

MANITOBA *School Counsellor*

FALL 2025

**Province of Manitoba approves new
Bachelor of Education at CMU**

**From classroom to counselling room:
School counsellors finding second calling**

**Bison on the Boulevard brings community together
in support of young people impacted by abuse**



We've had a
glow-up.

New brand. Fresh vibe. Still 100% committed to helping students reach their career goals.

No matter what path students choose, our college programs are built with industry input and wrap-around support, meaning they graduate with the skills and confidence they need to find meaningful employment.



Applications for Fall 2026 are **free** right now.
Start the journey at **MITT.ca**



CHOOSE A CAREER IN INSURANCE

The insurance broker industry offers a lot of opportunity for growth and success. Whether you're looking for a part-time job while going to school or a rewarding life-long career, the insurance broker industry has a place for you.

There are many jobs within the insurance industry to choose from:

- Customer Service
- Sales
- Management
- Human Resources
- Tech

Scan the QR code to see our industry jobs page!
Learn more at ibam.mb.ca.



MANITOBA School Counsellor

is published by
DEL Communications Inc.
Suite 300, 6 Roslyn Road
Winnipeg, Manitoba, Canada R3L 0G5
www.delcommunications.com

President & CEO
DAVID LANGSTAFF

Managing Editor
OWEN WHITE
owen@delcommunications.com

Sales Manager
DAYNA OULION

Advertising Account Executives
GARY BARRINGTON
ROSS JAMES

Creative Director / Design
KATHLEEN CABLE

Contributing Writers
CHRISTY DZIKOWICZ
KEVIN KILBREI
TAMMY ORTYNSKI
ASHLEY SEYMOUR
JENNIFER STEWART

© Copyright 2025
DEL Communications Inc.

All rights reserved. The contents of this publication may not be reproduced by any means, in whole or in part, without prior written consent of the publisher.

While every effort has been made to ensure the accuracy of the information contained herein and the reliability of the source, the publisher in no way guarantees nor warrants the information and is not responsible for errors, omissions or statements made by advertisers. Opinions and recommendations made by contributors or advertisers are not necessarily those of the publisher, its directors, officers or employees.

Publications mail agreement #40934510
Return undeliverable
Canadian addresses to:
DEL Communications Inc.
Suite 300, 6 Roslyn Road,
Winnipeg, Manitoba, Canada R3L 0G5
Email: david@delcommunications.com



Communications Inc

PRINTED IN CANADA | 10/2025

IN THIS ISSUE

Message from the president of MSCA, Natasha Herring	5
From classroom to counselling room: School counsellors finding a second calling	6
Two communities, one story	8
Empowering students through social-emotional learning in vocational education: School counsellors' vital role	10
Volunteering: Building skills, confidence and community – one student at a time	12
Bison on the Boulevard bring community together in support of young people impacted by abuse	14
A career for leaders, listeners and changemakers	16
Hands on hope: Manufacturing skills empower second changes	18
Province of Manitoba approves new Bachelor of Education at CMU	20
From zigzags to straight lines: MITT's rebrand meets students where they are	22
The joy of giving – Booth University College	24
Why an insurance career is right for you	26
University of Manitoba Access Program celebrates golden anniversary	27

INDEX TO ADVERTISERS

Booth University College	25
Canadian Association of Importers & Exporters	19
Canadian Mennonite University	21
Certified Technicians & Technologists Association of Manitoba	9
Chartered Professional in Human Resources	17
Connect Employment Services	13
Insurance Brokers Association of Manitoba (IBAM)	3
Manitoba Institute of Trades and Technology	IFC
Providence University College & Theological Seminary	11
Safety First	5
Supply-Build Canada	11
United Way Winnipeg Huddle	15
University of Manitoba	OBC
University of Winnipeg	7

Message from the president of the MSCA

NATASHIA HERRING



Hello everyone and welcome back to another school year. As we continue to support the students, families and staff we work with, I would like to take a moment to acknowledge how important you are and the impact of your roles as school counsellors. Thank you for all that you do.

Our MSCA team is looking forward to seeing everyone at our upcoming SAGE PD at College Jean Sauve, which will be focusing on mental health and wellness education and resources. Even for those who are not counsellors, the information will be beneficial. Please check out our website at www.msca.mb.ca and our Instagram page, @manitobacounsellors, where you can connect with others and learn about our upcoming PD opportunities. We would love to see you there!

Lastly, we are always looking for folks to get involved with MSCA, if you are interested, please reach out at msca.president.mb@gmail.com.

Take care everyone and all the best this 2025/2026 school year! ●

Del
Communications Inc.
www.delcommunications.com

The key to publishing success.

We offer outstanding personal service and quality in the areas of:

- Creative Design
- Advertising Sales
- Trade Publications
- Video Production & Editing
- Qualified Sales & Editorial Team

SAFETY FIRST!

Craig A. Munnoch, CD
*First Aid & CPR Instructor, H₂S(g), WHMIS, TDG
Chemical Technician, Consultant, Supplies, Oxygen*

Call/Text: 204-781-3587 E: ckmunnoc@gmail.com
82 Burlington Way, Winnipeg, MB R3Y 1B7
www.safetyfirstwinnipeg.ca

 Canadian Red Cross Training Partner  Heart & Stroke



FROM CLASSROOM TO COUNSELLING ROOM: School counsellors finding a second calling

School counsellors make effective private practitioners because of the toolkit they carry from their school roles. Their insight into how family dynamics, school pressures and developmental stages intersect gives them a unique advantage when supporting children, adolescents and even adults.

BY JENNIFER STEWART

On a Tuesday afternoon, long after the last bell has rung, a school counsellor steps into a different kind of classroom. Instead of students filing into rows of desks, counselling clients arrive one by one, stepping into a quiet office where the lessons aren't about math equations or essay writing but about navigating anxiety, relationships and the challenges of growing up.

A growing number of school counsellors are pursuing master's degrees in counselling psychology and expanding their careers into private practice. For many, this shift is not so much a career change as it is a natural extension of the work they've always done. Counselling has never been just about textbooks and tests—it has always been about people.

A natural progression

School counsellors spend countless hours listening, guiding, and encouraging their students. They witness children at their best and their worst, often seeing emotional struggles that don't appear in the curriculum. For some, this sparks a deeper calling. Private counselling provides the space to focus fully on one individual at a time and offer the kind of support that simply isn't possible in a busy school setting.

