
DRAFT

BOARD OF GOVERNORS

MINUTES OF MEETING NUMBER FOUR HUNDRED AND TWO OF THE BOARD OF GOVERNORS OF ALGONQUIN COLLEGE, WHICH HAS HELD ON MONDAY, DECEMBER 13, 2004 AT 5:00 P.M. IN THE ROSSER BOARD ROOM, "C" BUILDING, WOODROFFE CAMPUS

Present: Mr. Herb Kreling, Chair (via teleconference)
Mr. David Wallace, Vice Chair (via teleconference)
Mrs. Amelita Armit
Mr. Vini Bhindi
Mr. Fred Blackstein
Mr. Richard Cameron
Mr. Steve Georgopoulos
Mr. Robert Gillett
Ms. Cathy Kirkpatrick
Mr. Wayne McIntyre
Dr. James Robblee
Mr. Mubasher Saifi
Mr. Michael Tremblay (via teleconference)
Mrs. Shirley Westeinde
Mr. Wayne Wilson

Regrets: Ms. Jacqueline Holzman
Ms. Lana March

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
Mr. Neil Card
Ms. Marie Cormier
Mrs. Dawn Dubé
Mr. Adam Gal
Mr. Russell Mills
Mr. Gordon Wilcox
Mrs. Pamela Wilson

Anna James
Recording Secretary

The meeting was called to order at 5:05 p.m. The President informed Governors that Governor Kirkpatrick would Chair the meeting as Governor Kreling was joining the meeting via teleconference.

04-69 CONFLICT OF INTEREST DECLARATION

None declared.

04-70 MINUTES OF THE PREVIOUS MEETING

RESOLUTION

MOVED AND SECONDED – Westeinde and Georgopoulos

that the minutes of the meeting held on November 8, 2004 be adopted as circulated

CARRIED UNANIMOUSLY

04-71 BUSINESS ARISING FROM THE MINUTES

None.

04-72 REPORT OF THE CHAIR

C. Kirkpatrick welcomed new Governors Dr. James Robblee and Mr. Michael Tremblay to the Board of Governors.

L. March attended the ACAATO Governors Orientation Workshop in Toronto on November 13th.

The ACAATO Conference was announced for February 20th & 21st, 2005 in Toronto. Conference highlights were provided on the table for Governors. As in the past, the Board will send up to five delegates and in the event that more than five delegates wish to attend, preference will be given to those Governors who have yet to attend an ACAATO conference. Governors wishing to attend were requested to advise the Board Office as soon as possible.

04-73 REPORT OF THE PRESIDENT

The President reported on the following:

The Rae Review consultation process was completed as of Friday, December 10th. A final submission to the Ministry is targeted for late January 2005. The three themes of the report to the Premier will include funding, transfer agreements between universities and colleges and tuition fees. The entire College system continues to advocate for the Rae Review to recommend substantive changes in post secondary education in Ontario, and will continue to do so until a Provincial response to the Rae Report is tabled.

The January Board meeting has traditionally been cancelled in the past due a lack of items to bring to the Board. Governors will be notified as soon as a decision is taken.

04-74 DECISION ITEMS AND REPORTS**PROGRAM APPROVALS**

Mrs. Raymonde Hanson, Vice President, Academic, provided an overview of the program approval mechanism for the College which begins with the College Enrollment Management Committee reviewing a prospective program in terms of space, equipment and resource requirements to support the program. Once the Enrollment Management Committee supports the program, the School/Department will develop or obtain the curriculum and bring it to the College's Curriculum Review Committee (CRC) for approval. The Curriculum Review Committee is chaired by a Dean and is comprised almost entirely of faculty members. This committee looks at the program from an academic delivery perspective taking into account the total number of program hours, the program standards and curriculum. Normally a program is brought to the CRC several times for review prior to being approved. Once approved, the program is brought to the Academic Services Management Committee, the President's Executive Committee and, finally, the Board of Governors for approval. Mrs. Hanson reminded the Board that it had previously approved subsidization up to \$2 million which allows for new program launches to meet funding requirements.

Questions/Comments

- *In the early years of a program, before grant funding begins, what funding does the College receive?* The College receives the tuition

04-74 DECISION ITEMS AND REPORTS (cont'd)**PROGRAM APPROVALS** (cont'd)

incidental fees. In addition, any programs that are terminated continue to receive grant funding for five years which helps to offset the grant lost for new programs in the early years.

