

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

ACADEMIC

School of Advanced Technology

Stephen Finnagan, Chair, Electronics/Electro-Mechanical Studies and Frank Bowick, Coordinator, Electrical Engineering Technician attended the signing of a multi-year partnership between Algonquin College and Hydro One on October 3rd. The College will be recognized as a “Centre of Excellence” for electrical utility training. The partnership will involve curriculum development, equipment acquisition, bursaries and scholarship creation, and recruitment opportunities for students.

School of Hospitality and Tourism

Five international students from the Ranjita School of Technology in India are completing one semester of the Hospitality Management – Hotel and Restaurant program at the Woodroffe Campus this Fall.

School of Health and Community Studies

The graduates of the Bachelor of Science in Nursing program achieved a 96% success rate on the College of Nurses licensure exams in June 2007.

The Operating Room Nurses Association of Canada has granted accreditation to Algonquin’s Registered Nurse – Perioperative Nursing program. The program is one of three programs in Canada with this designation. The work that has gone into updating the program and integrating simulation has now been recognized.

This fall, seven students are participating in the Registered Nurse – Perioperative Nursing program via videoconferencing. The students dial into the classroom every Monday from Cornwall and Carleton Place. This is a new program delivery option and appears to be effective for reaching out to the community. In the winter, this delivery option will be introduced to the Mental Health Nursing offerings.

The use of Turning Point Technology was introduced for the first time in the Developmental Services Worker program to second year students to facilitate their engagement in the educational process. To date, this audience response system (clickers) has been a successful addition to the program.

School of Media and Design

The Advertising program has launched a Mentorship Program. Forty-three industry mentors have agreed to mentor second and third year students. More than half of the mentors are graduates of the Algonquin program and work at national leading companies in Ottawa as well as Toronto. A launch was held to kick off the program and the keynote speaker was James Acres who spoke on the topic: “How Interactive Media can Build Brand Relationships.”

School of Transportation and Building Trades

The Truck and Coach Technician apprenticeship program was reactivated in order to accommodate demand from the Department of National Defence (DND). There are currently 44 students enrolled in the program with the possibility of an additional 15 students enrolling in January. DND is responsible for the financial support of the program which is a component of a new training structure designed to reassign DND trainers to high priority activities within the Armed Forces.

Algonquin College in the Ottawa Valley

The Algonquin College in the Ottawa Valley Convocation, 2007, was held on Saturday, September 29th at CFB Petawawa. Over 800 people were in attendance. Positive comments were received from graduates, their families and visiting dignitaries.

Algonquin Heritage Institute

The Town of Perth has invited Dean Joan Macartney, faculty and staff to attend a Council meeting on November 20th when the Town plans to make a presentation to recognize the 40th Anniversary of the College.

Applied Research

The National Centres of Excellence (NCE), a federal government research funding initiative, issued a call for proposals for Centres of Excellence for Commercialization and Research (CECR) in September. This initiative is focused on areas of strategic importance to Canada (environment, natural resources and energy, health and related life sciences and information and communications technologies), encourages the formation of consortia and will provide up to \$3 million per year for five years to successful applicants. After an initial pre-screening round, twenty-five programs were solicited for full proposals. Algonquin is a partner in three of these proposals and has submitted Letters of Support to each of the lead institutions. The successful proposals will be determined by February, 2008.

The first program, CEA3N (Communications-Enabled Applications Across Any Network) focuses on open source software and its use in improving communications and is being spearheaded by Dr. Tony Bailetti and Carleton University. The second, Building Innovation Canada, is being led by Thomas Muller and the Canada Green Building Council, centres on green building sciences and technologies and has a natural link to current Algonquin activities and the proposed CCTBS. The third program has been proposed by the Ontario Centres of Excellence Inc., under the direction of Ron Killeen, and its objective is to improve government funding of commercialization activities.

Student Activity

Nathan Banke, a graduate of the OYAP Automotive Service Technician program will be competing at the World Skills Competitions in Sezouka, Japan in November. Martin Restoule, Coordinator, Motive Power Technician, will be accompanying Nathan as his mentor.

Second year Developmental Services Worker students, Melissa Broome, Mary Courneyea, Martine Riendeau and Anny Woodward, received in-course Excellence Award Laureates from the Canada Millennium Scholarship Foundation in the amount of

\$4,000 each. In addition, Anny Woodward was a Garfield Weston Merit Scholarship National Award winner.

