

**MANAGEMENT SUMMARY TO THE  
BOARD OF GOVERNORS  
October 2007**

**ACADEMIC**

**New Programs/Initiatives**

The following new programs were successfully launched this Fall 2007 with first semester registrations as indicated:

Program Name	Projected Enrolment	Actual Enrolment
1501X Green Architecture	24	14
1438D General Arts and Science – Pre-Music Production	35	40
1020X Biotechnology Technologist	24	42
1401X e-Publishing	30	14

The following programs with new delivery modes were successfully launched with first semester registrations as indicated.

Program Name	Projected Enrolment	Actual Enrolment
0557C Motive Power Technician – Coop/Apprentice/Diploma (PM)	15	15
0306X Business – Non-semestered Diploma/Coop (PM)	30	36
0220Z Law Clerk – 1 year Intensive (WO)	30	29
0052X Print Media – Non-semestered Diploma (WO)	56	54

The following programs were suspended for the Fall 2007 intake due to low enrolment.

1610X Recreation for Older Adults
1204X Food and Nutrition Management

**Professional Development**

A Student Success Forum to learn about and share best practices on student success was held on August 22<sup>nd</sup>. Dr. Peter Dietsche gave an address and best practices from around the college were shared. Dr. Victoria McGillin, Associate Provost Texas Women's University, conducted a faculty Academic Advising workshop on August 24<sup>th</sup>. Both sessions were well received.

**School of Health and Community Studies**

The National Dental Hygiene Certification Board has informed the College of the results of our students' performance at the May 22<sup>nd</sup> National Dental Hygiene Certification Board (NDHCB) exams. 48 students wrote and 45 passed the exam for a success rate of 93.75%.

The National Dental Assisting Examining Board (NDAEB) has notified the program of the results of our students' performance who wrote the June 2007 NDAEB exam. 26 students wrote and 25 passed for a success rate of 96.2%.

The Professional Examination Service has notified the program of the performance of our Veterinary Technician program students on the June 2007 Veterinary Technician National Exam (VTNE). 21 students wrote and 16 were successful for a pass rate of 76.2%.

### **Career and Academic Access Centre**

Increased funding for ACElinks and ACE Pembroke has been secured for 2007-2008. ACElinks is a partnership between Algonquin College, People, Words & Change (PWC), ALSO and the John Howard Society which offers academic upgrading courses and programs. ACE Pembroke is a partnership between Algonquin's Woodroffe and Pembroke campuses.

### **Algonquin Heritage Institute**

The 2007/2008 large-scale project for the Advanced Housing program involves the construction of a small home featuring energy efficient construction practices with an emphasis on environmentally responsible, healthy housing. The unique feature of the home will be the accessibility feature – thus the project will be called e-Quality Home. The client came to the Campus to view the e-cottage and decided he wanted a home constructed specifically to meet his accessibility needs and he will be paying for materials, etc. upfront.

### **Learning and Teaching Services**

The Learning Resource Centre has joined the National Capital's Sm@rtLibrary consortium. The library's catalogue is searchable through a gateway including catalogues from libraries and museums in the Ottawa-Gatineau region. In addition, Algonquin students and staff may now obtain a Sm@rtLibrary membership card and borrow directly from the lending partners, University of Ottawa, Carleton University, Ottawa Public Library and Dominican University College.

### **Student Activity**

Five Graphic Design 2007 graduates were award winners in the annual competition held by the "Applied Arts" magazine. All winners were in the multimedia/web applications category: Dave Feiner, Ryan Hamilton, Patrick Burt, Erica Sampson and Chad MacDonald.

### **Faculty Activity**

Nathan Greenfield, School of Media and Design, has published a new book on the Second Battle of Ypres.

Nadine McInnis, School of Media and Design, has published a new book entitled "Two Hemispheres".

**Community Activity**

Renfrew County health care partners participated in bursary presentations to 32 first year Bachelor of Science in Nursing students at the Pembroke Campus on September 5<sup>th</sup> as part of the program's orientation activities. Each student received a cheque for \$1,000.

**Donations**

Michelle Valberg, a graduate of the Photography program, is working with the Algonquin College Foundation to offer a bursary to a fourth semester Photography student each year.

Daubois Mortars of Montreal has donated specialty mortars to the Heritage Institute.

Joe Shuster of Billet Precision has donated carbide cutters and aluminum plate and Randy Last of the National Research Council has donated aluminum plate and clamping tools to the Electro-Mechanical Studies Department.

**ADMINISTRATION**College Ancillary Services (CAS)

Revenue performance in virtually all CAS business units has been strong over the August-September period and all targets will be well met by mid October. Improvements to the physical layout of the Parking and Card Systems client service area, and to the Bookstore's Express Textbook pick-up area greatly improved client throughput and reduced wait times during the first two weeks of the Fall semester.