Apparel Design and Technology: The School of Part-time studies has offered fashion design evening courses for many years. Due to the continuing popularity of these courses and the stream of enquiries about the potential for a fashion program at Algonquin, the School of Media and Design developed the curriculum for a three-year program. At present, there are no fashion-related programs in Eastern Ontario other than a small, private haute couture training operation. The closest college programs are offered in Toronto and Montreal. The curriculum was designed following the guidelines offered by the Richter Report which was commissioned by the Apparel Human Resources Council and supported by HRDC. The resulting curriculum reflects the changes brought about in the apparel industry by the impact of the new global economy, in particular, outsourcing. In order to remain competitive, the apparel industry needs to reeducate the Canadian apparel workforce. The Apparel Design and Technology Program will produce skilled graduates for leadership roles in the fast-paced, rapidly changing world of apparel design and production. Careers open to graduates include: designer, assistant designer, patternmaker, sample maker, stylist, market researcher/forecaster, production manager, and product developer.

Questions/Comments

- *What was the role of the Department of National Defence on the Advisory Committee?* Design of uniforms for DND are performed in house and the manufacturing is outsourced. DND was quite interested in graduates of this program. This is a niche market for graduates.
- *How are other programs comparable to this succeeding?* The other programs are either more basic or degree programs so they are not comparable; however, they are all financially successful.
- *We need to focus new program areas on niche markets and focus on those that are value-added.*
- *Is there outerwear included in the curriculum in addition to innerwear?* There is a large outerwear company in the Pembroke area with a large number of employees which would be an excellent addition to the Advisory Committee. It is an excellent idea and the School will contact the company.

04-74 DECISION ITEMS AND REPORTS (cont'd)**PROGRAM APPROVALS** (cont'd)**RESOLUTION**

MOVED AND SECONDED – Westeinde and Blackstein

that the Board of Governors authorize the Administration to seek approval from the Ministry of Training, Colleges and Universities to offer the Apparel Design and Technology program effective September 2005.

CARRIED UNANIMOUSLY

Fitness and Health Promotion: Algonquin College has been offering a program to train fitness professionals, group exercise leaders and personal trainers since May of 1996. Other organizations, such as the YMCA and private fitness companies, have also been offering basic certification courses for fitness leaders. The Fitness and Lifestyle Management certificate program was created as a result of industry feedback suggesting that there was a need for more qualified fitness professionals. The program is offered through Continuing Education, and demand has grown from two courses and 34 students the first semester (96S) to five courses and 101 students in the current semester (04F).

In the fall of 2002, the Community Studies department hired Decima Research to develop and conduct a survey of areas of potential growth and employment in the field of recreation. The results of this survey indicated that the area of Health and Fitness showed substantial potential for future employment. Based on this and a further survey of Health and Fitness employers conducted in October 2004, it was determined that sufficient employment opportunities will exist for graduates of a diploma program.

The proposed program would provide graduates with both the academic and practical background to meet the needs of the Fitness and Health promotion industry.

Questions/Comments

- *Which health and fitness facilities were surveyed?* The survey focused on municipal and private fitness facilities. Health facilities were not surveyed because of the high demand in the private industry.

04-74 DECISION ITEMS AND REPORTS (cont'd)**PROGRAM APPROVALS** (cont'd)

- *Is there any linkage with an external accreditation body as this is important in the field?* An agreement is in place with the YMCA who will grant fitness instructor certification to graduates as will the Ontario Fitness Council. This has also been discussed with Can Fit Pro who have agreed in principle; however, the details have not been finalized. All of the certifications are based on national standards.
- *What is the specific figure of the estimated number of interested students who are currently taking a day or evening course?* Approximately 10% of each group.
- *This is a growing area in the health care field which has been addressed with funding at both the federal and provincial level.*
- *The Heart Institute and Rehab Centre are two organizations who may be interested in partnering with the program.*
- *This program is a part of the School of Health and Community Studies' larger approach to addressing health care programs and training.*
- *Where did the 15% of survey respondents who said they wouldn't hire graduates come from?* For the most part, they were self employed personal trainers who are not in the position to hire.
- *This is important in the area of public health and the program could be geared more towards preventative health.*
- *This is a program which would fall within a cluster of programs in the health sciences area. This particular program addressed fitness and health and the lifestyle choices of individuals*
- *The School is currently in the initial stages of the development of another program in the cluster entitled "Recreation for Older Adults".*
- *What is the selling point for getting a diploma from Algonquin for this certification when one could get the certification directly from the YMCA?* There is currently a growing issue that those certified from the YMCA and other areas are not necessarily qualified.
- *How does \$5000 in capital equipment cover the needs of the program?* The School will team with the Students' Association Fitness Facility to provide the practical training. For the anatomy portion, there are currently models in the health sciences area that are available for use and thus few new capital resources are required.
- *The Board is generally in support of the program if the curriculum is reviewed to include addressing the health needs. The executive summary will be amended to include this.*

RESOLUTION

MOVED AND SECONDED – Armit and Robblee

04-74 DECISION ITEMS AND REPORTS (cont'd)**PROGRAM APPROVALS** (cont'd)

that the Board approve the program with a caveat that the executive summary be revised to address the health care field concerns and authorizes the Administration to seek approval from the Ministry of Training, Colleges and Universities to offer the two year program effective September 2004.

