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**DRAFT**

**BOARD OF GOVERNORS**

MINUTES OF MEETING NUMBER FOUR HUNDRED AND ONE OF THE BOARD OF GOVERNORS OF ALGONQUIN COLLEGE, WHICH HAS HELD ON MONDAY, NOVEMBER 8, 2004 AT 5:00 P.M. IN THE ROSSER BOARD ROOM, "C" BUILDING, WOODROFFE CAMPUS

Present: Mr. Herb Kreling, Chair  
Mr. David Wallace, Vice Chair  
Mr. Fred Blackstein  
Mr. Steve Georgopoulos  
Mr. Robert Gillett, President  
Ms. Lana March  
Mr. Wayne McIntyre  
Mr. Mubasher Saifi  
Mrs. Shirley Westeinde  
Mr. Wayne Wilson

Regrets: Mrs. Amelita Armit  
Mr. Vini Bhindi  
Mr. Richard Cameron  
Ms. Jacqueline Holzman  
Ms. Cathy Kirkpatrick

Vice Presidents seated at the table:

Mrs. Raymonde Hanson, Academic  
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  
Mr. Kent MacDonald  
Ms. Pauline Tam

Anna James  
Recording Secretary

The Chair called the meeting to order at 5:05 p.m. and informed Governors that a tour of the Health Sciences Simulation Lab and report on simulated health care training would occur at the beginning of the meeting.

The Chair observed that quorum could not be achieved for the evening and, as a result, the Executive Committee would meet after the Board meeting to act on behalf of the Board to finalize any decisions taken.

#### **04-57 REPORT ON SIMULATED HEALTH CARE TRAINING**

Marie Cormier, Dean, School of Health and Community Studies, introduced Marlene Tosh, Chair, Specialty and Re-Entry Programs and Barb Foulds, Chair, Nursing Studies and commended them on their efforts in the development of Simulated Health Care Training at the College.

M. Tosh began the presentation by providing a brief overview of the first link in this development which was the start-up of the Foreign Trained Nursing Project in fall 2002. A simulated manikin was purchased in fall 2003 for the project, to be used as a prior learning assessment resource tool. In Winter 2004, a trip to Texas occurred where several simulated health care labs were visited. A proposal was taken to Senior Management in Spring 2004 where approval was granted to develop a simulated lab with construction occurring over the summer of 2004 (Phase 1). The rationale for this development was the need to recognize foreign credentials and integrate these professionals into the workplace; the need to increase enrolments to address predicted shortages in health related disciplines; the need for better recruitment and retention strategies in health disciplines; and the need to facilitate cross disciplinary approaches and inter-professional team work. At this time, Algonquin College is the only educational institution in Canada with this type of simulation health lab.

B. Foulds provided an overview of Phases two and three of the project. Phase two includes the creation of an Advanced Care Lab for the purpose of training in the areas of Critical Care, Emergency and Operating Room Nursing. Phase three would be the construction of a Model Simulation Centre which would include language components for internationally educated professionals, skills development scenarios, technology acquisition and simulated software development, innovated health care training approaches, expansion of foreign credential recognition, and research.

Current Status:

- September 2004 – Presentation to Immigrant Labour Market Integration Forum.

**04-58 REPORT ON SIMULATED HEALTH CARE TRAINING** (cont'd)

- September 2004 – Visit to University of Maryland School of Nursing and Simulation Centre.
- October 2004 – Response to RFP from Health Canada with a Recruitment and Retention Strategy Proposal.
- October 2004 – Hosted visits from representatives from Ministry of Health – Long Term Care, Ministry of Training, Colleges and Universities and Education Representatives from Microsoft and Nortel.
- November 2004 – HRSDC Division coming for a lab visit and discussion on symposium strategy.
- November 2004 – Open House .

## Questions/comments included:

- Who is Algonquin College competing against for the RFP? At this time, Algonquin is the sole competitor.
- The School should consider partnering with companies in the health care field for support of the Simulation Center as it is likely there would be companies interested in this opportunity. Currently, the School of Health and Community Studies has partnered with Laerdal and is investigating additional partnership possibilities.
- Are the programs in the health cluster offered on a non-semester basis? Some. The intention is for the Centre to have year round operation.
- This development suggests an important need of professional development for existing faculty. As a part of the School's contract with Laerdal, training is provided for all faculty. In addition, the School has a technician who is fully trained and is available to assist all faculty who will also be involved in mapping the curriculum for this training simulation.

The Chair thanked the group for the tour and presentation and added that the Board would be looking forward to receiving further information on the RFP and the development of Simulated Health Care Training in the coming months.

**04-58 CONFLICT OF INTEREST**

None declared.

**04-60 MINUTES OF THE PREVIOUS MEETING**

RESOLUTION

**04-60 MINUTES OF THE PREVIOUS MEETING**

MOVED AND SECONDED – March and Georgopoulos

that the minutes of the meeting held on October 12, 2004 could be approved by the Executive Committee of the Board.

CARRIED UNANIMOUSLY

**04-61 BUSINESS ARISING FROM THE MINUTES**

Governor Wilson observed the new course launches in Continuing Education as reported in the minutes and reported that there have been advertisements in *The Ottawa Sun* offering Dalhousie University courses such as Canadian Building Code and Construction Materials Research. The Governor suggested that the College consider exploring Continuing Education offerings in the technical areas.

