

DRAFT

BOARD OF GOVERNORS

MINUTES OF MEETING NUMBER THREE HUNDRED NINETY-NINE OF THE BOARD OF GOVERNORS OF ALGONQUIN COLLEGE, WHICH WAS HELD ON MONDAY, SEPTEMBER 13, 2004 AT 5:00 P.M. IN THE ROSSER BOARD ROOM, "C" BUILDING, WOODROFFE CAMPUS

Present: Mr. Herb Kreling, Acting Chair
Mrs. Amelita Armit
Mr. Vini Bhindi
Mr. Ric Cameron
Mr. Robert Gillett
Ms. Kathleen Graham
Ms. Jacquelin Holzman
Ms. Cathy Kirkpatrick
Mr. Wayne McIntyre
Mrs. Shirley Westeinde
Mr. Wayne Wilson

Regrets: Mr. James Chadwick
Mr. Steve Georgopoulos
Mr. Mubasher Saifi
Mr. David Wallace

Vice Presidents seated at the table:

Mr. Robert Letourneau, Finance and Administration
Mr. Christopher Warburton, Student Life & Human Resources

Resource Personnel and Observers:

Mrs. Louise Barnabe
Mrs. Dawn Dubé
Mr. Adam Gal
Ms. Jessica Hallam
Mr. Mike Haymes
Mrs. Elaine Hollingsworth
Mr. Kent MacDonald
Mr. Duane McNair
Ms. Brenda Rothwell

Anna James
Recording Secretary

H. Kreling called the meeting to order at 5:00 p.m., welcomed all in attendance and indicated that, in the absence of M. Keller, he would Chair the meeting for

the evening. The Chair observed that quorum could not be achieved for the evening due to a number of Board reappointments yet to be approved. Members were advised that all agenda items would be dealt with as if the Board had quorum, however, the Executive Committee would have meet to after the Board meeting to act on behalf of the Board to finalize the decisions.

04-39 CONFLICT OF INTEREST DECLARATION

None declared.

04-40 MINUTES OF THE PREVIOUS MEETING

There was consensus that the minutes could be approved as presented.

04-41 BUSINESS ARISING FROM THE MINUTES

REPORT ON ENDOWMENT FUNDS

C. Warburton spoke to the Endowment Funds report distributed in Governors' dossiers and clarified that, according to present policies, a *minimum* of 3.5% of the principle is dispersed to recipients each year.

Questions/comments included:

- Is the amount reported the total dollars in the endowment account? Yes.
- Which committee is responsible for overseeing the investment of endowment funds? PJ Doherty Investments.
- Which College committee is responsible for overseeing the investment of endowment funds? All fiscal matters are the responsibility of the Audit Committee.
- Is the Board not ultimately responsible if 3.5% could not be paid out each year? The President has the designated responsibility for all operational matters. If there were to be a shortfall, which there has not been to date, it would have to be addressed through the budget.
- Is there an investment strategy or guideline? Yes, there is an investment strategy which will be shared with members at the next meeting.
- Does the College disperse 3.5%, even if the fund does not make it? Yes. The funds dispersed are a total of 3.5% of funds in the endowment account.

The report was received on the condition that a further report be brought to the next meeting with full details on the endowment fund strategy.

W. Wilson explained that he had sent an email to the Chair on June 10th regarding ACERRA to which he received a response on June 23rd. He requested

04-41 BUSINESS ARISING FROM THE MINUTES (cont'd)**REPORT ON ENDOWMENT FUNDS (cont'd)**

that the correspondence be written into the minutes of June 14, 2004. The minutes are a reflection of the meeting discussion and therefore the correspondence cannot be written into the minutes; however, the Board Office will circulate it to Board Members for information.

04-42 REPORT OF THE CHAIR

The Chair welcomed Anna James to her role as Executive Secretary to the Board of Governors. New Board members, Kathleen Graham and Amelita Armit, were welcomed to the Board as well. K. Graham is the Vice President, Patient Care and Chief Nursing Officer at the Queensway-Carleton Hospital. A. Armit is the Visiting Assistant Deputy Minister, The Leadership Network, Public Service Human Resources Management Agency. The Governors were thanked for accepting the responsibility of participation on the Board.

A meeting of the Executive Committee was held on August 12th. The Student Fee Levy (originally reported as the Student Priority Fee as approved by the Board in February 2004) was discussed. The Ministry had raised concerns that the fee was being collected for capital items which did not adhere to existing guidelines. As a result, the Students' Association Board of Directors passed a resolution to increase the Student Activity Fee by sixty dollars (\$60). The Executive Committee agreed to accept the fee as approved by the Students' Association Board of Directors with the understanding that the College will work within the Ministry guidelines to resolve any outstanding issues.

At the Executive Committee meeting of August 12th, M. Keller submitted his resignation from the Board as a result of an employment opportunity which he has accepted outside of the province. H. Kreling reported that he has been serving as Acting Chair on an interim basis until the Board made a decision about a new Chair. He indicated his willingness to serve as Chair until June of 2005 if the Board is in agreement. Members accepted the offer; therefore, H. Kreling will assume the role of Chair until June 2005 when officers for 05-06 are elected. In the mean time, members were asked to submit expressions of interest to the Board office should they wish to take on the role of Vice Chair.

A General Assembly Meeting was held August 25th in Toronto. The meeting focused primarily on the Rae Review. Members were advised to contact the Board Office should they wish to see the minutes of the meeting.

In August, Governors received an invitation to the Algonquin College in the Ottawa Valley Convocation Ceremony to be held in Pembroke at 2:00 p.m. on Saturday, September 25th. Governors were asked to inform the Board office if they were able to bring greetings from the Board.

04-42 REPORT OF THE CHAIR (cont'd)

System-wide Governor Orientation workshops hosted by ACAATO will be held in October and November. The Program is designed to orient new Governors to this challenging role, its responsibilities and to the full range of governance issues facing the colleges. The workshops will be held in five locations across the province: Monday, October 18th, in Belleville at Loyalist College; Wednesday, October 20th in Toronto at Seneca College; Tuesday, November 9th in London at Fanshawe College; Friday, November 12th in North Bay at Canadore College; and Saturday, November 13th in Toronto at ACAATO. While the workshops are designed primarily for new Governors, all Governors are welcome to attend. New Governors have been provided with an information package. Members interested in attending one of these sessions were requested to advise the Board Office by September 24th.

A card of thanks was circulated from Kathy Morrison, winner of the Dr. H.H.J. Nesbitt Award.

The Chair read a letter received from Governor Nicklin thanking the Board for the plaque recognizing her four years as a Board Member.

Members had in their dossiers a copy of the 2004-05 meeting schedule. Due to recent problems reaching quorum, Members were urged to review all dates and inform the Board Office of potential conflicts. Members were reminded that conference calling is available in the event they are unable to attend the meeting in person. S. Westeinde recommended that Governors be reminded of this option when meeting notices are sent. The Board Office will ensure that this is done.