04-75 MANAGEMENT SUMMARY REPORT

Questions/Comments:

- *Page six refers to the establishment of a call centre. Is this an internal call centre? Yes.*
- *Are these employees employed year round? Yes. It is part time labour which increases during peak periods.*
- *On page ten of the report there is reference to the Business Development Unit providing resources to ACERRA. Please clarify. ACERRA, Algonquin, La Cité collegialé, SAIT and IBM were successful in winning a Canada Post national contract. In order for fulfillment of the contract, resources are required. Canada Post pays ACERRA who pay the rest of those involved in the contract. Algonquin College has been fully compensated.*
- *Did ACERRA pay for a training DVD created for them by Algonquin Productions? Yes, ACERRA was billed.*
- *The work being done in International Education is quite impressive; it would be appreciated if the area could provide a detailed presentation in spring 2005. The Director of International Education will be asked to provide a presentation at a Board meeting in the spring to address the initiatives.*
- *Is there a known cause for the decrease in enrollment in adult training and continuing education courses? The College has embarked on an in-depth study to determine factors contributing to the decrease such as the aging baby boomer population as well as decreased interest from the generation X who are attempting to have more balance in their lives and are less committed to spending time on credentials. The College is in the process of developing courses geared towards those in or nearing retirement.*
- *Does the availability of online education factor into the decline? Approximately 15% growth has been seen in this area. Algonquin is a*

04-75 MANAGEMENT SUMMARY REPORT (cont'd)

member of a consortium of Colleges who offer distance education courses and is possibly the College with the largest offering.

04-76 OTHER BUSINESS

The President advised Governors that the ACAATO Governors Update was on the table which provided an excellent summary of the college system's advocacy of the Rae Review. Also on the table for Governors was the letter submitted to the Rae Review from Algonquin College summarizing the important factors from the College's point of view.

On the table for Governors was an update to the 04-05 fees scheduled as a result of a minor publication error. There were no external ramifications as a result of the error and the minutes will reflect receipt of the clarification.

Governor Blackstein, on behalf of the Board, congratulated Dawn Dubé, Director of Public Relations, on her recent Community Builders Award.

Governor Blackstein noted that the Graduate Employment Survey was received by Governors and indicated that the employment statistics in the Police Foundation program were alarming because only 40% of graduates found employment in their related field. President Gillett remarked that many graduates go on to take degree programs which may contribute to the figure; however, Gerry Barker, Dean of the Police Foundation Programs will be invited to speak to this at an upcoming Board meeting.

The Board moved into an in camera session at 6:04 p.m. and adjournment for the evening was moved by Governors Cameron and Bhindi at 6:19 p.m.

Chair

Recording Secretary

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

The Canadian Association of Schools of Nursing has advised that Algonquin College's Bachelor of Science in Nursing has received full candidacy as a result of the review conducted in September. This is a true milestone in the history of nursing education at the College and it is a testament to the vision of nursing held by the School of Health and Community Studies.

SCHOOL/INSTITUTE UPDATES**School of Advanced Technology**

The Indo-Canadian School of Advanced Technology in Faridabad India has transferred three international students to the Mechanical Technician - Toolmaking Program during the Fall 2004 semester. There will be twelve fifth semester students and three to ten fourth semester students transferring in the Winter 2005 semester.

School of Transportation and Building Trades

Natural Resources Canada displayed a wide range of interesting environmentally -friendly automobiles in the Transportation Technology Centre twice during the month of November. Staff and students were given the opportunity to see the latest technology up-close, have questions answered by technical representatives, and test-drive some of the vehicles.

Students in the Building Construction Technician program and Professor Mike Nauth were featured on the "Secret Science of Everyday Things" television program on November 18th on the Discovery Channel.

Algonquin College in the Ottawa Valley

The Ministry of Training, Colleges and Universities has announced a new scholarship fund for apprentices to receive a \$1,000 bursary and employers who hire the scholarship recipients a \$2,000 signing bonus. Job Connect is administering this program and has received funding for 10 scholarships in Renfrew County by March 31, 2005.

Learning and Teaching Services

Twenty-three teachers from the Ottawa-Carleton District School Board (OCDSB) participated in a curriculum development and technology training program sponsored by Learning and Teaching Services and the OCDSB on November 22-26, 2004. Feedback from those who attended has been very positive. This initiative is part of the Everest Project in that the teachers were developing curriculum related to last year's Everest expedition and this year's upcoming expedition.

