



Assiniboine  
College

# Academic Report

2023-24

Assiniboine College is privileged to provide learning opportunities on the lands of the Dakota Oyate, Nakoda Oyate, Ininiwak, Nehethowak, Nehiyawak, Anishininewuk, Denesuline, Anishinaabeg, and the National Homeland of the Red River Métis.

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# Letter to the Minister

It is our pleasure to submit Assiniboine College's 2023-24 Academic Report. This annual publication answers key questions around enrolment, attrition, number of graduates, graduate employment placement, and graduate satisfaction, and highlights Assiniboine's successes in the areas of Indigenization, internationalization, providing students with exceptional learning experiences, and enrolment growth.

Assiniboine College has been providing exceptional learning experiences for over 60 years, and we are proud to do our part to ensure the province's economic needs are met. Our graduate follow-up research shows that the overwhelming majority of recent Assiniboine graduates are living and working in Manitoba.

Assiniboine is a national leader in community-based delivery; as you will see in this report, this year Assiniboine offered academic and vocational programs in 49 different communities in Manitoba. At Assiniboine, the following community-oriented features are central to our practice: (a) work-integrated learning through practicum placements or cooperative education, and experiential learning opportunities for students; (b) access for Indigenous students and other under-represented communities, including rural and remote communities; (c) commitment to community and employer engagement in program design and quality assurance; (d) applied research that is responsive to community and employer needs; (e) knowledge mobilization and knowledge exchange that contributes to increased prosperity for communities.

We look forward to seeing continued successes supporting the province's economic and social development, and labour market needs, ensuring workers are ready for jobs.

**Dr. Deanna Rexe**

Vice-President of Academic

## VISION

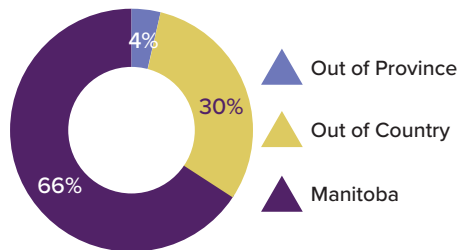
Exceptional  
learning experiences

## MISSION

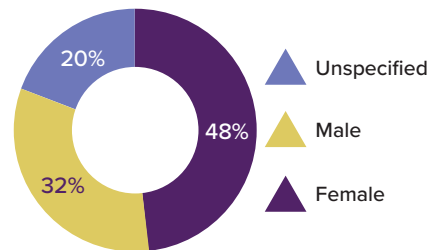
Transforming lives and  
strengthening Manitoba  
through applied  
education and research

# About Assiniboine

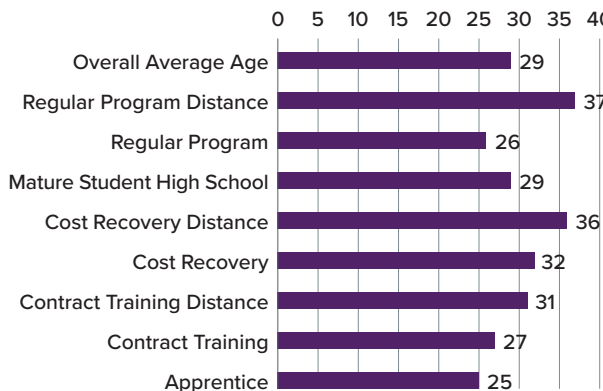
WHERE STUDENTS  
COME FROM



GENDER  
DISTRIBUTION



AVERAGE AGE BY  
FUNDING SOURCE



**11,209**

Total students in all programs

**2,907**

Total graduates in all programs

**18%**

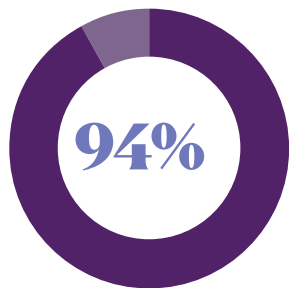
Domestic students that identify  
as First Nations, Métis and Inuit

**26%**

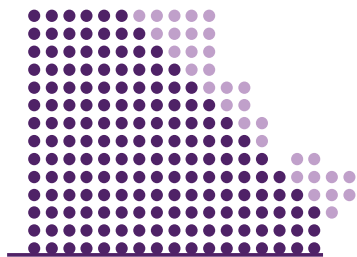
Domestic graduates that identify  
as First Nations, Métis and Inuit