What school counsellors bring to private practice

School counsellors make effective private practitioners because of the toolkit they carry from their school roles:

- Patience and perspective, gained from working with diverse learners.
- Communication skills, honed through years of breaking down complex ideas in clear, accessible ways.
- Empathy and advocacy, built from supporting students who needed someone in their corner.
- Understanding of development, both academic and emotional.

Their insight into how family dynamics, school pressures and developmental stages intersect gives them a unique advantage when supporting children, adolescents and even adults.

The balancing act

Balancing school counselling and private practice is not without challenges. Many counsellors begin small, seeing clients in the evenings or on weekends while maintaining

a full-time school role. Others reduce their school hours to make space for practice.

Ethical considerations also play a role. Counsellors must establish clear boundaries, particularly when working in the same community where they serve as school staff. Confidentiality and role clarity are essential to maintain trust and professionalism.

There is also the emotional toll to consider. School counselling already demands significant emotional energy, and adding private practice can stretch even the most resilient professional. Self-care is non-negotiable. Without it, burnout becomes a risk, and both students and clients may not receive the support they deserve. Setting up self-care routines and holding boundaries to avoid taking on too much is critical when navigating these roles.

A community benefit

Despite the challenges, the impact is undeniable. Communities gain when school counsellors bring their educational perspective into mental health work. They bridge the gap between schools and families, helping clients see how learning, stress and relationships are deeply interconnected.

Educators, parents and students often value working with someone who truly understands the pressures of the school system. Counsellors who step into private roles are trusted because they “get it”—they have lived and worked in the same environment as the people they support.

The bigger picture

The rise of school counsellor-practitioners reflects a cultural shift: the recognition that education and mental health cannot be separated. Academic success depends on emotional well-being, and supporting one means supporting the other.

The counselling office becomes another kind of classroom—one where the lessons are personal, the pace is slower and the impact can be life-changing. For school counsellors who step into private practice, counselling provides another pathway to continue the heart of their work: helping people grow.

If you are considering working outside of schools in the counselling field, consider reaching out to counsellors already in private practice. Their insight and experiences can guide your next steps, offering clarity and encouragement as you explore this path. ●



**WHEN YOU RISE TO
MEET THE MOMENT,**

U

WIN



THE UNIVERSITY OF
WINNIPEG

A supportive community helped Taylor reach new heights. Learn about her journey at uwinnipeg.ca/uwin

Two communities, one story

A review of *Valley of the Birdtail: An Indian Reserve, a White Town, and the Road to Reconciliation*

BY TAMMY ORTYNSKI

Valley of the Birdtail: An Indian Reserve, a White Town, and the Road to Reconciliation had an unlikely beginning.

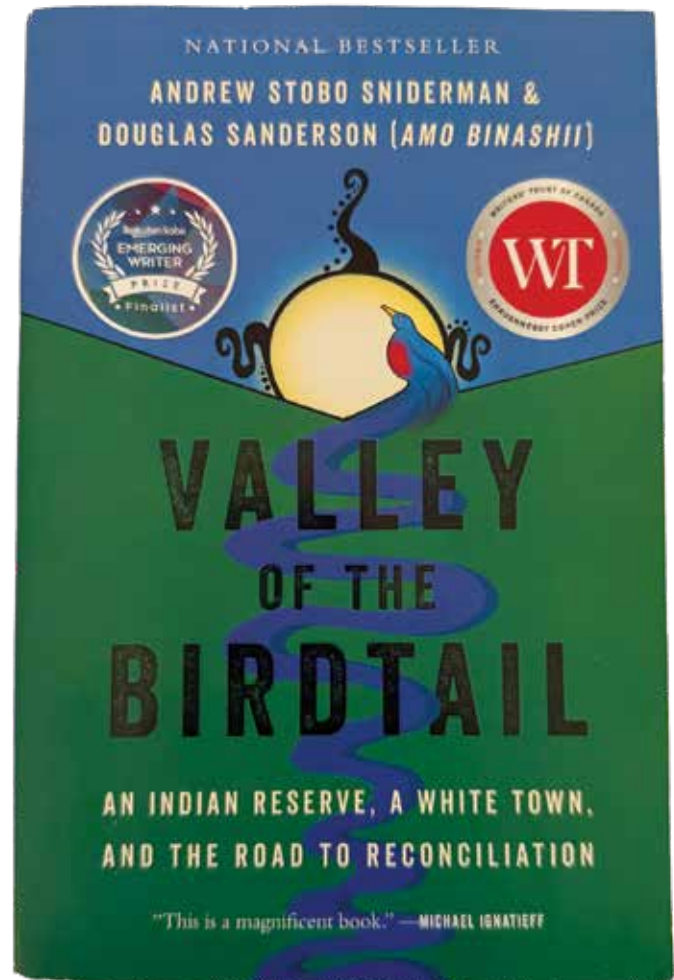
Authors Andrew Stobo Sniderman's and Douglas Sanderson (Amo Binashii)'s paths first crossed when Sniderman, a non-Indigenous law student, took a seminar led by Sanderson, a member of the Opaskwayak Cree Nation.

Sanderson gave feedback on one of Sniderman's early assignments, feedback that Sanderson could have dismissed or ignored, but didn't.

They later came together to write *Valley of the Birdtail* which explores the divisions and shared histories of two neighbouring Manitoba communities—Rossburn, a mostly white settler town, and Waywayseecappo First Nation. Through the personal stories of two families, one from each community, the book highlights how historical and systemic inequalities shaped everyday life, particularly in education.

While the communities are geographically close, they experienced completely different realities when it came to education. Children in Rossburn typically attend well-funded schools close to home, with more resources and opportunities. In contrast, children in Waywayseecappo were sent to residential schools, had to travel long hours by bus to Rossburn schools and/or attend underfunded schools in their own community. These differences reflect a larger pattern of discrimination that Indigenous communities in Canada have faced for generations.

The authors' meticulous research, paired with detailed and engaging storytelling, struck me most while reading *Valley of the Birdtail*. I often needed to remind myself that it wasn't fiction that I was reading. The reminders came with citation after citation and the many images of people and places referenced throughout as each chapter is grounded in thorough documentation. The authors' ability



to combine research with powerful narratives results in a book that educates and resonates deeply.