04-43 REPORT OF THE PRESIDENT

The President reported on the following:

- Enrollment has surpassed the projections for fall 2004.
- Some renovations were delayed in being completed because of late budget announcements but are well underway.
- The Rae Review white paper will be tabled at the end of the month. ACAATO will table a response in the first two weeks of October. If Colleges feel that the response does not cover their individual issues, Colleges will submit their own responses as well. A final report will be sent to the Minister in January. There are also Career, College and Adult Education Reviews being conducted at this time.
- The College will apply for the additional round of apprenticeship funding which has been announced.

04-43 REPORT OF THE PRESIDENT (cont'd)

- The automotive training programs have seen an increase in enrolment which is related to the new Transportation Technology Centre facility.
- Members had on the table a report on Quality Assurance Funds distribution for 2004/05.
- The President's Breakfast Address was on the table. The address outlined the work of the six Task Forces which will report to the Board of Governors at the end of October with action plans. College staff were commended for their efforts in the Task Forces.
- David Lindsay has been appointed to the position of President of ACAATO. This news has been well received across the Province.
- An Algonquin College Bursary Gala will be held on Saturday, October 23rd at the Museum of Civilization. K. MacDonald provided an overview of the evening which includes Valerie Pringle as the Honourary Chair; Leigh Chapple as the MC; Ben Webster and Shauna Burke's speaking about their recent ascend towards the summit of Mount Everest; an IMAX presentation on Mount Everest; and finally, a performance by renowned comedian, Rick Bronson. Board Members were invited to attend; however, the College will not be covering the cost of tickets for the event. All dollars raised from the event will go towards student bursaries which will be endowed and doubled by the government.

Questions/Comments included:

- W. Wilson inquired about the President's plan to include College staff in the Rae Review discussion. The papers will be shared with all stakeholders and feedback will be welcomed. It is the intention of the President to hold a college-wide forum on this topic in October.

04-44 DECISION ITEMS AND REPORTS**RECOMMENDATION FOR BOARD APPOINTMENT**

The President reported that as a result of Board vacancies due to the resignation of representatives from the areas of Perth and Renfrew Counties, recommendations for Board appointment nominations had come forward from both campuses.

At their meeting of August 12th, the Executive Committee, acting on behalf of the Board, unanimously endorsed the recommendation for the appointment of Lana March, former Mayor of Perth. This recommendation was sent forward to the College Council and Appointments Committee for consideration at the Council meeting of September 22nd.

The President presented the name of Frederick P. Blackstein for consideration as a Board candidate for the Renfrew County representative. He comes highly

04-44 DECISION ITEMS AND REPORTS (cont'd)**RECOMMENDATION FOR BOARD APPOINTMENT (cont'd)**

recommended by the Past Chair of the Board, Mr. Michael Keller, as well as employees of the Pembroke Campus of the College. Mr. Blackstein has been involved with the Pembroke Campus as a volunteer on a number of occasions. Governors were advised that copies of Mr. Blackstein's resume were available upon request.

RESOLUTION

MOVED AND SECONDED – Wilson and Cameron

that the Executive Committee of the Board of Governors recommend to the College Compensation and Appointments Council that Mr. Frederick Blackstein be appointed to the Board of Governors for a three year term, beginning in October 2004.

CARRIED UNANIMOUSLY

STRATEGIC PLAN YEAR 2 KEY OPERATIONAL OUTCOMES

The President spoke to the Strategic Plan Year 2 Key Operational Outcomes Template which Members received in their dossiers. If additional tasks are identified as a result of the work of the six Task Forces, these objectives will be reported to the Board as part of the regular review.

RESOLUTION

MOVED AND SECONDED – Westeinde and Armit

that the Executive Committee of the Board approve the Strategic Plan Year 2 Key Operational Outcomes template as presented.

CARRIED UNANIMOUSLY

2004 BUSINESS PLAN

On the table was the draft 2004 Business Plan. Governors were asked to review the plan and forward any suggestions or comments to the Board Office by Friday, September 17th.

04-44 DECISION ITEMS AND REPORTS (cont'd)FIRST QUARTER REVIEW

B. Letourneau reported that after the first quarter review, the College is in a positive position; however, results of recent grant announcements are yet to be taken into account and will be reported with the second quarter results.

D. McNair reported on the following with regards to the first quarter review:

- The only significant change is due to the Quality Assurance Funding (QAF) announcement: the budget has been adjusted to reflect the actual grant amount of \$4.5 million. The initial budget had contained \$1.2 million for quality projects just in case the funding was not continued.
- Other changes are minor increases and decreases to operating budgets.
- Student Life & Human Resources and Finance and Administration projected minor negative variances to their contribution compared to the approved budget:
 - \$25k additional renovation costs to Human Resources.
 - Small salary adjustments.
- These negative variances were offset by positive variances in the Strategic Development Group:
 - Algonquin Productions acquired a contract with SNC Lavalin (\$50K).
 - Other minor savings projected.
- Academic Services (Area 5) and the Capital Projects budget areas project modest variances to their contribution levels – majority of these variances due to the QAF allocation:
 - Area 5 incorporated a number of QAF eligible expenditures into their operating budget but the associated revenue is in Capital Projects.
 - Since the costs are ongoing operational in nature, they will remain in area 5.

Capital projects: revenues have been adjusted to reflect the MTCU announcement on Quality Assurance Funds.

Questions/comments included:

- On page 1, is the \$150,000 positive contribution before the grant? Yes.
- ATOP and other grants will cause an approximate \$600,000 problem, but the \$3 million in the sustainability fund will negate the impact. A full accounting for all grant adjustments will be seen in the results from Q2.
- The President remarked that the previous government had guaranteed the QAF funding over five years, rising from an initial \$60 million to \$100 million. The new government has confirmed for this year, but not for years to come. The sustainability fund was a one time grant and will not be continued as ongoing monies.
- Why is the Quarterly Review Report based on a proposed budget? Throughout the fiscal year, flexible budgeting is managed at each quarter based on the events of the quarter. The Ministry does not flow cash evenly.

04-44 DECISION ITEMS AND REPORTS (cont'd)

FIRST QUARTER REVIEW (cont'd)

S. Westeinde remarked that the goal in the end is that Governors understand the budget process. The President agreed and noted that a more detailed report will be provided at the next quarterly review.

W. Wilson requested an explanation of the Student Priority Fee and the activity surrounding it as reported in the media. At the time the College was looking at a \$7 million shortfall, the Students' Association was briefed on the issues. The SA decided to assist the College by charging a \$60 priority fee as determined by the students. Once the agreement was made, the Ministry indicated that a Student Priority Fee could not be used for certain capital items under existing guidelines. Therefore, the Students' Association Board of Directors met and decided to increase the Student Activity Fee by \$60 per semester in order to conform to the guidelines. At this time, a letter has been sent to the Ministry informing them of the change in fee. W. Wilson noted that he would like to see the Board kept abreast of these types of matters. H. Kreling thanked A. Gal and the Students' Association for their continued support.