W. Wilson invited Governors to visit [www.locallines.org](http://www.locallines.org) to review presentations on the Rae Review, one done by Mr. Wilson himself, as well as those from other faculty members.

**04-62 REPORT OF THE AUDIT COMMITTEE**

Governor Georgopoulos reported that the Audit Committee met prior to the Board meeting and received a presentation from Brian Moss of KPMG regarding a recent risk management audit. The recommendations of the audit have been referred to senior management who will prepare an action plan.

Brian Burns, Director of Finance, reviewed the College's response to the management letter dated June 7, 2004, in which a number of recommendations were raised and have since been addressed.

A KPMG audit was undertaken which uncovered a number of observations regarding the College's conversion to PeopleSoft financials software. All recommendations have been reviewed and actioned.

**RESOLUTION**

MOVED AND SECONDED – Georgopoulos and Westeinde

that the Executive Committee of the Board of Governors receive the report as presented.

CARRIED UNANIMOUSLY

**04-63 REPORT OF THE EXECUTIVE COMMITTEE**

H. Kreling reported that the Executive Committee had met prior to the Board meeting to review membership nominations for both the Board of Governors and the Algonquin College Foundation.

The Committee endorsed the nomination of Ms. Sara Nixon to the Algonquin College Foundation Board of Directors. Copies of Ms. Nixon's resume were on the table for Governors.

The Committee recommended that the Board of Governors forward the resumes of Dr. James Robblee and Mr. Michael Tremblay to the College Compensation and Appointments Council for appointment to the Board of Governors. Dr. Robblee is a physician in medical practice in Ottawa and would replace Kathleen Graham as a health care sector representative. Mr. Tremblay is a Senior Vice President at SAP Canada and would represent the high technology sector on the Board.

**RESOLUTION**

MOVED AND SECONDED – Westeinde and Wallace

that the Executive Committee of the Board approve the nomination of Ms. Sara Nixon to the Algonquin College Foundation Board of Directors.

**RESOLUTION**

MOVED AND SECONDED – Wallace and Blackstein

that the Executive Committee of the Board recommend Dr. James Robblee and Mr. Michael Tremblay to the College Compensation and Appointments Council for appointment to the Algonquin College Board of Governors.

CARRIED UNANIMOUSLY

H. Kreling reported that a discussion occurred regarding the need to review the composition of the Board, and the background, experience and strengths of future Board members. This discussion will occur prior to June 2005, as the vacancies of two Board members approach. The Board of Governors will be consulted in this process.

Questions/comments included:

**04-63 REPORT OF THE EXECUTIVE COMMITTEE** (cont'd)

- Governor Wallace noted that the Sarah Nixon's appointment to the Foundation is a very good fit because of her tax work with KMPG and recent discussions on endowment funds and investment strategies.
- Governor Blackstein added that Ms. Nixon's fund raising experience is also an asset.

**04-64 REPORT OF THE CHAIR**

The Chair reported that Fall Convocation Ceremonies were held on Monday, October 25<sup>th</sup> and thanked Governor Georgopoulos for bringing greetings from the Board.

The Board's annual Christmas Dinner is scheduled for Monday, December 13<sup>th</sup> following the Board meeting. Formal invitations will be sent shortly.

**04-65 REPORT OF THE PRESIDENT**

The President commended Governor Wilson and Marguerite Donohue, Dean, Algonquin College in the Ottawa Valley, for speaking at the Rae Review Town Hall Meeting and delivering positive messages from Algonquin College.

On the table for Members was the ACAATO response to the Rae Review Paper. The President reported that in addition to ACAATO's response, the College will prepare a brief response to the Review Committee reinforcing the areas important to Algonquin College.

Preliminary work of the Task Forces has been completed. The board will be briefed on the recommendations and findings once they are finalized.

David McGuinty, MP, visited the College on Monday, November 8<sup>th</sup> and met with the President's Executive Committee. The visit was positive and Mr. McGuinty will continue to advocate to HRDC on behalf of the College.

The President reminded Governors of the Colleges Governance and Accountability Survey being conducted by Deloitte on behalf of the College Compensation and Appointments Council. Governors were asked to participate in this survey. The Board office will provide further details to Governors once they are available.

**04-65 REPORT OF THE PRESIDENT** (cont'd)

On the table for information was a financial update on ACERRA. The President noted that final recommendations on ACERRA will come forward with the recommendations of the Task Forces.