Students from the School of Hospitality and Tourism, Matthew Parker, Gina Dixon, Ealeen Glennie, Nilay Erosoglu, Justin Dingman and Sothea Van each won a Canadian Hospitality Foundation scholarship which was presented to them at the Canadian Hospitality Foundation “La Dolce Vita” Ball held in Toronto on October 20th. Their fellow students, Justin Falardeau and Lisha Dejonge, were presented with Ontario Hostelry Institute scholarships at the same time.

Business Administration – Human Resources student, Amanda Hudson, won the Stephen Richardson Bursary from the Your Education Credit Union.

Faculty Activity

Dianne Bloor, Curriculum and Teacher Support, Learning and Teaching Services, was honoured as the recipient of the 2007 John Fry Individual Merit Award in recognition of her outstanding contributions to staff, program, and organizational development and her tireless efforts in assisting others. Dianne received the award on Thursday, October 11th at the annual National Council for Staff, Program and Organizational Development Conference in Buffalo, New York.

Deb Clendinneng, Coordinator, Registered Nurse – Perioperative Nursing and Registered Practical Nurse – Operating Room Nursing programs, presented at the International Perioperative Nursing convention in Seoul, Korea. Having just returned, she shares that the technology and learning environment we have integrated in the delivery of our program is second to none. She presented at the conference and many of the 1200 international delegates were overwhelmed with the virtual tour of our facility.

Leslie Kopf-Johnson attended the 2007 Pan-Canadian Early Childhood Education (ECE) Faculty Forum on October 25-27, 2007 at George Brown College. This forum was sponsored by ACCC ECC Affinity Group Coordinating Committee and the Child Care Human Resources Sector Council.

Two Language Institute professors are featured in a new Poetry Anthology which was launched at the National Library on Monday, October 22nd. The anthology is entitled “Oblique Strokes” by The Wellington Street Poets. The two professors are Iris Anderson, Teaching English as a Second/Foreign Language program and Dawn Steiner, English as a Second Language, International program.

Community Activity

As part of their Advocacy Project, third-year Child Youth Worker students are involved in a purple ribbon campaign designed to create awareness of child abuse. All monies raised in this campaign will be donated to Children’s Aid.

Students in the Library and Information Technician program, under the guidance of Helena Merriam, Coordinator, are involved in a fundraising campaign to raise money for the Ottawa Public Library. This campaign will be coordinated during Canadian Library Month.

Students from the Applied Museum Studies program will be working with the University of Ottawa to create interpretative panels for the 16th International Congress of Ethnographical and Anthropological Sciences.

Students from the Community and Justice Services program, under the direction of Cat Baron, Professor, participated in the "24 Hours of Homelessness" initiative again this year to raise funds for Operation Go Home. Although the totals are not in yet, it is believed that the funds raised will be in the neighborhood of \$4,000.

Second year Recreation students were actively involved in the Canadian Parks and Recreation Association National Conference held recently in Ottawa. Under the direction of Kevin Lee, Coordinator, students played a significant role via the development of a Recreation across Canada Photo presentation, attendance at the trade show, and the organization of the Don Gamble Memorial Golf Tournament.

Twenty-four students from the Police Foundations program and ten students from the Pre-Service Firefighter Education and Training program assisted the Ottawa Airport Authority with a mock disaster exercise on the evening of October 16th. Students, acting as airline passengers, added a sense of reality to the event.

Donations

Algonquin College received a donation of \$250,000 on June 8th from the Ottawa General Motors Dealers group. This brings the Transportation Technology funding drive to over \$1 million dollars. Thanks are extended to the Algonquin Foundation staff for their support.

The Theatre Arts program received a donation of \$2,000 worth of costumes. Maureen Russell, a parent of a recent graduate, donated the costumes that were previously used by Goya Productions.

With the support of Lapointe Brothers Chrysler, Chrysler Canada donated a 2008 Magnum from its plant in Brampton to the Motive Power Technician program at Algonquin College in the Ottawa Valley.

Algonquin College was presented a cheque for \$10,000 at the Pembroke Lumber Kings season opening game on September 23rd. The funds were raised through the sale of DVD's of the Lumber Kings championship season of 2006-2007. The sales generated \$5,000 and were matched by the province of Ontario, resulting in a \$10,000 endowment fund.

