

**MANAGEMENT SUMMARY TO THE
BOARD OF GOVERNORS
February 2008****ACADEMIC****School of Hospitality and Tourism**

On January 14th, the Culinary Arts program partnered with the Canadian Federation of Chefs and Cooks and the Amyotrophic Lateral Sclerosis (ALS) Association in a fundraising event that took place in the Restaurant International. Executive chefs from some of the major hotels coached our students in the preparation of the food. Both students and chefs found the experience very rewarding.

School of Health and Community Studies

In early December, the Dental Assistant and Dental Hygiene programs received notification from the Commission on Dental Accreditation of Canada (CDAC) of approval of accreditation status for both the Dental Hygiene and Dental Assisting programs. The College Dental team is to be commended for this excellent outcome, subsequent to the March, 2007 CDAC accreditation site visit.

Tore Laerdal, CEO, Laerdal Medical, a manufacturer of simulation mannequins and CPR equipment made a rare visit to Canada and while here requested a visit to Algonquin College and our Simulation Centre. He spent the day with the Health Faculty on January 22nd.

School of Media and Design

Brookstreet Pictures has committed to two annual awards for students in the Scriptwriting program. The first award (\$2K) is for a feature length film script and the second award (\$1K) is for a short film script. In exchange, Brookstreet receives contractual exclusivity on the scripts for one to two years. The awards will be featured at a high-visibility event organized in partnership with the College.

School of Transportation and Building Trades

A formal signing of the Memorandum of Understanding between the Council for Unionized Building Trades and Algonquin College took place on December 18th. President Robert Gillett and Union President Richard Corcoran of the Council for Unionized Building Trades formalized this historic agreement, a key component for achieving the College Health Sciences and Construction Trades expansion initiative.

Algonquin College in the Ottawa Valley

More than 350 ACOV students attended a social event in the campus cafeteria on November 26th as part of a retention initiative. The Christmas and Holiday Send Off event is an opportunity for College staff and faculty to encourage students to “hang-in there” as they approach their exams and to wish them happy holidays. Food is provided at this festive event which is always well received by the students.

Algonquin College Heritage Institute

The Perth Town Council presented a plaque in recognition of Algonquin College's 40 years of student success to Joan Macartney, Dean who accepted on behalf of the Heritage Institute. The plaque will be placed in a prominent place on campus.

"Edifice Old Home Magazine" will devote their March issue to the Town of Perth, the Institute's Heritage programs, and the heritage projects/homes in Perth where our students have been involved. This is excellent publicity for the campus and its projects.

Career and College Access Centre

The Centre is currently delivering the General Educational Development (GED) Preparation course on site at Abbott Point of Care on Corkstown Road to prepare their employees for an apprenticeship in microelectronics.

School of Part-time Studies

The School of Part-time Studies is proud to announce the opening of their new location at 85 Albert Street. The Coordinator for the Centre for Second Career Development will be located at the downtown location so as to be able to communicate more effectively with contacts within the federal government. A number of high demand courses are currently being offered at this location, for example, French as a Second Language, Accounting I and Human Resource Management.

Student Activity

Automotive Service Technician apprentice and OYAP graduate, Nathan Banke, placed seventh overall in the World Skills competition held in Sezouka, Japan finishing only 31 (514) points behind the gold medal winner. Nathan's high score won him the "Medallion of Excellence." This is the first time Canada has earned this level of world wide recognition in the International Skills Competition. Nathan was accompanied by Martin Restoule, Professor/Coordinator and Nathan's mentor who worked tirelessly at preparing Nathan for this high profile event.

Leah Batisse, a second year student in the Applied Museum Studies program, is this year's winner of the Historical Society of Ottawa Award. Leah was acclaimed based on her involvement with the City of Ottawa Archives Department of an online virtual exhibit entitled, "the Billings Family" which can be viewed at

http://www.ottawa.ca/residents/heritage/museums/billings/virtual_exhibit

Leah was responsible for researching, designing and digitizing the collections used in the creation of the exhibit.

