

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

**ACADEMIC**

**School of Transportation and Building Trades**

Algonquin College signed a Memorandum of Understanding with the Ottawa Congress Centre and The Council for Unionized Building Trades that identifies the College as a training partner and participant in the \$159M building project. The agreement also includes opportunities to assist in projects designed to reduce homelessness. From the Ottawa Congress Centre web site:

“The partnership also provides students in Algonquin College’s Building Trades programs with opportunities to work with and be mentored by experienced trade workers who will build the new centre. Some of these trade apprentices include student carpenters, electricians, welders, and plumbers, who will work with the latest construction materials and learn the latest techniques in construction and environmentally friendly design.

More details are available at:

[www.ottawacongresscentre.com/centre/newsApr18\\_2008.html](http://www.ottawacongresscentre.com/centre/newsApr18_2008.html)

**School of Health and Community Studies**

On April 1<sup>st</sup>, the Specialty and Re-Entry Programs Department started a major contract with CHEO to deliver a Paediatric Health Care Aide program with 40 employees participating. The program was custom-developed to meet the learning needs of their present employees who have worked as Personal Support Assistants. The program is an adaptation of the College’s Personal Support Worker (PSW) program. At conclusion, the graduates will be prepared to work in the CHEO setting and may continue to complete the PSW program if they so choose.

The Early Childhood Education faculty are involved in the development and organization of a symposium focused on full-day preschool programs. The purpose of this symposium is to bring early childhood educators and kindergarten teachers together to discuss what is best for children’s learning and how both professions can work together to facilitate the eventual implementation of full-day preschool programs.

**School of Hospitality and Tourism**

The School hosted the provincial finals of the Junior Knorr Food Competition on April 5<sup>th</sup>. This was the first time this competition was hosted outside of Toronto in many years. Congratulations go to the School’s, led by Scott Worrick, for a well-organized competition. Four Algonquin students were pre-selected to participate and Han Lin, a student in the Culinary Management program, finished third overall.

**Career and Academic Access Centre**

The Settlement to Employment Program (STEP) has been extended for an additional two years, 2008-2010, with funding from Citizenship and Immigration (CIC). The model and services provided will remain the same with the addition of LASI World Skills as a new partner.

The Academic and Career Entrance (ACE) program is delivered exclusively by College Upgrading programs. The ACE certificate is accepted by Colleges and the Apprenticeship Branch as the equivalent to an Ontario Secondary School Diploma for purposes of admission and is also accepted as the equivalent for the purpose of hiring and promotion by many employers in Ontario. During the past year, a total of 21 ACE courses have been developed for distance delivery. Several faculty participated in the review of the curriculum materials for ACE Online. The courses will be offered through the School of Part-time Studies starting in July.

**Heritage Institute**

On April 25<sup>th</sup>, the students and staff of the Institute's Construction Carpentry – Advanced Housing program celebrated the completion of the e-Quality Home project. The 1,000-square foot structure incorporates 'green' building design, environmentally sustainable materials, and wheelchair accessibility into the living space. The event provided an opportunity to acknowledge our partners in the project.

**Algonquin College in the Ottawa Valley**

The School has been awarded the Passport to Prosperity program by the Ministry of Training, Colleges and Universities and the Ministry of Education for a sixth consecutive year. The contract is worth \$43K and takes effect in June, 2008. As well, the Ministry of Training, Colleges and Universities has extended the contract for the Employment Resource Centre to June, 2009. The contract is worth approximately \$124K.

**Faculty Activity**

The following professors were awarded the Students' Association Excellence in Teaching Awards for 2007-2008: Helena Merriam, professor, Library and Information Technician program; Tess Porter, professor, Police Foundations program; Shawn Pentecost, Coordinator, General Arts and Science program (Pembroke); and Lyn White, professor, Florist program.

Carl Toole, professor, Developmental Services Worker, recently travelled to Goa, India to present to the faculty of the Angel Polytechnic on developing online education, specifically, how to develop, embed and teach using videos and interactive audience response systems.

Sue Lomas, Program Quality Assurance Administrator, has been awarded the Glenn Crombie Award. This award is presented by the provincial College Committee on Disability Issues to an individual who has made an outstanding contribution to students with disabilities and/or the field of disability services in the Ontario Community College system. Sue was recognized for her work to establish differential fees for students with disabilities and for the work that she is currently doing on the College's Committee for Students' with Disabilities.