The First Quarter Review was received as presented.

ALGONQUIN COLLEGE FOUNDATION BOARD MEMBER NOMINATIONS

It is the responsibility of the Board of Governors to approve Foundation Board Member nominations. On the table were biographies of two nominees. K. MacDonald provided a brief overview.

RESOLUTION

MOVED AND SECONDED – Kirkpatrick and Bhindi

that the Executive Committee of the Board of Governors approve the nominations of Jeff Westeinde and Charles Bordeleau as recommended by the Algonquin College Foundation.

CARRIED UNANIMOUSLY

2004-05 COLLEGE TRANSFER PAYMENT BUDGET AND ACCOUNTABILITY FUNDING AGREEMENTS

H. Kreling noted that the agenda item had been covered in the First Quarter Review discussion.

Comments/questions included:

04-44 DECISION ITEMS AND REPORTS (cont'd)**2004-05 COLLEGE TRANSFER PAYMENT BUDGET AND ACCOUNTABILITY FUNDING AGREEMENTS (cont'd)**

- Funding is available for autism programming; will the College apply for this? Yes. The College applied for and won the competition in partnership with Mohawk College.
- Will the College apply for funding for the School/College work initiative? Yes. The College did receive \$144,000 to continue and extend the PASS program.
- W. Wilson noted that in his experience with the PASS program, the importance is linking the School and College teachers. R. Gillett reported that K. MacDonald is working on an initiative to build stronger relationships between the College and School Boards. K. MacDonald added that this work is critical because most secondary school teachers have a university background which makes for a lack understanding of the college system. Meetings are scheduled with the Ministry of Training, Colleges and Universities, Ministry of Education and School Board Directors of Educations who are equally concerned and interested in supporting this initiative.

04-45 MANAGEMENT SUMMARY REPORT

W. Wilson asked for an explanation for the declining Continuing Education registrations for the fall term. The President reported that a decline is being seen across the system which is being monitored. The timelines are out of sync with last year which could be causing negative optics. In addition, with a move to increase revenue, some smaller classes have been eliminated as were duplicate offerings.

V. Bhindi thanked the President on behalf of Support Staff for the Breakfast on August 17th.

The complete written Management Summary is attached as Appendix "A" to the minutes.

04-46 INFORMATION ITEMS

The following items have been received and are available from the Board Office upon request:

July 19,2004	Program Modification: Approval to modify the Basic Training for Skill Development – Level 4 (BTSD) program by changing the title to Academic and Career Entrance and changing the delivery from weeks to courses/hours.
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04-46 INFORMATION ITEMS (cont'd)

- July 19, 2004 Program Modification: Effective September 2004, Dental Assistant Levels I & II will be changed to Dental Assisting Levels I & II using a single model of delivery. The Dental Assistant program has been cancelled.
- July 19, 2004 Ministry Decisions on College Program Proposals for May 2004. The following from Algonquin:

Interactive Multimedia Developer, 2 years, 4 semesters
Professional Writing, 2 years, 4 semesters
Geographic Information System, 3 semesters, Graduate Certificate
Animation-Television, 2 years, 4 semesters, is changed to Animation, 3 years. The 2 year Animation-Television program is suspended.
- July 23, 2004 Approval to offer the Advanced Paramedic program, 3 semesters, effective September 1, 2004
- August 5, 2004 Ministry Decisions on College Program Proposals for June 2004. The following from Algonquin:

Basic Training for Skills Development (BTSD) – Level 4 is changed to Academic and Career Entrance.
- August 11, 2004 Program Modification: Effective, September 1, 2005, Festivals/Community Events Management, 2 semester, will be changed to Events Management.
- August 18, 2004 Program Modification: An error was made in the Tuition Fee Factor listed for the Dental Assisting (Levels I and II) Programs in July 2004. The correct Tuition Fee Factor is 1.25, not 2.0.
- Directives
2004-D-2 Discontinuation of Access to Group Insurance Benefits under the Colleges' Non Bargaining Unit Pay Equity Plans for less than full time employees – Effective February 1, 2005

04-47 OTHER BUSINESS

As the Board did not have the legal quorum in order to deal with final approval of any motions, the Board adjourned at 6:15 p.m. and requested that the Executive Committee to address the motions discussed at the meeting. Following the

04-47 OTHER BUSINESS (con'd)

approval by the Executive Committee of the business from the regular Board, the Board reconvened at 6:16 p.m. to move into an In Camera session to discuss a legal matter and adjourned finally for the evening at 6:30 p.m.

Chair

Recording Secretary

**APPENDIX "A"****MANAGEMENT SUMMARY TO THE
BOARD OF GOVERNORS
September 2004****VICE PRESIDENT, ACADEMIC****New Programs/Initiatives**

The following new programs were successfully launched this Fall 2004 with first semester registrations as indicated:

Bachelor of Applied Arts – Interior Design, 59 students
Bachelor of Applied Technology – Photonics, 18 students
Bachelor of Science in Nursing (Pembroke), 12 students
Geographic Information Systems (Post-diploma program), 21 students
Construction Carpentry – Advanced Housing (Perth), 17 students
Social Service Worker (Perth), 30 students
Animation (program modified from two to three years), 80 students
Interactive Multimedia Developer, 60 students

The following programs were suspended for the Fall 2004 intake with the intent to offer these programs for the 2004-2005 academic year.

Advanced Paramedic
Internet Application Programmer
Professional Writing
Theatre Arts (three year program)

The Business Administration – International Business is a new major in the Business Administration program. Students will be able to select this major for the first time Winter 2006.

Applied Research and Development

Industry Canada and CIDA were invited to a demonstration of the Wireless Networks Project. Remote antenna has been set up about seven kilometers south of the College at the Fallowfield train station. The demonstration showed how a solar/battery powered remote wireless access point could provide internet service to an entire village within four kilometers of the remote access point. CIDA will use the project output to help rural and remote communities in Asia to connect to the internet. Industry Canada will use the results to help northern communities in Canada to do the same.

School of Health & Community Studies Simulation Centre

The demand for health care professionals is increasing at a time when clinical placements for students in health care facilities have decreased in recent years. This crisis was confirmed at the ACCC conference on clinical evaluation held in March 2004. The School has been exploring an innovative approach to address this shortage of clinical placements with the creation of a simulated hospital. The use of a simulated hospital environment will better prepare the students prior to their accessing the available clinical placements. It will also provide for a more controlled experience for students and offer them the opportunity to repeat an experience until such time as they have gained confidence in their ability to perform the required skills. The simulated lab will also allow the school with the possibility of assessing the skills of Foreign Trained Professionals. The simulated labs are to include Basic Care Labs (currently exist), General Care Labs (new this fall), and Advanced Skills Labs (being proposed). The School is exploring the establishment of a partnership with Laerdal, a company which sells simulated models. As well, a variety of funding sources are being approached, including the provincial (Ministry of Health, Strategic Skills Initiatives, MTCU) and federal ministries (HRDS, Health Canada, Industry Canada, DND, DFAIT).