The Building Construction Technician program donated two student-made bunkhouses to Camp Smitty on November 27th. Students built the two 14' x 28' bunkhouses that will increase the housing capacity on camp grounds and provide accommodations for many boys and girls.

Students of the third year Architectural Technology program's Working Drawings' course will be working with the City of Ottawa in the production of drawings for barrier free washrooms and ramps for various buildings across the city.

The Paramedic Coordinator, Jim Whittle, and his second year students donated two dozen "Wishkers" to the Ottawa Air Ambulance Service. Wishkers is a small stuffed animal in the form of a mouse and the air medic crews find that Wishkers is a tremendous comfort to their young patients.

Faculty Activity

Members of the Business faculty contributed toward providing gifts and food donations for less fortunate families in the Ottawa area. The receiving family from the Children's Aid Society personally phoned to thank contributors for their generous donation.

Michelle Morley and Stephanie Janveaux, professors in the Bachelor of Science, Nursing program were awarded \$34K by the Academic Health Council to conduct a research study investigating faculty attitudes toward inter-professional practice.

Janet Crupi, Coordinator, Community and Justice Services program, has been honoured with a United Way "Community Builder" Award for her volunteer work as a trainer for minor league football and her commitment to the Ottawa Youth Justice Network.

Donations

Toyota Motors Canada donated a Sequoia SUV to the Automotive Department. The vehicle has an approximate value of \$66K.

ADMINISTRATION

College Ancillary Services (CAS)

All business units are performing strongly and trending to achieve targeted aggregated revenues.

Retail Services has experienced some uneven sales patterns this year as a result of fluctuations in the level of sales for the various business units within College departments.

The Food and Beverage operation has begun to replace the foam trays currently used for take-out meals with an environmentally friendly product made of sugar cane to continue their transition to a more green operation. The Algonquin Times will be publishing some articles highlighting the Food and Beverage's sustainability initiatives.

The Publishing Centre has begun to migrate to the Konica Minolta print engines as part of the repositioning of the business unit. Anticipated completion of this phase of the business reorganization is the end of February allowing the Publishing Centre to focus on the web submission of print jobs for students and the College community.

Finance and Administrative Services

Planning and preparation for Algonquin College's year end audit, which included an interim audit by KPMG in January, is underway. The responses to the request for proposals for banking services are currently being evaluated and will be presented to the Audit Committee in February. Third Quarter Budget Review is in progress and will be presented to the Board in February. Development of the 5 year capital requirements plan is in process which is in line with preliminary directions of the government.

Human Resources Services (HRS)

The Hay Group was selected to develop an operational plan for Human Resources Services. Preliminary meetings with the lead consultant were held during the week of January 7th.

In the Employee Services area, the labour group dealt primarily with the Academic Union in resolving a series of issues for Fall, 2007 and Fall, 2008 workload information. Academic Arbitration activity slowed down during this time period.

Activity in Compensation, Pension & Benefits remained high in December. In addition, Martin Kogan, Director, Communication, CAAT Pension Plan, visited Human Resources on December 6th to discuss upcoming changes to the pension plan and to address questions and/or concerns.

Physical Resources**Algonquin College Continuous Improvement (Value Stream)**

A progress report on the Value Stream Continuous Improvement Initiative was presented to PEC on December 19th. The progress made on a number of Student Support Processes was highlighted including Financial Aid and the Centre for Students with Disabilities as well as the Loading and Scheduling process of the Recruitment through Registration Value Stream.

Christmas Break-Highlights

During the Christmas break there was opportunity to make progress on several initiatives and minimize disruption to the College; including significant work on the renewal and upgrade to Ventilation Systems as part of the Provincial College Facilities Improvement Program (CFIP) funded for the year 2007/08. These projects were started in the Fall, 2007, and are required to be completed by March 31st to meet the CFIP funding regulations. Progress was also made on the new A building elevator project which will provide direct elevator access to both levels of A building from a point near the main West entrance of A building.

