

**MANAGEMENT SUMMARY TO THE  
BOARD OF GOVERNORS  
March 2008**

**ACADEMIC**

**School of Advanced Technology**

The Construction/Civil Department has won an international contract with the Ministry of Citizenship and Immigration to train 30 foreign-trained, landed immigrants who are currently qualified as Civil Engineers in their native country. These students will be trained at Algonquin College as Technologists and will be ready to join the job market in the Spring 2009. This contract is worth \$1 million over a two-year period and will commence in May, 2008.

**School of Business**

The School of Business hosted the Ottawa-Carleton District School Board Professional Development Day. Business high school faculty members were exposed to some of the successes of our programs, students and technology. Members of both educational organizations came away from the day with positive impressions and ideas for the future.

**School of Health and Community Studies**

Thirty-eight 2006/07 graduates of the Massage Therapy program challenged the practical (OSCE) exam and written (MCQ) components of the registration exam of the College of Massage Therapists of Ontario this past year. 95% successfully completed the OSCE and 98% the MCQ. Thirty-five of the candidates were therefore eligible for registration for a 92% success rate. We are very pleased with these results and the faculty and students are to be commended for this outcome.

The Canadian Council on Animal Care (CCAC) conducted a site visit at the Animal Health Care Facility on February 6<sup>th</sup>. Panel members were impressed the facility, the operation of the Animal Care Committee, the Health and Safety practices as well as with the general care and treatment of animals. Verbal feedback consisted of both commendations and regular recommendations which will be formalized in a written report expected in late March or early April.

The Mental Health Hospital Consortium, consisting of the Royal Ottawa Health Care Group (ROHCG), Providence Care Kingston, Whitby Mental Health, Centre for Addiction and Mental Health, and Pentanquisene, have received funding from the Ministry of Health – Long Term Care to develop a Residency Program for Registered Nurses who are new hires with no psychiatric experience. They have asked Algonquin to be their educational partner and wish to use the Registered Nurse – Mental Health Nursing graduate certificate program as the basis for the education they offer in this residency project.

**Career and College Access Centre**

The Centre is participating in the Math, Science, English Transition Project (MSET) as one of the math consultants. This project, in partnership with the local school boards, will investigate the correlation between high school curriculum and first semester college courses in math and english. The outcomes will include an investigation into curriculum gaps between high school and first semester college math courses and an analysis of high school marks compared to success in post-secondary math.

**Student Activity**

Scriptwriting students held their first Hot House of the season on February 4<sup>th</sup>. The staged readings were well received. The productions are taking place on campus this year in the performance space used by the Theatre Arts program.

Second-year Interior Design students, Alia Chaaraoui, Emily Desjardins, and Eugenia Migounova, submitted a project to the North American International Design Educator's Council competition to design a low-income housing unit and placed second. Their project will be forwarded to the international competition, to be judged at the Interior Design Educators Conference in Montreal during the first week of March.

**Community Activity**

Teams from the Paramedic and Police Foundations programs placed third and fourth, respectively, in the Winterlude Kiwanis Bed Races on Dow's Lake which took place on February 9<sup>th</sup>. This was an outstanding achievement considering that there were 50 teams participating. Thanks go to professors Jim Whittle and Peter Thompson for their support of the students.

Lisa Shaw-Verhoek, Coordinator, Social Service Worker, Algonquin College Heritage Institute is co-chair of the National Group of Social Service Worker Professionals. This group secured funding from the Human Resources Non-Profit Sector Council for a meeting held on February 11<sup>th</sup> and 12<sup>th</sup> in Ottawa. The funding enabled representatives from British Columbia, Alberta, Ontario, Quebec, Nunavut, as well as aboriginal and francophone representatives, to attend.

John Scott, Professor, Masonry – Heritage and Traditional program, is to be congratulated for his work with the Guatemala Stove Project (GSP). On January 13<sup>th</sup>, John led a one-day workshop on masonry stove construction, utilizing the Algonquin College Heritage Institute masonry facilities. Twenty volunteers from the GSP participated. Annually, the GSP sends a group of volunteers to Guatemala to provide medical and social support for the Maya families located in the poor regions. Each year, hundreds of masonry stoves are built for these people to help combat lung and vision related illnesses.