# Graduate Follow-up Survey

## NINE MONTHS AFTER GRADUATION



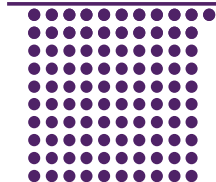
of grads have jobs



**95%** stay in  
Manitoba



have careers related to  
their field of study



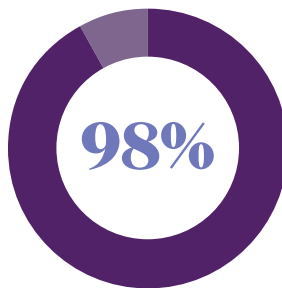
with **83%** originating in Manitoba, that's  
a **net population gain** for Manitoba as a  
result of studying at Assiniboine

Average annual income of  
an Assiniboine grad nine  
months after graduation

**\$56.1K**

Respondents in this survey graduated in 2022-23 and were surveyed approximately nine months after their graduation, in March and April 2024.

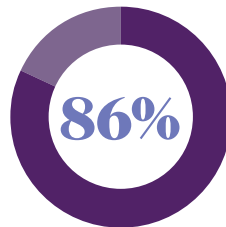
## FOUR YEARS AFTER GRADUATION



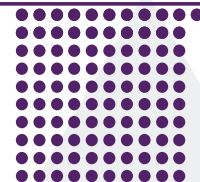
of grads have jobs



**88%** are still in  
Manitoba



have careers related to  
their field of study



The five-year average of graduates  
staying in the province four years  
after graduating is **88%**.

Average annual income of  
an Assiniboine grad four  
years after graduation

**\$62.4K**

Respondents in this survey graduated in 2019-20 and were surveyed approximately four years after their graduation, in March and April 2024.

## 6 Enrolments July 1, 2023 to June 30, 2024 by program and graduate information

Program	Academic Credential	New Students	Returning Students	Distance Education Enrolment	Total Enrolment	Attrition*	# of Graduates	Percentage of Graduates Satisfied with their Program <sup>5</sup>	Percentage of Graduates Employed <sup>5</sup>	Average Wage Earned <sup>5</sup>
Accounting	Advanced Diploma	18	5	0	23	4%	14	-	-	-
Accounting and Finance	Advanced Diploma	0	1	0	1	0%	1	-	-	-
Agribusiness	Diploma	51	50	0	101	5%	41	43%	95%	\$63,727
Automotive Technician	Certificate	32	0	0	32	13%	25	-	-	-
Business Administration	Diploma	197	156	0	353	13%	91	47%	88%	\$38,750
Carpentry and Woodworking	Certificate	29	0	0	29	31%	16	-	-	-
Civil Technician	Certificate	12	11	0	23	13%	11	100%	80%	-
Civil Technology	Diploma	7	6	0	13	0%	7	-	-	-
Communications Engineering Technology	Diploma	11	3	0	14	29%	2	-	-	-
Comprehensive Health Care Aide <sup>4</sup>	Certificate	65	5	215	285	17%	107	80%	100%	-
Construction Electrician	Certificate	29	0	0	29	14%	22	100%	-	-
Culinary Arts	Diploma	39	8	0	47	9%	8	-	-	-
Digital Art and Design	Diploma	21	11	0	32	25%	9	71%	67%	-
Child Care Assistant <sup>4</sup>	Certificate	207	0	0	207	99%	0	-	-	-
Early Childhood Education <sup>4</sup>	Diploma	90	40	21	151	12%	24	95%	100%	\$44,221
Early Childhood Program Management	Advanced Diploma	0	0	16	16	0%	8	-	-	-
Education Assistant	Certificate	0	0	1	1	0%	1	-	-	-
Electronic Technician <sup>3</sup>	Certificate	4	0	0	4	0%	4	-	-	-
Finance	Advanced Diploma	11	0	0	11	0%	11	-	-	-
Geographic Information Systems	Advanced Diploma	11	0	0	11	9%	10	-	-	-
Heavy Equipment Technician	Certificate	30	0	0	30	0%	29	89%	100%	\$59,006
Horticultural Production	Certificate	22	4	0	26	38%	13	-	-	-
Hotel and Restaurant Management	Certificate	0	1	0	1	100%	0	-	-	-