ADMINISTRATION

College Ancillary Services (CAS)

Revenues and expenses in the CAS business units continue to track to budget targets. Conference Services planned and co-ordinated the ASCC conference held in Ottawa on October 14 - 16, 2007. Parking is nearing completion of the testing phase for the web

payment module of the AIMS, a parking management software package. The Publishing Centre has selected Ricoh as the vendor of choice for administrative photocopier equipment. Installation of the new equipment will commence in the beginning of November.

Finance Services

The Q2 Review process was completed and a report has been completed for the Board of Governors. The College-wide fixed asset inventory count continues and is expected to conclude by the end of November. The College's operating budget methodology is under review. Other projects in progress include the College Procurement Policy development, Capital Allocation Model, 5-year Capital Requirements Plan and reviewing the framework for Finance policies.

Purchasing has taken an active role in working with our suppliers on a one to one basis to ensure purchase orders are being received. This has helped with our expediting and ensuring goods are arriving on time for departments and students. Audrey Michaud is the new Purchasing Clerk. She brings with her many years of client service experience and a strong ability to work in a busy office environment.

The Banking RFP development is in progress.

Human Resources Services (HRS)

Recruitment and Selection

Posted Positions: 5 Academic, 1 Administrative and 7 Support

Closed Competitions: 7 Support

Classification:

No. of Appeals	120
Completed Appeals	96
In process	20
Pending	4

Statistics:

- 150 Partial Load letters were sent out this term and approximately 70% of those have signed up for benefits.
- 3 new Administrators and 4 new Support employees attended two College Orientation sessions.
- 14 Support Staff (including 1 Rehab/LTD and 3 WSIB) and 15 Academics (including 1 Rehab/LTD) have been accommodated. There were 2 parking accommodations, and 2 Timetable 08 Winter Constraints.
- 20 employees on Short Term Disability, 28 Academic, 30 Support and 2 Administrators on Long Term Disability.
- There were no WSIB accident/incidents in October; however one claim was received for hearing loss.
- 20 Pension estimates were completed for 6 people from September 22nd to date.

- 8 pre-enrolment buyback files were reviewed and requests submitted to CAAT. 9 costings were received from CAAT, checked, and submitted to employees. 0 buybacks were completed.

Physical Resources

As part of the Value Stream Initiative for Student Support Processes, the Centre for Students with Disabilities (CSD) Value Stream Team continues to focus on improving the text conversion process for students with perceptual disabilities. To date significant progress has been made in reducing the response times for conversion of traditional text books to media suitable for students with perceptual disabilities and providing these texts prior to the start of Fall Classes.

The completion of a facilities analysis and advocacy document for relocating the Pembroke Campus to a new site on the Pembroke waterfront is anticipated. The next step is to participate in the development of a business plan model for the proposed relocation.

Algonquin has applied for and received an incentive from the Ontario Ministry of Energy through its Community Conservation Initiative totalling about \$50,000 that is to be used to foster a culture of conservation amongst faculty, staff and students in order to build capacity across the Province as students graduate and integrate their energy conservation behaviour into the workforce.

In late August, the Ministry of the Environment undertook an audit at Algonquin looking at our waste audit, our waste reduction plan and our hazardous material handling process and procedures. In general, the MOE indicated that Algonquin is in compliance with legislation and operating within Ministry expectations in that: a required waste audit had been recently completed; a required waste reduction plan was part of the waste audit report; and, hazardous material handling and disposal procedures are in place and hazardous material disposals are occurring regularly and documented as required.

Information Technology Services (ITS)

Information Technology Services supported the start of the Fall Term by providing upgraded technical capabilities. 841 new student lab computers were installed throughout the College to support teaching and learning. Approximately 2,500 student lab computers were updated with new software. The College's Internet bandwidth was increased from 65Mbps last year to over 200Mbps this year to accommodate more online learning. Over 100 new telephones were installed in classrooms to provide better safety, security, and support to faculty and students. Several server, network, and software upgrades were applied to upgrade capabilities and to improve stability. Many of the support processes for assisting students, particularly our mobile computing students, were refined to improve service. Information Technology Services continues to work on various system projects including transforming our Student Information System, GeneSIS, to a newer platform.

STUDENT SERVICES AND DEVELOPMENT**Registrar's Office**Full-time Registration in Post-Secondary/Post-Diploma Programs

- For the 2007 Fall Term, as of October 19th, Net Registered students was 12,768 (Note: 128 returning students included in the Approved Projection, are not yet registered and therefore are not reflected in the numbers. These students are in programs with late start-dates). It is expected that we will meet the Fall Term enrolment projection of 12,774.