The Residence had a successful summer season meeting budget targets, and the College's Conference Services department hosted seven significant conference groups over the summer. Effective September 4<sup>th</sup>, administrative oversight of the College's Residence Operation and its management agreement with Campus Living Centres, was transferred from Area 2 to Area 4 (Student Services and Development).

Finance Services

The approved Financial Statements were submitted to MTCU. Developed cash flow forecasts for the proposed Centre for Construction Trades and Building Sciences. Purchasing is currently working on creating a Vendor of Record system so that they will be able to provide staff and faculty with a choice of suppliers for various services required. Preparation for Q2 Budget is underway. Shipping/Receiving and Mail Services was busy with the start of the new year. Remittances and Reports to the various Governments and Agencies were made on time.

Information Technology Services (ITS)

ITS has successfully completed several technical Infrastructure upgrades over the summer including updating network infrastructure components, and upgrading the College's Emergency Paging system to facilitate communication to occupants of all 3

campuses in the event of an emergency. The first phase of converting the College's Student Information System, GeneSIS to a newer platform is now complete and in use by several College Departments.

### Human Resources Services (HRS)

All deadlines for regular pay and changes have been met including the Administrative salary process. All Academic and Support increment letters were sent to applicable managers and OPSEU increases were implemented for the pay effective September 7, 2007. Quick Facts for new Managers/Chairs are currently being developed.

10 Academic, 9 Administrative and 41 Support competitions were posted and completed. 4 Academic are not yet completed. The Executive Dean, Faculty of Business & Hospitality and Director, Applied Research have both been filled.

About one third of the Support Staff Position Description Form (PFD) appeals have been reviewed and it is hoped that the exercise will be completed by the end of October.

### Physical Resources

The Value Stream initiative is in full swing with a number of College processes that support students being reviewed and changed to provide better service and efficient use of resources. An emphasis was placed on Emergency Preparedness this summer. Physical Resources is in the process of implementing approximately 80 renovation and facilities renewal projects totalling over \$13 million. Several projects were completed in time for classes to begin on September 4<sup>th</sup> and others will be completed over the course of Fall 2007 and Winter 2008. Projects at Perth included the renewal of the cafeteria and at Pembroke, heating and ventilation improvements are in the process. Underway at Woodroffe Campus are the renewal of 2 major ventilation systems in A and C buildings and the construction of chemistry and biotechnology facilities.

## **STUDENT SERVICES AND DEVELOPMENT DEVISION**

### **REGISTRAR'S OFFICE**

#### Full-time Registration in Post-Secondary/Post-Diploma Programs

- For the 2007 Fall Term, as of September 17 (10<sup>th</sup> day of term and last day to withdraw with refund), Net Registered students was 12,949. Based upon the historical rate of attrition from day 10 to audit count date (November 1), it is anticipated that the audit date enrolment will meet, or possibly exceed the projected post secondary enrolment of 12,774.

#### Continuing Education Registrations

- As of September 17, registrations for the 2007 Fall Term stood at 10,834 as compared to 10,901 at the same time last year. Registrations continue throughout the term.

#### Admissions Statistics – Ontario Colleges

- Algonquin has performed above the College system in terms of applicants and applications, as reflected in the following statistics as of September 17:
  - College Choices (i.e. number of individual applicants to Algonquin), Secondary School applicants are up 11.3%, Non-Secondary School applicants are up 4.9% with an overall increase in applicants of 7.8%.  
Note: Province-wide, the variances are +7.1%, +3.8% and +5.4% respectively.
  - Program Choices (applicants are allowed a maximum of 5 program choices, with up to 3 at any one college), Secondary School applicants are 11.1%, Non-Secondary School applicants are up 5.3% and overall we show an increase 8.0%. Note: Province-wide, the variances are +6.6%, +3.8% and +5.2% respectively.

### 2007 Fall Start-of-Term

- We have received very positive feedback from students, parents and the academic community about how well the term start-up went.
- Timetables were released online to students on August 3 – one full month prior to the beginning of the term.
- On September 4, the first day of classes, the Registrar's Office staff served 1,011 students in-person and overall, for the first week of the term, staff served 2,897 students in-person.
- The Ambassadors from the Registrar's Office were posted in key locations just outside the office for the weeks of August 27 and September 4 and were able to ensure students were directed to the right place (within the Registrar's Office and beyond).
- The College (and the Registrar's Office) displayed our new promotional banners highlighting the College's client service initiative: "Here 2 Help".

### Tuition Fee Accommodation for Students with Permanent Disabilities

- The Registrar's Office, the Centre for Students with Disabilities and the Financial Aid Office are working together on the implementation of the new policy regarding tuition fee accommodation for students with permanent disabilities.
- Effective September 2007, any student with a permanent disability who requires a reduced course load as a learning accommodation due to the impact of the documented disability (therefore takes additional semesters to complete a program), is eligible to pay a reduced tuition fee of \$20 per course, once the student has paid the equivalent in tuition fees as a student completing the program in the approved duration.