**Faculty Activity**

Jennifer King, Coordinator of the Veterinary Technician program is this year's recipient of the prestigious Veterinary Technician of the Year Award bestowed by the Ontario Association of Veterinary Technicians (OAVT). The award will be presented at their annual conference in Toronto at the end of February.

Don Laflamme, Professor, Theatre Arts, performed in Tennessee Williams' play "Confessional" with the Ottawa Chamber Theatre Company. The cast also included a 2007 Theatre Arts grad, Garrett Quirk, and current Guest Director, Lorne Pardy. As well, Lynn Cox, Professor, Theatre Arts, worked as the Lighting designer for Third Wall's "The Empire Builders", currently running at the Irving Greenberg Theatre.

**Donations**

School of Hospitality and Tourism faculty and staff attended the Annual Restaurant Association Banquet held at the Westin Hotel at which Brenda Rothwell, Executive Director, Algonquin College Foundation, was presented with a \$25,000 scholarship for Hospitality students.

**ADMINISTRATION****Finance and Administrative Services**

A Request for Proposals for Investment Services was issued on January 31<sup>st</sup>. The evaluation committee is reviewing proposals and preparing a recommendation to the Board of Governors. The 2008/09 Annual Budget Preparation process has been initiated and will be completed in late March for presentation to the Board of Governors in April.

**Human Resources Services (HRS)**

Employee Services had a busy month with the recruitment/staffing area posting three Administrative and seven Support Staff positions. Two Academic, eight Support Staff and three Administrative postings closed. Work has begun with ITS on the enhancements to the applicant tracking system. A presentation was made at the Ottawa Job Finding club on applying for work at Algonquin College. There were three days of arbitrations held in the month of February.

Letters have been prepared and will be sent to Academic Staff regarding the Sick Leave Buyout Plan for 2008. There were five Accident/Incident claims for January 2008, with four being Lost Time Incidents.

**Information Technology Services (ITS)**

Information Technology Services (ITS) has continued 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. The recommendation to migrate the College's faculty and staff to Microsoft Exchange from the current Sun JES email platform was presented to the President's Executive Committee. The Committee is considering the fiscal implications of the

proposed migration. The current plan is to have Exchange in place so that migration to Exchange can begin in September, 2008.

In consultation with the College Security department and the College's Advancement Division, ITS completed a draft Crisis Communications web site to allow prompt access to the communications tools that would be helpful should there be a crisis.

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

### **Physical Resources**

Centre for Construction Trades & Building Sciences (CCTBS) / Health Sciences and Strategic Growth Project:

Algonquin College hosted an "Addressing the Workforce Needs of Eastern Ontario Breakfast" on Wednesday, February 13<sup>th</sup>. Dr. Kurtis Kitagawa, Principal Research Associate, Education and Learning, Conference Board of Canada was a guest speaker for the event and led a discussion regarding the critical need for skilled workers in Eastern Ontario. The event also included an update on the College's expansion proposals and the ongoing efforts to secure provincial and federal funding.

Progress on the Woodroffe Expansion project has been rapid in the past few weeks. The City has confirmed the \$5M funding for the Pedestrian Bridge and meetings are underway to do a detailed feasibility study of the Centrepointe location for CCTBS and Health.

The Department is completing the last of approximately \$12M of capital project renovations for Fiscal Year 2007/08. These projects ranging from infilling of two storey spaces to roof replacements have done much to continue the upgrading of College facilities.

Planning is underway for the next fiscal year's work including the construction of Biotechnology / Chemistry / Anatomy facilities; the expansion of the Perth Campus and the renovations and renewal to support the changes to programs anticipated in 2008/09. In addition, strategies to allow the College to accommodate growth while working for the funds for a major capital expansion are presently under consideration.

### **College Ancillary Services**

All business units achieved monthly budget targets and are trending towards meeting year end contribution targets.