Faculty/School	Approved Projection		Net Registered	
	Entry Level	Returning	Entry Level	Returning
Faculty of Arts, Media and Design	1,819	1,005	1,918	862 *
Faculty of Business and Hospitality	1,983	1,817	1,983	1,873
Faculty of Health, Public Safety and Community Studies	1,663	1,389	1,636	1,373 *
Faculty of Technology and Trades	1,478	1,042	1,545	1,016
Algonquin College in the Ottawa Valley	360	190	368	168
School of Part-Time Studies	28	0	26	0
College Totals	7,331	5,443	7,476	5,292

Continuing Education Registrations:

- As of October 22nd, registrations for the 2007 Fall Term was 11,996 as compared to 11,942 at the same time last year. Registration continues throughout the term.

Fall Convocation (Ottawa)

- The Fall Convocation Ceremony for Ottawa Faculties was held at the National Arts Centre on the evening of Tuesday, October 16th in Southam Hall. The Guest Speaker was Joanne Walker, Vice President of Business Operations at EMS Satcom. There were 328 graduates in attendance at the ceremony.

Mohawk College Visit

- On October 30th, the Registrar and Chief Information Officer from Mohawk College visited the College to learn more about Algonquin's Value Stream Initiative. The session was well received and demonstrated Algonquin's leadership role in the value stream area.

Institutional Research and Planning (IRP)

Key Performance Indicators

- The Advanced KPI Survey begins in early November for a period of 2 weeks. It involves surveying program levels in 12 programs where students will not be on campus in February due to field, co-op or clinical placement when the regular KPI Student Satisfaction Survey is conducted.

Ontario College Student Engagement Survey

- Algonquin student participation in the Survey was 9.8% of total system returns and was second province-wide in term of total participation on a college level.

College/Campus	Number of Students
Algonquin College: Pembroke Campus	142
Algonquin College: Perth Campus	44
Algonquin College: Woodroffe Campus	2,777
College Total	2,963

First Year Student Survey

- The FYS Survey begins in early November and will continue until the end of the semester. Results from 114 programs should be available in early February after data scanning has taken place.

Pandemic Plan

- The initial plan was reviewed by Marsh Canada where a number of enhancements were suggested which are currently being reviewed. Brian Burns and Ralph Dunham from Marsh Canada made presentations related to Pandemic Planning at the Ontario College ASCC conference.

Strategic Plan

- Further refinement of the draft Strategic Plan continues. It is anticipated that an update will be provided to the Board in December.

ASCC Conference

- The ASCC conference which was sponsored by Algonquin was held in Ottawa from October 14th to 16th and was a great success. Representatives from IBM including Rosemary Walker, General Manager of IBM's Global Finance Division, toured the Woodroffe campus after the conference.

Miscellaneous

- A request was received from St. Paul High School to identify the number of their graduates who applied to Algonquin in 2005, 2006 and 2007. St. Paul is attempting to facilitate college entry through the guidance area and wants to establish a baseline to measure eventual progress.
- In conjunction with the International Education Centre, IRP is organizing a presentation, college tour and luncheon for a Chinese delegation from two colleges in Guangxi and Sichuan provinces on November 9th. The delegation is

funded by a CIDA Western Roads Improvement project and is touring Canada under the auspices of Technology Training Associates, a subsidiary of BCIT.

Algonquin Foundation

Algonquin College 40th Anniversary Gala

- The GALA was a sell-out!
- Approximately 600 attendees including 31 Corporate Tables raised in excess of \$162,000 for College bursaries. Additional funds were raised through the silent auction. The final total will be confirmed in November.
- A wide range of community leaders and corporate leaders attended the Gala.
- Gala Chairs, Dawn Dubé, Executive Director Advancement, Jennifer-Daly Cyr, Director Marketing and Brenda Rothwell, Executive Director, Algonquin College Foundation along with the Gala Planning Committee worked hard to involve many staff and students across the College in the creation and the execution of the Gala. It was truly a College spirit Gala and community supported event. Many compliments have been received from attendees and sponsors.
- Certainly a highlight was the inspiring speech made by alumni Jon Cassar, the Emmy Award winning Executive Producer of the popular television show “24”.

