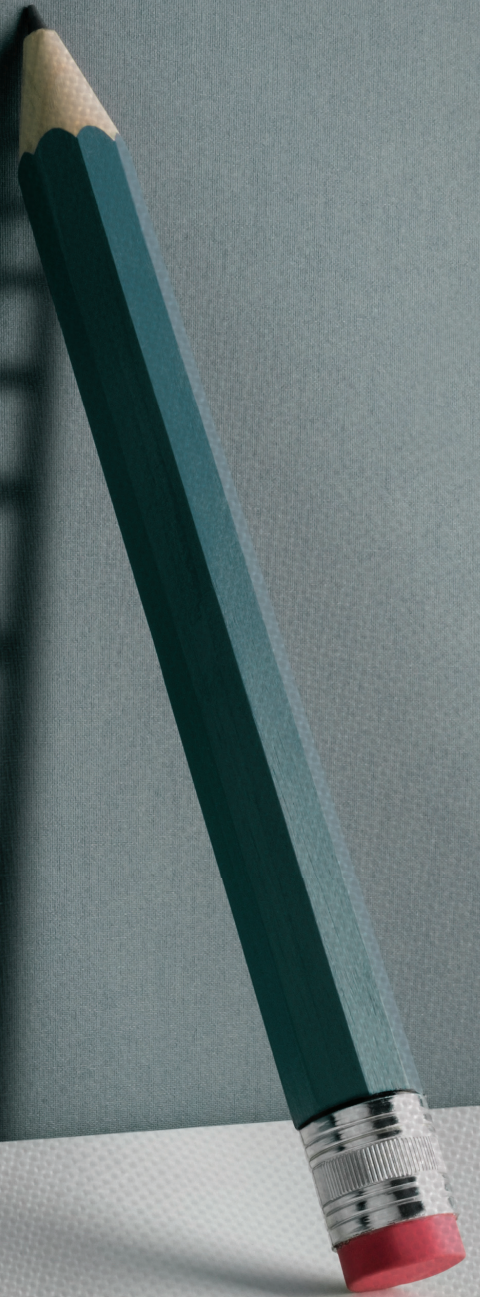




BOOTH
UNIVERSITY
COLLEGE

STRATEGIC PLAN

Toward a Flourishing Future



“

According to the grace of God given to me, like a wise master builder I laid a foundation, and someone else is building on it.

Let each builder choose with care how to build on it. For no one can lay any foundation other than the one that has been laid; that foundation is Jesus Christ.

”

1 Corinthians 3:10-11 (NRSVUE)

We acknowledge that Booth University College is located on Treaty One territory, the traditional lands of the Anishinaabeg, Cree, Oji-Cree, Assiniboine, Dakota and Dene peoples, and the homeland of the Métis Nation. We acknowledge this to be a meeting place of community and culture. As in the past, the diversity of peoples who occupy this land and the emerging cultures that enrich our community today present to us an invitation to build a stronger community as we learn to walk gently with one another in the spirit of truth and reconciliation.

A WORD FROM THE PRESIDENT

“*Your days at the most cannot be very long, so use them to the best of your ability for the glory of God and the benefit of your generation.*”

~ *William Booth*

Booth University College is an institution founded on faith. We believe in the Triune God whose essence is love and who is creator, sustainer, reconciler, and redeemer. Central to our belief is the inherent worth of every individual, driving our dedication to fostering an environment of equity, inclusion, and diversity. We embrace education as a catalyst for transformation and empowerment, and guided by Christian principles, we nurture both intellect and character. Committed to embodying hope, mercy, and social justice, we inspire our students to embrace these values and contribute to a better world. We seek to produce servant leaders who will make a meaningful impact in society and believe this requires a global outlook, a passion for learning, and the cultivation of critical thinking, integration, creativity, and ethical discernment.

We recognize that maintaining this type of post-secondary institution within an ever-changing educational landscape requires a clear mission, persistent intentionality, and reasoned flexibility. In other words, while we resolutely cling to our mission, we purposefully adapt in order to move forward. In the words of Catherine Booth, “There is no improving the future without disturbing the present.”