Questions/comments included:

- L. March asked for clarification on ACERRA. ACERRA is the corporate training division of Algonquin College. It was set up as a separate entity from Algonquin College in order to bid on federal government contracts.
- The President put out a standing offer to meet individually with any Governors regarding areas in which they would like more details.
- W. Wilson remarked that he would appreciate seeing some indication on ACERRA and where it is going. The President responded that the work of the Corporate Training Task Force will address this.
- W. Wilson noted that if the College is going into a minimum shortfall of \$8 million for 05-06, he would like to know as soon as possible if ACERRA is viable as it is difficult to make informed decisions without clear information.
- W. Wilson expressed his unease with the statement regarding Algonquin College's inventory of content that can be made available to ACERRA and noted his concern for individuals who have developed this content and there is a need to be careful with how this information is used and sold. The President responded that intellectual property is the property of the College and the Ministry requirement for using this property in the corporate training world is that it be sold at market price.
- W. Wilson expressed concern with a profit of \$400,000-\$450,000 for ACERRA with a full time staff complement of 34 employees versus the full time staff complement and profit turn around in a department such as International Education, noting that the return is not visible. The President noted that with corporate training, there is never the same return as with other areas of the College and that the costing model is not the same as is used for other internal programs. The President asked that Governors to review the recommendations on a corporate training integrated model once all details have been finalized.
- W. Wilson inquired as to how ACERRA is approaching its advertising efforts (referred to in page 3 of the report)? The President reported that electronic advertising was not well received by corporations and therefore print medium is now being used.
- W. Wilson inquired if it was the intent of the report that the Algonquin Technology Institute is a part of ACERRA? It is a part of ACERRA.
- Governor Blackstein requested information on the make up of the Task Forces. The President indicated that all management of the organization makes up the following seven Task Forces: Customer

**04-65 REPORT OF THE PRESIDENT** (cont'd)

Service, Quality, Program and Operations Review, Corporate Training, Mobile Computing, Human Resources, Market and Program Analysis.

**04-66 DECISION ITEMS AND REPORTS**

BANKING OFFICERS 2004-05

RESOLUTION

MOVED AND SECONDED – Westeinde and March

that for banking purposes, the following are the officers of the Algonquin College of Applied Arts and Technology:

POSITION	CURRENT INCUMBENT
Chair	Mr. Herb Kreling
Vice Chair	Mr. David Wallace
Secretary	Mr. Robert Gillett
Treasurer	Mr. Robert Letourneau

SENIOR OFFICIALS OF THE COLLEGE

POSITION	CURRENT INCUMBENT
President	Mr. Robert Gillett
Vice President Finance & Administration	Mr. Robert Letourneau
Vice President Student Life and Human Resources	Mr. Christopher Warburton
Vice President, Academic	Mrs. Raymonde Hanson
Director of Finance	Mr. Brian Burns
Manager, Financial Services	Mr. Duane McNair

CARRIED UNANIMOUSLY



**04-66 DECISION ITEMS AND REPORTS** (cont'd)**EMPLOYMENT STATISTICS REPORT**

C. Warburton spoke to the Employment Statistics Report in Governors' dossiers. The report is a reintroduction as a result of a request made at the October Board Meeting and will be submitted on a quarterly basis.

Questions/comments included:

- Governor Wilson noted that the ACERRA report on it's complement did not match this report. Is it just a matter of timing? Yes.

**SECOND QUARTER REVIEW**

R. Letourneau presented the Second Quarter Budget Review and reported the following highlights:

- The items in the grant category were accounted for in the first quarter review and adjustments have been.
- A provision of \$500,000 has been made for the health tax. If it is not necessary, it will be put back into revenue.
- Overall, there is a bottom line improvement of \$2,147,829.

**04-67 MANAGEMENT SUMMARY REPORT**

Questions/comments included:

- Governor Wilson observed a statement on page 6 regarding health services having to turn away students and wondered how this compares to other Colleges. C. Warburton replied that it is a matter of timing; students are not turned away. They may be asked to return at a time that is more appropriate.
- H. Kreling noted that walk-in clinics across the City are also experiencing a back log of demand.
- The President assured Governors that this has not been raised as an issue with the students and it is not a refusal of service, it is a matter of timing.

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

**04-68 INFORMATION ITEMS**

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

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|------------------|---|
| October 26, 2005 | Group Insurance Benefit Improvements for Administrative Staff Employees – effective November 1, 2004      |
| October 26, 2004 | Group Insurance Benefits – Premium Rate Adjustments for Academic, Support and Administrative Staff Groups |

There being no further business, the Board adjourned for the evening at 6:34 p.m.

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Chair

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Recording Secretary

**APPENDIX "A"****MANAGEMENT SUMMARY TO THE  
BOARD OF GOVERNORS  
November 2004****VICE PRESIDENT, ACADEMIC****CANDIDACY REVIEW – BACHELOR OF SCIENCE IN NURSING (BScN)**

The School of Health and Community Studies and Algonquin College in the Ottawa Valley collaborated in the collection of information and the planning of the Candidacy Review of the Bachelor of Science in Nursing program which was completed the week of September 27, 2004 by the Canadian Association of the School of Nursing (CASN). The initial report compliments the college vision for simulation and recognition was made of the excellence in educational delivery at both College sites. Recommendations were made specific to changes to the admission process and to the communication linkages between the academic secretariat and college faculty.