New Awards/Bursaries

- The Doug Duminie Fund has been created as well as the Ron Knowles Entrepreneurial Spirit Award in memory of two professors who recently passed away.
- Contact has been made with Cactus Commerce regarding potential new bursaries in the school of Advanced Technology.
- Funds were collected from the Class of 77 Parkdale Nursing Bursary (annual bursary).

Financial Aid

The 2007 Fall Student Bursary in-take took place on October 10 - 12, 2007. It was interesting that the majority of students (1581 of 1633) chose to take advantage of the new on-line bursary system through ACSIS.

Student Services

Director's Office

- The new Manager, Student Services in Residence (Kim Dixon) joined the College on October 9th. She brings nearly 10 years residence operation experience to the College.
- New “Service Identification” ceiling signs have been secured outside each student service area. This assists students in finding their desired office / service. We have received very positive feedback.
- During the recent Student Forum, the Student Information Counter was identified by students as being very helpful and was particularly appreciated by the new students during the first six weeks.

- The "Let's Talk" retention campaign was launched on October 12th. The campaign will run until November 2nd at all campuses. The campaign's purpose is to enhance awareness of the services and people available to support students with their academic success.
- The College's Prayer Room has been renovated. It will be open for prayer from 6:30 a.m. until 10:00 p.m. Students are very happy and appreciative with the changes that were made.

Student Affairs and Orientation

- The Student Services Information Fair was held on September 26th at the Woodroffe campus. This event was successful in informing students of the services available at Algonquin.
- The Perth Information Fair was held on September 27th in their cafeteria. Counselling Services, Students Employment Services, Centre for Students with Disabilities (CSD) and Orientation represented Student Services at the fair. Perth students were very appreciative that we were there and able to give them information.

Counselling Services

- Counselling Services staff remained active with counselling clients, class visits, provision of in-class 'study skills' seminars and numerous other outreach activities. Information/education booths were held the first week in October for Mental Illness Awareness Week and Class Representative Training. Our new program, the Single Parents Network continued to grow with the support of nursing students from the Community Health Nursing Program assisting with promotion.
- Since the first day of classes (September 4th), over 100 Peer Tutors have been trained and 1,457 tutor hours have been booked by students using this program. Also this month, the Multicultural Buddy Network held 2 drop-in gatherings, had a successful "pot luck" Thanksgiving dinner and 20 of its members participated in a weekend hike through the Gatineau Hills.

Mamidosewin Centre

- Counsellor Paul Petahtegoose and the Mamidosewin Centre Student Advisory Committee continue their plans for Aboriginal Heritage Day, which will be held the weekend of November 10th. On October 10th, Paul presented to PEC, the traditional Anishnawbe "smudging" ritual which he engages in daily with the students.

Centre for Students With Disabilities (CSD)

- Karen Coffey, Disability Counsellor, has been nominated to the new Postsecondary Alternate Format Committee as the College Committee on Disability Issues (CCDI) representative.
- ITS and the CSD have now implemented tracking modules for adaptive technology in the CSD client database. This benchmark information will assist in operational decisions regarding budgetary planning and allocation for adaptive technology and human resources.

Health Services

- Health Services received 2,996 visits in September 2007 compared to 2,914 visits in September 2006; a 4% increase in volume. Of these, 454 clients saw a doctor, or 15% of the total.
- Health Services has launched the initiative “Leave the Pack Behind”. This blood donation clinic was held in September with the next clinic being held in November.

Corporate and Business Development (CBD)**Strategic Partnerships**

- Hydro One – An official signing ceremony was held in Toronto in October. Preliminary budget discussions are underway with Hydro One and partnering Colleges.

Corporate Learning Services:

- Tamir Foundation - 3 training days (Dealing with Difficult People)
- Go Travel Direct - 2 training days (Communications and Dealing with Difficult People)
- Ottawa Police Services - one-week Supervisor Development Training and 7 training days for Excel 2000
- Environment Canada - Use of Force Training

Innovation and Special Projects

- The draft College Environment Steering Committee has now been approved by the President’s Executive Committee. The first meeting for the CESC will take place in mid November and the first order of business will be to develop the CESC mandate.
- Discussions continue with respect to creating an interactive website strictly for school boards. This would allow Academic Partnerships to post general information, upcoming activities, opportunities etc. The goal of the site will be to reach more schools and allow for a more streamlined process of activities and communication with school boards.
- Work is ongoing with Student Services and the Students’ Association to provide a new virtual tour and e-brochure software that would allow all potential clients and students with the opportunity to see all student facilities and services within one location.