**Student Activity**

Terri George, third semester Police Foundations student, is the recipient of the Ottawa Police Service's Thomas G. Flanagan Award for 2008. This award is presented to a deserving female member of the visible minority or aboriginal community who has expressed an interest in joining the Ottawa Police Service.

General Arts and Science hosted its annual Pre-Design and Pre-Animation Open House on April 17<sup>th</sup> attracting over 1,500 visitors. The event, organized by the Pre-Media students, served to showcase student portfolios and to promote the stream's new applicants. The event was featured in The Ottawa Citizen.

All of the second year, and a select number of first year, Theatre Arts students took to the stage at the NAC's Fourth Stage for "Flying Solo", a night of monologues on April 10<sup>th</sup>. Their second show of the season, "Criminals in Love", ran from March 26<sup>th</sup> to 29<sup>th</sup> and was a great success.

Mark Coronel, Grant McGruer and Amila Matthew, students in the Photography program, won cash prizes (\$1500, \$100 and \$500, respectively) from Bridgestone Presentations.

The Algonquin Times was named the best College/University newspaper in Ontario at the Ontario Community Newspaper Association competitions this year. Special congratulations goes to Aedan Helmer, a 2007 graduate of the Journalism-Print program, who placed second in the Students News Writing category and Erin Kristalyn, a second-year Journalism-Print student, who placed second in the Student Feature Writing category. Stories in The Ottawa Sun and The Ottawa Citizen highlighted their success. To add to the success of this graduating class, for the first time, six second year Journalism-Print students were hired into full-time, salaried positions before they finished their field placements.

The Public Relations program's fundraising campaign for Ryan's Well raised \$23,911.01 this year bringing the grand total for the program's fundraising activities since 1985 to \$170,296.94.

Each year, the students in the Office Administration – Executive program at the Perth Campus take on a large-scale project during the winter semester. This year, they chose to launch a fundraiser for the Make-a-Wish Foundation. A dinner dance/silent auction was held on March 29<sup>th</sup> at the Civitan Hall in Perth and raised a total of \$6,000.

Computer Studies students Steven Galloway, Tim Jodoin, Emmanuel Taiwo, Andrew Cameron, and Matthew Marion received the IEEE Applied Research Day first place award for their Bluetooth Headset Two-Way Radio System project.

Four students from the Mechanical Technician – Toolmaking program are participating in an exchange program to India.

Students in the Event Management program raised \$44,111 for the Children's Wish Foundation through a fundraising campaign entitled "Creating Magic". On April 17<sup>th</sup>, the

School hosted an event at which representatives from the Foundation were presented the monies.

Brenda Noble, first year student, Tourism and Travel program, was awarded the Ottawa Tourism Scholarship (\$1,000) at the Ottawa Tourism Award evening held on April 3<sup>rd</sup>, at the Westin Hotel.

### **Donations**

The Heating, Refrigeration and Air Conditioning Technician program received a variety of furnaces, water heaters and small parts with a total value of \$14,914 from the Masters Group, a local HRAC supplier.

The Transportation Technology Centre received a donation of a 2008 Chevrolet Malibu valued at \$8,069.

## **ADMINISTRATION**

### **Finance and Administrative Services**

The 2008/09 Annual Budget was presented and approved by the Board of Governors on April 14<sup>th</sup>. The financial year end audit of Algonquin College and the Algonquin College Foundation will commence on April 28<sup>th</sup> and will continue during the month of May.

### **Human Resources Services (HRS)**

The preparation for the Part-time unionization consumed a large portion of 1 ½ weeks during this month for all of HRS. Through strong team work and cooperation from all areas of the College, HRS coordinated the response to the Council and was able to meet our provincial obligations.

As of April 4<sup>th</sup>, paper based pay statements are no longer provided to most College staff. Only those without access to the online pay statement system will continue to receive paper copies.

Sick Leave Gratuity lists have been updated and sent to the College Compensation and Appointments Council. Four applications were received from employees and were also submitted to CCAC.