The Food and Beverage Operation has been successful in booking the annual banquet for the National Capital Secondary School Athletic Association which has an expected attendance of 1000 people. Conference Services' literature rack program is in place with one publication having signed on to date and all distribution points for the Algonquin Times have been approved and installed. The New Technology Store, in

conjunction with Conference Services, conducted a focus group on January 31<sup>st</sup> to solicit feedback on the products and services offered by the operation. The point-of-sale module of the new AIMS software in the parking office worked flawlessly for the winter uptake of apprentice students. By mid-February, the Parking office was able to clear the waitlists for all permit lots for the first time this year. The Publishing Centre has completed the installation of the new Konica Minolta production engines and has re-organized the production floor to improve productivity in this area.

## STUDENT SERVICES AND DEVELOPMENT

### REGISTRAR'S OFFICE

#### Post-Secondary/Post-Diploma Registrations:

- As of February 19<sup>th</sup>, Net Registered students stood at 11,962 or 98.6% of projected enrolment on audit date (March 1<sup>st</sup>). 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         | 127            | 2,308         |
| Faculty of Business and Hospitality                    | 518                 | 3,374         | 526            | 3,252         |
| Faculty of Health, Public Safety and Community Studies | 207                 | 2,813         | 248            | 2,773         |
| Faculty of Technology and Trades                       | 227                 | 2,022         | 215            | 2,033         |
| Algonquin College in the Ottawa Valley                 | 0                   | 483           | 0              | 453           |
| School of Part-Time Studies                            | 0                   | 27            | 0              | 27            |
| <b>College Totals</b>                                  | <b>1,039</b>        | <b>11,087</b> | <b>1,116</b>   | <b>10,846</b> |

- It can be seen from these statistics, that, at this point in the term, the intake levels are 7.4% above their projected enrolment for the March 1<sup>st</sup> audit count date. However, the registration of returning students is down 2.1% (241 students) from that projected for audit date. Through Academic Operations and Planning, the academic departments are conducting a thorough review of those students who completed the Fall Term and who 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 Winter 2008 Term, as of February 15<sup>th</sup>, registrations stood at 11,173 as compared to 10,805 at the same time last year. The term registrations to February 15<sup>th</sup> represent 91.9% of the projected enrolment. Registration continues throughout the term.

**Admissions Statistics:**

- As of February 18<sup>th</sup>, the OCAS statistics for the Fall 2008 Term indicate that, for *College Choices*, our Non-Secondary School applicants are down - 2.6% from last year, Secondary School applicants are up 5.1%, with an overall increase in applicants of 1.8%. Province-wide, the variances are 0.9%, 3.8% and 2.6% respectively.

**Fall 2008 Admissions:**

- Applications are being processed for the Fall 2008 Term. The equal-consideration deadline date was February 1<sup>st</sup>. We began issuing offers of admission for most programs on February 5<sup>th</sup>, and offers for highly-competitive (i.e. oversubscribed) programs will be issued on March 5<sup>th</sup>. Applications will continue to be received and processed throughout the next several months.

**Convocation Ceremonies:**

- The Spring 2008 Convocation Ceremonies (Ottawa Schools) will be held at Scotiabank Place on Thursday, June 12<sup>th</sup> and Friday, June 13<sup>th</sup>.
- Perth Convocation has been confirmed for Thursday, June 5<sup>th</sup>. The location has not yet been finalized.
- Pembroke Convocation has been confirmed for Saturday, May 31<sup>st</sup> at the Pembroke Memorial Centre on Lake Street, in Pembroke. This year, our Pembroke Campus is making the transition from holding a Fall Convocation to a Spring Convocation.

**INSTITUTIONAL RESEARCH AND PLANNING (IRP)****Presentations:**

- A presentation was made to the Enrolment Management Committee on research related to retention. A presentation was made to the SSBD Symposium on demographics and the draft Strategic Plan. In conjunction with Graham Thompson of the Algonquin College Foundation, a presentation on the integration of the College with the Community was made to the Kanata Rotary Club.

**Strategic Plan:**

- The Strategic Plan and the Balanced Scorecard were updated to reflect input received from the virtual town-hall and information released by the Provincial Government. A training session for the Balanced Scorecard is being sponsored by IRP for Senior Management on February 28<sup>th</sup>.