Professional Development

Professional Development activities for new full-time and part-time faculty continued throughout the Summer term:

Focus on Learning – Part 2: Twenty-four faculty from Algonquin completed the regional Focus on Learning Program, June 2 to 4. Feedback on this regional program continues to be very positive.

Celebrating Great Teaching: Fourteen experienced faculty participated in the regional Celebrating Great Teaching Conference held June 7 to 9. In addition, three faculty participated as facilitators. Faculty have advised that the experience was most positive noting that they came away with new ideas and renewed enthusiasm for teaching. Teaching tips will be collected from the faculty and will be posted on the college website.

Focus on Learning – Part 1: Twenty-nine new faculty hired during the 2003-2004 academic year participated in the regional Focus on Learning program from August 9 to 13.

Teaching at Algonquin (Orientation for new full-time faculty): Orientation to Algonquin College was held for new full-time faculty from August 18 to 20. Again, feedback was positive.

Orientation to College Teaching (Orientation for new part-time faculty): Orientations sessions were scheduled for new part-time faculty on August 16 at Pembroke and on August 24 and 26 at Woodroffe. Sixty-one part-time faculty participated.

Community Activity

At the June 6th CHEO telethon on CJOH, the Paramedic program students presented the hospital fund with a cheque in the order of \$1200. This money was collected by the students as a result of a variety of activities they organized over the course of the year.

Donations

Dr. Ron Lloyd donated four copies of the Compendium of Pharmaceuticals and Specialties to the Nursing Department at the Pembroke Campus (approximate value \$500).

The Electrical Engineering program received two conventional fire alarm panels from Edwards Canada, at a value of \$400 each.

General Motors of Canada donated a 2004 Silverado SUV and a 2004 Optra sedan for use in GM ASEP courses. The two vehicles have a total retail value of about \$60 000. Turpin Saturn SAAB Isuzu also donated a 1997 Saturn CS2 Coupe this summer for use in the various automotive service programs.

The Heritage Masonry program has received a donation from Tackaberry Construction of a truck load of rubble stone from a quarry to be used for stone projects. The feature of this donation is the massive size of the stone which will be reduced to appropriate sizes for our building projects. Blok-Lok (a Toronto company) has also donated a palate of wire reinforcement and Canada Brick (Hanson Brick) has donated ten palates of stone.

Awards

Algonquin College won two of the four provincial Conny Awards for Continuing Education. Algonquin received the awards for its Sommelier Certificate program and for a team building program called "Food for Thought." Both are offered through the School of Hospitality and Tourism.

As well, Algonquin's Spring & Summer Source 2004, the Continuing Education brochure, was featured as the Best Brochure-Summer in LERN magazine published by the Learning Resources Network, a major international association of lifelong learning programming. The cover was designed by Algonquin College Publishing Centre employee Beth Haliburton.

Algonquin College also received a certificate of Excellence and Innovation in Partnership/Collaboration from the Canadian Association for Distance Education recognizing the success of OntarioLearn, a Distance Education consortium created by 22 Ontario colleges.

VICE PRESIDENT, FINANCE AND ADMINISTRATION

College Ancillary Services

As at July 31, 2004, overall gross revenues were running slightly behind targets. This is a result, in the main, of lower spring enrolments (as against targets and last year's

actuals), which impacted textbook sales, parking and Food Services revenues. There occurred, as well, a shift in institutional purchasing patterns for computer hardware (usual July purchases are occurring in August this year). It is anticipated that by mid-September overall revenues will be back on target.

College Retail Stores Operation

As at July 31, 2004, the Retail Services Operation is behind both budgeted sales targets and actual sales from the previous fiscal year. The lower than anticipated enrolment this spring has translated into reduced sales throughout the general merchandise assets.

Sales of Computer Hardware are up for August, reflecting the trend of later purchases for the laptop program.

Food and Beverage Operations

Financial reports for June and July are not yet available as of this writing. Overall sales for the month of June were up significantly over those of last year, while July sales were flat, equating exactly to those of FY04. Sales for August will be down significantly, as last year the College hosted the Campus Living Centres' Corporate Staff Training event for several days and the Food and Beverage Operations provided all the meals.

Residence

The Residence had a highly successful summer. Budget targets for summer revenue were fully achieved. For Fall 2004, as at August 27, 2004 the building is fully occupied.

FINANCE AND ADMINISTRATIVE SERVICES

Financial Services

Financial Services completed the preparation of the College's financial statements and associated work with the auditors in early June. The Apprenticeship Report and associated audit was completed in early August.

A public Basement Sale was held on Saturday, August 21, 2004. Staff and student workers assisted at the event where total sales amounted to \$18,000 for the day.

INFORMATION TECHNOLOGY SERVICES

ITS Operations

Extensive upgrades were completed to IT systems, including the PC labs, the IT network and associated software this summer.

Network Infrastructure

New anti-spam and anti-virus systems have dramatically reduced spam and viral impacts on IT systems. Telecommunications services bids were analyzed and the most cost-effective solution will be provided by Bell Canada and Sprint Canada. As hoped, the current costs of \$731K will be reduced by 22%. The IT network, including the Blackboard on-line learning system, were expanded and upgraded for Fall 2004 needs. Wireless connectivity is being enhanced throughout the College.

PHYSICAL RESOURCES

Minor Projects – Summer/Fall 2004

- Facility Renewal Grant Projects
38 projects are under way totalling \$900K. These include significant electrical maintenance work and roofing repairs.
- SuperBuild Projects-Summer 2004
17 projects under way totalling \$900K. These include a variety of academic lab and classroom renovations as well as faculty and administrative office reconfigurations.
- Other Projects
Several other funding source projects under way, totalling \$2.2 million, include D Building entrance and washroom renovations; a major ventilation system replacement at Pembroke Campus, significant renovations at Perth Campus; classroom and lab furniture improvements at Woodroffe Campus; the construction of a major Opto-Photonics research lab, and the improvement of two major parking lots at the Woodroffe Campus.
- Total value of projects in hand is \$4.2 million.

Major Projects

- **St. Nicholas School**
The College has purchased the St. Nicholas School, at 130 Lotta Avenue, from the Ottawa-Carleton Catholic School Board. The environmental due-diligence has been completed successfully. The re-zoning application from Institutional School to Institutional College zoning has been submitted to the City of Ottawa. The purchase closing date is September 30, 2004.
- **Students' Association Projects**
Sports Field and Air Structure:
This project has a budget of \$3.7 million (plus up to \$600K for land) and will cover approximately 2.3 acres to include an artificial turf regulation soccer field with lighting, an access control fence, a ball screen, a 30,000 square feet 40 ft. high air structure and a 5,000 square feet field house. Construction is scheduled to begin in the spring of 2005 for completion for Fall 2005.