**PARTNERSHIPS/ARTICULATION AGREEMENTS**

Rishi Kalra, Dean, Indo-Canadian School of Advanced Technology (ICSAT) visited the Woodroffe Campus the week of October 4, 2004. During his week at the College, he met with the Coordinators from the Faculty of Arts, Media and Design (Journalism, Graphic Design and Advertising to discuss the current delivery of programs at ICSAT and Animation, Broadcasting-TV, and Broadcasting- Radio to discuss the possibility of future delivery of these programs). He also met with Chairs and Coordinators of the School of Advanced Technology regarding the Mechanical Technician-Toolmaking program currently offered at ICSAT. Dean Kalra also met with Norma Haddad, Manager, Client Services, Registrar's Office to discuss registration processes. We are encouraging the India campus to implement a timeframe more in keeping with ours to allow for the potential transfer of students and faculty. Since this visit, Rick Reid, Dean, School of Hospitality and Tourism has visited the ICSAT campus to discuss the possibility of offering programs from his School at the India campus.

**SCHOOL/INSTITUTE UPDATES****School of Health & Community Studies**

The National Dental Assistant Examining Board results for the Dental Assistant students who wrote in June 2004 have been received. Thirty-four out of thirty-five of our graduates were successful. Forty-nine of the Dental Hygiene students

who challenged the National Dental Hygiene Certification Exam in May 2004 were successful.

Eighteen of our Respiratory Therapy students wrote the College of Respiratory Therapists of Ontario provincial exams. Fourteen were successful which gave us a pass rate slightly higher than the national average.

A Carleton University professor and his Masters students will be conducting research at the Early Learning Centre over the course of the next six months. The research is looking at intervention strategies for shy and/or anxious children entering school at the Junior Kindergarten or Senior Kindergarten level.

#### Faculty of Arts, Media and Design

Orientation for students in the Broadcasting-TV program was a major hit this year. A session was held with a panel of Advisory Committee members who shared insights about the industry and future opportunities. Moe Atallah of the Newport Restaurant donated \$200 which paid for 20 pizzas. Prizes were donated by industry and a band and two DJs entertained. Feedback from all participants was very positive. Outside projects for this program for the year include the TSN-CFL Awards and New RO internships

#### Police and Public Safety Institute

Thirteen students from the second year of the Correctional Workers program spent 24 hours of homelessness from 20h00 on October 14 until 20h00 on October 15<sup>th</sup>. They held the event in front of the offices of Operation Go Home (OGH) at 72 Besserer Street. The purpose of the event was to become familiar with the plight of homeless people and to help raise funds for OGH. The students collected pledges before and during the event and raised a total of \$2,200.

#### School of Transportation and Building Trades

The official grand opening of the Transportation Technology Centre took place on October 7, 2004. The event was regarded as a great success by everyone involved. Attendees included Algonquin staff and Board members, students, industry representatives, local politicians, MTCU representatives and media – about 200 people total. The exposure goes a long way to raising the School's profile in the community.

#### Algonquin College in the Ottawa Valley

A new Continuing Education course will be launched in the Winter 2005 term named 'Restaurant Preparation for Adults with Developmental Difficulties'. The course will prepare students to work in restaurants and fast food restaurants as basic assistants. This is the third in a series of courses designed for adults with developmental difficulties. These courses have been developed, in conjunction with Upper Ottawa Valley Community Living, with a two-fold purpose: to provide learning opportunities and relevant skill development for these individuals and to

enable them to come to the College to learn and interact in the College environment.

Professor Barb Clarke, Coordinator, General Arts and Science, presented a paper entitled "Cultural Landscapes in a Global Economy" during a conference held by the Midwest Association of Canadian Studies (a subgroup of the Association for Canadian Studies) from September 30 to October 2, 2004. She also chaired a session on Canada/U.S. Trade Policies and Issue during this same conference.

#### Algonquin College Heritage Institute

The Job Connect Office at the Heritage Institute will be presented with the new Minister's Award for Excellence in Service Results at the Job Connect Managers Forum on November 1, 2004. This award recognizes Job Connect delivery agencies that have achieved the best results in the province. Based on full year data available from all funded delivery sites, agencies meeting all core measures and service delivery standards are identified. Potential winners are those who appear in the top 20 results in the service outcome and client profile measures and overall service quality. Award winners are confirmed when data validation and compliance processes are completed for sites meeting the Service Results criteria.

#### School of Part-time Studies

The Language Institute continues to have enquiries about the ESL curriculum for Foreign Trained Nurses program, for example, from Berkley University in California. To meet these demands, a demo CD has been developed to send to academic institutes that would like to view the curriculum.

#### Community Activity

The Pembroke Campus received an Award for 5 Blooms, the highest possible award, at the Annual Community in Blooms Award Presentation held on September 28, 2004. This annual event, sponsored by the city of Pembroke, saw the College receiving the highest level of award since participating in the competition.

#### Donations

On behalf of the now defunct Ottawa Club of Printing House Craftsmen, three print industry veterans donated \$23,500 to the College. The donors were Gus Emond, Jacques LaMadeleine and Bert DesLauriers. The money was matched by the Ontario Student Opportunity Trust Fund for a total of \$47,000. Russ Mills, Dean, Faculty of Arts, Media and Design and Violet Storto, Coordinator, Print Media program accepted the cheque on behalf of the college.

The Ottawa Senators Foundation, EMBA and Bell Canada have combined to create a new Bursary for School of Business students. The total amount of the bursary will surpass \$50,000.

The School of Transportation and Building Trades received two engines from General Motors of Canada. They are 2005 models and will be mounted on stands for use as teaching tools in the automotive service programs.