**ALGONQUIN FOUNDATION****Transportation Technology Centre Campaign:**

- New \$50,000 pledge from:
  - Southbank Dodge Chrysler
  - Capital Dodge Chrysler
  - CarCanada Dodge Chrysler
- Thank you advertisement being placed in the Ottawa Citizen's Auto Show supplement to list members of the Ottawa New Car Dealers Association who

collectively have raised \$1.1 Million for the Transportation Technology Centre Campaign.

- A thank you reception will be held on March 6<sup>th</sup> at 2:30 p.m.

#### Bursaries/Scholarships and Awards Update:

- Discussions taking place on the following awards, bursaries and scholarships:
  - Bursary - Canadian Institute of Management - School of Business.
  - Brookstreet Hotel - School of Media and Design - script writing program.
  - AAADD direct mail appeal has collected in excess of \$4000 from 20 donors.
  - PJ Quigley's - School of Hospitality.
  - Transpolar - School of Advanced Technology.
  - Nepean Seniors Group - School of Health and Community - proposed new bursary or award.
  - Proposed new Computer Studies Staff Scholarship.
  - BISCHI- New \$500 bursary for the Computer Studies Program.

#### Endowment Fund Update:

- Ontario Restaurant Association – Ottawa Chapter - \$25,000 new endowed bursary for the School of Hospitality and Tourism.
- James Zagon Endowment Bursary for Photography Program.
- CRS (Contractors Rental Supply) donated an additional \$17,000 towards their endowment for the Construction Technician Program.
- St. Lazurus/IBM created a new endowed bursary for the School of Health and Community Studies with a \$5,200 donation.
- \$4000 has been collected to date for the Pembroke Lumber Kings/ COGECO Bursary in Pembroke for the Outdoor Education Program and the new Ski and Golf Management program.
- Over \$3000 was donated from the Metis Nation for a bursary.
- Pat Hopp Bursary Committee raised \$4000 from their December 2007 silent auction resulting in the fund now sitting close to \$16,000.
- A gala event is being held in April, 2008, to honour Richard Patten. Funds raised will support a new general bursary with special consideration to aboriginal students.
- David Wallace and family is establishing a new endowment to honour a family friend.

#### Gifts In Kind (GIK):

- Received equipment donation with a value in excess of \$15,000 for the School of Health and Community Studies.
- Received \$350,000 GIK donation from Canadian Blood Services for the Biotechnology Technologist Program through the leadership of Vertha Coligan - School of Advanced Technology.
- Updated GIK form and will be forwarding to awards tracking committee.

## FINANCIAL AID OFFICE

- In the first day and a half of the Winter 2008 Bursary intake, the number of bursary applications received was equal to the total number of bursaries received during the Fall. Bursary applications closed on Friday, February 22<sup>nd</sup>, at 4:45 p.m.
- Linda Fielding, Manager of Financial Aid has been nominated by OASFAA (the Ontario Association of Student Financial Aid Administrators) to be the Chair of the OASFAA Procedures Committee for 2008/09.

## STUDENT SERVICES

### Director's Office:

- In an effort to continue to enhance the student experience in Residence, a Residence Student Focus Group was conducted which resulted in a wide variety of student ideas and issues. The input was both positive and informative.
- The "Let's Talk" Student Retention Campaign – Part II was held from February 5<sup>th</sup> to February 15<sup>th</sup>. The campaign featured a series of four posters, a Web site, and a team of Student Ambassadors who highlighted the many important support services available to help students succeed. A customized poster series was also developed for the Perth and Pembroke Campuses.
- Student Services and the Students' Association co-hosted the winter Class Representative Training session. The group of Class Representatives who attended the session had many appropriate questions for the SA Board of Directors and College Administrators.

### Student Affairs and Orientation:

- The Women's Self-Defence Workshop was held in Residence on January 16<sup>th</sup>. Another workshop will be scheduled before the end of March.
- The e-Brochure has been completed and is now being distributed to students. These mini cd's are available at the Student Information Desk on the 2<sup>nd</sup> floor of C building in front of the Learning Resource Centre. The e-brochure is designed to give students a variety of information on student life at Algonquin College.
- Chinese New Year was celebrated on February 7<sup>th</sup> in the Marketplace Food Court. Festivities included a traditional Chinese dance and authentic Chinese food. Students enjoyed the traditional lion dance performed by a local dance group as well as the food.
- Black History Awareness day was celebrated on Friday, February 15<sup>th</sup>. Many students commented that it was nice to be able to participate and learn more about black history.