Learning and Teaching Services has successfully launched a newsletter to be published six times a year. Its focus is to showcase good learning and teaching practices at the College and to publicize selected resources for faculty teaching at the College. The newsletter continues to receive favourable reviews from faculty. The Learning and Teaching Newsletter can be found at http://elearning.algonquincollege.com/lts_newsletter/about.htm

Applied Research

The WiFi wireless research project has been successfully completed. The outcome of the project enables a standard, off-the-shelf wireless router with a 30 meter signal array (radius) to be expanded to a 5 km signal array and a 15 km "line of sight" signal transfer. The field testing was successfully conducted under extreme conditions of high electronic noise and electro-magnetic interference. The process involves the building of a 15 foot antenna using standard hardware and electronic store components and the setting of a very precise signal frequency.

Algonquin College will be added to the NCIT research network with NCIT, CRC, NRC, University of Ottawa and Carleton University. This is enabled through our continued close involvement with NCIT. Moreover, "loaned until donated" equipment from NCIT and donated equipment from Nortel have set the foundation for this initiative.

Student Activity

Business Administration, Marketing students participated in the Ontario Colleges Marketing Competition on November 19, 2004 in Barrie. The students were successful in the competition winning a gold medal for the Quiz Bowl, two silver medals for Marketing Research, and a bronze for Sales Presentation, finishing fifth overall. The School of Business has agreed to host the 2006 competition and planning is underway.

Adam Rumsay, a second year Hotel and Restaurant Management student, won scholarships consisting of \$3,500 from the Ontario Hospitality Institute and \$2,000 from the Ottawa Hoteliers de l'Outaouais Incorporated and was named the top Hotel and Restaurant Management student in Ontario.

Charlene Armstrong, a second year Travel and Tourism student, won the ASTA/Holland America Cruises scholarship valued at \$3,000 U.S. beating out competition from students across North America. This is the third consecutive year that an Algonquin student has won this scholarship.

Community Activity

Students in the Police and Public Safety Institute have been very involved in a variety of events during the Fall term:

- 6 Firefighter students worked the Friday, Saturday and Sunday of Fire Prevention week (October) with Sparky, the Fire Dog and the Ottawa Fire Services doing fire prevention activities at Carlingwood and St. Laurent shopping centres;
- 35 first year Paramedic students participated in an emergency exercise for a chemical, nuclear, biological, or radiation terrorist attack that was run jointly by the City of Ottawa Police, Fire and Paramedic services on October 28;
- 20 Firefighter students played the roles of victims at a terrorism training exercise run jointly by the Ministry of National Defence and the City of Ottawa Emergency Services on November 6;
- 23 Police Foundations students inspected the Caldwell Community (a housing project of Ottawa Housing Corporation) on November 23, to assist with a safety/security audit;
- Police Foundation students volunteered their time as security at the City of Ottawa Youth Showcase on November 12 and the Barrhaven Lions Club Santa Claus parade on November 13; and
- Firefighter students worked on the Orleans Food Drive organized by the Firefighters' Association for the Cumberland Resource Centre on November 20.

Donations

Algonquin College Heritage Institute has been the recipient of a number of donations this Fall semester:

- Stanley Tools donated two types of tool boxes (\$2200)
- Perth Fair Grounds donated \$500 to be used to purchase safety harnesses and lanyards
- IngeVa is providing storage and the summer kitchen as a heated classroom for students of the Masonry program who are practicing rubble stone construction. The Ontario Heritage Foundation is covering the cost of the materials.
- Hanson Brick donated ten pallets of brick (\$3,500)
- BlokLok (Toronto) donated two bundles of wire reinforcement used in concrete block construction (\$600)
- Essroc Canada donated 40 contractor log books
- LaFage donated several pallets of concrete block
- PermaCon supplied several pallet of landscaping units.

Given the on-going donations to the programs at the Heritage Campus, plans are underway to hold a reception to thank the new donors.

Ms. Jennifer Hudson pledged a \$100 gift for a bursary to be given to a deserving Police Foundations student in remembrance of 9/11.

VICE PRESIDENT, FINANCE AND ADMINISTRATION

COLLEGE ANCILLARY SERVICES (CAS)

Sales revenues for the operation as a whole continue close to budgeted targets. The Retail Services and Food & Beverage Operations continue to perform well with revenues slightly ahead of year-to-date targets. The Residence is running as per budget expectations.

FINANCE AND ADMINISTRATIVE SERVICES

Financial Services

The PeopleSoft Asset Management implementation is nearing completion; the new module went 'live' in the last week of November.