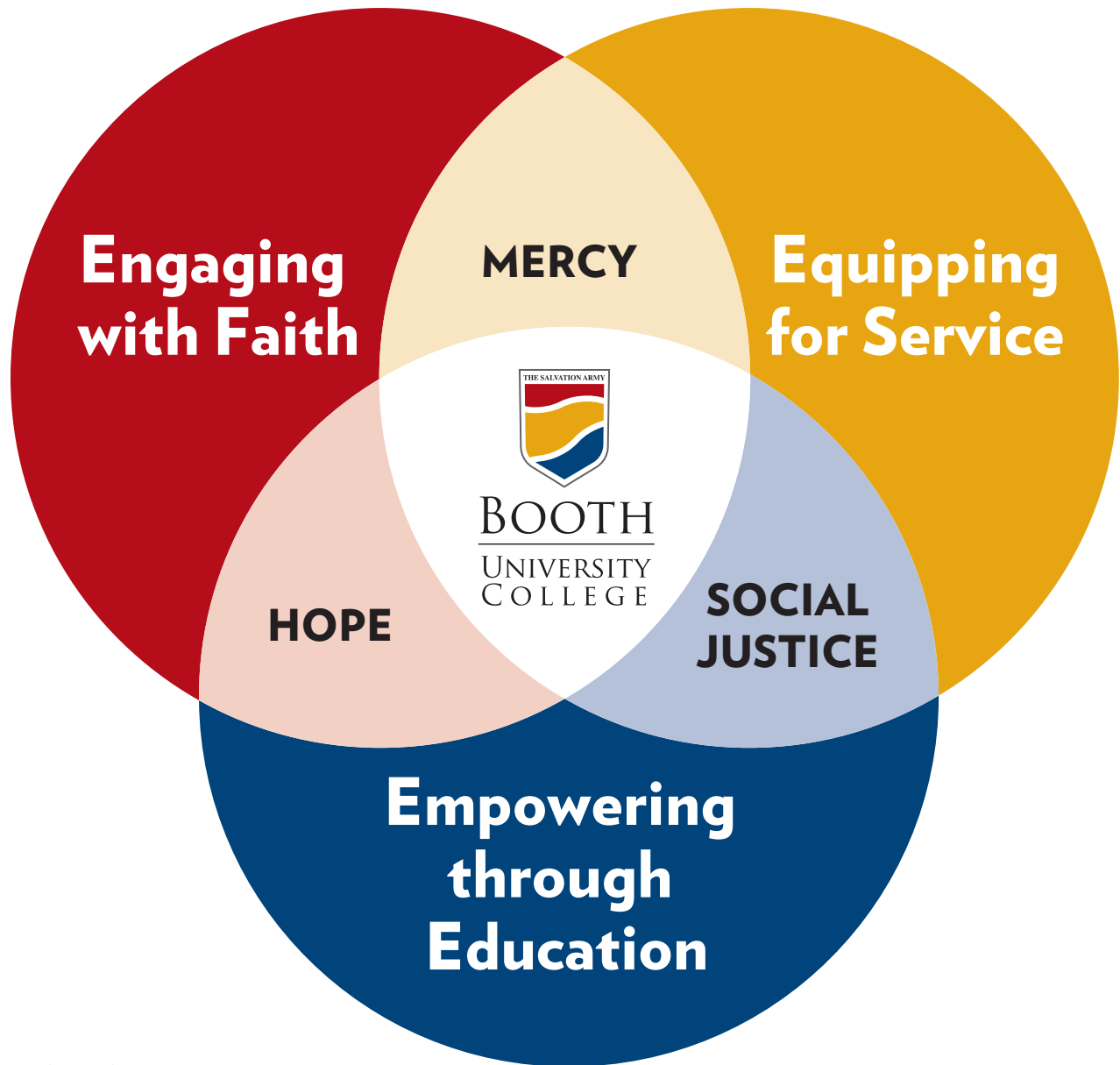
Booth University College is in a season of transformation. As a community, we have recounted our story, reinforced our mission, reclaimed our calling, reshaped our strategy, and re-envisioned our goals. This document provides an overview of this work and plots a course toward a flourishing future. Additionally, it extends an invitation to participate with us in bringing this vision to fruition.