\*Attrition rates exclude distance education statistics | <sup>1</sup>Due to program exclusions, college totals are different from published statistics | <sup>2</sup>Professional Cooking is the exit certificate of the Culinary Arts diploma program | <sup>3</sup>Electronic Technician is the exit certificate of the Communications Engineering Technology diploma program | <sup>4</sup>Certified Health Care Aide and Early Childhood Education enrolment is also included under Cost Recovery and Contract Training | <sup>5</sup>Survey samples less than 5 are not reported



Program	Academic Credential	New Students	Returning Students	Distance Education Enrolment	Total Enrolment	Attrition*	# of Graduates	Percentage of Graduates Satisfied with their Program <sup>5</sup>	Percentage of Graduates Employed <sup>5</sup>	Average Wage Earned <sup>5</sup>
Hotel and Restaurant Management	Diploma	0	7	0	7	0%	5	-	-	-
Human Resource Management	Advanced Diploma	30	1	0	31	3%	28	75%	75%	\$38,724
Industrial Metals Fabrication	Certificate	0	14	0	14	14%	11	-	-	-
Land & Water Management	Diploma	17	7	0	24	0%	7	75%	-	-
Legal Administration	Diploma	13	7	0	20	15%	6	-	-	-
Marketing	Advanced Diploma	9	0	0	9	11%	8	-	-	-
Media & Communications	Diploma	18	8	0	26	15%	5	-	-	-
Medical Administration	Diploma	25	23	0	48	15%	18	100%	-	-
Network Administration Technology	Diploma	38	30	0	68	22%	14	-	-	-
Office Management	Diploma	11	5	0	16	25%	1	-	-	-
Office Skills	Certificate	51	29	0	80	15%	34	-	-	-
Piping Trades	Certificate	14	0	0	14	14%	12	83%	100%	-
Power Engineering	Certificate	3	0	0	3	0%	3	-	-	-
Power Engineering	Diploma	15	5	0	20	5%	6	-	-	-
Practical Nursing	Diploma	311	237	0	548	9%	179	77%	100%	\$60,230
Professional Cooking <sup>2</sup>	Certificate	10	0	0	10	10%	2	-	-	-
Public Safety	Advanced Diploma	4	0	0	4	0%	4	-	-	-
Public Safety	Certificate	8	0	0	8	25%	6	-	-	-
Social Service Worker	Diploma	27	28	0	55	7%	26	57%	100%	-
Sustainable Food Systems	Advanced Diploma	19	7	0	26	0%	14	-	-	-
Web & Interactive Development	Diploma	20	9	0	29	14%	5	-	-	-
Welder	Certificate	29	0	0	29	7%	21	-	-	-
Apprenticeship		523	60	0	583		142	-	-	-
Contract Training		1300	578	60	1938		556	-	-	-
Cost Recovery		2221	784	739	3744		118	-	-	-
Mature Student High School		289	105	0	394		51	-	-	-
Partnership Programs		1305	963	0	2265		1168	-	-	-
Undeclared		11	29	88	128		0	-	-	-
College Total <sup>1</sup>		7207	3240	1140	11584		2907	-	-	-

## Culinary arts, culture and connection embraced in Italy

In May 2024, 21 students and faculty from the Russ Edwards School of Agriculture & Environment spent two weeks in Urbania, Italy, where they immersed themselves in Italian culture, language, and food systems.

Led by local experts, they explored sustainable agriculture, culinary traditions, and personal connections central to Italian life. The experience broadened students' perspectives, provided invaluable insights, and enriched their time at Assiniboine, positioning them well for their future career.