The public meeting held in June 2004 as part of the re-zoning process received positive feedback from the nearby community to the East of the College.

Facilities Operations and Maintenance Services

The major campus electrical shut down carried out on the last weekend in July was completed successfully. The main features of the shutdown were cable replacement to the campus and B building as well as establishing baseline data and condition assessments of the remaining cables and the main transformers. It is anticipated that a shutdown of similar proportions will be needed in 2005.

REGISTRAR'S OFFICE**Admissions Statistics, 2004 Fall**

As the admissions cycle for 2004 Fall draws to a close, we have continued to maintain our application levels above the provincial system average. The OCAS statistics, as of

August 20, indicate that, for *College Choices* (i.e. number of applicants), our Non-Secondary School applicants are up 8.0% from last year, Secondary School applicants are -10.0%, with an overall decrease in applicants of -0.9%. Province-wide, the variances are 3.3%, -18.0% and -8.5% respectively.

As of the same date, for *Program Choices* (applicants are allowed a maximum of 5 choices, with up to 3 at any one college), our Non-Secondary School applicants are up 6.1% from last year, Secondary School applicants are -14.0%, and overall we show a decrease of -4.0%. Province-wide, the respective variances are 1.8%, -18.1% and -9.0% respectively.

Registration Statistics

Registration in Post-Secondary Programs: Registration for the Fall Term is ongoing. Timetables for registered students were posted to the web on August 6. As of September 1, Net Registered students stood at 12,330 or 104.1% of the enrolment projected for November 1 (audit date). In addition, there are ~140 students in program levels with late start dates which have not yet registered. The breakdown of the 12,330 registered to date is as follows:

Level 01	7,003 registered, against projection of 6,576
Upper Levels	5,327 registered, against projection of 5,273

As in any term, it is essential that the College strive to minimize the rate of attrition (i.e. student withdrawals) during the term.

Continuing Education Registrations: With regard to Continuing Education registrations for the 2004 Spring Term, as of August 20, registrations stood at 11,424 as compared to 12,403 at the same time last year. This year's registrations to August 20 represent 95.1% of the Spring Term projection.

Continuing Education registration for the Fall Term opened on August 9, a week later than in 2003. As of August 27, registrations for the 2004 Fall Term stood at 7,838 as compared to 11,049 at the same time last year.

Spring Convocation (Ottawa)

The Spring Convocation Ceremonies (Ottawa programs) were held at the Corel Centre on Thursday, June 10 and Friday, June 11, 2004. The change in venue was in response to client complaints regarding inadequate parking, limited handicapped access and the limit of three guest tickets/graduate at the previous venue. With the assistance of the College Marketing Office, the Corel Centre venue was decorated beautifully. We have received much positive feedback from graduates, their families, and members of the College community regarding this change in venue for our Spring Ceremonies. In total 1,733 graduates attended these ceremonies.

The Fall Convocation Ceremony will be held at the National Arts Centre on Monday, October 25 (8:00 p.m.). The ceremony's guest speaker will be the College's "Alumnus of the Year", who will be announced in the next few weeks.

VICE PRESIDENT, STUDENT LIFE AND HUMAN RESOURCES**STUDENT SERVICES****Director's Office, Student Affairs and Orientation**

The annual day-long orientation session was held for the new Residence Advisors and staff, Students' Association Directors and staff on June 17th off campus. The students received intensive briefing on the various services offered to Algonquin students and became acquainted with key staff members.

Anne Kalil, Student Affairs and Orientation Officer, organized the first phase of Orientation, Campus Preview, which was held the week prior to classes. Over 3000 students received their student handbook (The Instaguide), Student I.D. cards, and were taken on a customized tour of the college. They were warmly welcomed by College officials, student leaders and representatives from the various schools and departments who informed them of the critical things they need to know to be well-prepared for the start of the term. Each year, this head start program has attracted more and more incoming students.

The second phase of Orientation was held during the first week of class and included activities such as Pizza Day, musical entertainment, a Haunted Walk tour in downtown Ottawa, Playfair (a teambuilding activity) and a Mocktail Party in Residence, and ended in with an evening with the Ottawa Renegades football team.

Anne Kalil also organized the third Parents' Preview session for parents of the new students under the age of 21. Over 200 parents received information on the College and the services available to their children. Representatives from each school were also on hand to answer any questions they had.

A new event, Res Survival 101, was delivered to over 500 students living in residence on Sunday, August 29th. This event was organized by Marilyn Stratton-Zimmer, Director of Student Services and Kris Dableo, Residence Outreach Programmer. Res Survival 101 provided students with pertinent information about the College and its services. Students also received training in Party Smart and were given a certificate of achievement upon completion of the session.

Centre for Students with Disabilities

The second SAIL program, a new transition program for students with learning disabilities, came to a successful conclusion with a banquet at Algonquin College on July 29, 2004. Twenty one young people participated in this program co-sponsored by Algonquin College and Carleton University. The LOTF funding for the Learning Strategist and Assistive Technologist has been renewed.

Employment Services

On June 3rd, Joanne McDonald, Employer Relations Officer, presented a detailed session to the Social Services Worker Advisory Committee regarding graduate employment statistics and labour market trends.

Employment Services set up an informational booth at the June Convocation held at the Corel Centre. Staff members were there to provide career services information to interested graduates.

Preparations for a new event called "Campus Connections" have been underway during July and August. This event is scheduled for Thursday, September 2nd and will showcase part-time jobs, volunteer opportunities and other activities in which students may get involved on- or off-campus.

FINANCIAL AID

The Financial Aid Office has changed it's hours of operation as of August 16th, 2004. The office will be open from 8:30 a.m. until 4:45 p.m. from Monday til Friday.

The loan service provider, the National Student Loan Service Centre has made arrangements to have service representatives at the Woodroffe Campus from August 23rd until October 8th. As a new initiative, National Student Loan Service Centre representatives will also be at both the Perth and Pembroke campuses for a total of three days each during their peak period.

The Financial Aid Service Window has been in use for a number of weeks. There have been a lot of positive comments from both clients and staff.

Financial Aid recently received an upgrade on its Q-Matic Service. As part of the upgrade, Financial Aid staff has received training on a number of enhancements to the Q-Matic service.

HUMAN RESOURCES

Overview

The Human Resources Task force continued meeting and working over the summer. Data gathering and analysis continues. The preliminary report was presented to the President on June 30th : revisions and updated continue while we await confirmation of acceptance of initial recommendations. College site visits are being planned for September to further benchmark activity.

The Human resources team participated in a strategic retreat and teambuilding activity June 14th. Specific goals were established in conjunction with the College strategic plan to form the HR strategic plan. In particular, improvement in service hours and online services are to be implemented this September.