While the book focuses on just two communities in Manitoba, it reflects the divide that still exists between Indigenous and non-Indigenous peoples across Canada. The experiences of Rossburn and the Waywayseecappo First Nation are not isolated. They represent a much larger pattern of inequality, shaped by history, policy, and ongoing systemic barriers. I believe that every Manitoban—if not every Canadian—should read this essential book. It offers not only a deeper understanding of our shared history, but also an opportunity to reflect on the work still needed toward truth, justice and reconciliation.●

This is where it starts

The Certified Technicians and Technologists Association of Manitoba



This is how we help

Our association helps students realize their full potential with scholarships and endowments.

This is what you do

Once you are enrolled in a full-time applied science, engineering or information technology program at a local college you can apply for a free student membership.



The Certified Technicians
& Technologists Association
of Manitoba



cttam.com



Empowering students through social-emotional learning in vocational education: School counsellors' vital role

Vocational education is an important part of our public school system. While 30 per cent of young Canadians complete a bachelor's degree, 75 per cent of them acquire some sort of post-secondary certification in the trades or by completing vocational programming at community colleges. What is more, some students start this journey while still attending high school. Social-emotional learning (SEL) is an important component of preparing students for their future employment and school counsellors play an important role in helping their students develop the personal and relational competencies essential for thriving in diverse work environments.

Why SEL?

In today's workforce, success demands more than knowing the theory and practical elements behind a job, it also requires emotional intelligence, adaptability and strong interpersonal skills. SEL provides students with the ability to manage emotions, show empathy, build meaningful relationships, set goals and make responsible decisions. These skills are especially important in vocational settings, where teamwork, customer interaction and resilience are part of the job.

The school counsellor's role

School counsellors are instrumental in integrating SEL into vocational programs. They help students explore career pathways, develop self-awareness and build the soft skills needed for workplace success. They can do this in several different ways:

1. Embedding SEL into career exploration activities

For example, helping their students connect with their personal strengths and vocational interests.

2. Facilitating group sessions

Organizing and leading groups that focus on



Empathy and managing emotions are essential to building a career in today's workforce. School counsellors are instrumental in integrating SEL into vocational programs.

communication, conflict resolution, and emotional regulation.

3. Collaborating with educators

Sharing with and helping their colleagues integrate SEL into hands-on learning experiences and career technical education curriculum.

4. Advocating for inclusive and culturally responsive practices

Making sure that all learners are supported, especially those from historically marginalized communities.

It is important to recognize that SEL and vocational training are not separate goals, but are complementary strategies for empowering our students. Furthermore, by including SEL into vocational education, school counsellors help students become not only skilled workers but also emotionally intelligent, resilient and collaborative individuals. Moreover, by adopting this holistic approach, students are not simply prepared for their first job, but for a lifetime of meaningful work and personal growth. ●

MEET

GENADYNE C.
B.A. Business Admin

Now works in
strategic leadership
development

aim  higher
your EDUCATION can
build your future

PROV.CA



Many doors. One industry that opens them all.

Every career journey starts by opening a door, often more than one. Canada's building materials industry offers hundreds of doors, and maybe even a few windows, to start building a future: **start in the yard or in logistics, move into estimating or sales, specialize in design or tech, or grow into HR, finance, or operations.** Careers here grow and evolve with the people who choose them.

Point your students to letsgobuild.ca/build-a-career or scan the QR code for short career-pathway videos, role breakdowns, and classroom-ready info that makes next steps feel doable, today.

Follow @supplybuildcanada on Facebook, Instagram, and LinkedIn to stay informed!



SCAN ME

Rising Star Awards — \$20,000 in scholarships

Four scholarships of \$5,000 each, presented by STAR Building Materials (a Qualico company), support learners starting careers in building materials.

Next application window opens
January 1, 2026.

Bring the industry to your classroom.

Connect with Amanda Wright, Workforce Development Manager at awright@supplybuild.ca to book tours with local member businesses or get early access to classroom toolkits developed just for you. Meet her at this year's SAGE conference—stop by to say hi and grab resources.

Supply-Build
Canada



VOLUNTEERING:

Building skills, confidence and community – one student at a time

BY ASHLEY SEYMOUR, EXECUTIVE DIRECTOR, VOLUNTEER MANITOBA



Above left: Manitoba high school students have the option to earn up to one credit (110 hours) for community service, through the Community Service Student Initiated Project (SIP) credit. Above right: For students with limited work experience, volunteering is often their first exposure to professional settings and expectations, and it can also help students discover hidden talents and passions.

Volunteering is more than just a way to give back—it's a powerful way for students to gain experience, explore interests and build essential life skills. At Volunteer Manitoba, we work to connect people with meaningful volunteer opportunities across the province, and we've seen firsthand the powerful impact that volunteerism can have on youth—not just in the moment, but for years to come.

Volunteering helps students grow their confidence, develop leadership skills and feel a stronger sense of belonging in their communities. It can also help them build resumes, explore career paths and meet new people from different backgrounds.

And in Manitoba, volunteering can do even more—it can lead to high-school credit.

Earn school credit through volunteering

Manitoba high-school students have the option to earn up to one credit (110 hours) for community service through the Community Service Student-Initiated Project (SIP) credit. This optional credit allows students to gain recognition for the time they spend making a difference. Whether they're volunteering at a local food bank, helping with community events, tutoring younger students or contributing to a non-profit organization, their efforts can count toward graduation requirements.

To pursue the SIP credit, students must propose their volunteer project to their school, have it approved and document their hours and learning outcomes. It's a great way to encourage long-term commitment and reflection,

helping students make meaningful connections between their volunteer work and their personal growth.

How Volunteer Manitoba can help

Volunteer Manitoba's website (www.volunteermanitoba.ca) features a free Volunteer Opportunities Board that lists hundreds of openings across the province. Students can search by location, age requirement, interest area and availability. We also work with schools and educators to deliver presentations on how to get started and what to expect from volunteering.

For students unsure where to begin, our referral service can help match them with organizations based on their interests, goals and availability. Many organizations welcome youth volunteers, especially during the summer and school breaks.

For students with limited work experience, volunteering is often their first exposure to professional settings and expectations, and it can also help students discover hidden talents and passions. A teen who volunteers with a peer mentoring program might realize they're passionate about education or social work. Someone helping with community theatre might discover a love for event planning or technical production. These early exposures can be career-shaping, opening doors to new possibilities students hadn't considered before. And perhaps most importantly, volunteering builds confidence. When young people are trusted with responsibility and see the results of their contributions, they begin to see themselves as capable, valuable members of the community.

A pathway to the future

Volunteering often sparks a sense of purpose and belonging that carries into adulthood. It can help students stand out on scholarship applications, build networks in their fields of interest and gain the kind of life experience that's hard to replicate in the classroom.