ADVANCEMENT**Corporate Events****Fall Convocation**

Staff worked in partnership with the Registrar’s Office in the preparation and execution of this year’s Fall Convocation ceremonies held October 16th at the National Arts Centre

(NAC). The Department was responsible for the selection and coordination of the masters of ceremonies, graduate announcers, and guest speaker (Joanne Walker, Business Administration Class of '88, and Vice President, Business Operations, EMS Satcom).

United Way Campaign

On October 12th, the Department organized the College's official United Way Kick-off Breakfast with some 400 students and staff in attendance. Breakfast was served by the College's senior management staff, and Wayne Wouters, Chair of Ottawa's United Way Campaign and Secretary of the Treasury Board, offered words of welcome. The highlight of the Breakfast was a tricycle race with participants from the President's Executive Committee and senior management to mark the launch of the College's United Way participation challenge. The Breakfast was sponsored by Algonquin's Food and Beverage Operations and Publishing Centre, and raised close to \$3,700.

The Department also organized the fourth annual United Way *Wine and Dine* on October 18th. The event was attended by approximately 70 people, including Ottawa-Carleton United Way Campaign Chair Wayne Wouters who offered opening remarks. IBM Canada, Grange of Prince Edward Estate Wineries, and the School of Hospitality and Tourism sponsored the event which raised close to \$2,000 for Algonquin's campaign.

40th Anniversary Gala

On October 24th, the College hosted the 40th Anniversary Gala at the Museum of Civilization. In addition to being one of the three areas responsible for the planning and execution of the event, the Department took the lead role in the video presentation entitled *Yesterday • Today • Tomorrow*. The vignette was a retrospective look at the College and was narrated by guest speakers Norm Wright (retired Algonquin Radio and Television Broadcasting professor), Leigh Chapple (1975 Television Broadcasting alumna and CJOH news anchor), Gord Wilson (1982 Radio Broadcasting alumnus and Team 1200 Senators' Colour Commentator), Dan Pihlainen (1998 Radio Broadcasting alumnus and CFRA reporter), Jim Kyte (Algonquin School of Business Professor), and Joan Wright (Students' Association President).

Open House and College Information Program (CIP)

Working in collaboration with College Marketing and Enrolment, the Department organized the execution of Open House and CIP which was held on October 26th.

President's Breakfast Series

New Staff Breakfast

On October 29th, 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.

President's Coffee Break Series

President's Halloween Coffee Break

Many Faculty and staff in costume attended the *President's Halloween Coffee Break* in costume which was held on October 31st at 10:00 a.m. in the foyer of 'C' Building.

Alumni

The President of the Alumni Association and a graduate of the College's Business – Marketing program spoke at the College's Fall Convocation Ceremony on October 16th.

The Alumni Association was the feature sponsor at the College's 40th Anniversary Gala on October 24th.

Rena Bowen, Alumni Association Director, was named 2007 Alumna of the Year by the Alumni Association Board of Directors. The award was presented on November 3rd at the College's Homecoming Weekend Spaghetti Dinner.

Communications

The Public Relations and Communications Department, in collaboration with Learning and Teaching Services, produced a 40th Anniversary retrospective video presentation for the College's 40th Anniversary Gala which took place on October 24th.

Marketing

The production of the School of Part-time Studies onCourse catalogue for Winter 2008 continues. The online catalogue is scheduled to go live to the web on November 12th with online registration. Printed copies of the catalogue are scheduled to be delivered to homes on December 2nd and 3rd. Copies arriving at the College campuses for general distribution will be available December 3rd.

The promotional campaigns for October included:

- Radio campaign to promote Algonquin's 40th anniversary and Open House. A series of alumni, student and faculty radio spots featured various full-time programs.
- Billboard campaigns in Ottawa, Perth, Pembroke, Cornwall, and Smiths Falls are currently running to early December.
- Bus advertising campaign includes 10 designs that are now running until mid-February on 125 kingboards promoting the College as a whole as well as with the following schools: Technology, Business, Health, Police and Public Safety, Media, Heritage, and the Ottawa Valley.
- Bicycle Racks campaign in the Ottawa area continues until December 1st in local high schools, bookstores, theatres and coffee shops to promote full-time programs.
- Print advertising in *EMC* and the *Orleans Star* community papers to promote full-time programs.