## **VICE PRESIDENT, FINANCE AND ADMINISTRATION**

### **COLLEGE ANCIILLARY SERVICES (CAS)**

Sales revenues for the operation as a whole have been strong this Fall; 3% ahead of last year's year to date sales and 5% ahead of FY05 year to date targets. Textbook revenues continue to perform well. Revenues from the general merchandise assets are improving, but still reflect the poor sales during the Spring semester. The Computer Store assets are on target.

#### **CAS Marketing**

The second annual Candy Fair was held the week of October 12 to 15, with \$1,260 being raised for the United Way Campaign.

#### **Residence**

The complex is at 98.5% occupancy (a significant improvement over one year ago) and at 100% of budgeted room rental revenue.

### **FINANCE AND ADMINISTRATIVE SERVICES**

#### **Finance**

Work is proceeding on the implementation of the PeopleSoft Asset Management System. The system is expected to go live in December, 2004.

### **INFORMATION TECHNOLOGY SERVICES (ITS)**

#### **General**

The department has completed its analysis of the PeopleSoft Student Administration study by Deloitte, and the associated alternative SIS reviews.

### **PHYSICAL RESOURCES**

#### **Facilities Planning & Development Services**

- SuperBuild and Apprenticeship Enhancement Project

The official opening of the Transportation Technology Centre was held on October 7, 2004, at the Woodroffe Campus.

- St. Nicholas School

Effective September 30, 2004, Algonquin College has taken over the facility from the Ottawa-Carleton Catholic School Board. Interior and exterior security cameras and a gated fence are being installed.

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

One of the main boilers has been repaired and reinstated back into service. The repair is expected to last for this season only and it is anticipated that

replacement of the main heating plant units will be undertaken next year. The cost of the replacement project will be in the order of \$200K.

#### REGISTRAR'S OFFICE

Registration Statistics, 2004 Fall

*Registration in Post-Secondary Programs:* As reported last month, September 13 was the last day of the 10-day withdrawal with refund period. As of that date, Net Registered students stood at 12,458. In addition, there are ~140 students who have not yet registered in program levels with late start dates. These students are projected in the Fall Term, but are reported on the Winter Term enrolment audit. The breakdown of the 12,458 Net Registered is as follows:

Level 01	7,035 registered, against projection of 6,576
Upper Levels	5,423 registered, against projection of 5,273

The number of Audit Eligible registrants (i.e. the ETA population) stood at 12,016 as of September 13. Historically, the College has lost ~2% of full-time registrants between the end of the 10-day period and November 1 audit count. Should this occur, the College would be ~3.5% over its ETA projection of 11,341. Provincial statistics of the 10-day count have been received from OCAS.

The next critical reporting date is November 1, the audit count date for the Fall Term.

*Continuing Education Registrations:* With regard to Continuing Education registrations for the 2004 Fall Term, as of October 22, registrations stood at 14,829 as compared to 16,892 at the same time last year. This year's registrations to October 22 represent 87.1% of the projection.

#### Client Awareness Days

The Registrar's Office second annual Client Awareness Days event, held September 29 to October 1, was well received. The number of visitors (108) during the Open House on September 29 was double that of last year and included many more students than last year.

### **VICE PRESIDENT, STUDENT LIFE AND HUMAN RESOURCES**

#### DIRECTOR'S OFFICE, STUDENT AFFAIRS AND ORIENTATION

Student Affairs and Orientation held their bi-annual Student Information Fair on October 6<sup>th</sup>, from 10:30 a.m. to 1:00 p.m. in the hallway of A Bldg. The event included all areas of Student Services as well as the Financial Aid Office, the Resource Centre, Students' Association, Residence, Campus Ministry, Office of the Ombudsperson and Protection Services. The event is intended to give students a chance to learn more about the nature of services available to help them succeed. A Student Information Fair also took place at the Perth campus

on October 26<sup>th</sup> and provided students with important information to help them succeed.

A Self-Defence course was offered to all female students and staff at the Woodroffe Campus on October 15<sup>th</sup>. This self-defence course is offered by Interpersonal Defence System and is made possible by the Women's Campus Safety Grant.

Diane Thornhill, Manager of the Centre for Students with Disabilities and Vince Giannandrea, Manager of Counselling Services, attended the Forum for High School Counsellors which took place at the Woodroffe campus on October 7<sup>th</sup>. Diane Thornhill addressed the concerns of high school counsellors regarding students with disabilities and Vince Giannandrea addressed the questions pertaining to counselling services at Algonquin College.

Marilyn Stratton-Zimmer, Director of Students Services, is presently the Chair-Elect for the Coordinating Committee on Student Services (CCSS) and has been busy helping to plan provincial professional development activities and responses to the Rae Review.

Marilyn Stratton-Zimmer and Student Services staff organized the second annual "Hep Cat Café" to benefit the United Way. This event took place on October 28<sup>th</sup> and hosted a variety of College musicians and poets who performed before a sold out crowd in the Staff Dining Lounge. Performances included "beat" poetry, folk, blues and bluegrass and some unintended comedy all for a good cause.