Thirty-four job competitions closed. Plans for the Spring Academic hiring have been developed and time lines for the hiring cycle have been circulated to Deans and Chairs through the Vice President, Academic's Office. Preparation for a spring hiring fair is underway with the School of Part-time Studies and the Faculty of Business and Hospitality.

Arbitration and Grievance activity continues to be heavy but with the addition of a new Labour Relations Officer, the workload is being distributed.

Ten Human Resources staff members attended the Vision Awards, an Ottawa event to publicly recognize outstanding contributions and accomplishments made by professionals in the field of Human Resources.

On April 23<sup>rd</sup>, National Denim Day for breast cancer was coordinated by Human Resources Services. A total of \$1,650 was raised through activities from students, faculty, staff and visitors.

### **Physical Resources**

#### **Algonquin College Business Process Review:**

Kathryn Moore has been appointed to the position of College Manager of Business Process Review. The Office of Business Process Review has been established to advance the continuous improvement initiatives entitled Value Stream throughout the College. This program which is now three years old, has made significant progress in the improvement of numerous College processes serving our students.

#### **Planning for 2008/09:**

The Alternative Growth Strategy Working Group presented its recommendations to the President's Executive Committee (PEC) for a five year growth bridging plan until the College constructs new buildings.

The final list of prioritized College Space and Infrastructure Committee (CSIC) space requests and funding was approved by CSIC and PEC.

#### **Facilities Operations and Maintenance Services**

Earth Hour was observed on Saturday, March 29<sup>th</sup> from 8:00 p.m. to 9:00 p.m. and was a success in terms of increasing awareness among students and staff, in saving energy and in determining potentially how much additional energy could be saved by turning off additional non essential systems.

Physical Resources staff were on site to initiate as many conservation actions as possible during that time and to make sure all systems returned to normal at the end of the hour. Conservation was achieved through programming selected systems such as fans, air handling systems and exterior lights to turn off and also by walking around and turning off lights using switches where possible.

During the 1 hour time period the following was observed:

The demand dropped from 2342 kW at 8:00 p.m. to 2003 kW at 9:00 p.m., a peak reduction of about 14% for that time period.

Earth Day was observed on Tuesday, April 22<sup>nd</sup> with the planting of 40 new trees at the College – 35 at the Woodroffe Campus and 5 at the Perth Campus. New trees will be planted at the Pembroke Campus when the campus is relocated.

### **College Ancillary Services**

In the aggregate, as the 2007-2008 fiscal year closes, revenue and contribution targets in the CAS business units are on track with budgets. Retail Services experienced some

difficulties achieving contribution targets; however, the variance is not material. An overall surplus has been realized which will fund a number of renovation and equipment upgrades over the spring and summer period (see below).

Conference Services has booked a 450 delegate church group conference for June 2<sup>nd</sup> through June 5<sup>th</sup>.

Construction on the additional storage area for the Food and Beverage Operation is now complete and the storage area is being utilized. Ancillary Services will now be commencing a number of upgrading and renovation projects for the fall semester. The Publishing Centre has begun planning for the office and walk-in centre renovations scheduled for completion by the end of June, and Parking Services will be upgrading metered areas in front of "C" Building to pay and display equipment, and installing a "Pay & Exit" lane in the Visitor's lot as well as improving the Day Care Lot.

### **Information Technology Services (ITS)**

Information Technology Services (ITS) has continued to plan the College's IT work for the coming fiscal year including projects that will support the increased use of the College's computing, network infrastructure and telephony infrastructure. Upgrades are planned to accommodate this growth as well as growth in other areas such as storage.

In consultation with College Safety and Security Services and the College's Advancement Committee, 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 continues to plan the update of the College's student computers to use the most recent version of the Microsoft Office Suite, Office 2007, to ensure that they are well prepared for the workplace. Plans are also underway to update the College standard office suite from Office 2003 to Office 2007.

## **STUDENT SERVICES AND DEVELOPMENT**

### **REGISTRAR'S OFFICE**

#### **Post-Secondary/Post-Diploma Registrations**

- For the 2008 Winter Term, as of April 23<sup>rd</sup>, Net Registered students stood 11,952 or 98.6% of projected enrolment. The breakdown of the Net Registered students is as follows:

#### **Continuing Education – Winter Term**

- Continuing Education registrations for the 2008 Winter Term (April 18<sup>th</sup>) were 12,115 as compared to 11,747 at the same time last year. Registrations represent 99.6% of the projected enrolment for the term.