INFORMATION TECHNOLOGY SERVICES (ITS)

Network Infrastructure

The conversion of the College's e-mail system to web mail is progressing. Internet services changes are in hand, resulting in a cutover from a single Bell Canada supplied Internet link to a dual routed line supplied by Sprint Canada. It should be noted that bandwidth requirements have increased fifteen-fold over the past six years.

PHYSICAL RESOURCES

Facilities Planning & Development Services

St. Nicholas School

The environmental due-diligence inspection has been completed successfully. The re-zoning application from Institutional School to Institutional College zoning has been submitted to the City of Ottawa. The building is being prepared to accommodate temporary storage of excess furniture and equipment.

Students' Association Projects

Sports Field and Air Structure:

This project has a budget of \$3.7M (plus \$600K for land) and will encompass approximately 2.3 acres of 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 in Fall 2005.

D Entrance and Washroom Renovations (Woodroffe Campus):

The projects are now substantially complete. Re-opening of the facilities took place on November 25, 2004.

REGISTRAR'S OFFICE

Registration Statistics, 2004 Fall

The enrolment audit count date for Post-Secondary and Post-Diploma programs is November 1. As of that date, *net registrations* stood at 12,222, or 103.1% of the projected enrolment of 11,849.

As of November 1, *audit eligible* registrations stood at 11,799, as compared to our Enrolment Target Agreement (ETA) projection of 11,341. Consequently, we are 4% over our ETA projection.

As of November 12 (the last day to withdraw from most post-secondary programs without academic penalty) net registrations stood at 12,184. The number of college withdrawals as of that date stood at 715, as compared to 722 at the same time last year.

As of November 12, enrolment in Adult Training programs stood at 336, as compared to 435 at the same time last year. Enrolment in Apprentice programs, as of November 12, stood at 481, as compared to 315 at the same date last year.

As of November 19, Continuing Education registrations for 2004 Fall stood at 15,657 or 91.9% of the projection of 17,034. Registrations at the same time last year, stood at 17,579. Registration in CE courses continues throughout the term. Registration for 2005 Winter Continuing Education courses begins on Monday, December 6.

Admission Statistics, 2005 Winter

The OCAS statistics, as of November 25, for the 2005 Winter Term indicate that, for *College Choices* (i.e. number of applicants), our Non-Secondary School applicants are down -0.7% from last year, Secondary School applicants are up 16.6%, with an overall increase in applicants of 5.0%. Province-wide, the variances are -11.2%, 6.0% and -5.4% respectively.

As of November 25, for *Program Choices* (applicants are allowed a maximum of 5 choices, with up to 3 at any one college), our Non-Secondary School applicant choices are down -3.8%, Secondary School are up 16.2%, and overall we show an increase of 2.7%. Province-wide, the respective variances are -13.6%, 5.4%, and -7.4% respectively.

Convocation

The Fall Convocation Ceremony was held at the National Arts Centre on October 25. In total, 333 graduates attended this ceremony. We were honoured to have Mary Anne Chambers, Minister, Training, Colleges and Universities attend and speak at the ceremony. The Minister spoke of the challenges currently facing post-secondary institutions in Ontario, and addressed specific commendations to our graduates and faculty. Orazio La Manna, Executive Chef at the Corel Centre gave the Convocation Address and spoke earnestly about the value of the training he received at Algonquin College.

The Spring 2005 Convocation Ceremonies (Ottawa Schools) will be held at the Corel Centre on Tuesday, June 14 and Wednesday, June 15, 2005.

VICE PRESIDENT, STUDENT LIFE AND HUMAN RESOURCES

DIRECTOR'S OFFICE, STUDENT AFFAIRS AND ORIENTATION

Student Services held their annual fundraising event in November to benefit the Don East Student Bursary Fund. Staff created A-Bay, an on-line auction, and offered all College staff the opportunity to bid on items donated by local businesses and generous internal staff members. The auction raised \$2,267 and was matched, dollar-for-dollar, through the Ontario Student Opportunity Trust Fund bringing the grand total raised to \$4,534.

Marilyn Stratton-Zimmer, Director, attended an awards luncheon hosted by the School of Health and Community Studies at which she presented Jennifer Gillis with the Class Representative Award. Jennifer received this award in recognition of her outstanding performance as a class representative including excellent attendance at, and participation in, class representative and Program Council meetings.

Student Affairs and Orientation joined other departments in the College for the 'Work to World' Open House at Lansdowne Park. This event was organized by the Ottawa Separate School Board and the Catholic School Board. The event targeted grade eight students to give them an idea of the choices they will have after high school.

Anne Kalil was invited to be part of a panel that looked at best practices in orientation during the Coordinating Committee on Student Services (CCSS) Professional Development Day in Toronto on November 17th.