We are planning to visit other Colleges where new Human Resources Information Systems have been implemented to begin formulating our thoughts on this issue. We had hoped to proceed during the summer but considering vacation as well as the renovation project delayed this activity.

Professional Development

The new Manager of Professional Development, Katherine Murray, was hired effective June 28. Katherine's focus will be on enhancing staff development in the academic

area and creating staffing development programs in the support staff and administrative staff areas. To date we have delivered the Academic Orientation program in collaboration with Learning and Teaching Services and have participated in ongoing PD activities as committed to in CCHRD.

Through informal preliminary meetings with Deans, Directors, and other managers, it has been communicated that they would like to see an increased focus on customer service training and communication skills training for support staff, and an increased focus on management development training for themselves. For the academic staff, managers would like a continued focus on the development of existing programs. A comprehensive PD design plan has been developed and September will see the creation of the Professional Development Committee within the College.

The new role of Manager of PD will also involve an increased focus on Performance Planning and Evaluation as well as Succession Planning. A design plan for each of these initiatives is in draft stages with research beginning on demographics and needs assessment tools for the gathering of statistics.

Employee Services

Labour Relations

The Academic and Support Staff grievances were placed into abeyance from mid June to mid August. Grievance meetings for the active grievances have been coordinated and will resume at the end of August.

Workload Reporting

The July 1st audit on the SWF 2004 spring semester was completed in a timely basis and the various reports were sent to the Academic Local Union.

Voluntary overtime agreements for the 2004 fall semester have continued to arrive from the schools and they have been made available to the Union in compliance with the Academic Collective Agreement.

Recruitment & Classification

With the budget process delayed, the hiring of Academics for the Fall Semester did not commence until mid-June, which resulted in a very busy summer. There were 43 postings during June, July and August, including postings for four administrators, 10 full-time support staff, 9 part-time support staff, 13 full-time academics, and 7 part-time academics.

A workshop was developed for the Kaleidoscope Conference titled "Preparing for an Internal Interview". This was created and presented by Nigel Parker and Dayna Smith. Evaluation feedback from the workshop showed that 90% of the attendees ranked this workshop as "Excellent". Since the workshop, six of the attendees have been successful internal candidates in job competitions here at Algonquin.

The College Evaluation Committee for Support Staff met in June. There were five positions evaluated which resulted in two positions being increased by one payband. The other three remained the same classification. There are two classification meetings booked in September as several PDFs have been received during the summer for re-evaluation. Sandi Johnson, from The College Compensation & Appointments Council, provided a training session to all members of the classification committee in August.

The Knowledge Centre

A coordinated effort was made to complete knowledge transfer from the HRS Officers to Client Service Representatives. Meetings were held with all members of HRS staff.

The creation of 7660@algonquincollege.com was completed and will be announced to the College Community in September. This quick response email link will be another method of communication for general inquiries to the Knowledge Centre.

The web-based submission of ROE's for EI purposes was implemented at the beginning of the summer for both full-time and part-time employees who require an ROE. To date, the system has been operating consistently.

Compensation, Pension & Benefits

Benefits Administration

There are currently 31 Academic, 31 Support Staff and 2 Administrators on Long-Term Disability. In addition, two cases are pending decision by Sun Life and one LTD package has been sent to a Support Staff member who is approaching the end of their waiting period.

Pension & Retirements

CAAT Pension member statements for 2003 arrived for distribution to all staff. The statements were distributed in record time, which has assisted us in the large volume of inquiries received. There were approximately 40 employees with questions regarding credited service and name/beneficiary changes. Investigation of these issues is still ongoing. With the assistance of Bill McMillan in Finance, the 2003 CAAT Reconciliation has been done, which completes the 2003 DCT process.

A total of 17 new hires have been contacted regarding previous part-time service that may qualify for a pension buyback. 13 of these employees have requested costings.

During the Kaleidoscope Conference in May, the Manager of Compensation, Pension and Benefits delivered two seminars on retirement planning to the College community. Approximately 80 employees attended the sessions and the comments by those individuals were very positive.

STRATEGIC DEVELOPMENT GROUP

BUSINESS DEVELOPMENT DIVISION**Algonquin College Foundation****Lucky Payday Staff Lottery**

The Lucky Payday Staff Lottery was launched on June 4th and two winners are selected each payday. Proceeds will purchase specialized equipment for students with disabilities.

Algonquin College Bursary Gala (Fundraiser)

An Algonquin College Bursary Gala is being planned for October 23rd at the Canadian Museum of Civilization. Valerie Pringle is honorary chair of the Gala and Leigh Chapple is the host for the Gala. The Algonquin College Alumni Association have generously come forward as the presenters of the Gala. The evening will bring together educators, alumni, business and political leaders as well as friends, media personalities and world class outdoor adventurers. The evening will recognize Algonquin's involvement in the spring 2004 Discovery Channel Everest Expedition. Gala proceeds will go to student bursaries. The Government of Ontario (OSOTF Program) will match the proceeds through the Ontario Student Opportunity Trust Fund. Tickets are \$200 each.

Algonquin College Bursary Golf Tournament Raises Funds and Fun

As a result of the hard work and generosity of individuals involved in the popular Algonquin Bursary Golf Tournament, the Foundation is the recipient of \$61,000. This donation will be matched by the provincial government's OSOTF program and will go towards assisting financially challenged students who attend our College.

IBM Gives Generously

IBM has kindly donated \$102,310 to its endowed named bursary. This donation will be matched by the provincial OSOTF program. Thanks to the Finance and Administration Department for being the energy behind this leadership gift.

New National Heavy Construction Sewer and Watermain Bursary

The National Heavy Construction Association has generously created a bursary for students in Civil Engineering Technology. The bursary donation is for \$35,000 which will be matched by the Govt. of Ontario's OSOTF program endowing the bursary for a total of \$70,000. A news conference is scheduled for September 10th to announce this leadership gift. A past Algonquin Civil alumni Michel Rodrigue has been the energy behind making this donation happen.

The ACLI Richard Altman Cook Memorial Bursary Award

A memorial bursary has been created by loved ones honouring the late Richard Cook. Mr. Cook volunteered his time with students in the English as a Second Language

program. Family and friends knowing how much this volunteer work meant to Mr. Cook have come together to generously create an endowed bursary with a value of \$15,000. This donation will go to students who complete the ACLI program and then continue their studies in one of Algonquin's post-secondary programs. Bernice Klassen, a faculty member in ACLI, has been closely involved in this initiative.

Graphic Printers Association Bursary

A group of distinguished retired members of the former Ottawa Graphic Printers Association have come forward to create a bursary for students studying in the School of Media and Design. This generous \$50,000 endowed bursary will be acknowledged at a luncheon media event to be held in October, 2004.