### Fall Convocation (Ottawa)

- The Fall Convocation Ceremony for Ottawa Schools is scheduled for Tuesday, October 16 (8:00 p.m.) in Southam Hall at the National Arts Centre.

## **INSTITUTIONAL RESEARCH AND PLANNING (IRP)**

### Key Performance Indicators (KPI)

- Preparations continue for the KPI Survey in November, 2007 and February, 2008 including submission of a program list of 142 program versions to be surveyed, collection of course section data from Academic Chairs and the preparation and

signing of a memorandum of agreement with the Students' Association to participate in the upcoming series of surveys.

#### Ontario College Student Engagement Survey

- Algonquin students are participating in the on-line survey located at [www.wincollegetuition.com](http://www.wincollegetuition.com).

#### Pandemic Plan

- The initial draft of the Influenza Pandemic Plan had been presented to PEC on September 19<sup>th</sup> and PEDDC on September 27<sup>th</sup>. This comprehensive plan provides a road-map for further preparation for a pandemic.

#### Wikinomics Presentation

- The IRP group hosted its inaugural Professional Speakers Series event on September 14<sup>th</sup>. The presentation by Anthony Williams on Wikinomics and its impact on an educational environment was attended by employees, students, and members of the external community. Note: On September 25, Wikinomics was selected as one of the top six Goldman Sachs – Financial Times Business Books of the Year (2007).

#### Demographics Presentation

- A national demographics presentation was made to PEC and was augmented by research into local conditions through information provided on the Ministry of Finance web-site. This data is being used in formulating the College's 20/20 Vision.

#### Ontario College Financial Comparison

- An analysis of the financial position of Ontario Colleges was completed and presented to PEC. Overall, Algonquin is in the top category of colleges with respect to last year's financial results.

### **ALGONQUIN FOUNDATION**

#### 40<sup>TH</sup> Anniversary GALA

The following sponsors are confirmed (total donation exceeds \$75,000):

- |                          |   |                          |
|--------------------------|---|--------------------------|
| ▪ Presenting Sponsor     | - | Alumni Association       |
| ▪ Dinner Sponsor         | - | IBM                      |
| ▪ Wine Sponsor           | - | Direct Energy            |
| ▪ Entertainment Sponsor  | - | Bell/Senators Foundation |
| ▪ Silent Auction Sponsor | - | Johnson Insurance        |
| ▪ Floral Sponsor         | - | Students Association     |
| ▪ Media Sponsor          | - | Ottawa Citizen           |
| ▪ Souvenir Sponsor       | - | Bank of Montreal         |

It is expected that the Gala will be sold out.

#### Transportation Technology Centre Campaign

- Total campaign has exceeded \$1M.
- 13 GM Dealers attended a donor reception in June 2007.
- GM Ottawa dealers have collectively donated \$275,000.

- 4 Honda dealers attended a donor reception in June 2007 donating \$100,000 to the Transportation Technology Centre Campaign.

#### InstaGuide

- Completed update for Bursary and Scholarship Section of 2007-2008 Insta-Guide in conjunction with Financial Aid and the Award Tracking Committee members.

#### Bursaries and Awards

- Five new annual bursary and awards have been established.
- A new endowed bursary (\$10,000) has been established for the nursing program in Pembroke – donor remaining anonymous at this time.
- Currently there are two new \$500 bursaries for Perth in the Masonry-Heritage and Traditional and the Carpentry and Millwork-Heritage program in recognition of the Canal 175<sup>th</sup> Celebrations.

#### Nepean's Ben Franklin Bursary Endowment Fund

- Nepean's Ben Franklin Bursary Fundraising Committee met to set financial goal, identify prospects and design promotional materials.
- Steve Yzerman has confirmed his involvement in the Ben Franklin Bursary Campaign and stated: "I consider myself very fortunate to have spent the majority of my childhood growing up in Nepean. It takes great people like Ben Franklin to make places like Nepean special. We should all be extremely grateful for his efforts as Nepean's Mayor. Please join me in establishing this lasting Ben Franklin legacy." Steve Yzerman

### **INTERNATIONAL EDUCATION CENTRE**

#### Enrolment

- Post Secondary: In spite of early indications, the post secondary numbers for the fall are slightly lower than expected. There are several reasons for this including:
  - A delay in visa processing for students in Zambia. The delay was caused by the closure of the visa office in Zambia forcing students to apply to the Canadian authorities in Pretoria, South Africa. Note: We are expecting these students to join the college in the winter semester.
  - English language preparedness for 35 students required these post-secondary applicants to complete the higher levels of Algonquin's English as a Second Language program before entering into post-secondary. Note: These students should be part of the post-secondary group in January 2008.

#### English as a Second Language (ESL):

- Further to the comment above, there is a marked increase in numbers of students studying ESL at Algonquin over September 2006. We have an intake of 165 for fall 2007, opposed to 109 in 2006.