### Residence:

- The 4<sup>th</sup> Annual Health Expo was held in the Residence main lobby and was again successful.
- Resident Assistant (RA) information sessions were held to inform students of the duties and responsibilities of an RA and to recruit more applicants to this important position.



- The Students' Association hosted the Residence Forum. Approximately 25 students attended the forum and issues such as recycling, internet, events and safety were raised.

#### Student Employment Services (SES):

- Student Employment Services has experienced a 200% increase in its résumé critiquing service compared to January, 2007.
- SES and the Centre for Students with Disabilities hosted a roundtable discussion with community agencies, college students, and graduates focusing on strategies to facilitate the transition of college graduates with disabilities to meaningful and gainful employment. The session was so successful that our departments will be planning another roundtable discussion in June, 2008, to include community agencies and employers.
- The Career Networking Fair was held on February 20<sup>th</sup> at the Woodroffe Campus. The Fair is the College's largest recruitment event and is co-hosted by Student Employment Services and the Alumni Association. This year's event is celebrating its 10<sup>th</sup> anniversary with more than 60 employers from a variety of industries.

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

- The CSD worked in collaboration with the Students' Association to hold a Forum for students with disabilities. The purpose of the Forum was to consult with students with disabilities on their experience at the College related to accessibility.
- The number of students served by the CSD (from August, 2007 to February, 2008) has increased by 21% when compared to the previous year which brings the total number of students to 1,115.
- The demand for testing accommodation services increased by 7.37% to 1,501 exams in F2007 when compared to last year.
- The CSD is currently offering a series of lunch-and-learn workshops for faculty to provide strategies and tips for accommodating students with disabilities, understanding adaptive technology used by students, and exploring new approaches to the design of curriculum.

#### Health Services

- Health Promotion was very active in January, with emphasis on the "Leave the Pack Behind" campaign to help students stop smoking.
- Dr. Rowland visited the Perth campus for one day, and provided students with health promotion information, as well as seeing several students as patients.
- Health Services held a Blood Donor Clinic at the Marketplace Food Court.

#### Counselling Services:

- The "Multicultural Activity Network" held Chinese New Year's Celebrations, launched a Valentine's Day fundraiser to raise money for their year end trip, visited Winterlude and held their monthly International Movie Night.

Mamidosewin Centre:

- Monthly “pot luck” lunches continue as students gather to connect, find support and study. The Centre has partnered with PASS for an outreach initiative to Aboriginal students in the secondary school system to raise awareness of Algonquin's programs and services. With support from Corporate and Business Development, funds were made available to host the event. Approximately 100 Aboriginal high school students came to the College, participated in cultural ceremonies, listened to presentations from Deans, participated in small group discussions and participated in a tour of the College lead by our current Aboriginal students.

**INTERNATIONAL EDUCATION CENTRE**Student Action for Global Development:

- The International Education Centre organized a student forum entitled “Student Action for Global Development” on February 7<sup>th</sup>. Presentations were given on the international activities carried out by IEC on how CIDA, Canadian NGOs and the College are addressing the United Nations Millennium Development Goals. President Gillett was the keynote speaker.
- A documentary video entitled “Skills Matter” was also presented. The video highlighted Algonquin College’s-CIDA funded “Reinforcing Educational Access for Development” project which took place in Sichuan, China.
- The forum was attended by representatives from CIDA and ACCC as well as 18 other international NGOs such as WUSC and CUSO. Throughout the day, materials were distributed to students from all of the NGO information booths.

Ontario International Scholarship Program:

- Work is proceeding in promoting the Ontario International Scholarship Program to our students. The program offers funding of \$2,500 from the Ontario government to eligible students who wish to complete a portion of their studies overseas. We are hoping to distribute as many as 20 such scholarships this year.