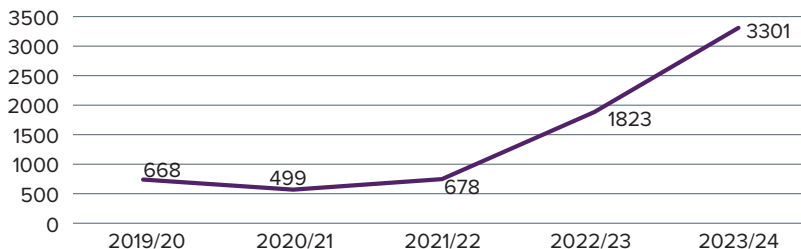
# Enrolment Distribution

Funding Source	2022/23 <sup>1</sup>	2023/24
Apprenticeship	541	552
Contract Training <sup>2</sup>	2840	4181
Cost Recovery	3610	3662
Mature Student High School	335	330
Regular Program	1917	2484
Grand Total*	9243	11209

<sup>1</sup>Data for 2022/23 is reported in the 2022/23 Academic Report

<sup>2</sup>Includes partnership programs | \*Unique headcount by program

# International Enrolment\*



Data for 2019-20 to 2022-23 as reported in the 2022-23 Academic Report.

\*Unduplicated headcount and includes partnership programs.



# Indigenous Enrolment

Our Reconciliation Commitment by 2030: 2,500 new Indigenous graduates contribute to the prosperity of Manitoba.

## INDIGENOUS EDUCATION

Funding Source	2019/20 <sup>1</sup>	2020/21 <sup>1</sup>	2021/22 <sup>1</sup>	2022/23 <sup>1</sup>	2023/24
Apprenticeship	30	28	25	20	29
Contract Training	413	310	434	556	455
Cost Recovery	183	172	286	390	337
Mature Student High School	189	97	122	233	216
Regular Program	462	372	297	366	365
Grand Total <sup>1</sup>	1277	979	1164	1565	1402

<sup>1</sup>Data for 2019-20 to 2022-23 as reported in the 2021-22 Academic Report

\*Unique headcount by program

## INDIGENOUS GRADUATES

Funding Source	2019/20 <sup>1</sup>	2020/21 <sup>1</sup>	2021/22 <sup>1</sup>	2022/23 <sup>1</sup>	2023/24
Apprenticeship	3	6	6	5	3
Contract Training	134	98	123	195	188
Cost Recovery	2	8	8	8	15
Mature Student High School	33	18	20	22	28
Regular Program	132	138	104	117	121
Grand Total <sup>1</sup>	304	268	261	347	355

<sup>1</sup>Data for 2019-20 to 2022-23 as reported in the 2021-22 Academic Report

\*Unique headcount by program

## Assiniboine College takes bronze for Indigenous Education at global awards

The World Federation of Colleges and Polytechnics recognized Assiniboine's leadership in community-based programming and Indigenous education with a bronze in Indigenous Education through their Awards of Excellence.

The college collaborates with communities and Nations across Manitoba to deliver accessible, place-based education, with over 80% job retention for graduates. This recognition highlights Assiniboine's commitment to fostering education and employment opportunities directly within local communities.





## Business Administration experience carries RAILROADER TO MANAGEMENT POSITION

When Jonn Olson was just 18 years old, he joined CP Rail (now known as Canadian Pacific Kansas City Southern, or CPKC) shortly after his high school graduation. After thousands of miles on the rails as a conductor, he wanted a change and entered Assiniboine's Business Administration program.

Two years later, Jonn graduated from the program and returned to CPKC Rail but not as a conductor, but in a management position with the additional skills and knowledge he acquired at Assiniboine.



**PETERS  
SCHOOL**  
Business



## BUSINESS SCHOOL NAMED at Assiniboine

In December 2023, Assiniboine named the Peters School of Business in honour of Gord and Diane Peters. The Peters—business leaders, entrepreneurs and philanthropists—also donated a record \$10 million to support the future of the Peters School. Their gift will enhance opportunities for Manitoba students, aligning with the college's vision for growth in business education.