Creative Services

Creative Services designed and produced all of the promotional materials for the 40th Anniversary Gala which took place on October 24th.

Marketing Research

Awareness Perception study (Wave 1 of Phase 2) has been completed. The purpose of this study is to provide a dynamic base of relevant insights that will guide Algonquin in maximizing the effectiveness of its on-going marketing program. The objectives are: to track the 'brand' image of Algonquin on attributes identified as being major determinants in the choice of institution for post-secondary education; and to measure on an on-going basis spontaneous awareness and choice of post-secondary institution as well as awareness of advertising and promotion activity. The first wave of tracking research

comprised a sample of parents of high school students, high school students and post-secondary students.

Contact Management and Enrolment tracking

The Contact Management database population began on October 4th. Key prospect information (viewbook cards and online requests) is being entered upon receipt. This process will further enhance the communication process to prospective students.

Recruitment Activities

Open House and College Information Program (CIP)

This year's event was held on October 26th during the day between 9:00 a.m. and 3:00 p.m., and was attended by close to 3,000 high school students, their parents, teachers and guidance councillors. More than 40 Algonquin classes opened their doors to welcome the prospective students and general faculty information tables were set up at all of the main entrances of the College. The College's Open House also included CIP displays from 23 Ontario colleges which were set up in the Marketplace Food Court.

The success of this important recruitment / marketing activity was in part attributed to holding Open House during the day, offering students the option of registering online and busing them in from 26 local high schools. Approximately 2,000 individuals registered online indicating their activity of choice.

Algonquin College continues to participate at the College Information Program (CIP) across the Province. The Recruiters have also been very active making presentation locally and throughout the province as well as provide onsite tours of the College to prospective students.

College Marketing and Enrolment will provide a representative on a Catholic School Board committee discussing academic partnership opportunities.

Media Relations

There were approximately 60 media hits between September 24, 2007 and October 29, 2007.

Media Coverage Highlights

Oct 11 – *The News EMC* featured an interview with the College's Events Manager regarding the College's upcoming 40th Anniversary celebrations.

Oct 11 – *CFRA*, the *Ottawa Citizen*, the *Ottawa Sun* and *CTV* featured an interview with the Director of Physical Resources regarding a meeting at City Hall about the Centre for Construction Trades and Building Sciences.

Oct 15 – The *Ottawa Citizen* featured an interview with the Dean of Algonquin College in the Ottawa Valley regarding the proposal for a new Campus in Pembroke.

Oct 15 – *CFRA* featured an interview with the College President regarding the first-graduating class to receive Bachelor Degrees from Algonquin College.

Oct 16 – *Nepean This Week* featured an interview with the Coordinator and a graduating student of the Bachelor of Applied Business – e-Business Supply Chain Management program regarding the first-graduating class to receive Bachelor Degrees from Algonquin College.

Oct 18 – *Construction Comment* magazine interviewed the Dean of the School of Transportation and Building Trades regarding 40 years of trades training at Algonquin College.

Oct 19 – *Nepean This Week* featured an interview with the College President regarding the increase in enrolment of students coming directly to the College from high school.

Oct 19 – *CTV*, the *A Channel*, and *CBC* featured footage of students in the Baking and Pastry Arts program baking cookies for a charitable event entitled “Homes for the Holidays”. The Coordinator for the program was also interviewed about this event by *Nepean This Week*.

Oct 24 – *CBC TV* and *CTV* featured an interview with Jon Cassar, a 1983 graduate of the Radio and TV Broadcasting program, regarding his visit to Algonquin College to speak to students in the TV Broadcasting program.

Oct 24 – *The Ottawa Citizen* interviewed Jon Cassar, a 1983 graduate of the College’s Radio and TV Broadcasting program and other alumni from the Business Administration program regarding their attendance at the 40th Anniversary Gala.

Oct 24 – *CTV* interviewed the College President and His Worship Mayor Larry O’Brien, a 1972 graduate of the Physics Technology and Jon Cassar, a 1983 graduate of the Radio and TV Broadcasting program regarding the 40th Anniversary Gala.

Oct 25 – *The Ottawa Sun* featured an interview with Jon Cassar, a 1983 graduate of the Radio and TV Broadcasting program, regarding his visit to Algonquin College to speak to students in the TV Broadcasting program.

Oct 25 – Rogers’ DayTime featured a student in the Culinary Management program preparing a healthy meal geared towards students on a budget.