The Perth Campus experienced problems with the suspended ceiling grid on December 18th as a result of the snow build up on the roof. An assessment using a qualified structural engineer was undertaken and it was determined that although there was the expected deflection of the roof trusses, there was no danger to the occupants and that the building integrity had not been compromised. Some remedial work was undertaken

to shovel snow off the roof and to re-fasten the ceiling grid in readiness for start of term in January.

Information Technology Services (ITS)

Information Technology Services (ITS) has been planning the College's technical work for the coming fiscal year. Each required and desirable project was evaluated by cross-college committees who rated each project's alignment with the College's draft Strategic plan. The prioritized project list is complete and has been submitted to the College's Budget and Finance Committee for review.

ITS has continued directing the project to review the College's email and calendar platform. A draft recommendation has been received and will be reviewed by the appropriate committees in the coming weeks. A final decision is expected by the end of February, 2008.

In January, in cooperation with the Finance Department and Human Resource Services, ITS launched a new service to allow staff and faculty to view pay statements online. The Online Pay Statement system was very well received. Also in January, in cooperation with the College's Advancement Division, ITS launched an online events calendar application.

ITS also continues to improve the College's computing infrastructure including network upgrades, telephone system upgrades and is continuing work in transforming our Student Information System, GeneSIS, to a newer platform.

STUDENT SERVICES AND DEVELOPMENT

REGISTRAR'S OFFICE

Post-Secondary/Post-Diploma Registrations:

- As of January 14th, Net Registered students stood at 11,948 or 98.5% of projected enrolment on audit date (March 1st). It should be noted that there are ~118 students projected, but not yet registered for programs with late start-dates in the Winter Term. The breakdown of the Net Registered students is as follows:

Faculty/School	Approved Projection		Net Registered	
	Entry Level	Returning	Entry Level	Returning
Faculty of Arts, Media and Design	87	2,368	134	2,221
Faculty of Business and Hospitality	518	3,374	542	3,285
Faculty of Health, Public Safety and Community Studies	207	2,813	256	2,781
Faculty of Technology and Trades	227	2,022	219	2,032
Algonquin College in the Ottawa Valley	0	483	0	451
School of Part-Time Studies	0	27	0	27

Faculty/School	Approved Projection		Net Registered	
	Entry Level	Returning	Entry Level	Returning
College Totals	1,039	11,087	1,151	10,797

- It can be seen from these statistics, that at this point in the term, the intake levels are 10.8% above their projected enrolment for the March 1st audit count date. However, the registration of returning students is down. The academic departments are conducting a thorough review of those students who completed the Fall Term, were eligible to return for the Winter Term, but chose not to do so.

Continuing Education Registrations:

- With regard to Continuing Education registrations for the 2007 Fall Term, as of December 14th (the final report for the term), registrations stood at 12,906 as compared to 12,652 at the same time last year. The term registrations to December 14th represent 98.9% of the projected enrolment for the term.
- With regard to Continuing Education registrations for the 2008 Winter Term, as of January 11th, registrations stood at 8,932 as compared to 9,020 at the same time last year. The term registrations to January 11th represent 73.5% of the projected enrolment. Registration continues throughout the term.

Final Grades – Fall Term:

- Grades were due in the Registrar's Office at 12 noon on December 19th. These grades were entered and verified, and were posted on the web by 3 a.m. on December 20th. This is an excellent service to our students and is the result of the combined efforts of faculty, Chairs, the Registrar's Office and Information Technology Services.

Client Service Metrics:

- Looking collectively at all of our service points – the Contact Centre, the College Switchboard, our Service Counter, web form inquiries and email inquiries – our total client contacts in December, 2007 were 20,669 vs. 19,899 in December 2006, an increase of 3.9%. These statistics exclude direct 'walk-ups' to our Service Counter (i.e. those clients who were served without having been issued a Q-Matic ticket for service).

Convocation Ceremonies:

- The Spring 2008 Convocation Ceremonies (Ottawa) will be held at Scotiabank Place on Thursday, June 12th and Friday, June 13th.
- Perth Convocation has been confirmed for Thursday, June 5th.