Encouraging students to get involved in their communities isn't just about helping others—it's about helping them discover their voice, values and vision for the future.

For more information on Volunteer Manitoba's programs and services, and how we can help students get started on their volunteer journey, visit our website at www.volunteermanitoba.ca. ●



Volunteer Manitoba's website features a free Volunteer Opportunities Board that lists hundreds of openings across the province.

work | grow | belong

Are you an Educator working with students in Winnipeg who experience intellectual or developmental disabilities or autism?

Contact us to learn about the range of supports and services we offer to youth and adults with disabilities to work and participate in the community including:

- PRE-EMPLOYMENT PREPARATION
- JOB COACHING & TRAINING
- JOB SEARCH ASSISTANCE
- JOB RETENTION SUPPORTS



www.connectemployment.ca | 204-474-1959 | info@connectemployment.ca

Follow us on:   

Bison on the Boulevard bring community together in support of young people impacted by abuse

BY CHRISTY DZIKOWICZ, CEO, TOBA CENTRE FOR CHILDREN & YOUTH



Where the Bison Walk, the Spirit Heals. Artist: Arthur Day Middle School Collective. Sponsor: Aspen Truck Sales & Leasing



Bison rumbled down Roblin Boulevard to show those impacted by child abuse their community supports them.

Winnipeg's Roblin Boulevard came alive this summer as Winnipeggers, Manitobans, and visitors took in Bison on the Boulevard—a unique collaboration between Toba Centre for Children & Youth (Toba Centre), Graffiti Art Programming, local artists, and generous sponsors. The public art installation saw 8ft x 5ft concrete bison stampeding down Roblin in support of Toba Centre and young people impacted by abuse in our province.

The concrete bison, created by incredibly talented Manitoba sculptor Alfred Widmer, provided a blank canvas that local artists transformed into 26 unique and impactful pieces of art inspired by the work being done at Toba Centre, the strength and resilience of children, the spirit of the buffalo, and the power of community.

"For a child visiting Toba Centre to be uplifted by a herd

of bison so lovingly and thoughtfully painted, to feel the strength, the resilience, the support of their community—that's a beautiful gift I hope helps them on their healing journey," says Elder Billie Schibler.

As symbols of strength and resilience, bison stand together to protect their young. This collaborative, protective nature is seen in the multidisciplinary team at Toba Centre—police and medical, child protection, mental health, Toba Centre staff, and other support services—and it extends beyond our walls into the communities where children live and to the adults that surround them daily—their school community.

Schools have a central role in children's and families' lives. School staff are in a unique position to notice changes in a child—their behaviour, appearance, mood, academic

performance—signs that something is going on for them that needs further attention. They are also important sources of information and support for kids and families impacted by abuse.

How schools can help

1. Recognize signs of abuse. As adults, we can't rely on children to tell us about abuse. Oftentimes, children tell no one what's going on. Pay attention when a child begins to show signs that have no reasonable explanation.
2. Know what to do if a child discloses. Remain calm, listen to them, and believe them. A supportive initial response can have a huge impact on their path to healing.
3. Know how to report abuse. If you suspect child abuse, it's your legal duty to report it. It is not your responsibility to prove abuse; simply to report your concerns for professionals to investigate and take steps to ensure the child's safety.
4. Be an advocate for children and families, providing information on the supports available to them and

helping to ease fears related to the response to child abuse. Learn more about Toba Centre's response at tobacentre.ca or reach out to us at info@tobacentre.ca.

5. Support children and youth impacted by abuse throughout their healing journey.
6. Foster a supportive environment in your school so kids feel it is a safe space if they need help. Bring age-appropriate awareness to the issue of child abuse during October for Child Abuse Awareness Month. Learn more at goblуетoba.ca.

Child abuse is a community problem, and it's also a community responsibility. Community support can make a profound difference in a child's healing journey. Bison rumbled down Roblin Boulevard to show those impacted by child abuse their community supports them. Be a part of this community—this herd—to ensure the children that walk your halls every day feel heard, helped, and healed.

Learn more about Bison on the Boulevard at bisonontheblvd.ca and catch them in person along Roblin Boulevard until October 2025. ●

Huddle

Here for youth.

When students are reckoning with challenges beyond the classroom, Huddle is here.

Huddle youth hubs offer young Manitobans (ages 12–29) an array of trauma-informed, culturally safe support – all under one welcoming roof:

- Mental health care
- Substance use services
- Primary care
- Peer support
- Indigenous wellness
- Social services (such as finding employment or housing)

Connecting your students to Huddle means they can find support that meets them where they're at – no judgement, no costs, no appointments needed.

Together, let's make sure students can find the support they need to thrive!

Find a Huddle youth hub near you:
www.HuddleManitoba.ca

📍 ↗️ 📱 📺 ⚡

"Huddle shows us that needing help is okay and that help is there when we need it ... all in one place." — Huddle youth





A career for leaders, listeners and changemakers

Human resources (HR) is more than a corporate function. It's a profession rooted in people. HR professionals are advocates and problem-solvers, supporting employees through conflict, career development and personal challenges—often the ones ensuring workplaces remain fair, safe and inclusive.

But today, HR has grown far beyond its traditional role.

Modern HR professionals are strategic partners who push businesses forward and help them meet their goals. They act as one of the central pillars of an organization, aligning people and culture with strategy. Whether shaping leadership pipelines, navigating change or using analytics to guide decisions, HR ensures the heart of a business—its people—remains strong, engaged and ready to adapt.

Putting people first

Every organization depends on its people, and HR is the profession dedicated to supporting them. By building positive workplace cultures, HR professionals create environments where employees feel valued and connected.

They open doors to growth through training and development, ensure fairness across policies and practices and advance initiatives promoting diversity, equity and inclusion. They

also advocate for health, safety and wellbeing—making sure businesses remain places where people can thrive.

Strategic and future-focused

The role of HR extends well beyond day-to-day personnel functions. HR professionals shape business strategy, guide organizations through transformation, and bring evidence-based decision-making into boardrooms.

As businesses adapt to new technologies, AI, demographic shifts and changing cultural expectations, business leaders are increasingly turning to HR to keep their organizations resilient and responsive.

Their work makes them central contributors to short-term business needs and long-term organizational success.

A natural fit for students

The skills and qualities many students demonstrate in school and community activities align closely with those found in HR professionals. Students who demonstrate strong leadership or listening skills, or those who have a drive to create change, often possess the same qualities that define successful HR professionals.