**Recruitment**

- Once again, the fall recruitment is in full force with Algonquin representation at fairs in India, China, Indonesia, Vietnam, Philippines, Japan, Kazakhstan, Korea and the Caribbean.

**International Linkages****Egypt**

- The Early Childhood Education program is proceeding well. Gretchen Reynolds, Professor in the ECE program, will be spending a large portion of time working with Egyptian educators to help redesign their curriculum. An Egyptian delegation from the universities of education and social solidarity will also be conducting a study visit to Canada in October of this year.

**India**

- The Rural Health Education program in Goa is in its third year. Four of the eight required curriculum modules for health education have been completed. Four more will be completed by the end of October. Two professors from Agnel Polytechnic attended the Eastern Ontario Colleges' "Focus on Training", teacher training program in Kingston, Ontario this past August.
- Algonquin's linkage with GNA, The Institute for Management Training, is proceeding well. Two professors from GNA attended the "Focus on Training" program and also met with professors in the School of Advanced Technology to familiarize themselves with the teaching and learning methodologies used in delivering the Tool and Dye program. The program will be starting at GNA this fall.
- An academic administrator from GNA also visited our college this summer to explore with the School of Business the possibility of delivering some of the Business programs in India. She met the Executive Dean, Dave Donaldson and Maryanne Sullivan, Professor and Acting Chair, Business Administration.

**Zambia**

- The exploratory mission of the 11 Ontario college consortium, formed as a response to Stephen Lewis's call for the colleges to help with efforts to combat the HIV/AIDS epidemic in Africa, was conducted in Zambia in June 2007. The mission included representatives from Algonquin College (Lead College): Dr. Rick Rowland (Algonquin Health Services) and Maria Schnurr (International Education Centre); Fanshawe College: Pam Skinner, Dean of Health Sciences; and Georgian College: John Bobbette, Vice President. The work in Zambia was a needs assessment of that country's requirements to combat the AIDS/HIV epidemic. The needs analysis led to a report, compiled by Maria Schnurr, offering recommendations for further action. The report has been distributed to the members of the consortium and meetings will be held to outline a course of action.

**China**

- Eight professors from Jiaotong University are following a semester-long teacher training and ESL program at Algonquin. The eight professors will also be

shadowing their program colleagues to familiarize themselves with applied teaching methodologies. This is the second year for this program. (Eleven teachers from Jiaotong did this training in the fall of 2006).

- READ – The last activity for the “Reinforcing Educational Access for Development” project in Kanding City, Sichuan Province, was the production of an information and promotional video on the program.

### Ghana

- Algonquin partnered with the Canadian e-Policy Resource Centre, Canadian School of Public Service to deliver a Project Management Training program at the Kofi Annan Centre in Accra, Ghana in July, 2007. The program was well received and the evaluations were excellent.
- 50-60 delegates from different parts of Africa will be visiting Algonquin on October 18 as part of a conference organized by the Canadian e-Policy Resource Centre. They will be looking at our e-learning activities and visiting our IT labs.
- Glenn MacDougall, Director, Learning and Teaching Services, represented the college at the 1st African Ministerial Round Table on ICT for Education, Training and Development in Nairobi. The conference explored the needs and capacities of African countries in the area of e-learning and information technology.

### Visiting Delegations

- Several visiting delegations attended presentations on the college and toured the facilities. Delegations were received from India, Korea, the Dominican Republic, Serbia, Yemen, Saudi Arabia and South Africa.

### Internships

- The International Youth Internship Program is running for the third year. There are two graduates in India and one in South Africa spending a period of six months each working in their areas of specialty. This international experience is covered by funds from CIDA.
- Algonquin is also the recipient of 20 funded Ontario International Educators' Opportunity Scholarships which will help 20 of our students do 8 or more weeks of their studies overseas during the academic year 2007/2008.

### **FINANCIAL AID**

- Financial Aid had a successful 2007 Fall peak period, in part due to the new client service initiatives which have been put in place over the past year. One measurable difference has been the considerably shorter wait lines.
- The 2007 Fall Entrance Bursary intake has proven to be very successful with students who are registering in the first year of their full-time studies at Algonquin College. Financial Aid will disburse \$750,000 to accommodate all the eligible students.

## STUDENT SERVICES

### Directors Office

- A new Student Information Desk was put in place on the second floor of “C” building to provide a wide range of general information (often to new students) including providing directions to classrooms and other parts of the College. This counter is operated by trained student ambassadors and has been appreciated by students and parents, as well as faculty and staff.

### Algonquin Residence

- Effective late August, Student Services assumed responsibility of the Algonquin Residence. Transition has been smooth and has included the hiring of a new Manager of Student Service in Residence to help ensure the best possible experience for students while in residence. We are pleased to note that this initiative has been financially supported by the Algonquin Students Association for the next five years.
- An environmental training and energy awareness session was provided to our student leaders and ambassadors. The objective was to educate students to be more energy aware and encourage them to make a pledge for energy conservation.
- Residence Survival (ResStock) was held on September 3<sup>rd</sup> with over 850 students attending. Residence counsellors began their regular on-site schedule this month and will continue through the academic year.