Fall 2008 Admissions:

- Applications are being processed for the 2008 Fall Term. The equal-consideration deadline date is February 1st. This date is particularly critical for over-subscribed programs. We will begin issuing offers of admission for most programs on February 5th and offers for highly-competitive programs will be

issued on March 5th. Processing and evaluation of applications will continue throughout the next several months.

INSTITUTIONAL RESEARCH AND PLANNING (IRP)

Key Performance Indicators

- Preparations continue for the KPI Survey (February, 2008) including submission of a program list of 142 programs to be surveyed, collection of course section data from Chairs and the preparation and signing of a memorandum of agreement with the Students' Association to participate in the upcoming series of surveys.

ALGONQUIN FOUNDATION

Awards/Bursaries and Scholarship Donations:

- Canadian Hospitality Foundation increased donation from \$2500 in 2006 to \$11,000 in 2007.
- Ottawa Dragon Boat Race Festival (ODBRF) confirmed that the Algonquin Foundation is one of the charities that will be benefiting from the 2007 and 2008 events. The Foundation will receive \$20,000 over two years for bursaries and will receive extensive visibility.
- Perth and District Community Foundation donated another \$1750.
- AAADD has raised in excess of \$3,000 through a targeted direct campaign with their network to raise funds for students in this program.
- A new \$10,000 endowment has been confirmed for the Professional Writing Program.
- An additional \$10,000 was received for the Harry Leikin Bursary Fund for the School of Health and Community Studies.
- An additional \$9,000 was received towards the Animal Health Care Facility Campaign for a new endowment bursary.
- Sens Foundation – Military Families Endowment Fund
 - Endowment launch took place on January 17th. Eugene Melnyk, Ottawa Senators owner and Dave Ready, President Ottawa Sens Foundation presented President Gillett with a \$100,000 donation. Military members and military family members attending Algonquin College post-secondary programs will be eligible to receive bursaries.

Planned Giving:

- The Foundation is placing an ad in Ontario Planned Giving which is a publication that is sent to all lawyers (approximately 5000) in Ontario.

Awards Tracking Committee:

- The new awards tracking system will be launched within the week. The committee and Foundation have been working with ITS to upgrade the current system that is used to track the disbursement of close to 1000 bursaries and awards.

Gifts In Kind:

- Received in excess of \$8000 in educational equipment for the TV Broadcast Program.

Lucky Payday Staff Lottery:

- Funds raised from the 2008-2009 Staff Lottery will be used to support student bursaries at the College. Ticket sales commence March/April.

United Way Campaign:

- The 2007 United Way Campaign was another great success for Algonquin College raising in excess of \$110,000. Approximately \$35,000 was specifically for the Plant Some Roots Endowment Fund.

STUDENT SERVICESDirector's Office:

- The Ontarians with Disabilities Advisory Committee completed a College site audit with respect to barriers for students with disabilities. This audit was required to update any needs as well as to verify what work has been completed with respect to overcoming barriers.
- Wayne McIntyre is the President of the Administration Staff Association (ASA), and in this role he hosted the ASA's 3rd breakfast at which a speaker delivered a session to 36 administrators related to stress and how it impacts people differently.
- In the Fall 2007, Students Services launched a service counter on the 2nd floor of C Building to better serve students. A debrief meeting was held with the student ambassadors who work at the counter and these students found the opportunity very helpful in developing work related skill sets and really felt they were doing something helpful for other students and the College.
- A Winter Orientation for new students who started with the College in January, 2008 was held for the first time in the Observatory. There were approximately 84 students who participated and the feedback received was very positive.
- The Student Services A-Bay Auction raised over \$4,301.00 for the Don East Bursary. These funds are matched dollar-for dollar by the Ontario Student Opportunity Fund, bringing the total to \$8,602.00.

Student Affairs and Orientation

- The E-Brochure has been created and will be copied onto mini CDs for all first-level students. This is an electronic brochure designed to help students find the services and information needed for day-to-day student life. This is a project that was produced by Student Affairs and Orientation and the Students' Association. The active site is <http://www.algonquinsa.com/ebro/> which is linked to the Student Affairs and SA websites.
- Winter Carnival took place on January 10th. This new event was held in the gymnasium and was developed as an orientation event to help students connect with Algonquin College and their peers.