Leadership can translate into roles

where individuals serve as advisors, executives and culture-shapers. Listening skills provide a foundation for conflict resolution, fairness and wellness advocacy. A passion for change becomes the energy behind advancing inclusion, driving innovation and helping organizations evolve.

These traits make a career in HR a natural path for students who want to connect people and business.

The CPHR pathway

For students pursuing HR as a career, the Chartered Professional in Human Resources (CPHR) designation represents the national standard of excellence—similar to an accountant becoming a CPA.

The CPHR designation represents a commitment to a national standard of excellence and a dedication to upholding the gold standard in the field. It can open doors to leadership positions and increase the average HR professional's earning potential by \$20,000.

The role of human resources is becoming more critical to Canadian organizations every day. If your students are interested in pursuing a career dedicated to helping people and businesses thrive, encourage them to consider a career in HR.

Visit cphrmb.ca to learn more. ●

A CAREER FOR LEADERS, LISTENERS, AND CHANGEMAKERS.

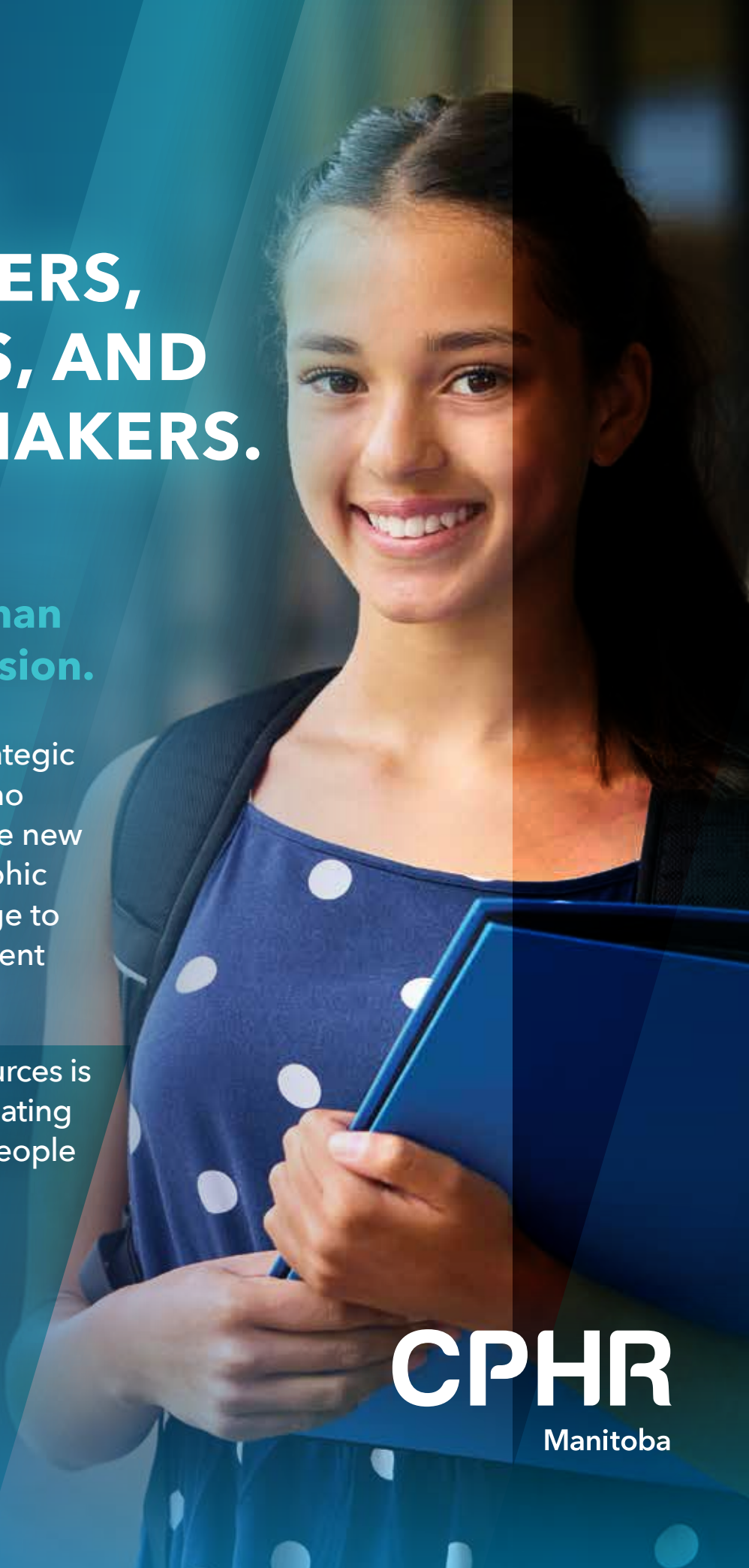
Discover the Human Resources profession.

HR professionals are strategic thinkers and advisors who help businesses embrace new technologies, demographic shifts, and cultural change to keep organizations resilient and responsive.

A career in Human Resources is a career dedicated to creating an environment where people and business thrive.

Learn more at
CPHRMB.CA

CPHR
Manitoba



Hands-on hope: Manufacturing skills empower second chances

Sean Raylan-Bubar is from Sagkeeng First Nation. He is the owner and founder of Red Rebel Armour, an Indigenous streetwear brand with a social mission to reduce recidivism. For the full interview transcript visit cme-mec.ca/youth/.



Sean Rayland-Boubar

This conversation was on April 30th, 2025, and was edited for length and clarity.

What is your role, and what does your company make?

Sean Rayland-Boubar (SR): I'm the owner and founder of Red Rebel Armour. It's an Indigenous-owned streetwear brand dedicated to reducing recidivism by providing paid job training through our employment service. We manufacture our streetwear through printing, embroidery and direct-to-film (DTF) printing techniques.

Could you describe your organization's role in reducing recidivism?

SR: Recidivism is the cycle of people going in and out of prison—we're working to break that. We focus on reducing the barriers that our relatives face: lack of identification, no transportation, trauma and disconnection from identity. These challenges often lead people back into conflict with the law.

By offering low-barrier employment, a living wage, and a safe environment, we give folks the chance to rebuild. People want to feel like they belong. Once they do, you'll see their confidence return, and they start learning industry basics—in our case, printing, inventory and manufacturing.