**CORPORATE AND BUSINESS DEVELOPMENT (CBD)**District School Boards:

- Parent meetings took place at Ridgemont High School for the purpose of increasing interest in Algonquin for individuals new to Canada. In particular, discussions with the Somalian community have resulted in the parent group, and the High school administration requesting a meeting at Algonquin to view facilities and continue the dialogue.

Algonquin College Access Project (ACAP):

- Negotiations have been completed related to the Internationally Trained Civil Engineering Technology bridging program which has a value of \$1 million.
- Having received \$100K from the Ministry of Training, Colleges and Universities, First Generation Student projects were launched to conduct outreach,

recruitment, and retention strategies to individuals who would be the first in their family to attend school at a post secondary institution.

#### Corporate Learning Services:

- Workshops, Coaching, Facilitation, and training sessions booked and/or delivered to the following clients:
  - Government of Nunavut
  - House of Commons
  - Tamir Foundation
  - Export Development Corporation (EDC)
  - Turpin Motors
  - Health Canada
  - Flextronics
  - CREE (Aboriginal) – Recreation & Fitness Management

## ADVANCEMENT

### Public Relations and Communications

#### **Corporate Events**

##### Student Action for Global Development

The Department provided guidance to the International Education Centre as they hosted their first student forum including participation by 20 development agencies. The event was part of International Development Week and was held in the cafeteria on February 7<sup>th</sup>.

##### Breakfast with the President Series

###### Breakfast for New Staff

On February 7<sup>th</sup> and March 7<sup>th</sup>, the President hosted a breakfast for new employees 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

A President's Coffee Break was held on February 14<sup>th</sup> in the main lobby of the Advanced Technology Centre at the Woodroffe Campus. Staff had the opportunity to view images of the Algonquin College Expansion Plan Proposals for the Woodroffe, Perth and Pembroke campuses which were on display in T102.

###### Expansion Proposal Breakfast

The Department organized a breakfast for community, industry leaders and elected and non-elected government officials from Pembroke, Perth and Ottawa on behalf of President Gillett as part of ongoing efforts to raise awareness of the College's expansion proposals. The breakfast, entitled '*Addressing the Workforce Needs of Eastern Ontario*' was held in Salon A of the Marketplace Food Court from 8:00 a.m. to 9:30 a.m. on Wednesday, February 13<sup>th</sup>. The event was attended by approximately 175 guests, including senior executives from the health sector and building construction

trades. Vice President Hanson was the emcee for the event which included presentations by President Gillett, Mike Rushton, Director of Physical Resources, and the keynote address by Dr. Kurtis Kitagawa, Principal Research Associate, Education and Learning, for the Conference Board of Canada.

### 10<sup>th</sup> Annual Career Networking Fair (CNF)

The Department coordinated the logistical preparations for this year's *Career Networking Fair* (CNF). The CNF is an annual event organized in partnership with the College's Student Employment Services and the Alumni Association. This year was the 10<sup>th</sup> anniversary of the event which was held on February 20<sup>th</sup> in the gym from 11:00 a.m. to 3:00 p.m. Sixty eight employers set up booths as more than 1,534 students and Alumni attended the event.

### **Communications**

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

### **Alumni**

The Alumni Administrator worked with the College Compensation and Appointments Council to coordinate the 2007 Premier's Award Banquet dinner attended by Algonquin's Premier's Award recipient and two nominees which was held in London, Ontario on Monday, February 11<sup>th</sup>.

### **Expansion Proposal**

The Public Relations and Communications Department launched an intensive series of internal and external communications initiatives regarding the College's expansion proposal on January 29<sup>th</sup>, which included the launch of a web site and a letter to all staff and students from President Gillett regarding the need for the College's expansion plans to be funded by the federal and provincial governments in order to meet the critical need for skilled workers in Eastern Ontario. A media campaign followed which featured the President in a wide variety of mainstream media news stories spanning radio, print and television. Radio testimonial ads were also featured throughout February that featured leaders in the health care and construction trades sectors advocating for the College's expansion plans.

### **Media Relations**

There were approximately 97 media hits between January 19<sup>th</sup> and February 22<sup>nd</sup>. Highlights included:

January 17<sup>th</sup> and 18<sup>th</sup> – *CTV*, and the *A Channel* featured stories regarding the donation of a \$100,000 cheque from the Sens Foundation to the Algonquin Foundation for a bursary for the children of military families.