Employment Services

The new Graduate Employment Report for 2002-2003 has been distributed to the internal college community and to external social services agencies and secondary schools. An electronic version of the report is available in the "Full-

Time Programs" section at www.algonquincollege.com . Joanne McDonald is leading several information sessions with the college call centre staff to review the contents of the report in order for staff to better relay and/or interpret its information when speaking with clients.

On November 2nd and 4th, students and college staff had the opportunity to meet the Employment Services staff at the "Job Search Café" booths set up in campus hallways. Visitors were introduced to department staff, treated to a cup of coffee and offered practical information about the services and/or job search advice.

On November 3rd, Fairmont Hotels hosted their annual recruitment presentation on-campus for students and graduates of the School of Hospitality. The Recruitment Officers from Fairmont were impressed with how well prepared the students were for the presentation.

Employment Services is working closely with Volunteer Ottawa to development and implement an official Volunteer Centre on-campus for students, graduates and employers.

On November 23rd, Joanne McDonald facilitated an information session for two visitors from Jordan. The session included an overview of Employment Services; the Employment Services marketing plan; a live demonstration of the On-Line Graduate Referral System, and a presentation regarding the Key Performance Indicators Initiative.

Counselling Services

Vince Giannandrea, Manager of Counselling Services, reported that on Friday, November 19, 2004, Pat Martin (Winnipeg Centre, NDP), rose in the House of Commons "to recognize and pay tribute to the efforts of aboriginal students right across this country under the guidance and leadership of Algonquin College counsellor Kimberley Smith Spencer, who is also the president of the Ontario Native Education Counselling Association." This was in recognition of their efforts to develop "a petition of 11,000 signatures of people across this country who think it is fundamentally wrong to make this policy shift and start taxing tuition fees and living-out allowances of first nations students, because the predictable consequences will be that there will be fewer first nations students in post-secondary education."

This semester the Multicultural Buddy Network (MBN) has 216 students registered to take part in weekly drop-ins and once-a-month events. This year they also began a MBN Discussion Board on Blackboard through the volunteer efforts of a Festival and Events student. As well, the MBN had several successful monthly events. So far the group has gone Latin Dancing twice, eaten in Chinatown for a Beginning-of-Year Event at an Asian Fusion Restaurant, sung

Karaoke together, shared BubbleTea at Bubblicity, toured the Residence and went out for Pizza.

The Tragic Event Response Team (TERT) was involved in follow-up intervention after the accidental death of one student, and serious injury of two other students in our Animation program.

As part of educational outreach, The Beacon was involved in a display booth for Personal Safety Awareness Day, and 4 booths promoting Study Skills and Peer Tutoring Assistance.

Counselling Services has been involved in hosting a delegation from Jordan Vocational Training Corporation. They are exploring best practices in vocational counselling in secondary and post secondary education.

Centre for Students with Disabilities

Toni Connolly and Karen Coffey, Disabilities Counsellor, participated in a CADSPHEE focus group on access to academic materials. The goal is for publishers to provide all academic texts used in post-secondary institutions in an electronic format.

On behalf of Freedom Scientific, Gerard Montigny, Assistive Technologist, made a presentation on the use of assistive software WYNN in a post-secondary environment. This company also donated software for use in the CSD adaptive technology lab.

HUMAN RESOURCES SERVICES

Compensation ,Pension and Benefits

Within Benefits Administration, pre-enrolment service buybacks continue to be busy in order to meet the December 31, 2004 deadline. In the October/November time frame we submitted 32 employee buyback requests to CAAT and finalized 13 employee buybacks.

We expect 9 or 10 retirements on December 31st. There were 19 pension estimates provided including tax calculations and benefit costings. 8 Employees have requested estimates of which 6 were academic (including one LTD recipient and one part-time) and 2 support staff. We have had several employees enquire about transferring pension from other plans.

The CAAT and Sun Life beneficiary update screen has been completed on HRIS and our students have started inputting the data.

Work continues on the alignment of the partial load benefits with Sun Life. We have recently experienced an increase in calls from employees in all groups regarding declined claims and are working with Sun Life to improve the situation.

In regard to EAP, we met with Dr. Michelle Souliere from EAPlus to review the College Annual Utilization Report for 2003-04. The College utilization rate for 2003-04 was at a high of 10.55%, compare to last year at 8.17%. The following is a comparison of the last 5 years of utilization rates:

2003-2004	10.55%
2002-2003	8.17%
2001-2002	7.8%
2000-2001	7.1%
1999-2000	9.4%

We have accommodated 8 Academic and 7 Support Staff on modified of which some are a combination of STD/Light duties/Rehab/LTD and WSIB.

Professional Development

The Professional Development area work continues on the PD needs assessment. The PD Committee is in the final stages of the survey design with roll out planned for early December.