From there, many complete justice programs, maintain or secure housing, and some pursue education, whether that's finishing high school or starting post-secondary. Others stay employed with us or transition into other opportunities.

What role does community support play in a manufacturer's business success?

SR: It's everything. Community support means you've got customers, but also opportunities—events, markets, partnerships. CME's Vision Quest is a good example—it brings together learners and industry experts. That's where community and manufacturing intersect.

What message do you want your streetwear to communicate?

SR: It's about healing, empowerment and cultural reclamation—but also cultural appreciation. We want to share teachings through design and invite people into our culture. Winnipeg can be tough, but we want to show that our community is so much more than the negativity portrayed.

We use technology and automation to stay efficient and connect with our customers. People email me saying, "Thanks for this," or "I feel protected wearing the Protection Path." That design includes the four sacred medicines. It's powerful to see people connect with it.

Before you started your business, what inspired you to start in that direction?

SR: It started with the brand. I had a message I wanted to share and people I wanted to reach. I used dropshipping at first, but the fulfillment was slow, quality was poor and prices were still high.

People email me saying,
“Thanks for this,” or
“I feel protected wearing the
Protection Path.”

A Knowledge Keeper told me, “Why not just do it yourself?”

That led us into manufacturing, which has become its own business. Most brands rely on outside manufacturers—we chose to do it all in-house. That opened up a second revenue stream: custom printing. Since we already had the equipment, we figured, why not keep it running?

What kinds of jobs are available at Red Rebel Armour?

SR: We’ve got a warehouse manager, shipping and receiving, a DTF technician, inventory control, pickers and packers, heat press operators and embroidery operators. We also have retail staff in our showroom.

What advice would you give to young people interested in this field?

SR: Figure out how to create value. That’s the essence of manufacturing—

combining components to make something meaningful.

You’ll always need income, so if you know how to create value, you’ll be okay. I tell my kids this: If you

learn how to create value, you can sell anything. The marketplace is everywhere—you just need to do your research and go find your people. ●



THE KEY TO PUBLISHING SUCCESS.

SUITE 300, 6 ROSLYN ROAD, WINNIPEG, MANITOBA, CANADA
www.delcommunications.com

WE OFFER OUTSTANDING PERSONAL SERVICE AND QUALITY IN THE AREAS OF:

- Creative Design • Advertising Sales • E-Newsletters • Websites
- Trade Publications (Magazines & Directories)
- Qualified Sales & Editorial Team



Province of Manitoba approves new Bachelor of Education at CMU

The BEd at CMU is about more than preparing teachers—it's about nurturing leaders in classrooms and communities, leaders who are ever-learners.

BY KEVIN KILBREI

Canadian Mennonite University (CMU) has received approval from the Province of Manitoba to launch a new condensed 16-month Bachelor of Education after-degree program. The first cohort will begin August 2026 and promises to prepare confident, community-minded teachers ready to enter classrooms across Manitoba and beyond.

The program features 28 weeks of practicum strategically scheduled throughout the school year, including longer placements in rural and northern communities. A co-teaching model pairs candidates with experienced mentor teachers, ensuring they can immediately apply classroom strategies and pedagogical skills.

"This BEd is designed to prepare teachers who can inspire curiosity, build community and support every learner," said Dr. Jonathan Dueck, vice-president academic. "It combines rigorous coursework with

extensive practicum experience, giving graduates the confidence and skills to teach in diverse classrooms from Kindergarten through Grade 12."

Courses are taught by a mix of full-time faculty and experienced, active educators, and embedding best practices and community knowledge into instruction. The curriculum emphasizes inclusive education, Indigenous perspectives, restorative justice and adaptive teaching approaches.

"This program was shaped through extensive consultation with educators, administrators, Indigenous leaders, alumni and community members," said Sandra Koop Harder, vice-president external. "Manitoba needs teachers who can work respectfully across differences, adapt creatively to diverse learning needs and see education as a shared community project. This program answers that call."

The condensed format allows graduates to enter the teaching profession sooner, especially beneficial for rural and northern communities. The cohort model fosters strong professional and personal connections, providing lasting support for graduates.

CMU complements existing teacher education pathways in Manitoba, contributing to the Province's shared goal of addressing the teacher shortage while aligning with the Manitoba Framework for Learning's vision of preparing students for "Mino Pimatisiwin—The Good Life."

Applications are open to candidates who hold an undergraduate degree and are ready to enter a full-time, intensive program. Admission will consider academic achievement, references, relevant life experience and an interview process.

The BEd at CMU is about more than preparing teachers—it's about nurturing leaders in classrooms and communities, leaders who are ever-learners. This program embodies the Provincial mandate of CMU to support students' intellectual, spiritual, moral and social growth, carrying forward the university's commitment to build just, flourishing communities.



Courses are taught by a mix of full-time faculty and experienced, active educators, and embedding best practices and community knowledge into instruction.

Drawing on CMU's interdisciplinary strengths across the arts and sciences—from conflict resolution and environmental studies to work-integrated learning and community development—this program invites each teacher candidate to grow as a whole person.

"With this approval, we are delighted to open the door for our first cohort to become educators who will inspire curiosity, foster healthy connection and leave a lasting impact on schools and communities, shaping a brighter future for us all," said Dr. Cheryl Pauls, president. ●

Expect more.

Apply now

Arts • Science • Business • Music
Social Work • Education
cmu.ca





Angela Alexander, who went to MITT for the Electronics Technician program, now works at Manitoba Liquor and Lotteries, where she installs and services digital slot machines, automated table games, and more.

From zigzags to straight lines: MITT's rebrand meets students where they are

When you ask high school students what they plan to do after graduation, how many different responses do you get?

Some might know exactly where they're headed. For many, the road ahead won't be a straight line. They'll explore or take a few detours before finding the right direction.

Those pathways are what MITT is all about, and they're at the heart of why the college decided to rebrand. That's right, you're not just imagining it—MITT's got a whole new look and feel. New logo, new colours, new voice.

It's more than just a fresh coat of paint. It's a better representation of who they've always been—a career-focused college creating pathways to education and employment.

The blue line winding through the letters represents the journey you help students navigate. It's a visual metaphor for progress, momentum and the understanding that detours are part of growth. It's a reminder to students and all their supporters that wherever they are on their path, their journey matters, and MITT is ready to support it.

Those journeys and the learning experiences that accompany them are as varied as the individuals themselves. MITT's grads are proof of that.

Angela Alexander went to MITT for the Electronics Technician program.