- A Women's Self-Defense workshop took place on January 16th in residence. Female students will gain confidence and learn how to prevent and escape dangerous situations. This was the third workshop of the school year.

Residence

- A variety of activities have been provided to the students in residence including a "Holiday Mingler", a Christmas dinner for students who stayed in residence over the holidays (mostly international students), college tours, Residence Health Expo, ResStock for new students, and a Student Residence Council.
- Kim Dixon, the Student Services Manager in Residence led all of the Student Advisors in Residence for a tour of the College to ensure they know what services are available to the students who live in residence at Algonquin.
- Student Services completed the Winter Residence Survival initiative which is an orientation session for winter intake students at Residence. This program reviews a variety of topics including rules and regulations, drinking responsibly, and student services in Residence.

Student Employment Services

- Student Employment Services experienced an 88.5% increase in job postings when comparing January to December, 2006 to the same period in 2007.
- A variety of job fairs occurred including the HealthCare Job Fair where a variety of employers including hospitals and community health agencies participated. In addition, a Face-to-Face Technology Fair linked soon-to-be graduates with employers from companies representing the small and medium enterprise sector in the Ottawa area.
- The Career Networking Fair is scheduled for February 20th. This is the College's largest, general on-campus recruitment event co-hosted by Student Employment Services and the Alumni Association. This year's event is celebrating its 10th anniversary.
- Student Employment Services and the Centre for Students with Disabilities hosted a roundtable discussion with community agencies, college students, and graduates. This event focused on strategies to facilitate the transition of college graduates with disabilities to meaningful and gainful employment.

Centre for Students with Disabilities

- The CSD has planned a series of Lunch & Learn workshops in collaboration with Learning and Teaching Services focused on three streams: Accommodating Students in the Classroom, Adaptive Technology and Universal Instruction Design. These workshops are offered in January, February and March.
- The CSD continues to implement improvements to its data base system in collaboration with ITS. Students will now automatically receive a friendly email memo from their Disabilities Counsellor when their Individual Student Plan (ISP) is submitted electronically to their program Chair. This memo confirms their ISP has been submitted and provides a friendly reminder about key resources available in the CSD. It also lets the student know that ongoing support is available and that they can meet with their Counsellor at any time. This initiative was developed in support of College efforts for increasing retention.

- The CSD is co-hosting a Breakfast meeting in conjunction with Student Employment Services. This meeting will be attended by Algonquin graduates, community agencies providing employment counselling services as well as staff from Student Employment Services and the CSD. The goals of the meeting are:
 - To listen to our graduates' experiences to identify barriers to employment and how to address them.
 - To explore ways we can partner to increase student success in securing employment.
 - To share best practices.
 - To discuss ways to sensitize employers to the abilities and talents of students with disabilities.

Health Services

- Health Services received 2,907 visits in November, 2007 compared to 2,696 visits in November, 2006; a 14% increase in volume. Of these, 735 clients saw a doctor, or 25% of the total.
- Kristtina Davis, Health Promotions Nurse and volunteer students set up information booths throughout the college related to the dangers of drinking and driving.

CORPORATE AND BUSINESS DEVELOPMENT (CBD)

District School Boards

- A new Dual Credit program with 60 high school students was launched in January.
- The `Students Helping Students` project (funded by the Province through a School College to Work Initiative or SCWI) will take place with Lester B. Pearson Catholic School. This is a college orientation program for grade 9 students. As a second phase to this project, there will be a pilot project whereby Health and Community Studies students will engage in their work placement as College Ambassadors.

Algonquin College Access Project (ACAP) - Newcomer integration

- Received notification that one of the proposals submitted to the Ministry of Citizenship and Immigration has been selected for approval. Specifically, the Internationally Trained Civil Engineering Technologist (ITCET) Bridging program involved Academic Bridging to Employment and Language Training was approved for \$1.0M. Corporate and Business Development will continue to spearhead the negotiations and then transition the activity for execution within the appropriate academic areas.