### Student Affairs and Orientation

- Over 3,500 students took part in Orientation Days. A wide variety of services, information and activities were provided to new and returning students. This initiative is a conducted to enhance student engagement early in the semester.
- Welcome Back Coffee was held on the first day of classes. President Gillett was joined by a number of staff, students and live entertainment on the front lawn of the College. Together, they provided refreshments and donuts to students as they made their way to their first classes.
- IKEA Madness was held on September 10 as students were transported to IKEA to compete against Carleton University students in a variety of competitions.
- Students were bused downtown to enjoy a Haunted Walk of the city. This fun tour gave students a chance to get to know each other and be exposed to the darker side of Ottawa’s history.
- A Women’s Self-Defence workshop was offered and was a great opportunity for female students and staff to learn how to protect themselves from any potential harm or conflict.

### Counselling Services

- The counseling team served over 250 walk-in students during the first two weeks of September. Staff also commenced class visits to promote Student Services and met with the Student Success Specialists to ensure all students are supported in a coordinated and collaborative manner.
- Training for Peer Tutors began this month.

- The Multi-cultural Buddy Network held its first drop-in session and attracted over 50 students.

#### Mamidosewin Centre

- Counsellor Paul Petahtegoose established a Student Advisory Committee for the Centre to plan activities and guide the Centre in its provision of services. Paul and the students held their first meeting on September 19.

#### Student Employment Services

- The number of jobs processed by Student Employment Services from August 20<sup>th</sup> to September 10<sup>th</sup> was in excess of 240, a 20% increase when compared to the same period last year.
- On September 7<sup>th</sup>, over 40 employers participated in the Campus Connections (Job Fair) event. This activity was co-hosted by Student Employment Services and the Student Affairs and Orientation team. Students were invited to apply for part-time jobs available on and off campus, join a club and explore volunteer opportunities. Note: The Campus Connections (Job Fair) will be shifted to later in the month next year to ensure students focus on their academic priorities prior to considering employment opportunities and enhance the likelihood of academic success.

#### Centre for Students with Disabilities (CSD)

- The CSD has recruited and trained two part-time Educational Assistants to accompany 4 new students who have complex multiple disabilities and who are admitted in full-time programs. The Educational Assistant's role is to provide guided support for students including assisting them:
  - in getting to class if they are not able to use elevators independently;
  - getting out books and putting books away;
  - in attending class;
  - setting up and inputting data on computers;
  - facilitating conversation between student/teachers and other students;
  - assist with group work and writing specialized notes for students.
- CSD provides guidance and coaching to students with mental health disabilities. Note: One Algonquin student who has registered with the CSD is also a consultant for Youth Net Ottawa, a CHEO sponsored mental health promotion and intervention program. The student has established a College-based support group for students with mental health concerns. Currently 4 Algonquin students have been connected to this support program.
- Fran Murphy, the CSD Disabilities Counsellor in Pembroke has recruited two students with a disability who will participate in the "Respect Program". This initiative will include surveying students on their views regarding an inclusive learning environment and raising awareness about disability issues.
- The CSD experienced a 21% increase of students registering with the CSD for the period from August 14<sup>th</sup> to September 13<sup>th</sup> when compared to the same period the previous year. The total number of registered students during this period rose from 529 to 641. Notable increases are in the categories of students who are blind or have low vision (67%), students with medical conditions (49%),

students who are deaf or hard of hearing (28%) and students who have a mental illness or psychiatric condition (19%).

- The CSD continues to implement process improvements for Transcription Services as determined by the Value Stream Implementation Initiative. As an example, in the Fall 2006 no books were provided by students with a print-media disability in advance of classes starting in September. However, in the Fall 2007, 100 books (as at August 31<sup>st</sup>) were brought in by students before class start-up. This has enabled the CSD to initiate transcription of texts to alternate print format earlier allowing students to have their material earlier which will contribute to their academic success.
- To address the growing demand for readers during tests and exams, the CSD has determined that effective September 2007, new and returning students will be trained and supported by the CSD on the use of Kurzweil for test and exam completion (Kurzweil is a text-to-speech software program that allows students to listen to tests and exams while seeing them on the computer screen). This alternate method of meeting students' needs addresses human resources issues in terms of recruiting, training and retaining readers, physical resources issues in terms of securing appropriate quiet space and upholds human rights principles of promoting student autonomy and dignity. Students report that they like the change as they feel more in control of their situation.

### Health Services

- Health Services received 1861 visits in August 2007 compared to 1893 visits in August 2006; a 1.7% decrease in volume. The majority of these (1,416) were female students. Staff visits accounted for 9% of the total. Accident reports totaled 5. Note: An explanation for the slight 1.7% drop in the number of visits in August is that classes for most did not start until September, so fewer students were on campus in August.