"At the start of the year, I asked our instructor what I needed to do to really grow my electronics knowledge," said Alexander. "That took a lot of late nights of studying, but by the end of the year, I had the skills and know-how needed for my career."



Thanks to the MITT Automotive Service Technician program, Ethan Guillemard now leads the maintenance department at OSS Motorsports in Winnipeg, where he works on everything from sports cars to standard sedans.



Whether your students are racing toward a goal they've had since Grade 9 or are still drawing their map, MITT is ready to walk alongside them.

Her interest in electronics turned into a real passion while at MITT. When the work placement for the program came around, she had a clear path in mind. She wanted a job as a gaming technician with Manitoba Liquor and Lotteries, where she could install and service digital slot machines, automated table games and more.

MITT's dedicated team helped her find a work placement there, and only six months after completing it, she was hired as a casual employee before securing a full-time gig.

Ethan Guillemard, on the other hand, started at MITT with both knowledge and experience in the auto industry. His passion for cars had him already working at a Canadian Tire automotive shop, but he wanted to

upgrade his skills and get his Level 1 Apprenticeship.

MITT's Automotive Service Technician program was the pathway for him to do that, and Guillemard now leads the maintenance department at OSS Motorsports in Winnipeg, where he works on everything from sports cars to standard sedans.

Though he knew where he wanted his career to go, his journey had some twists, too. He ended up working for a transport company where he fixed larger trucks and trailers, and Calm Air, where he serviced ground equipment, before returning to automotive work. He credits MITT with preparing him for the ride.

"It reassured me, built my confidence and pushed me to take risks and not be afraid if something doesn't work out," said Guillemard. "I feel like the world's an open book, and MITT planted the seeds for that."

Whether your students are racing toward a goal they've had since Grade 9 or are still drawing their map, MITT is ready to walk alongside them. Because it's not just where the path leads that matters. It's how students grow, learn, and discover who they want to be along the way—zigzags, straight lines and all.

Help your students find their path at MITT by sending them to MITT.ca/college-programs or booking a group tour today at MITT.ca/visit. ●

The joy of giving



People give for many reasons. Some are moved by empathy. Others are inspired by a friend, relative, or a meaningful cause. For some, it's about purpose, driven by a clear goal or vision. Others may give to benefit from tax deductions or to make new connections that open doors to business opportunities. Board members and senior administrators often give because of their deep involvement, while others are motivated by cultural or historical traditions tied to specific causes.

Some give simply because they were asked. A few may do it for the recognition, especially if cameras are present. Others give because it's a requirement. Some prefer to remain anonymous, either to avoid future solicitations or because they don't want public praise. Others give quietly out of concern that their support might be misunderstood or criticized. Whatever the motivation, giving is biblical and godly. In fact,

the foundation of our salvation is built on the most extraordinary gift:

"For God so loved the world that He gave His only begotten Son, that whosoever believes in Him shall not perish but have everlasting life" - (John 3:16)

At Booth University College, our love for a better world is reflected in our commitment to education. Every scholarship given builds a life, opens a door, and writes a new chapter in someone's story. To give is to leave a legacy that outlives us. As Matthew 7:7 says, "Ask and it will be given to you; seek and you will find; knock and the door will be opened to you." From Scripture, three truths are clear: giving is built on conviction, driven by love, and results in joy.

The best gifts come from a sincere heart. In Mark 12:41-44, Jesus honours a poor widow who gave two small coins— not because of the amount, but because she gave

sacrificially. Likewise, God gave us His only Son, and Jesus offered Himself willingly, out of love and personal conviction. The financial backbone of most non-profit institutions has always been the faithful support of their communities—board members, staff, families, alums, and generous partners. When we look back five years from now and hear of the remarkable achievements of Booth UC graduates, won't it bring us joy and quiet pride, knowing we were part of the story?

To capture this spirit of joyful giving, Booth UC has launched a new initiative just for Alums: 'The Alums Give Back Campaign'. Sponsor a Dream.". This campaign invites each alum to give just \$28/month for 36 months—the equivalent of one coffee a day—to fund student scholarships and create lasting impact. For a total contribution of just over \$1,000, Alums will not only be supporting the next generation of Booth students but also earn a special place on the Booth UC Alums Wall of Fame—a legacy display recognizing generous givers and inspiring others to follow. It's a small monthly commitment with immeasurable returns—for students, for the University College, and for the joy of knowing you've helped sponsor a dream.

To learn more or join the campaign, visit: boothuc.ca/giveback or scan this QR Code. ●



ALUMS FOR A BETTER WORLD CAMPAIGN

As a Booth UC alum, join us in contributing \$28 per month, less than a cup of coffee a day and raise \$1,000 over 36 months to help promote the vision of Education For a Better World.



© f in BOOTHUC.CA/giveback

EDUCATION FOR A BETTER WORLD



BOOTH
UNIVERSITY
COLLEGE

Why an insurance career is right for you



Today's job force is continually changing. Sure, student-dominated industries like hospitality or retail are always an option for your next job, but they aren't the only ones. There's a demand for young professionals in Manitoba, and the insurance industry has plenty of options and can help you find the career path that fits your goals.

Types of insurance jobs range from:

- Customer service
- Sales
- Processing
- Management/human resources
- Marketing
- Tech

Along with many job options, insurance covers a wide range of topics and skillsets—not just numbers and math. The numbers side is important, but the insurance industry is also filled with small business entrepreneurs who value individuals with great people skills and who are eager to grow their careers.

Much like Manitoba, the insurance industry is consistent, yet constantly growing and advancing.

Whether you're looking for a part-time job while you finish high school or your undergrad, or are seeking a new career opportunity that's stable and flexible with tons of room to grow, insurance offers different positions for varying experience and personality types.

Becoming an insurance broker

can be as simple as completing one course to get started, and it allows you to move at your own pace. It's quick and comes with plenty of options, especially for the entrepreneurial types who are full of plans and ideas.

The right fit

The insurance industry is seeing a lot of change in the ways people work and how they land their dream job. Experience is important, but so is being a go-getter with a willingness to learn. A lot of insurance brokerages are looking for someone who is the right fit, over a resume with all of the right "buzz" words. Brokerages are committed to finding the right people to hire and training them accordingly.

The focus on finding the right people means a post-secondary education is not necessary to become an insurance broker. In fact, many choose to start the insurance broker education career path instead!

Types of jobs in insurance

The insurance industry is more than a single position. In one office alone, you have the opportunity to earn several different job titles. There are plenty of career paths to choose from, and even more are predicted to start in the future.