Sincerely,



Rev. (Dr) Rob A. Fringer

THE HEARTBEAT OF BOOTH UC

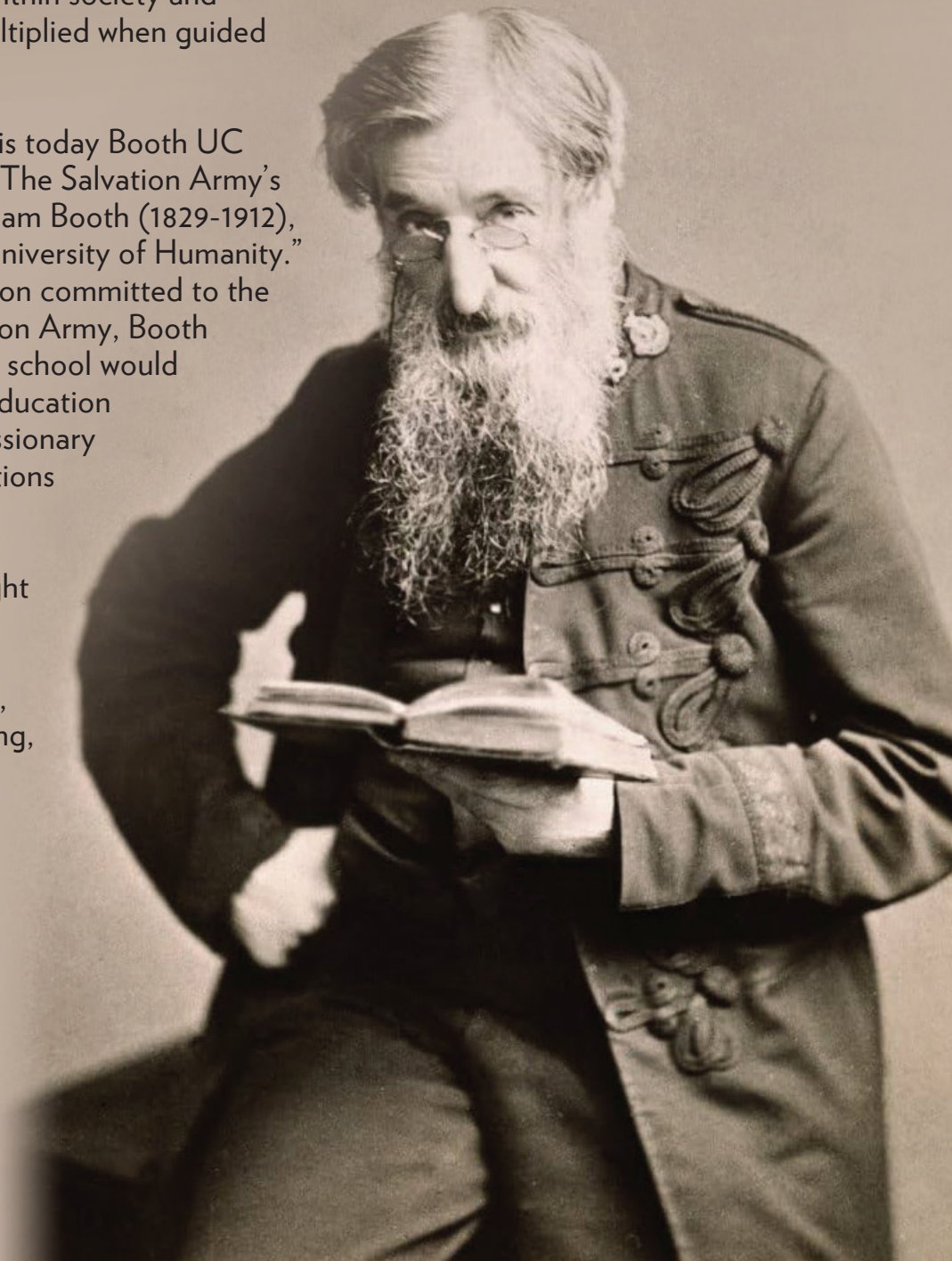


“Booth UC exists to engage with faith, equip for service, and empower through education . . . so that hope is embodied, mercy is experienced, and social justice is expanded.”

BUILDING ON A FIRM FOUNDATION

For more than 40 years, Booth University College has faithfully served students, the City of Winnipeg, and The Salvation Army as a post-secondary institution committed to bringing together Christian faith, rigorous scholarship, and a passion for service. The dedicated women and men who founded this institution were led by the conviction that higher education was a transformative force within society and that its impact was multiplied when guided by a Christian ethos.

The impetus for what is today Booth UC can be traced back to The Salvation Army's founder, General William Booth (1829-1912), and his dream of a "University of Humanity." As a Christian institution committed to the mission of The Salvation Army, Booth envisioned that such a school would provide training and education in evangelistic and missionary work and social operations among the poor and disenfranchised. Yet, he also believed it might include instruction in other areas, such as medicine, engineering, architecture, accounting, and literary pursuits.