Other activities include:

- A very successful third Managers' Breakfast Meeting on professional development – These meetings are receiving very positive feedback with manager's commenting on the value of working together cross functionally on common challenges.
- Four managers attended the College Management Academy – Feedback on this session was excellent with comments on the quality of speakers and the opportunity to work with other college peers. Participants had the opportunity to speak to Bob Rae.
- Orientation booklets for all staff groups – Development is complete on all three staff group Orientation Booklets. Printed copies will be available in the New Year.
- Performance management – Work continues on a proposal for more effective forms and processes for all staff groups. The Managers' Breakfast in December will focus on a feedback and working session on a proposed Performance Management system.
- Succession planning – A design plan for Succession Planning from our PD Manager has been forwarded to the President for review.

The intent is for the plan research and groundwork to be completed by mid January.

EMPLOYEE SERVICES

LABOUR RELATIONS:

In a joint effort between HRS, legal counsel, several managers, and OPSEU Local 415, four scheduled arbitrations were resolved and several more grievances, which had not yet been scheduled for arbitration, were withdrawn. This was in large part due to the posting of several Academic positions for the 2005 Winter semester.

Also on the Academic side, an Application for Judicial Review was received regarding the case of an employee who had grieved for his right to be included in the bargaining unit.

RECRUITMENT/COMPLEMENT:

Ten academic, three administrative and five support staff recruiting activities were completed in the month of November.

HUMAN RESOURCES TECHNOLOGY

Further progress is being made on the new HRS internal website and new information is being added constantly. Once the internal site has been completed, work will commence on the external site.

The new website for Professional Development is currently in the process of being completed and should be live within the next two weeks.

STRATEGIC DEVELOPMENT GROUP

BUSINESS DEVELOPMENT

FOUNDATION SUMMARY

ALGONQUIN COLLEGE BURSARY GALA

The Algonquin College Bursary Gala and Silent Auction reports a preliminary net profit of over \$60,000 which will be matched dollar for dollar by the Government of Ontario and will be used for endowed student bursaries (\$120,000+).

All sponsors and supporters have received thank you letters and receipts as appropriate. A thank you ad appeared in the Saturday, November 21st Ottawa Citizen.

ASSOCIATION OF FUNDRAISING PROFESSIONALS

NEW CAR DEALERS

Members of the New Car Dealers Association have now pledged over \$150,000 towards the College's new Transportation Centre.

Note: As a result of this relationship with the NCDCA, Algonquin College has successfully secured training contracts with several leading automotive dealers.

ACCC

Brenda Rothwell has been appointed to the organizing committee of the ACCC Conference on Advancement.

BUSINESS DEVELOPMENT

Long Service and Retirees Reception

The annual Long Service and Retirees reception took place in the Staff Dining room on Wednesday, November 10th. Approximately 130 people were in attendance to celebrate. Two staff members Michael Redmond and Dianne Bloor received recognition this year for 40 years of service.

Acerra

Working closely with Acerra, providing resources and support to ensure this division is more likely to be successful in the attainment of future work and the execution of existing contracts (Canada Post et als).

Retirees Chapter

A Retirees Chapter Social was held in the Restaurant International on Monday, November 29th. This event was sold out.

Canadian Executive Leadership Series

The Algonquin College Executive Leadership series (Innovation in Leadership) was successfully executed during the week of November 8, 2004. Future opportunities are currently being examined, with 2-3 new offerings scheduled for 2005.

INTERNATIONAL EDUCATION CENTRE

Recruitment (New Students)

368 International applications have been received for January 2005 (level 1's). 58 of the applicants have paid full fees. 94 applications are in process. It is also expected that 8 transfer students from the India MRES Campus will join level 5 of the Tool and Dye Productions program.

Marketing

October and November were very busy months for our marketers. Sue Hodgins attended the International College Fair in Barbados and St. Lucia. These fairs were organized for colleges and universities in the U.K., U.S. and Canada. Ann Kalil, Student Affairs and Orientation Officer, represented the International Education Centre at the Riguku Education Fairs in Tokyo, Sendai, Nagoya, Osaka and Fukuoka, Japan from October 1 to October 13, 2004. Susan Olszynko, the centre's Marketing Coordinator, traveled to Surabaya and Jakarta in Indonesia to give seminars on the college, attend educational fairs and meet with recruitment agents. During November Susan conducted similar marketing and recruitment activities in China with visits to Beijing, Shanghai, Guangzhou, Shijiazhuang and Banding. This will be followed by visits to Thailand and Vietnam in early December. The activities also include visits to high schools and newspaper and radio interviews. These trips are very important for international recruitment especially as we continue to increase our share of this market. At the same time they can be very taxing on the individual traveling. The Centre will be looking into creative ways of increasing its man-power capacity in the area of recruitment.