## **CORPORATE AND BUSINESS DEVELOPMENT (CBD)**

### Strategic Partnerships

The CBD group goes beyond the provision of simple training solutions to establish strategic partnerships that provide organizations with comprehensive operational success strategies and often culminates in a training package and workplace implementation strategies. Examples of this broad perspective to training include:

- Hydro One – After months of scoping and discussions regarding corporate HR pressures, Algonquin was selected by Hydro One to be their preferred training partner in Eastern Ontario. President Gillett will join senior Hydro One executives to sign the Hydro One Consortium agreement on October 3.
- Department of National Defence (DND) – The DND Motive Power Technician student orientation took place on August 29. This event attracted Senior Canadian Forces staff (Mgr General and other staff) and was the launch for a two year program for 44 DND personnel. The program will be offered within the School of Transportation and Trades and has a total value exceeding \$1M.

- District School Boards – 50 high school students were recruited to take part in the dual credit program (students earn both a high school and a college credit). Interest in Algonquin’s dual credit solution continues to grow, provides excellent exposure of the College to potential students and is aligned with the Province’s dual credit strategy.
- Cactus Commerce – CBD met with Cactus personnel to assist the firm in their recruitment goal of hiring over 100 IT workers next year. This effort led to linkages to the Algonquin College Foundation, College Employment Services, Algonquin CO-OP services, and Corporate Learning Services.

#### Corporate Learning Services (formerly Corporate Training)

- Prepared a proposal for the Ministry of Training Colleges and Universities (MTCU) for a Co-op Apprenticeship program on behalf of the School of Advanced Technology (SAT). Value - \$388K.
- MTCU – Submitted proposal for Women in Skilled Trades (WIST) for pre-apprenticeship program on behalf of SAT. Value - \$220K.
- Nortel Networks – 7 day Oracle Database Administrator program. Value -\$19K.
- Canadian Labour Congress – 2 day Management Training Workshop. Value - \$3.2K.
- CIITE – Supply Language Institute services. Value - \$13K.

### **INNOVATION AND SPECIAL PROJECTS**

#### Innovation

- Development work continues in Second Life in order to provide the College with a better understanding of emerging virtual worlds. Business students will work to complete a project on a secured area within Algonquin College’s Second Life Island. The Innovation team continues to review how this fast growing technology platform may impact Algonquin.
- The draft College Environment Steering Committee framework has been developed and the College is currently calling for staff to participate on an Algonquin ‘Green Team’.
- A College virtual tour and e-brochure software are being developed in order to determine the practicality and feasibility of offering this new technology within our college environment.

#### Special Projects

- The Small World Big Picture – Expedition Africa website provides lesson plans, videos and images to Canadian educators, students and the public with respect to the hopes and challenges of Africa. This very rich and innovative website ([www.algonquincollege.com/africa](http://www.algonquincollege.com/africa)) is a legacy for the project and will connect schools, students, embassies and a variety of organizations to Algonquin and Africa for years to come.
- Algonquin College was contacted by a private philanthropist to discuss how a sizeable donation to the College could assist Algonquin in building an extension on the Expedition Africa Rongai School. Discussions with the carpentry

department will determine the costs and feasibility of adding two wings to the current structure. It is anticipated that students and college faculty will be involved in any further construction.

## ADVANCEMENT

### Corporate Events

Breakfast with the President Series

#### Retirees Breakfast

The President hosted a breakfast on June 25<sup>th</sup> for recent retirees of the College. The Breakfast was held in the Staff Dining Lounge and welcomed 7 retirees.

#### New Staff Breakfast

On August 30<sup>th</sup>, 8 new employees joined President Gillett for a breakfast in the staff dining lounge to discuss their experiences as our newest staff members and to hear any suggestions they may have to enhance the programs and services we provide to the College community.

#### Honda Donation

The Department worked with the Algonquin College Foundation to help plan and successfully execute an event on June 25<sup>th</sup> to highlight the donation of \$100,000 from Honda.

#### President's Breakfast

The annual President's Breakfast to mark the beginning of another academic year was held on Wednesday, August 22<sup>nd</sup> in the Marketplace Food Court. More than 900 full- and part-time faculty and staff attended the event. In addition to President Gillett's annual address to set the direction for the College in the upcoming year, the morning's agenda also included a special video presentation to officially launch the College's 40<sup>th</sup> anniversary, a presentation by Registrar Deborah Rowan-Legg to launch the new Client Service Initiative, and a Strategic Plan update by Vice President Kent MacDonald.

#### 40<sup>th</sup> Anniversary

The College marked the official launch of the 40<sup>th</sup> Anniversary celebrations with a special video presentation at this year's President's Breakfast. The video was a montage of photos and video clips outlining the 40-year history of the College and included live narration by Dianne Bloor (60s), Abba Sherif (70s), Andy Cockburn (80s), Jamie Bramburger (90s), Jim Kyte (2000s), and Students' Association President Joan Wright who thanked the College on behalf of all students past, present, and those yet to come.