Some common insurance jobs include:

- Customer service — This frontline role typically involves working with clients and assisting them with

insurance needs, such as those looking to pay for their driver's license.

- Sales — This broad position includes selling anything an insurance broker can offer. If you're interested in making commission, this is the role for you.
- Processing — This job is perfect for the introverted types and typically involves working behind the scenes in data entry.
- Management/human resources — Like any other type of industry, insurance has management and human resources teams to lead and support other insurance brokers.
- Marketing — With any company, proper marketing to connect with clients is important.
- Tech — An exciting and ever-changing role.

Be part of Manitoba's growing industry

Winnipeg is seen as a business hub, thanks to population growth and incoming businesses. The insurance industry is no different, and brokerages are trying to keep up. Brokerages are looking for new staff to continue propelling our communities and province forward.

New full- and part-time positions are becoming available weekly. To see what jobs are currently available in the insurance industry, check out our Industry Jobs page on the IBAM website, ibam.mb.ca. ●

Access Program celebrates golden anniversary



Supporting students on the journey to academic success

The University of Manitoba Access Program celebrates its 50th anniversary in 2025. The Access Program supports the hearts, minds, bodies and spirits of a diverse student population on their journey to academic success. Since 1975, Access has supported over 700 UM graduates. Here are the stories of two students.



Brett Naylor

Brett Naylor worked as a cook for 20 years, and then he realized he missed being outside and close to nature like when he was growing up in Thompson and Gimli, Manitoba. He wanted to explore his options so he came to the University of Manitoba where an academic advisor and former Access student suggested he explore the Access Program.

Now the member of the Bloodvein First Nation is studying biological sciences in the Faculty of Science as an Access student. He plans to return to his community one day to advocate for it, and to encourage Indigenous kids to consider university.

Naylor fondly remembers his initial orientation with the program, and now he makes a point of speaking to new Access students at their orientation.

"University is hard. I had no idea what it entailed. It was reassuring to meet some students who were succeeding. A couple of mature students assured me I had a place here. I was not an outsider. I was not going to be alone."

When he attended a science class with instructor, Emily McKinnon, he knew he wanted to pursue sciences. "It reminded me of my childhood on the lake and in nature."

With Access, he says, "I got to see the university through a different set of eyes, from an Indigenous perspective. At Access, I felt more at home."

Initially, Naylor worried about being a mature student in large classes full of 18-year-olds who had privileges he never had like being able to live at home during their studies.

"Access was pretty perfect. Smaller classes, other Indigenous students, other mature students, access to counselling, tutoring, cultural

support, smudging... I got more exposure to my culture."

Access helped him make the transition to university.

"I invite kids to check out the program all the time. Kids from up north are worried to come to Winnipeg. It's a big city, culture shock. You are changing everything. You are thrust into adulthood, having to figure out the bus, rent, food, where to do your laundry. You spend half your time just trying to get by. It's not just education. Access supports your ability to deal with life. It's such an open, welcome place. Everyone's nice and friendly. It is worth checking out."

Naylor looks forward to stopping by Migizii Agamik (Bald Eagle Lodge), home of the Access Program on the University of Manitoba's Fort Garry Campus. "You get to know people. You are not just a face in the crowd. You form relationships. That's really nice. University can be lonely. Just seeing a friendly face helps. It's nice to touch base, to see where everyone is at. I will go to Migizii to say hi, to catch up with people from my first-year classes."



Jesse McGregor

Jesse McGregor put on his white coat recently to start his medical studies at the Max Rady College of Medicine. This First Nations student from the Mispawistik (Grand Rapids) Cree Nation who grew in in Norway House began his journey at the University of Manitoba with the Access Program.

"I have always been a helper. It's important to my identity to take on a caregiver role," says McGregor, noting this calling is reflected in the Indigenous name he was given in ceremony when he was still in high school: Pimichiwan (Flowing

Water), as water serves as a healer. His mom is also an inspiration, serving as a nurse in the north.

"Life on the reserve and life in the city are like two different worlds," he says. "I remember walking in University Centre and feeling like I was a little fish in a big sea. Students were walking in many directions. There were moments of doubt. Every student is trying to find their way."

The feelings of culture shock, the loneliness, the longing for home are tough for a bush kid who has come to the city, he says, sharing that his choice to go home for the weekend instead of study for his first exam led to him failing it.

"Access supported me through that. They really care. They helped to create a plan for me. They provided a tutor for me. I passed the course. Without the support, what would I have done? I had no plan. I was learning new skills. I needed guidance. It was a tough experience but I pulled through."

McGregor is still friends with the fellow students he met in his first-year classes with Access. He attended many of their academic workshops to build his skills.

"The Access Program was always my place to go. Even after I transitioned to the Bannatyne Campus, I had their support system. They really did take great care of me."

During a recent job as an Indigenous Student Recruitment Officer, McGregor had the opportunity to encourage others to pursue a university education and he always recommends the Access Program.

"They are the most down-to-earth, incredible team. On their 50th anniversary, I wish them all the best, many more students and many more years of success."

ACCESS PROGRAM

umanitoba.ca/access-program

Accessafp@umanitoba.ca

204-474-8000



University
of Manitoba

“Access gave me the confidence to go to university and pursue my dreams. Come to Access. It’s a really good program.”

Prairie-Rose Hapa, UM student
Dakota from Sioux Valley Dakota Nation

Access Program

DISCOVER THE PATH BETWEEN YOU AND YOUR DREAMS

The Access Program includes two paths:

The University of Manitoba Access Program (UMAP) supports students in degree and diploma programs at UM. It is available to all Manitoba residents, with preference given to Indigenous people, residents of Northern Manitoba, low income earners, and newcomers.

The Health Careers Access Program (HCAP) supports Indigenous (Status, Non-Status, Métis, Inuit students) for entry to health-related professions such as Medicine, Dentistry, Dental Hygiene, Pharmacy, Rehabilitation Sciences, Nursing and Midwifery Program. Students must be residents of Manitoba.

Access students receive:

- Academic Advising
- Personal Counselling
- Full-time Indigenous Unkan (Grandfather)
- Student Aid Advisor
- Smaller Classes
- Learning Labs
- Tutoring Hours Included
- Connection to the Indigenous Community

To learn more, visit [Umanitoba.ca/access-program](https://umanitoba.ca/access-program)
or call **204-474-8000**



University of Manitoba | Extended Education

    #ACCESSUM