BUILDING ON A FIRM FOUNDATION

His emphasis was primarily on “training men and women in the Science of Humanity” teaching them “to understand and to deal effectively with those suffering from the most terrible and crying evils that afflict the race.” Unlike the many elite and exclusive universities of his time, Booth wanted an institution where “no distinction would be made, or preference shown with regard to sex, language, nation or color. . . . a University for the working[class], to train on [their] behalf workers whose mission shall be to minister to the poorest poor”—a “worldwide, world-helping University.”

Booth University College stands on the shoulders of such a dream, sharing the same vision of Education for a Better World. The first President, Colonel Earl Robinson, wrote, “Through its combination of academic, practical and community pursuits, the College seeks to integrate responsible Christian faith with life in the contemporary world. It attempts to impart to students the vision which will enable them to be workers with Christ in transforming individual lives and society, thus establishing the Kingdom of God.”



MISSIONAL ANCHOR POINTS

Booth UC is Committed to:



Being a Christ-centred, educational community devoted to holistic student, staff, and faculty support, the identity and mission of The Salvation Army, the city of Winnipeg, and beyond.



Producing graduates that embody faith, think deeply and creatively, are global citizens, and work toward justice, reconciliation, and restoration.



Attracting, developing, and investing in faculty and staff who are people-focused, mission-centred, agents of hope and change, and committed to equity, diversity, and inclusion.



Designing, cultivating, and integrating academic courses and programs that align with our identity and mission, have clear articulation pathways, and are constantly striving toward relevancy, innovation, and excellence.



Building strong relationships with like-missioned organizations that help each other better fulfil their missions.



Improving and maintaining organizational effectiveness across all areas (governance, academics, finances, operations, and asset management), while still putting people, identity, and mission first.

INSTITUTIONAL STRATEGY



Faith with Openness

We proudly identify as an institution of higher education centered around Christ, firmly grounded in the Wesleyan theological tradition, and deeply rooted in the social service and justice values of The Salvation Army. As such, our fundamental belief is encapsulated in the phrase “God is love” (1 John 4:8), and this relational starting point guides our actions. Booth UC is a space of faith characterized by openness, where inclusivity, diversity, and equity serve as our guiding principles.



Quality with Accountability

We believe in upholding the highest standards of academic excellence, continuously assessing and enhancing our programs to meet the evolving needs of our students and the professional landscape. At the heart of our approach is the conviction that quality education goes hand in hand with accountability, ensuring that we fulfil our promises to our students, faculty, staff, other stakeholders, and the broader community.