The Advancement Division supplied the Algonquin College Heritage Institute with memorabilia items for their 40th Anniversary event that took place on Friday, September 21<sup>st</sup>.

#### Official Launch of Canadian Forces Geomatics Technician Program

Working with the School of Advanced Technology and a team from DND, the Department coordinated the official ceremonies to highlight the partnership with the

Canadian Forces and launch the Geomatics Technician program, part of the Canadian Forces Alternative Training Delivery program. The Ceremony took place on Wednesday, August 29<sup>th</sup> in the Advanced Technology Centre and included a document signing and ribbon-cutting activity with Major-General J.P.Y.D. Gosselin, Commandant of the Canadian Defence Academy, and Lieutenant-Colonel Pierre Bilodeau, Commanding Officer of National Defence Mapping and Charting Establishment, as well as President Gillett.

### Parents' Preview

The Department assisted with the set up of the Parents' Preview evening hosted by Student Affairs and Orientation. The event was held in the Marketplace Food Court on August 29<sup>th</sup> and welcomed 106 guests.

### 'An Inconvenient Truth' Multi-media Slide Show Presentation

As part of the College's commitment to energy conservation and a green environment, the Department coordinated a presentation on global warming developed by former Vice-President Al Gore and reflected in 'An Inconvenient Truth.' This multi-media presentation was given by Mike Gerbis, CEO of The Delphi Group in Ottawa, who has recently completed a special training program led by Mr. Gore. The presentation took place on Monday, September 24<sup>th</sup> at 3:00 p.m. in Room T102 and was attended by more than 85 staff and students.

### Forum

Working in collaboration with College Marketing and Enrolment, the Department hosted the College's annual Forum event on October 4<sup>th</sup>, and welcomed approximately 100 guidance counsellors on site for a morning conference following by lunch at the Restaurant International. The day's agenda included a classroom experience, presentations on Student Success Initiatives, Academic Partnerships and a Student Panel featuring direct entry students and their experience on transitioning to College.

### United Way

As the Department responsible for the events portion of this year's United Way campaign, plans are underway for the College's Kick-off Breakfast on Friday, October 12<sup>th</sup> in the Marketplace Food Court; the annual Wine and Dine event scheduled for Thursday, October 18<sup>th</sup> in the Restaurant International; and the official Touchdown event tentatively planned for Thursday, November 8<sup>th</sup>.

### New Directional Signage System for Events

This summer, the Department created a new directional sign system for events. A sign template has been developed and new sign insert holders have been installed in main traffic routes throughout the College. This new system is designed to eliminate the use of 'homemade' signs and to maintain a standard quality of directional signage for events.

### New Information Booths and Street Banners

Working in cooperation with College Marketing and Enrolment, the Department secured new "Info Booths" to replace the old, wooden booths which have been in use for the past decade. The new booths are easy to transport and assemble, and are fitted with graphics that reflect the College's new corporate look.

The Department also coordinated the replacement of the street banners to reflect the College's 40<sup>th</sup> anniversary and its core values of Caring, Learning, Integrity, and Respect.

**Communications**

The Public Relations and Communications Department published the August and September issues of *Staff Cont@ct*, the College's monthly online newsletter.

**Alumni**

The Alumni Office published its September issue of *AlumNet*, Algonquin's electronic alumni newsletter.

The Alumni Association Board of Directors officially welcomed the following new Board members at a Special Meeting on September 6<sup>th</sup>:

Barbara Carroll

Program of Study: Social Services Worker

Graduating Year: 1994

Occupation: Executive Director at the Debra Dynes Family House

Kathy Prescott

Program of Study: Electronic Engineering Technicians program

Graduating Year: 2004

Occupation: Email/Hotline Support Assistant

Renfrew County District School Board

Kerry Smith

Program of Study: Nursing Assistant (now Practical Nursing)

Graduating Year: 1981

Occupation: Ophthalmology nurse, Ottawa Hospital, Director, Ottawa Cornea Retrieval Program, Ontario Regional Coordinator for the Eye Bank of Canada.

Joanne Walker

Program of Study: Business Administration

Graduating Year: 1988

Occupation: Vice President, Marketing Operations, at EMS Technologies' Satcom Division

Pat Whalen

Program of Study: Business Administration

Graduating Year: 1983

Occupation: President and Chief Executive Officer, Ottawa 67s Hockey Team

**Media Relations**

There were approximately 140 media hits between May 24, 2007 and September 24, 2007.

**Media Coverage Highlights**

May 25 – *The Ottawa Sun* featured a story about his year's Capital Educators' Award winners, including a Professor in the College's Culinary Management program.