**Continuing Education – Spring Term**

- Continuing Education registrations for the 2008 Spring Term (April 18<sup>th</sup>) were 4,546 as compared to 4,151 at the same time last year. Registrations to April 18<sup>th</sup> represent 43.5% of the projected enrolment for the term. Registration continues throughout the term.

**Admissions Statistics, Fall 2008**

- As of April 20<sup>th</sup>, the OCAS statistics for the 2008 Fall Term indicate that, for College Choices, our Non-Secondary School applicants are up 0.1% from last year, Secondary School applicants are up 4.1%, with an overall increase in applicants of 2.2%. Province-wide, the variances are 3.3%, 3.1% and 3.2% respectively.
- As of April 20<sup>th</sup>, for Program Choices (applicants are allowed a maximum of five program choices, with up to three at any one College), our Non-Secondary School applicants are unchanged (0.0%) from last year, Secondary School applicants are up 2.4%, and overall we show an increase of 1.3%. Province-wide, the respective variances are 2.5%, 2.4% and 2.4% respectively.

**INSTITUTIONAL RESEARCH AND PLANNING (IRP)****Key Performance Indicators**

- KPI reports at the Total College, Faculty/School, Department and individual program level have been created and distributed to various departments and staff throughout the College.
- Wayne Lewrey presented KPI Student Satisfaction Survey Administration – Tips and Traps at the KPI 101 workshop in Toronto on April 10<sup>th</sup>, organized by the MTCU. The presentation was well received by an audience of 35-40 college, Ministry and external consultant staff.

**Ontario College Student Engagement Survey (OCSE)**

- A presentation on student characteristics related to academic success and retention was given to Algonquin Deans, Directors and Chairs.

**ALGONQUIN COLLEGE FOUNDATION****Lucky Payday Staff Lottery**

- The 5<sup>th</sup> Annual Lucky Payday Staff Lottery is underway as of April 1<sup>st</sup>. Ticket sellers have been secured in all areas of the College. The final draw of the 2007-2008 campaign will be held at the President's BBQ on May 15<sup>th</sup> with a final draw of close to \$2300.

**Planned Giving**

- The Foundation is meeting with a donor to confirm a new bequest of \$12,500 for the Plant Some Roots Endowment Fund.

**Bursaries, Scholarships and Awards**

- This past month the Foundation focused efforts on collecting outstanding pledge commitments before the March 31<sup>st</sup> year end and finalizing endowment forms.

2007-2008 New Endowments (\$10,000 and greater) – total donations over \$700,000

• Hydro One Endowment Fund \$72,500	Advanced Technology
• Ottawa New Car Dealers Association	Building and Construction Trades
• Alice Baird Bursary	Health and Community Studies
• Brenda Hazel Bursary	Health and Community Studies
• Abdul Addulrahman Respiratory Therapy	Health and Community Studies
• The Order of St. Lazurus/IBM Bursary	Health and Community Studies
• Kerry Smith Nursing Bursary	Health and Community Studies
• J. Cameron Waston Bursary	Health and Community Studies
• Bettye Hyde ECE Bursary	Health and Community Studies
• Theatre Arts Bursary	Media and Design
• Peter Wintonick Bursary	Media and Design
• Larry O'Brien Bursary	Media and Design
• Jon Cassar Bursary	Media and Design
• Nepean's Ben Franklin Bursary	General
• Champions for Children TO BE NAMED	General
• Champions for Children TO BE NAMED	General
• Ottawa Citizen Bursary	General
• Sens Foundation-Military Family Fund	General
• Sal Iacono Family Bursary	General
• Moe Attallah Bursary	Hospitality and Tourism
• Pat Hopp Memorial Bursary	Hospitality and Tourism
• Ottawa Restaurant Association	Hospitality and Tourism

In total, 25 new endowments have been added to the College resulting in a total of 85 new endowments since 2004.