#### Employment Services

The Employment Officers have been working closely with ITS to test the new in-house customized On-Line Graduate Referral Service (OGRS). The system is expected to be up and running within the next two weeks and Employment Officers will begin contacting all recent graduates about the transition from WorkoplisCampus.com to the new OGRS system.

Employment Services has posted 71 part-time/summer positions and 58 full-time/contract positions in October.

The new Graduate Employment Report for 2002-2003 is in the final revision stage and will be ready for distribution at the end of October.

Jane Norman, Employment Officer, visited 17 classes (13 program areas, 737 students) in October. Jane also set up a booth to assist students with resumes for two evenings in Residence and for one day in Perth. Employment Services continues to work toward their goal to visit 100% of all 1<sup>st</sup> level and last level student groups and continue to schedule presentations.



Joanne McDonald met with Volunteer Ottawa's Coordinator and Executive Director on October 13<sup>th</sup> to explore the possibility of creating an on-campus volunteer information centre in partnership with Volunteer Ottawa.

#### Counselling Services

The Multicultural Buddy Network (MBN) has been very active and popular with 213 active members in the program, comprised of 68 Buddies (Canadian students) and 145 Participants (Canadian ESL/International ESL/LINC students).

#### Health Services

Dr. Rick Rowland, Manager of Health Services, reported that Flu vaccine clinics began on October 25<sup>th</sup>. They expect to immunize approximately 1,700 people.

Lynne King, Health Promotion nurse, has been very successful in organizing activities on campus. Two students have been hired through OWSP to assist with these promotions.

Regular medical clinics are fully booked approximately one week in advance. While staff is still able to see those patients with acute illnesses between appointments, they occasionally have to turn away students who need to be seen on short notice.

#### FINANCIAL AID

Financial Aid had a very successful 2004 Fall peak period. According to the statistical information provided to the Financial Aid Office by the National Student Loan Service Centre (the student loan service provider) to date they have received a total of 3051 loan documents. This is a significant increase when compared to the 2337 loans collected during the same time in 2003 and represents an almost 30% increase in the loan numbers. The number of loans collected during the 2004 peak period is even more significant when compared with the number collected during the same period in 2002. The total during that peak period was 1452.

#### HUMAN RESOURCES SERVICES

Human Resources Services have had a very busy month. We are pleased to have had the official opening of our renovated space and have been encouraged by the support from the College community. At the same time we launched our new and improved web-site; it will permit employees and visitors to the site to obtain as much information as they want on-line or if they choose they can get that information in person. We are continuing to expand the information contained.

We have also started our "extended hours" program and our visits to the other campuses. HRS is now open for service one night a week, on a rotational basis, until 7:15 thereby offering services to part-time employees who may not have an opportunity to visit us during the day. There have been few visitors to date even though hours are posted on the web-site and on our door. This is a new service

that will require more marketing and we are hoping that as it becomes known that the service is available it will be used more extensively. Each member of the HRS staff works one night per month and all areas of operations are represented each evening.

The professional development service continues to expand. The needs assessment is in progress, the committee has been formed with representation from each of the areas of the College. Several activities have taken place including two facilitated breakfast meetings. In addition we have sponsored attendance to the support staff conference and will be delegating participants from many areas of the College for the Management conference in November. Human Resources Services plans to have the needs assessment complete by the end of December and continue to work on issues of performance management as well as succession planning.

In terms of Benefits Administration, the new hire orientation, sick leave and WSIB activity patterns have remained fairly consistent with the month of September. Four staff members from Compensation, Pension and Benefits attended the CAAT Pension and Sun Life conference at the beginning of the month. New benefits for the Academic and Administrative group have been added, and this information has been communicated to these groups. We have made significant progress in terms of the pre enrolled pension buybacks as there are currently only 30 more costings to complete, from an original 135 requests. In addition, the delay on the return of the buybacks from CAAT pension seems to have been resolved, since we are now receiving all of the summer costings from them. We have seen an increase in pension estimate requests and 47 of these have been completed in the month of October.

The Fall hiring campaign is well underway with an additional fifteen postings in October. The launch of the electronic routing process to streamline the competition management has been successful. The training of hiring managers has begun and is proceeding smoothly. The Labour Relations Officer position was filled in October.

## **STRATEGIC DEVELOPMENT GROUP**

### **BUSINESS DEVELOPMENT**

#### **FOUNDATION SUMMARY**

Algonquin College Bursary Gala (Fundraiser)

The sold out Bursary Gala was held on October 23, 2004 at the Canadian Museum of Civilization. Leigh Chapple, Algonquin Alumnus was the MC while Valerie Pringle served as the Gala's Honorary Chair.

The purpose of the Gala was to raise revenues and to enhance the reputation of the Foundation and Algonquin College. A cheque for \$750,000 was presented to President Gillett from the Foundation. This amount represented funds raised for endowed bursaries this year. CTV, the Ottawa Citizen and the Sun covered the gala extensively. The Organizing Committee was pleased with the outcome of the Foundation's first gala.

#### New Bursaries (\$10,000+ minimum)

- MBNA Canada- Ottawa Senators Bursary
- Chances R
- Computer Associates

#### New Car Dealers Luncheon

The Foundation hosted a luncheon in October to invite members of the ONCDA to participate in a \$2 Million fundraising campaign. Forty members attended the luncheon and the opening of the new Transportation Technology Centre.