The Loretta Tario Bursary

Members of the Tario Family have kindly established a bursary in memory of their mother the late Loretta Tario. Loretta worked for many years as the health nurse at the Lorrain Centre and the Pembroke Campus of Algonquin College. This very thoughtful \$20,000 endowed bursary will go towards students entering the fourth year of the B.Sc.N. program along with meeting the criteria the family has thoughtfully outlined. Marguerite Donohue, Dean, Algonquin College in the Ottawa Valley has worked closely with the Tario Family members to establish this inspirational legacy.

ALUMNI SUMMARY

Alumni Day with Wilderness Tours

The Alumni Association together with Wilderness Tours hosted a day for alumni, family and friends at Wilderness Tours on August 22nd. The event was well-attended and will become an annual event. Wilderness Tours provided special daily rates and will be contributing some of the proceeds to a student bursary.

Alumni of the Year Award

Orazio La Manna 1982 graduate of the Cook's Apprentice program will be keynote speaker at the Fall Convocation 2004 and will receive the Alumni of the Year award for his outstanding career success and his outstanding contribution to the community and to society.

Premier's Award Nominations

Premier's Award nominations are underway. Michelle Valberg, Photography graduate 1987 will be nominated to the Creative Arts and Design category, Michael Armstrong, Mechanical Engineering Technology grad 1988 will be nominated to the Technology category, Alison Thomas, 1982 Registered Nurse will be nominated to the Health Sciences, Tom Sidney, SSW graduate 2002, Pembroke Campus will be nominated to the Recent Graduate category. A nomination to the Community Services category is in the final stages of discussion.

INTERNATIONAL EDUCATION CENTRE

Recruitment

There are clear indications that the Centre will meet its post-secondary enrolment projections for the academic years 2004/2005. 442 students have registered. There were also 56 full-time students in the summer months. It is expected that a number of returning students will be registering in the week following Labour Day.

In terms of ESL, we are still experiencing a shortfall. The May, July, and September intakes stand at around 120 each as opposed to the projected 155. Discussions with the ESL group are ongoing to determine the reasons for the shortfall and to take measures to counter act it.

For Fall 2004 the following international recruitment activities are planned:

Susan Olszynko will be going to the following countries:

Korea	China
India	Hong Kong
Nigeria	Thailand
Indonesia	Vietnam

In these countries, Susan will be giving public seminars, conducting school visits, recruiting agents, participating in showcases put up by the Canadian embassies, meeting officials at Ministries of Education, and attending CEC fairs.

Similarly, other members of the College will be involved in recruitment activities: Sue Hodgins will be visiting Mexico, the Caribbean, and attending the CEC Agent Fair in Montreal. Anne Kalil will be visiting Japan. George Anderson, our former ombudsman will actively recruit for Algonquin College in Peru.

The College will also be showcasing at Canadian Embassies in Argentina and the Philippines.

Marketing

The revision of all our marketing materials has been completed. The new IEC brochure is attractive, informative, and easy to read and will be used for overseas distribution. The brochure is abundant with pictures, which speak well to viewers of all languages. It includes a similarly attractive insert which has been translated into the languages of our major markets. Print material is extremely important in overseas markets where most of the clients are the parents of potential students and belong to an age group which is more comfortable with print than web technology.

At the same time, the website has also been revised. It is reader-friendly and visually attractive. It will go live before the end of the month. The orientation material has also been clustered into a small and handy student booklet. The format of our orientation activities was revised by student advisor, Michelle Cameron. The activities for ESL and post-secondary students are now very interactive and include tours of the College and Campus Square. Second and third year international students play a major part in "buddying up" with their newly-arrived colleagues to increase their familiarity and level of comfort with the College.

International Linkages

The Centre is vigorously pursuing overseas involvement in project work to enhance Algonquin's international presence. This is seen as a means of internationalization of the College as well as student recruitment through spreading awareness about Algonquin's capacity, programming, and success.

India

1. A twinning agreement with Agnel Polytechnic to establish on-going cooperation is ready for signature. The cooperation will be in the areas of hospitality and tourism as well as some technology programming. A CCPP category 2 proposal to work with Agnel in a program of health education has been submitted to the ACCC for CIDA funding. A decision will be forthcoming in October.
2. Our partnership with the Manav Rachna Education Society resulted in the start-up of three more programs to be delivered at the Indo-Canadian Institute of Technology. These are Advertising, Graphic Design, and Journalism. At the same time, we will be receiving 9 transfer students from MRES this Fall. They will be pursuing their studies in the second year of the Tool and Dye program at Algonquin after completing their first year at the Indo-Canadian Institute. This flow-through of students from a campus overseas is a sign of the success of such international programs.
3. The ACCC has invited Algonquin to be one of five Canadian colleges to participate in a showcase displaying the capacity of these colleges in Goa, India. The showcase will take place on October 8, 9, and 10.
4. Algonquin/CV Raman College of Engineering Hospitality program is presently being offered. Staff exchanges have taken place.

China

1. A CIDA-funded CCPP project a.k.a. READ is now in its 2nd year of operation. A Study Tour to Algonquin College is being planned for late September to early October 2004.
2. A CIDA-funded Bilateral project - \$5,000,000 CIDA allocation – to be delivered in conjunction with the Canadian Bureau of International Education is still under consideration. It is awaiting Chinese government ministry approval before CIDA can develop the MOA confirming the activity.
3. Jiangxi University of Science and Technology – Robert Li, Browa Technologies. Active negotiation to offer an intensive ESL immersion program in the Summer of 2005 for 20-30 faculty is underway. Partnership in program areas of automotive, accounting, and computer programming are also being pursued but intermediary wants to begin the relationship with the ESL activity.

Zanzibar

Linda Cooke is in Zanzibar working on a teacher training program for the Ministry of Education, Culture and Sports. She will be there for a period of 14 months. She is providing consulting services acting as the prime specialist in the development of curricula and materials for the new skills training centres to be created by the Ministry. The Executing Agency for this African Development Bank project is Hickling Corporation.

Belize

We are expecting a 2-month attachment in the Fall or Spring from a Curriculum Development Coordinator from Belize to participate in a teacher training program. This is part of the TVET Enhancement Project funded by the Caribbean Bank.

Jordan

Two of our counsellors will be participating in the “Sustaining and Extending Technical Vocational Education and Training” (SETVET) project in Jordan. Their work will concentrate on helping the Ministry of Education in Jordan establish a system of counselling for male and female high school students.

The first component will take place in November with a visit by two Jordanian members of the Vocational Training Corporation. This will be followed by a consultancy in the new year. Simultaneously, a second component will consist of creating a model plan for the Ministry. This will be followed by another study tour in the Spring.

Egypt

1. World Bank – Higher Education Enhancement Project
We have completed a series of visits among Algonquin and Egyptian senior education officials. Algonquin will pursue contracts via the Hickling CTVG consortia to deliver activities associated with the Higher Education Enhancement Program of the Egyptian Ministry of Higher Education funded by a \$13,000,000 World Bank award.
2. Negotiations are underway with Imagenius Academy to offer an Animation program. Imagenius has offices and delivery sites in both Toronto and Egypt.