Contributions to Existing Endowments

In addition to the establishment of the new endowments above, donors of previous endowments have also contributed to the following funds for approximately \$173,500:

- Plant Some Roots Fund
- CRS Contractors Rental Supply and Friends Bursary
- Algonquin College President's Golf Bursary
- Alumni Association Bursary
- Don East Memorial Bursary
- Perth and District Community Foundation-Lily Roy Bursary
- Direct Energy /Sens Foundation-Bill Patterson Memorial Bursary
- Bell
- Natalie Sylvestre Memorial Award
- Nixon Family Pet's Bursary
- Bill and June Joe Bursary
- Zena and Harry Leikin Bursary
- Beth Perrin Memorial Bursary
- Harry Reece Spirit of Life Bursary
- Tyler Page Generosity of Spirit
- Marshall Stevenson Scholarship Bursary



- Lucky Payday Staff Lottery Bursary
- United Way

**Annual Bursary/Awards and Scholarships**

- |  |                              |
|--|------------------------------|
| • BICSI Next Generation Scholarship          | Advanced Technology          |
| • Doug Duminie                               | Business                     |
| • Ron Knowles Award                          | Business                     |
| • AAADD                                      | Media and Design             |
| • Brookstreet Scriptwriting Award            | Media and Design             |
| • EMC Community Newspaper Journalism Award   | Media and Design             |
| • Renfrew Master Gardeners Forestry Bursary  | Pembroke                     |
| • Alexandra Club of Pembroke Bursary         | Pembroke                     |
| • Retire-At-Home Bursary                     | Health and Community Studies |
| • Rideau Regional Award for Field Excellence | Health and Community Studies |

**Third Party Fundraising**

- The Richard Patten Tribute Night was held at Sala San Marco. Proceeds will be used to establish a new endowment at Algonquin College for Aboriginal students. The event attracted over 500 guests.

**Other**

- To date the Foundation has received \$39,000 in new Gift-in-Kind donations for the first three weeks of April.

**FINANCIAL AID OFFICE**

- Financial Aid staff attended the e-Supply Chain Management program's presentation for the FAO department Value Stream project focusing on the College's donor bursary process with the goal of finding ways to make it both more stream-lined and student friendly.
- Financial Aid Staff participated in a one day retreat; the focus of the retreat was to collectively develop strategies to strengthen the Financial Aid Office team to ensure continuous improvements in student service.

**STUDENT SERVICES****Director's Office**

- A partnership between Algonquin College and Abbott Point of Care (APC) has resulted in the development and delivery of an on-site micro-electronics apprenticeship program at APC. A Learning Strategies Seminar was developed by Algonquin College and delivered by Wayne McIntyre to 10 groups of 30 APC employees.
- The Value Stream Process is being used to review service delivered through the College's various Test Centres.
- Student Services entered into a partnership arrangement with the Regional Assessment Resource Centre (RARC) at Queen's University to refer students

with disabilities requiring a psycho-educational assessment. The RARC program will ensure the College assesses more students in a timelier manner.

### Residence

- Kim Dixon planned and implemented an Earth Hour event on March 29<sup>th</sup> in the Residence. Students were very supportive of the event and enjoyed the activities including a ‘Lights Out’ BBQ. This event will be used as the foundation for Earth Hour events in the future.

### Student Employment Services

- Employment Officers visited graduating classes the week of March 31<sup>st</sup> to inform soon-to-be graduates of the services available to assist them with their job search.
- Employment Officers hosted an information booth outside of the Observatory to answer questions related to job search, the labour market, and services available.
- Resume Clinics have been developed to allow students to obtain important writing hints and tips, participate in peer discussions about employer expectations when it comes to the “winning” resume, and consult with an Employment Officer one-on-one.
- Student Employment Services experienced an 11% increase in job postings for Algonquin College students and graduates in 2007-2008.
- Community employers posted 18% more full-time job opportunities for Algonquin College graduates in 2007-2008.
- Employment Officers met with 23% more students and graduates regarding job search strategies in January, February, and March, 2008 and the number of résumés reviewed experienced an increase of 73%.

### Health Services

- Health Promotion events included a booth from “Hopewell” about eating disorders, a display on safer sex, and information about rapid testing for HIV which is available at a specific location in Ottawa.
- All staff continued with their training in expanded use of the medical software.