May 25 - *The Daily Commercial News* trade magazine featured a story about the College's Green Architecture program with an interview with a Chair in the School of Advanced Technology.

May 28 – *The A Channel* featured interviews with the Coordinator of the College's new Summer Academy of the Arts and Instructor of the *Creating Embroidered Landscapes* course on the A Channel Morning program.

June 1 - *Food Service and Hospitality Magazine* featured an interview with a student in the College's Culinary Management program as part of their look at the top 10 culinary schools.

June 7 – CTV aired footage of the June 7 Convocation ceremonies.

June 8 – *The Ottawa Sun* featured a profile of the College's School of Hospitality and Tourism Award winner, a graduate of the Travel and Tourism program.

June 9 – As part of their "Class of 2007" coverage *The Ottawa Citizen* featured interviews with the Coordinator of the Perth Campus' Social Service Worker program; a graduate of the Computer Systems Technology program and winner of the School of Advanced Technology Award; and a graduate of the College's Police Foundations program and this year's winner of the Rosser Award.

June 12 – CTV featured an interview with the Dean of the School of Transportation and Building Trades, regarding the donation of \$275,000 from GM to the Algonquin Foundation.

June 15 – *Rogers "DayTime"* featured the Coordinator of the College's new Food and Nutrition Management program preparing a healthy ethnic meal.

June 25 – CTV's evening news and *Nepean This Week* featured the Executive Director of the Algonquin Foundation and other senior College executives regarding a donation to the Algonquin Foundation from local Honda dealers.

July 23 – *The Ottawa Business Journal* featured an interview with the Executive Dean of the Faculty of Technology and Trades regarding the Centre for Construction Trades and Building Sciences (CCTBS).

June 25 – *The Ottawa Sun* featured an interview with the President of the College's Students' Association as part of a focus on international students.

July 27 – *Nepean This Week* featured an interview with the Executive Dean of the Faculty of Technology and Trades regarding the "green" aspects of the CCTBS.

August 11 – *The Pembroke Observer* featured an interview with the Manager of Community and Student Affairs from the Pembroke Campus regarding the upcoming academic year.

August 24 – *Nepean This Week* featured an interview with the Chair of the Career and Academic Access Centre as a part of an update story regarding the College's STEP program.

September 2 – *The Ottawa Sun* featured an interview with the Executive Dean of the Faculty of Technology and Trades regarding an update on the funding proposal for the CCTBS.

September 4 – *The Ottawa Sun* featured the College's Dean of the Algonquin College Heritage Institute in an article regarding students in the Social Service Worker program and their involvement in the community.

September 4 – *The A Channel* featured live interviews with the College's President, the Vice President of Student Services and Development, the Chair of the School of Health and Community Studies, the Coordinator of the Veterinary Technician program, the President of the Students' Association and members of the College's women's soccer team as part of the live coverage of the College's Welcome to Students event.

September 4 – *The Ottawa Citizen* featured a story by a student in the Culinary Management program regarding menu ideas for students.

September 7 – *Nepean This Week* featured a story regarding the partnership between Algonquin College and the Department of National Defence with a photo of the College's President at the ribbon cutting ceremony.

September 14 – *Nepean This Week* featured an interview with the College's Events Manager regarding the College's upcoming 40<sup>th</sup> Anniversary celebrations.

## **Marketing**

The production of publications for the recruitment of the 2008/2009 academic year was successfully completed. The Viewbook was completely redesigned to reflect a new size and style as well as being FCS approved being printed on recycled paper with environmentally friendly inks. The production of the Bachelor's Degree brochure was updated to complement the new look of the Viewbook.

The production of the School of Part-time Studies Fall onCourse catalogue was successfully completed in both print and web versions. Work on development of the production schedule for the winter catalogue has now begun.

The promotional campaigns for July, August and September included:

- Radio campaign to promote: the School of Part-time Studies; and welcome all full- and part-time students

- Billboard campaign in Ottawa, Perth, Pembroke, Kingston, Cornwall, Belleville and Smiths Falls
- Print ads in community newspapers to promote all full-time programs, and feature undersubscribed programs
- Bicycle Racks campaign at 40 Ottawa high schools and local bookstores, theatres and coffee shops to promote full-time programs
- Transit ad campaign featuring applied degrees and generic ads on the interior bus cards, and tailboards welcoming full- and part-time students.

#### Faculty Level Marketing

Strategic emphasis is being placed on Faculty level marketing with the alignment of the four Faculty Level Marketing Officers and College Marketing and Enrolment. This collaborative approach with the academic faculties will result in one comprehensive College Marketing Plan that will continue to ensure consistent and cohesive messaging and events.

#### **Recruitment**

Over the summer months the Recruitment Team provided 84 individual tours, 9 career sampler tours and 1 generic group tour to approximately 150 prospective students. The fall recruitment cycle for the Fall 2008 term started the week of September 24th with Recruiters visiting high schools throughout the province, Montreal and northern New York.