January 29<sup>th</sup> and 30<sup>th</sup> – *The A Channel*, *CTV*, *the Ottawa Sun*, *the Ottawa Citizen* and the *Ottawa Metro* featured interviews with the President regarding the provincial government's announcement of infrastructure renewal funding for all Ontario colleges and universities.

January 31<sup>st</sup> – *CFRA* featured an interview with the President regarding the College's expansion proposal.

February 4<sup>th</sup> – *CTV* featured an interview with the President regarding the College's expansion proposal.

February 8<sup>th</sup> – *Nepean This Week* and the *Barrhaven Weekender* featured stories regarding the College's expansion proposal with an interview with the President.

February 13<sup>th</sup> – *CFRA* and the *A Channel* featured stories regarding the College's Expansion Proposal Breakfast with interviews of the President.

February 14<sup>th</sup> – *The Ottawa Citizen* featured a story regarding the College's Expansion Proposal Breakfast with an interview of the President.

February 16<sup>th</sup> – the *Ottawa Citizen's* online edition and the *A Channel* featured stories regarding the Hot Food Competition hosted by the School of Hospitality and Tourism.

February 20<sup>th</sup> – *CBC News at Six* and *24 Hours* featured stories regarding the 10<sup>th</sup> Annual Career Networking Fair.

February 22<sup>nd</sup> - *Nepean This Week* and *Barrhaven This Week* featured stories regarding the Hot Food Competition hosted by the School of Hospitality and Tourism.

February 22<sup>nd</sup> – The *A Channel*, *CTV* and the *Pembroke Daily Observer*, featured a story regarding the College's Expansion Proposal Plan.

## **College Marketing and Enrolment**

### **Director's Report**

College Marketing Committee meetings chaired on January 11<sup>th</sup> and February 8<sup>th</sup> to discuss the various activities that are taking place in the College and to collaborate on future marketing initiatives. Ongoing meetings with Faculty Level Marketing Officers continue as we collaborate on College and School specific marketing initiatives. Departmental meetings were held to develop the College's 2008/09 Marketing Plan in preparation for the 2008/09 budget.

### **Recruitment Activities**

The Recruitment Team had a total of 55 single tours and 11 group tours in February. One of the group tours consisted of 144 grade 8 students from Rideau Valley High School. Recruiters also attended a College and Career Preparation Coffee Break and a local Educational Fair. The Recruitment Team continued their active interaction with area high schools by coordinating and/or participating in the following events: two high

school presentations, four grade 10 Career Class presentations, two parent nights, and three information booth setups in area schools.

**Academic Partnerships**

There were a series of Phase 12 Partnering to Articulate Student Success (PASS) Committee meetings that reviewed this year's projects. Connections 2008, WRK 4U2, and Skilled Trades Day meetings were held to prepare for this year's events.

**Publications, Advertising and Promotion**

- Creative Services has started the production work on the School of Part-time Studies Spring onCourse catalogue, the new Calendar, the ViewBook, and Monographs.

The promotional campaigns for January/February included:

**Radio Advertising**

- Campaign to promote a series of testimonials from alumni, staff and students featured in various Full-time programs and School of Part-time Studies onCourse ads (i.e. Florist, Commercial Pilot and Aviation Management, Respiratory Therapy, etc.)
- College Expansion Project radio ad running on CFRA, Majic and CHEZ
- 2008 Career Networking Fair ad running on CHEZ, KISS and CKDJ and a print ad running in the Ottawa Citizen

**Print Advertising**

- School advertising is being done in Home Magazine until the end of March, 2008 and advertising for Discovery Evening in the Senators Score Magazine until the end of February.
- Advertising for the School of Part-time Studies Oracle course was placed in the Ottawa Citizen and the EMC Record News

**Other Advertising**

- Bus advertising included 125 kingboards in circulation now until mid-February and 500 interior bus cards in circulation for 18 weeks into late May. This campaign promotes the College as a whole and the Schools of Technology, Business, Health and Community Studies, Police and Public Safety, Media and Design, the Heritage Institute and Algonquin College in the Ottawa Valley.