

It is counting on the commitment, support and generosity of its alumni, donors and partners to make this a $50-million campaign:

- A unifying and promising social project;
- A success that can be measured in dollar amounts resulting in enriching opportunities for the entire university community;
- An answer and a solution to priority needs;
- A guarantee of better teaching, of encouraging research work and of an unrivalled student experience;
- A means to give even more to the community;
- A passport for internationalization and an openness to the world;
- A renewed pledge of excellence for today and for the next generations of students to come;
- A driving force that will help to push the university community even further ahead;
- An ambitious campaign that will allow the Université de Moncton to remain a great, distinct and exceptional institution rooted in the identity and culture of francophone and Acadian society in New Brunswick and Canada.
**BIOGRAPHICAL NOTES**

**Bernard Lord** gained solid experience from his various roles in the public and private sectors over the last twenty years. Since September 1, 2016, he is CEO of Medavie. He also serves as Board chair of Ontario Power Generation. Most recently, he was president and CEO of the Canadian Wireless Telecommunication Association of Canada and chair of the Mobile Giving Foundation Canada. He is the former Board director of Medavie Blue Cross.

He worked with several corporations and non-profit organizations. He was senior counsel with the law firm McCarthy Tétrault (2007-2008). He was a special advisor to the McGill University Health Centre’s Institute for Strategic Analysis and Innovation (2007-2012) and a North American advisor to Alexander Proudfoot (2009-2015).

Bernard Lord became Premier of New Brunswick in 1999. His majority government was re-elected in 2003 and Bernard Lord served as Premier of New Brunswick until October 2006. He was elected four times as a Member of the New Brunswick Legislative Assembly.

In 2000, he was named Grand Officer of the Order of La Pleiade by the International Association of French-Speaking Parliamentarians. He also was granted honorary doctorate degrees by the University of New Brunswick, the Université de Moncton and St. Thomas University. He is also a member of the Order of New Brunswick. In 2000, he was awarded the Alumni Order of Merit by the Université de Moncton.

He was admitted to the New Brunswick Law Society in 1993 and was appointed Queen’s Counsel in 2011. He continues to be a member of the Law Society of New Brunswick and the Canadian Bar Association.
Camille H. Thériault has strong expertise in financial management and public governance. Elected to New Brunswick’s Legislative Assembly for the first time in 1987, he served on several committees and as Minister of three provincial departments before being sworn in as Premier of New Brunswick in 1998, a position he held until June 1999.

Camille H. Thériault was also head of the Canadian Transportation Accident Investigation and Safety Board. As a major advocate for security he, along with his national and international counterparts, coordinated the required changes to security measures following the events of September 11, 2001.

In addition to this significant contribution to public administration, Mr. Thériault has considerable expertise in the fields of economics and finance. He was General Manager of the Kent Industrial Commission and Vice-President of the United Maritime Fishermen Cooperative.

From 2004 to 2016, he held the position of President and Chief Executive Office of UNI Financial Cooperation, the largest Acadian financial institution. In the midst of the current challenges, he is among the decision makers of New Brunswick. He is renowned for his leadership, his optimism and his ability to build on human capital. In 2013 and again in 2009, he was named one of the top CEOs in Atlantic Canada by the *Atlantic Business Magazine*.

He was awarded the Diamond Jubilee Medal in 2012 and the Canadian Cooperative Order of Merit in 2011. In 2008, the Université de Moncton granted him an honorary doctorate in business administration. Previously, he received the Alumni Order of Merit from the Université de Moncton in 1999 and the Paul Harris award from the Rotary Club of Bouctouche.
BE PART OF IT!