Corporate Learning Services

- Workshops, coaching, facilitation, and training sessions booked and/or delivered to the following clients:
 - Tamir Foundation
 - Government of Nunavut
 - House of Commons
 - HRSDC

- GoTravel Direct
- National Aboriginal Health Organization (NAHO)

INNOVATION & SPECIAL PROJECTS

- The Environment Steering Committee comprised of staff and students from across the College is finalizing its new mandate and objectives which will guide the College with respect to its green agenda. This will be presented to the President's Executive Committee for approval in February.
- Discussions are underway to initiate a phase II of Expedition Africa - Legacy component which will include the building of the second phase of the Rongai School. This is being funded by a private philanthropist from Toronto.

ADVANCEMENT

ADVANCEMENT DIVISION

Public Relations and Communications

Corporate Events

Centre for Construction Trades and Building Sciences MOU Signing

On Tuesday, December 18th, the Department organized an event to showcase the official signing of a Memorandum of Understanding (MOU) with the Unionized Building and Construction Trades Council of Eastern Ontario and Western Quebec regarding the College's proposal for a Centre for Construction Trades and Building Sciences (CCTBS). The MOU outlined future collaboration between the two groups and plans for utilizing the leading-edge facility to address the current skilled-trades shortage.

Hydro One Partnership Event

The Department hosted an event to celebrate the recent signing of a partnership agreement between Hydro One and the College. The partnership focuses on attracting students to Algonquin's Electrical Engineering Technician and Technology programs in order to address the skilled trades shortage in the electricity delivery industry.

Breakfast with the President Series

- Retirees Breakfast
The President hosted a breakfast on December 6th for recent retirees. This event gives retirees an opportunity to discuss their experiences and observations from their years at Algonquin and to share the highlights of their career at Algonquin College.
- New Staff Breakfast
On January 10th, 11 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.

Coffee Break with the President Series

- The President's Christmas Coffee Break held on December 14th in the Students' Association Observatory at the Woodroffe Campus gave faculty and staff the

opportunity to come together during the Holiday Season and celebrate a successful term.

- The President also hosted a Welcome Back Coffee Break on January 8th at the Perth Campus which was attended by students and staff.

New Student Ambassador Program

The Department organized and hosted a special communications training session for new student ambassadors working with the Advancement Division.

New Master College Events Calendar

The Department launched a new event calendar system. The new system allows staff the opportunity to submit event information and indicate if their event is to be posted for internal and/or external publication. The internal Calendar is accessible through *myAlgonquin*, and the external through the College's website.

Communications

The Public Relations and Communications Department published the December issue of *Staff Cont@ct*, the College's monthly online staff newsletter.

Alumni

The Alumni Association published the December issue of *AlumNet*, the Algonquin College Alumni Association's electronic newsletter.

The Alumni Association, in cooperation with Student Employment Services, is planning the upcoming Career Networking Fair which will be held February 20th.

Media Relations

There were approximately 103 media hits between November 26th and January 18th.

November 27th – *CTV, CBC* and the *A Channel* featured stories regarding the College's donation of two bunk houses made by students in the College's Building Construction Technician program for Camp Smitty.

November 29th – *Rogers DayTime* featured an interview with the Chair of Design Studies and a Professor from the Faculty of Arts, Media and Design regarding the "Currents" design lecture series.

December 14th – *Nepean This Week* featured a story regarding Algonquin's partnership with Hydro One featuring an interview with the Vice President of Student Services and Development.

December 14th – *Nepean This Week* featured a story regarding Algonquin's 2007 Premier's Award winner in the Health Sciences Category, graduate of the College's respiratory Therapy program.

December 14th – *The Pembroke Observer* featured a story regarding the College's Board of Governors' approval to move forward with a proposal for a new Pembroke Campus.

December 14th – *The Ottawa Sun* featured a story regarding Algonquin's 2007 Premier's Award winner in the Health Sciences Category, graduate of the College's respiratory Therapy program.

December 18th – *My Nepean* featured a story about the College's 40th Anniversary Homecoming Weekend women's Alumni basketball game.