# \$10M DONATION

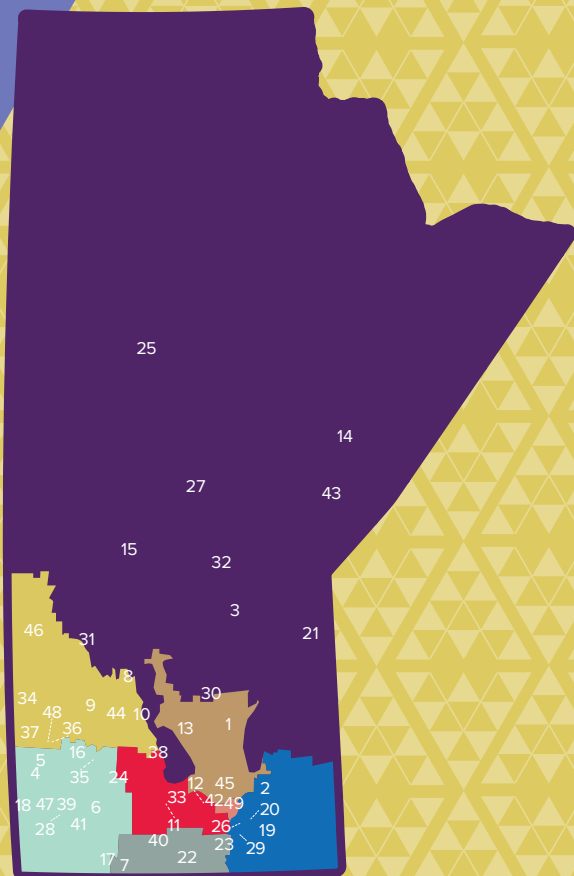
## drives Prairie Innovation Centre closer to reality

In January 2024, a \$10 million donation propelled the Prairie Innovation Centre for Sustainable Agriculture at Assiniboine closer to completion, supporting the college's efforts to meet Manitoba's growing agricultural workforce needs. This unique project aims to create collaborative learning spaces and applied research labs that serve both the industry and college. The Centre will be vital in training graduates for in-demand careers and strengthening Manitoba's agricultural sector.





# Our Communities



- |                                   |                                |                                      |
|-----------------------------------|--------------------------------|--------------------------------------|
| 1 Arborg                          | 18 Kola                        | 36 Rossburn                          |
| 2 Beausejour                      | 19 La Broquerie                | 37 Russell                           |
| 3 Berens River First Nation       | 20 Landmark                    | 38 Sandy Bay First Nation            |
| 4 Birdtail Sioux First Nation     | 21 Little Grand Rapids         | 39 Sioux Valley<br>Dakota Nation     |
| 5 Birtle                          | 22 Morden                      | 40 Somerset                          |
| 6 Brandon                         | 23 Morris                      | 41 Souris                            |
| 7 Cartwright                      | 24 Neepawa                     | 42 St. Francois Xavier               |
| 8 Crane River                     | 25 Nelson House First Nation   | 43 St. Theresa Point<br>First Nation |
| 9 Dauphin                         | 26 Niverville                  | 44 Ste Rose du Lac                   |
| 10 Ebb and Flow<br>First Nation   | 27 Norway House<br>Cree Nation | 45 Stonewall                         |
| 11 Edwin                          | 28 Oak Lake                    | 46 Swan River                        |
| 12 Elie                           | 29 Otterburne                  | 47 Virden                            |
| 13 Eriksdale                      | 30 Peguis First Nation         | 48 Waywayseecappo<br>First Nation    |
| 14 Gods Lake Narrows              | 31 Pine Creek First Nation     | 49 Winnipeg                          |
| 15 Grand Rapids                   | 32 Poplar River First Nation   |                                      |
| 16 Keeseekoowenin<br>First Nation | 33 Portage la Prairie          |                                      |
| 17 Killarney                      | 34 Roblin                      |                                      |
|                                   | 35 Rolling River First Nation  |                                      |

## CAMPUSES & CENTRES

- ▶ Victoria Avenue East Campus
- ▶ North Hill Campus
- ▶ Parkland Campus
- ▶ Portage Campus
- ▶ Winnipeg Campus
- ▶ Centre for Adult Learning - Brandon
- ▶ Centre for Adult Learning - Parkland

## BOARD OF GOVERNORS 2023-24

- ▶ Ruth Mealy (Chairperson)
- ▶ Dale McKay (Vice Chairperson)
- ▶ Mona Cornock
- ▶ Amanda McGregor
- ▶ Jody Parsonage
- ▶ Tere Stykalo
- ▶ Katelyn Sissons
- ▶ Darryl Jackson
- ▶ Jonn Olson (Student Representative)
- ▶ Lisa Huston (Staff Representative)