### Centre for Students with Disabilities

- CSD conducted 4 focus groups with 12 faculty in each group to explore how the Centre could enhance its services to faculty. A report will provide observations and next steps and this will be shared with faculty, counsellors and CSD staff.
- Carrying on with its continuous improvement efforts, the CSD also conducted a focus group for 8 students who participated in the SLICE program (Strategic Learning in the College Environment). This focus group will provide feedback that will be integrated in the Fall, 2008 SLICE program. Note: SLICE is a transition to College program for students with learning disabilities that is designed to ensure their success while at Algonquin.
- “Where it’s AT – An Introduction to Assistive Technology” has been approved for presentation at the “Advancing Technology: This is IT” conference which will be held this year at Mohawk College. Assistive Technology is a generic term that

includes assistive, adaptive, and rehabilitative devices that promote greater independence for people with disabilities.

- The CSD provided a presentation to the Teaching English as a Second Language (TESL) program to ensure these students understand learning disabilities versus literacy issues and/or second-language issues.
- The Ottawa Autism Society held a forum at which CSD provided an overview of College services to students with Asperger's Syndrome and their parents. This forum included professionals from Queen's University, Carleton University and Ottawa University. Over 60 parents were in attendance.

### Mamidosewin Centre

- During the month of April the Mamidosewin Centre for Aboriginal Students hosted sessions on anti-stress and relaxation techniques, and test anxiety and exam writing. The Centre also hosted a visiting Cree elder - Darlene Auger, who spoke to students with respect to tapping into their inner strength and reviewing traditional roles of women and men.
- Planning is well under way by the Mamidosewin Centre to help host Bo achi gi mung, a one-week summer camp for potential Algonquin students from the Aboriginal community. Students from grades 9 to 12, from urban and rural settings, will have the opportunity to explore exciting career options. The project is part of the Algonquin College Access Projects (ACAP), and it will target First Generation Aboriginal students, as selected by their local schools. Current Algonquin Aboriginal students will provide support and mentorship to the guest students.

### Perth Campus

- In Perth, Counselling Services helped prepare the Open House event, and information on Counselling Services was given out by the CSD representative.

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

### Strategic Partnerships

- Hydro One - Total donation to Algonquin Foundation from Hydro One is \$108,800; of this amount \$72,800 will be placed into an endowment which will be matched by the province of Ontario.
- The Ottawa Catholic School Board has purchased 45 seats in the School of Part Time Studies' Summer Career Samplers. In addition, the Bo achi gi mung – Aboriginal Summer Camp Project has purchased 50 seats in the Summer Career Sampler program for a total of 95 high school students to engage in the Career Sampler initiative via Corporate and Business Development interventions.
- The Ottawa Chamber of Commerce, which now holds its Board Meetings on Campus, is working with the School of Hospitality to host their fall "Business After Hours" activities at the College. These strategies continue Algonquin's efforts to further integrate itself into the community and bring individuals and organizations on campus whenever possible.
- Well known local entrepreneur Dr. Bruce Firestone has agreed to give lectures on "Entrepreneurship in the Age of the Internet" to various groups of Algonquin students in the Fall and Winter semesters.

**Algonquin College Access Project (ACAP) - Newcomer Integration**

- Over the past several years, the College has positioned itself as a leader in the integration of newcomers into our province. After almost 2 years of College-wide effort, the Ministry of Citizenship and immigration advised Algonquin that it will extend funding for the Settlement to Employment Project for 2008-2009 and 2009-2010. This extension has a value of \$2.8 million for Algonquin College.

**ADVANCEMENT****Public Relations and Communications****Government Relations****Provincial Funding Announcement**

The Department assisted the Ontario Government to host an event in the Advanced Technology Centre on Friday, April 25<sup>th</sup>, where the Honourable Jim Watson announced Algonquin College's and La Cité collégiale's share of the \$10M of the College Equipment and Renewal Fund in the Ontario Budget.

**Community Awards****Capital Educators' Awards**

Nominations for this year's Capital Educators' Awards include:

- Mark Bell, Professor, Construction Carpentry – Advanced Housing, Algonquin College Heritage Institute.
- Jennifer Currie-Roy, Professor, Developmental Services Worker Programs, School of Health and Community Studies.
- Ian McVitty, Professor, Hotel and Restaurant Management Program, School of Hospitality and Tourism.
- Jodie O'Brien, Professor, Dental Programs, School of Health and Community Studies.
- Sylvia Wieser-Picciano, Coordinator, Crisis Management/Human Psychology, School of Part-Time Studies.