INSTITUTIONAL STRATEGY



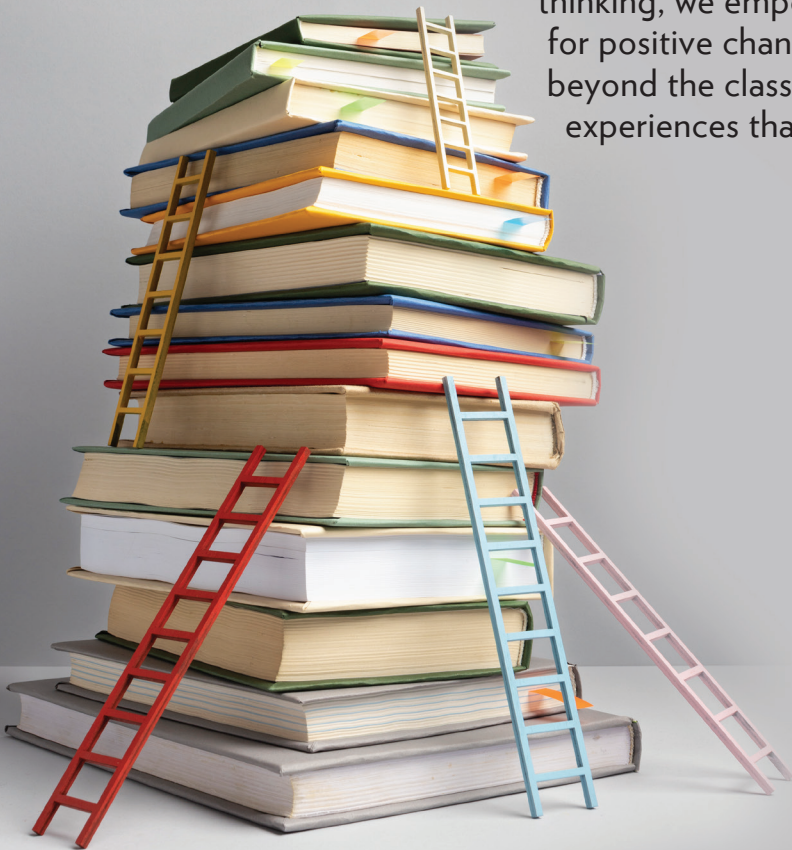
Collaboration with Purpose

We believe that meaningful collaboration is about bringing diverse talents, perspectives, and resources together to achieve shared goals that contribute to the greater good. Through purposeful collaboration, we aim to create synergies among students, faculty, staff, and external stakeholders, harnessing collective expertise to address complex challenges and drive positive change. Our commitment to collaboration with purpose is rooted in the belief that together, we can create a richer, more innovative academic community that prepares individuals to make a lasting impact on the world.



Learning with Innovation

We believe in cultivating an environment where creativity and forward-thinking are seamlessly integrated into the fabric of education. Through advanced technologies, interdisciplinary collaboration, and a curriculum designed to foster critical thinking, we empower our students to become catalysts for positive change. Our approach to education extends beyond the classroom, providing students with real-world experiences that bridges theory and practice.



I N S T I T U T I O N A L G O A L S

Education for a Better Booth UC

- Institutional and discipline specific accreditations at the highest levels
- Development and implementation of a fully integrated Student and Institutional Success Plan
- Growth in academic courses and programs, including Masters programs
- Creation and beginning implementation of a detailed plan to move us toward fulfilling William Booth’s dream of a “University of Humanity.”

Education for a Better TSA

- Greater partnership with all levels and ministries of TSA
- Greater integration and growth of the School for Continuing Studies
- Extending the reach and impact of the Corporate Learning Academy
- Creation of a TSA Repository that safeguards the history and identity of the Army

Education for a Better Winnipeg

- Active contributors and participants in the journey of reconciliation
- Leading the way in project-based education
- Leading the way in academic standards and quality assurance
- Additional and more significant partnerships with institutions, organizations, and agencies in Manitoba

Education for a Better Canada & Beyond

- Improving and extending virtual, hybrid and online education
- Formation and implementation of a hybrid model of student support
- Attracting more international students
- Supporting quality scholarship and research to extend our reach and reputation

INSTITUTIONAL MILESTONES

- 1982** Catherine Booth Bible College (CBBC) officially opened at 340 Assiniboine Avenue with 28 students.
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- 1983** CBBC was incorporated and authorized by an Act of the Manitoba Legislature to grant the Bachelor of Arts with a Major in Biblical and Theological Studies, Bachelor of Arts Advanced in Christian Ministries, and a Bachelor of Theology.
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- 1986** Foundations for the Social Work Program were laid with the development of a Social Work concentration within the BA in Christian Ministries.
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- 1988** CBBC purchased and moved into its new 7-story building at 447 Webb Place.
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- 1997** The name was changed to William and Catherine Booth College (WCBC).
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- 2003** Launch of the 4-year Bachelor of Social Work and the 2-year Social Work After Degree programs.
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- 2004** Launch of the Bachelor of Arts major in Social/Behavioural Sciences program, which would later become the Bachelor of Arts in Behavioural Sciences (2009).
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- 2005** The John Fairbank Memorial Library was opened at 290 Vaughan Street.
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- 2009** Launch of the Bachelor of Arts in General Studies, Bachelor of Arts in Religion, Bachelor of Arts in Behavioural Sciences, and Bachelor of Arts in English and Film.
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- 2010** The Legislative Assembly of Manitoba passed legislation that gave Booth 'University College' status and the name was officially changed to Booth University College (Booth UC). This year also saw the launch of the Bachelor of Business Administration program.
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- 2014** The School for Continuing Studies was established to offer asynchronous online courses and to service the needs of The Salvation Army. This year also saw the launch of the Bachelor of Arts in Psychology program.
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- 2015** Petersen Hall was opened at 290 Vaughan Street.
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- 2016** A partnership was established with Tyndale University to offer a Master of Theological Studies Degree in Salvation Army Studies.
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- 2020** Launch of the Bachelor of Arts in Interdisciplinary Studies
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- 2021** Launch of the Bachelor of Arts in Community and Urban Transformation.
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- 2023** Launch of the Community Mental Health stream of the Bachelor of Arts in Psychology.
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- 2024** Booth UC purchased and moved into 290 Vaughan Street. The Academic Innovation Department was established and launched its first program—ASPIRE (Accelerated Student Pathway to Innovative and Relevant Education)



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