### ALUMNI SUMMARY

#### Alumni Premiers Award Nominations

Orazio La Manna received this year's recipient of the Alumni of the Year Award at the Fall 2004 Convocation. Orazio also delivered the keynote address..

### BUSINESS DEVELOPMENT

#### Canadian Executive Leadership Series

The Algonquin College Executive Leadership series (Innovation in Leadership) will take place during the week of November 8, 2004 and has surpassed its target enrolment of 25. Senior executives from a variety of private and public firms are attending, including Russ Mills of Algonquin College.

### INTERNATIONAL EDUCATION CENTRE

#### Recruitment

We are expecting a number of new international students to join the first-year intake of January 2005. 142 Letters of Acceptance were sent to overseas applicants. We are hoping that about 30% of these will be able to meet the requirements for obtaining a study visa. Furthermore, 70 applications were received from India following the recruitment activities conducted by the College in India this fall. Another 20 students at the Indo-Canadian School of Advanced Technology have applied as transfer students for the January semester.

#### Marketing

The Centre is continuing to conduct vigorous marketing and recruitment activities overseas. The director and a professor from the School of Health and Community Studies, Maria Schnurr attended Edu-Canada 2004. The fair organized by the Canadian Embassy in Cairo attracted more than 2,000 students and was opened by the Canadian Ambassador in Egypt, His Excellency Philip Mackinnon. 30 Canadian colleges and universities participated in the fair.

Susan Olszynko, the international marketing coordinator has just concluded a recruitment mission to Nigeria. She organized several public seminars to give presentations on the College. The Canadian Ambassador to Nigeria attended one of the seminars and spoke to the media about Algonquin College's success. Our work in Nigeria is facilitated by an agent, Foluke Olafimihan who is an accredited member of the Canadian Society of Immigration Consultant.

#### International Linkages

The Director of the Centre, Abla Sherif and the Dean of the School of Hospitality and Tourism, Rick Reid visited India in October. As a result of the visit, the following MOU's were developed:

- An MOU with Agnel Technical Complex in Goa, India to help this institution develop new programs in hospitality and tourism. Agnel was the recipient of substantial funds from the United Nations Development Program to build a centre for this training.
- A memorandum of intent to partner with Animaster, one of the largest animation production companies in India, to deliver our three-year animation program at five centres in Bangalore.

The College also participated in an ACCC organized showcase displaying the capacity of Algonquin and another four Canadian colleges in Goa, India, October 8 -10.

Other agreements which were concluded in October are:

- An MOU with Al Fostat Academy in Egypt to cooperate with them in the delivery of our Business Administration program in Egypt and in the United Arab Emirates.
- An MOU with Hotel Danica in Montenegro to collaborate in the delivery of hospitality training starting in the fall of 2005.

#### Visits to Algonquin

Once more, the College was host to the CIDA organized Strategic Information Management Program group of international visitors. Two solid leads resulting

from the visit relate to activities in Sri Lanka and Trinidad and Tobago in the area of Information and Communications Technology.

The Shanghai Century Publishing Group visited the College to discuss linkages with the Shanghai University in the areas of television production and animation.

## **PUBLIC RELATIONS AND COMMUNICATIONS**

### Government Relations

- Algonquin College served as the host site for a Rae Review Roundtable Dialogue on October 18. A number of Algonquin staff attended the October 25<sup>th</sup> town hall meeting to support our efforts to promote a stronger College system in Ontario. Two staff members made a presentation to the panel.
- Heidi Eicher, Senior Policy Analyst, Ministry of Training, Colleges and Universities visited Algonquin College on Monday, October 18, 2004. A meeting with senior staff was followed by a guided tour of the Woodroffe Campus.
- Minister Mary Anne Chambers, Ministry of Training, Colleges and Universities addressed the fall graduating class at convocation on October 25, 2004.
- Algonquin Colleges hosted a Citizenship Ceremony on Thursday, October 28, at 1:00 p.m. in Room T 102. Two Algonquin students were among the 40 people becoming Canadian citizens in a ceremony presided over by Citizenship Judge Suzanne Pinel.

### Corporate Events

- City of Ottawa has joined municipal councils across the province proclaiming the week of November 1 to 5, 2004 as College Week. During this week, Ontario's colleges of applied arts and technology celebrated the success of more than one million graduates, highlighting their critical contribution to the economic and social life of the province. College Week was officially launched at the October 29<sup>th</sup> Coffee Break with the President.
- The "Breakfast with the President" series continues with a breakfast with OPSEU Local 416 Executive which took place on October 28<sup>th</sup>.

### Community Relations

#### Algonquin College's 2004 United Way Campaign

- The College's Campaign kicked off on October 15 with the successful execution of many events such as the Kick-Off Breakfast, the Staff Volleyball Tournament and the first annual Wine & Dine event.
- The first United Way Student Day at the Perth Campus held on October 27 included a sold out kick-off breakfast and the Perth Campus students

taking part in the United Way Head Shaving Challenge. The day was an overwhelming success.