December 24th – *The Ottawa Citizen* featured a story regarding Chefs from Algonquin Culinary Management program preparing turkey dinners for a Christmas Eve charity event.

January 3rd - *The EMC News – Barrhaven* featured a story regarding the College's signing of a Memorandum of Understanding with the Building and Construction Trades Council in support of the College's expansion proposal.

January 3rd – *CTV and CBC TV* featured a story regarding the College's partnership with Hydro One.

January 11th – *Nepean This Week* featured a story regarding the College's partnership with Hydro One.

College Marketing and Enrolment Recruitment Activities

The Recruitment Team planned and implemented a competitive marketing plan entitled the 'Algonquin College Road Show' which toured Cornwall, Brockville, Kingston, Belleville, Peterborough and North Bay the week of January 14th. In addition to mall and high school visits, the tour included information evenings at each location.

The Recruitment Team provided approximately 50 single tours in December and January coupled with 13 group tours. The demand for campus tours is a direct result of the presentations held at major marketing events throughout the province. Recruiters continued to engage prospective students by attending two parent nights and conducting 37 presentations at local area high schools. Recruiters also attended 6 career fairs and 5 information sessions at local area high schools.

Recruiters were also available in the main lobby of the Woodroffe Campus prior to key enrolment dates which has proven to be well received by prospective students.

Publications, Advertising and Promotion

Creative Services produced the promotional materials in preparation for the 'Algonquin College Road Show' which took place the week of January 14th-18th. They created an email poster highlighting the itinerary for the week and several radio spots that were catered to each region.

onCourse Production Winter 2008

Printed copies of the onCourse catalogue were printed and delivered to homes between December 3rd and December 9th.

The promotional campaigns for December/January included:

Radio Advertising:

- Campaign to promote a series of testimonials from alumni, staff and students featured in various full-time programs (i.e. Business Administration, Small and Medium Enterprise Management, Bartending and Computer Systems Technician) with a revised tag for January “Jump Start” and Part-Time Studies onCourse ads. In addition to the testimonials ads, French versions were also a part of this month’s campaign. There has also been program specific advertising for graduate certificate programs.
- Radio spots were also selected for the Algonquin College Road Show which aired in Cornwall, Brockville, Kingston, Belleville, Peterborough and North Bay.

Print Advertising:

- School advertising took place in the following publications; Home Magazine, EMC Papers, Orleans Weekly Journal (Transcontinental) and Ottawa Region Media Papers (Runge).
- School of Part-time Studies *OnCourse* was distributed via the Flyer Force and the Ottawa Citizen.
- ‘Algonquin College Road Show’ print advertising was done in the Seaway News, Brockville Recorder and Times, Kingston Intelligencer, Examiner and North Bay Nugget.

Other Advertising:

- Billboard campaigns in Ottawa (intersection Bank St. and Blais Road), Pembroke and Cornwall.
- Bus advertising included 125 kingboards in circulation until mid-February; promoting the College and the Schools of Technology, Business, Health and Community Studies, Police and Public Safety, Media and Design, and Heritage and the Ottawa Valley.
- Distance Education Winter Campaign ran in several newspapers across the city and neighbouring areas (i.e. EMC Record News, Metro Ottawa, Ottawa Sun, etc.). Advertising was also done in the St. John’s Telegram in Newfoundland, the Brandon Sun in Manitoba and the Aurora in Labrador City.
- Distance Education Rural Winter Campaign ran in several newspapers, some including; EMC Record News, Hawkesbury Tribune, Metro Ottawa and the Ottawa Sun.
- Part-time studies program specific and location specific (Orleans) campaigns ran in the following newspapers: the Orleans Star, Orleans Weekly, Rockland Vision, Ottawa Business Journal, Hill Time, Nepean This Week, Kanata Kourier, and Metro Ottawa.
- New Downtown Location ad ran in the following newspapers: Hill Times, Metro Ottawa, Rush Hour (print and online).
- Program specific ad for Forensic Accounting ran in the following newspapers; Hill Times, Embassy
- Location (Orleans) specific ad running in the following newspapers; Orleans Star, Rockland Vision and 24 hours.