All recipients will be announced at the 7<sup>th</sup> Annual *EduGala* dinner on the evening of Thursday, May 8<sup>th</sup> in the Marketplace Food Court on the Woodroffe Campus.

**Corporate Events****Media Launch for Child Sexual Abuse Prevention Network**

The Department assisted with the logistical preparations for the media launch of the Child Sexual Abuse Prevention Network which took place in room T102 on Wednesday, April 16<sup>th</sup>. Keynote speakers for the event were CTV's Kimothy Walker and professional communicator, Ron Jette.

**Staff BBQ**

Invitations have been sent out for this year's Staff BBQ which will be held on Thursday, May 15<sup>th</sup> from 11:30 a.m. to 2:00 p.m. in the Marketplace Food Court. All full- and part-time faculty and staff are invited to this annual event which will feature a presentation on

the highlights of the past year, as well as the announcement of winners for this year's Staff Awards.

**Media Relations**

There were approximately 71 media hits between April 2<sup>nd</sup> and April 29<sup>th</sup>. Highlights included:

April 9<sup>th</sup> and 10<sup>th</sup> – The *Ottawa Citizen* and the *Ottawa Sun* featured stories regarding the *Algonquin Times* being named the Best College/University Newspaper in Ontario.

April 10<sup>th</sup> – *CBC News at Six* featured a story regarding Applied Research day that included an interview with the Director of Applied Research and Innovation.

April 11<sup>th</sup> – *Nepean This Week* and *Barrhaven This Week* featured a story regarding Algonquin College's participation in the Knorr/CCFCC Ontario Junior Culinary Challenge.

April 19<sup>th</sup> – The *Ottawa Citizen* and the *Ottawa Sun* featured a story regarding Algonquin College's role in the building of the new Ottawa Congress Centre. These articles featured an interview with the Dean, Transportation and Trades.

April 22<sup>nd</sup> – *A Channel* hosted the *News at Six* program from the 'M' Building on the Woodroffe Campus. This news broadcast featured an interview with the President regarding the College's sustainability initiatives.

April 23<sup>rd</sup> – The *Ottawa Sun* featured an article regarding Algonquin College's sustainability initiatives. The Director of Physical Resources provided a comment for this story.

April 25<sup>th</sup> – *CFRA*, *CBC*, *CTV* and *A Channel News at Six*, featured a story regarding the announcement of the Equipment Renewal Fund for Colleges. The President was interviewed regarding how this announcement pertains to Algonquin College.

April 29<sup>th</sup> – *A Channel Morning* was hosted in the 'M' Building, on the Woodroffe Campus. Interview segments featured the Director of Physical Resources, Algonquin's Horticulturalist; the Coordinator of the Florist Program and a student from the Horticulture Technician Program.

**College Marketing and Enrolment  
Recruitment Activities**

The Recruitment Team continues their active interaction with area high schools by coordinating and/or participating in the following events: high school presentations, grade 10 Career Class presentations, parent nights, and lunch hour booth setups in area schools.

The Recruitment Team conducts daily tours for high schools, grade 8 classes, prospective students and applicants.

**Publications, Advertising and Promotion**

Creative Services continues its involvement in the design and production of the College's major recruitment tools, the Calendar, the Viewbook, and all full-time and part-time monographs. Each is a substantive project requiring collaboration with all areas of the College in addition to setting the overall graphics and tone for the year.

The promotional campaigns for April included:

**Radio Advertising**

- Radio campaign to promote our various new programs and programs requiring additional enrolment. These included programs from all campuses, different schools, and different credentials such as Graduate Certificates.

**Print Advertising**

- Advertisements for new programs and programs requiring additional enrolment ran throughout the month in the EMC Record News.
- Graduate Certificate ads were placed in the Ottawa @ Home magazine as well as the EMC community papers. Advertising to generate awareness of the Graduate Certificates was also placed in university papers, including: Concordia University, McGill University, Carleton University, University of Ottawa, Queen's University, Trent University, Ryerson University, Laurentian University and Lakehead University.

**Other advertising**

- 500 interior bus cards are currently in circulation until 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.