- Students from the Pembroke Campus have also accepted the challenge and will be participating in the United Way Head Shaving Challenge on November 2, 2004.
- ACERRA's participation in United Way included events such as the Kick-off Volleyball Tournament and pumpkin carving. The staff participation has been extremely enthusiastic.
- The United Way touchdown event is being held on Friday, November 12<sup>th</sup> at 10:00 a.m. at the Woodroffe Campus.

#### Communications

- Good Morning Algonquin!, a daily e-mailed newsletter to all staff has successfully completed it's first month in existence. A mid-November online survey will be conducted regarding Good Morning Algonquin and the new look of myAlgonquin.
- Staff [Cont@ct](mailto:Cont@ct) was published on Oct. 8 and Oct. 22.

#### Media Relations

The following are the major Algonquin College news stories appearing in the media between September 27, 2004 and October 26, 2004.

- Algonquin College Bursary Gala
- Algonquin Thunder teams
- Donations to Algonquin College Foundation, Graphic Printers, Ottawa Senators, MBNA, Bell
- Feature on grad John Burns – furniture maker
- Opening of Transportation Technology Centre
- Algonquin students fundraiser for Operation Go Home
- Algonquin United Way Kick-off breakfast
- Fall Convocation
- Letter to Editor from President Gillett – Rae Review

The College received 58 media hits during this period and 312 media hits since April 1, 2004.

## **MARKETING**

### Marketing

On Oct. 7<sup>th</sup>, the department hosted *Forum*, an annual event for high school guidance counsellors. This year, approximately 125 counsellors participated in the half day session which included presentations by Raymonde Hanson ('What's New at Algonquin'), Jack Treuhaft (Degrees at Algonquin – How they can

Enhance a Student's Career Goals), John Paul Tapp (Trades and Apprenticeship), and a panel presentation on financial assistance, admissions, services for students with disabilities, and careers in technology. After a Question and Answer session, the counsellors were split into two groups for mini demonstrations by the Photonics programs and the Bachelor of Science in Nursing program. Lunch followed at the Restaurant International. The department also organized the College's annual *Open House* on Oct. 14<sup>th</sup>. All the Schools and College Services participated and approximately 1,750 people attended the event throughout the evening. Displays were set up at the Restaurant International, the Hospitality Centre foyer, Salon A of the cafeteria, down the main hallway from four corners to the gym, and the entire gymnasium. A two-week radio and print campaign promoted the event to the general public, and posters were mailed/distributed to all the high schools.

The department worked with the new School of Part-time Studies to develop and implement a one-week radio and print campaign to promote distance education and part-time studies course offerings still available for November and December.

### Algonquin Productions

In an effort to facilitate communications throughout the College, a prototype web site for Corporate Marketing is in development. The site is being designed to allow for content management via (password protected) web browser client input.

In support of College Week, a thirty second television ad has been produced and is scheduled to start airing on the NewRO this week.

A Power Point presentation was produced for the Everest Gala using Images and graphics from the recently produced College Viewbook.

The one hundred and fifty 2004 – 2005 Full-time monographs are online and can be viewed at,

<http://www.algonquincollege.com/highband/swf/middle/fulltimeindex.htm>

The AST (Automotive Service Technician) Online Pilot Project is now available to apprentices working for Canadian Tire. This Apprenticeship Innovation Fund project includes Algonquin as the lead College in facilitation and production of the web based training modules. Additional participation included Canadore, Centennial, Durham, Fanshawe, and Sault Colleges. More program information can be found at [http://astonline.algonquincollege.com/technical\\_institute/](http://astonline.algonquincollege.com/technical_institute/) (user name and password is "test")

Work continues on the development and implementation of a tracking process for marketing initiatives. Integration of ad/event tracking, a process which correlates

web hits with unique web ad/event (web) addresses is underway. The process is being enhanced by the automation of reports generated by our web hit engine – WebTrends. The goal of this process is to provide web hit information related to specific ad/events for ROI determination, ultimately leading to identification of future marketing strategies and resulting initiatives based upon past proven success.

The contract to deliver a new web site to PSAC (Public Service Alliance of Canada) - National Component is nearing completion. The contract also included a browser update component termed “the Administration site”, allowing the ‘webmaster” to update information in an easy to use, timely manner.

The contract to deliver a series of 10 CD Roms to SNC Lavalin/Universalialia will be in full production by early October. The subject matter is Best Practices in Safety and Environmental Management. The CD’s will be used in India as “Industry Approved and Certified”.

#### Recruitment

The recruiting teams have been extremely busy with the fall recruitment drive, with over 52 school presentations both locally and out of town. Exploration of new territories in Northern Ontario yielded promising results from participants who have not seen a College recruiter for many years. Guidance Counsellor comments indicated that they have students desperate for information but have not had representation from Colleges or Universities. In addition to school presentations, the recruiters have participated in 7 career fairs at local high schools, 2 university career days, and conducted 7 group/individual tours.

#### Other events included:

- Planning continues for five Multi-School Career Expos for the first two weeks in November. Participation is expected to be between 1200 – 1800 participants, with plans to award a \$1000.00 bursary at each of the five events. These events have proven to be a huge success in that the college is exposed to a large group in one location with the focus being our programs.
- Responding to many additional tour requests.