Montenegro

A proposal to develop and implement a Hospitality Training facility on the Adriatic Coast is presently being finalized. Strong encouragement has been provided by the Ambassador to Canada for Serbia-Montenegro.

Korea

Korea University wishes to pursue a partnership and has invited Algonquin's International Marketing Coordinator to inform and recruit students on their campus as an initial sign of support until details of further collaboration can be developed.

Philippines

A proposal to transfer curriculum, provide professional development and support the delivery of two health programs – Personal Support Worker and Practical Nursing is being developed.

MARKETING

Algonquin Productions

Algonquin Productions is currently in the process of completing the following projects:

- Programming and graphics for the Automotive Service Technician website scheduled to launch on September 17.
- Posting of the Full time and Part time monographs to the web
- Assistance with the development of the new International Education Center web site for the International Department.
- Finalizing the completion/development of a website for the PSAC – National Component scheduled to launch in September. Scope of work included the development of an administration site as well as the front end user interface.
- Work on the Everest high definition animations continues and is nearing completion.

Other work completed during the summer includes

- The redesign of the Job Connect website (Pembroke) to present a fresh look
- Updates to the marketing recruitment PowerPoint, and
- The completion and posting of the video and PowerPoint for the President's breakfast and luncheon.
- The redesign of the Image Bank to facilitate internal archiving and external retrieval of photographic images by all Algonquin departments

Marketing

In early June, the Department was busy with last minute details and final preparations required to implement the AV and set design components for the convocation ceremonies at the Corel Centre.

Over the summer months, the department completed production of the new college marketing publications for the coming year including the fall semester School of Part-time Studies catalogue, 250+ individual full- and part-time program monographs, the College *Calendar*, and a four-colour 60 page *Viewbook* with a fresh new look.

Work with the Vice-President - Academic's Office to facilitate the production of the Part-time Faculty Handbook and a 'Learning at Algonquin' brochure was completed.

New banners featuring the new look for the College's literature were designed and produced for the President's Breakfast.

Several advertising initiatives were developed and implemented including a radio campaign to promote the distribution of the School of Part-time Studies' fall catalogue, and a radio and print campaign to promote the Bachelor of Applied Technology - Photonics degree. The Department also executed the print campaign for the Distance Education fall enrolment, as well as a print campaign to boost fall enrolment for several programs in the School of Media and Design.

Participation in the development of the Transportation Fundraising Brochure continued throughout the summer and is now nearing completion

Several meetings with marketing representatives from the majority of Ontario Colleges to review the research and recommendations tabled by Academica on how to market the Bachelor Degrees occurred in June, July and August. The result is the development of a Bachelor Degree Awareness Campaign in Ontario that includes participation by twelve other Colleges. Initiatives include the development of a portal web site and a brochure for distribution to key influencers in the post secondary education decision making process.

Recruitment

The Recruitment Team has been busy throughout the summer participating in the following activities;

On Site Events:

- Over eighty individual & group tours
- Campus preview tours conducted regularly throughout orientation week
- Support services for various events such as Convocation, the President's BBQ and Breakfast/Luncheon, and various orientation activities

Off Site Activity:

- Multiple presentations to summer schools and co-op programs
- Participation in the National Defence Headquarters Education Fair, the Glencairn School Career Fair, and a Back to School Info Day in Smith Falls
- Attendance & bursary award presentation at local alternate high school graduation

Other Activity/Projects:

- Implementation of event planning activities for fall have begun, along with continuation of fall travel plans/ bookings for local and out of town fall presentations and events
- Media Training for the Recruitment staff was provided by the PR Department to ensure best practices when dealing with the public
- PASS Pathways meeting & correspondence/activity planning is underway to facilitate the success of the program
- Speakers' series meetings with representatives from all Academic areas were conducted to facilitate program & services updates

PUBLIC RELATIONS AND COMMUNICATIONS

Corporate Events

- "Breakfast with the President" for new staff was initiated last year to enable staff to have an opportunity to meet and dialogue informally with the President, is being expanded to include different groups from across the College.
- "Coffee Break with the President" is entering its a second successful year. This event gives staff an opportunity to meet and speak with the President in a casual and informal setting.
- The President's Annual Breakfast and Luncheon were held on Tuesday, August 17, 2004. Approximately 1,000 full-time staff attended the Breakfast and approximately 450 part-time staff attended the luncheon. The President's address, which can be found on the College website, with a focus on major achievements over the past 10 years as well as the second year of a five year plan for the College as described in its strategic direction document 2003 - 2008.
- Planning is currently underway for the Official Opening of the Algonquin College Transportation Technology Centre will be held on Thursday, October 7th.

Communications

- The 2003 Annual Report has been published online and can be found on the Algonquin homepage as well as the Public Relations website. A hard copy is available upon request via an online request form on the Public Relations website.
- The Public Relations and Communications Department held more than 20 focus groups with College staff and students that resulted in enhancements to internal communications. One new feature is the development of "Good Morning Algonquin!" a staff newsletter, that will be e-mailed to all staff every business day. This new communication tool will be launched on Monday, September 20, 2004
- Algonquin College has created an advertorial which will appear in Maclean's Guide to Ontario Colleges which will appear in the November 15, 2004 issue.

Government Relations

- The Director of Public Relations and Communications continues to meet community and political stakeholders to ensure that they understand the College's needs and its direction for the future.
- The President and the President's Executive Committee hosted Shamira Madhany, Director, Colleges Branch, MTCU and Linda Lake, Manager, Finance Unit, MTCU on Friday, September 3, 2004. A guided tour of the Woodroffe Campus followed a luncheon held at the Restaurant International.

Community Relations

- The Algonquin College 2004 United Way Campaign Kick-Off Breakfast will be held on Friday, October 15th to mark the start of the College's 2004 United Way Campaign (October 15 to November 5, 2004).
- Twenty members of Algonquin staff have again volunteered, for the second year, to serve as readers at Christie Public School for OCRI's OttawaReads program which resumes mid-October.

- Algonquin College will be hosting a Citizenship Ceremony on Thursday, October 28, 2004 at the Woodroffe Campus. Details will be made available once the details have been finalized.

Media Relations

The following are the major Algonquin College news stories appearing in the media between May 31, 2004 and August 30, 2004.

- Capital Educators' Awards
- Transportation Technology Centre
- Convocation
- New International Business program
- Interior Design student competition
- Profile - Bachelor of Applied Arts- Interior Design
- Students' Association Priority Fee
- Restorative Dental Hygiene Program
- Feature on interior decorating grad, Megan Blanchard
- Varsity golf reintroduced
- First day of fall classes

The College received 160 media hits during this period and 216 media hits since April 1, 2004.