International Linkages

During the months of October and November 2004 the following MOU's were signed giving a formal start to educational partnerships overseas.

An MOU between the college and Hotel Danica, Montenegro to collaborate in the establishment of an International School of Hospitality and Tourism – Algonquin – Petrovac – Na - Moru (ISHTAP). Start date September 2005.

An MOU between the college and Animaster Varsity in Bangalore, India to offer Algonquin's Animation program in 5 centres. They are located in Bangalore, Chennai, New Delhi and Mumbai. The projected enrolment in the 5 centres should reach 400 students by 2007.

The first initiative of the ACCC SETVET (Sustaining and Extending Technical Vocational Education and Training) program started in November. It consisted of a study tour by two Jordanian school counselors looking into the Canadian

practice of setting up counseling services for students. Mr. Mohamed Rasem Ibrahim and Mrs. Ebtisam Habahbeh participated in this study tour. They worked closely with Vince Giannandrea and Diane Melanson of our counseling department.

The centre submitted a proposal for CIDA funding to start an International Youth Internship program for our graduates. If approved the program will cover the costs related to the salary, travel and living expenses of 10 of our graduates from different disciplines to work overseas for a period of 5 months in the summer of 2005. The work placements will be at partner institutes in South Africa, India and Montenegro. This should present an excellent opportunity for our graduates to gain international experience and perspective. It also serves to strengthen the presence for our college in those countries.

Another proposal was submitted to AUCC (Association of Universities and Colleges of Canada) to fund an exchange program between two of our professors and two Polish professors to experience and learn from programs related to the advancement of women in both countries.

Visits to Algonquin

October and November were extremely busy months for the staff at the centre. The college hosted several international delegations wishing to establish linkages with Algonquin.

The college hosted delegations from two educational institutions in Chile: Duoc Uc, a polytechnic which offers programs similar to Algonquin's, and INACAP University which boasts an enrolment of 40,000. INACAP has 26 campuses located across Chile.

A delegation of 25 provincial university of education senior officials from China visited the college on November 29. They attended a presentation on our programs and participated on a college tour.

Conferences

Two members of the International Education Centre, Wayne Lewrey and Sue Hodgins, attended the Canadian Education Network Fair in Montreal from November 22 to November 25. Sue also attended the agent fair and accompanied two educational agents from Russia, Igor Mishurov and Anna Volova, on a visit to the college following the fair.

PUBLIC RELATIONS AND COMMUNICATIONS

Public Relations

- President Gillett was presented with the 2004 Lieutenant Governor's Medal of Distinction in Public Administration from Ontario Lt. Gov. James Bartleman on Monday, Nov. 29, at Ottawa's City Hall.

Government Relations:

- Local Colleges' Advocacy Team
The Ontario Colleges' Local Advocacy Team (L-CAT) is meeting on a regular basis to plan and execute a number of provincial marketing and public relations initiatives throughout the Rae Review of Postsecondary education. The L-CAT will continue to work together to achieve improvements in college education after the Rae Review is complete.
- Rae Review – The Algonquin College submission has been finalized and sent to the Rae Review Secretariat. It has also been sent to the various College stakeholder groups and uploaded to the College's Rae Review intranet site.

Corporate Events:

- The College's annual Remembrance Day Ceremony was held on November 11th in the MarketPlace Food Court. Father of staff member Christine Brennan, Veteran Bill Brennan joined the ceremony for the first time.
- The "Breakfast with the President" series continues with breakfast with OPSEU Local 415 Executive on November 23rd, new staff on November 26th and the Administrative Staff Association Executive on December 8, 2004.
- "Coffee Break with the President" which was held at the Pembroke Campus on November 29th was very well attended.
- The Annual Christmas Coffee Break will be at the Woodroffe Campus on Friday, December 17th at 10:00 a.m. in the main lobby of T Building.

Community Relations:

Algonquin College's 2004 United Way Campaign:

- The College's United Way Touchdown Ceremony was held November 12 with the unveiling of the campaign total of \$101,762.85 which represents 113% of the College goal. This concluded a 53 event campaign with a record \$34,009.35 raised in special events
- Algonquin College will partner for a second year in an OCRI sponsored corporate volunteer project, OttawaReads. The first group of volunteers started participating in this project this November with a second group of volunteers starting January 2005.

- The College continues to take part in community relations projects through our support of the Centre 454 and the Emily Murphy Housing Christmas Wish List Project.
- Capital Educators' Awards EduGala
Planning for the 2005 Capital Educators' Awards EduGala has begun. Algonquin College will again host the 2005 EduGala, an annual event, sponsored by OCRI, Carleton University, Algonquin College, the University of Ottawa, and local and regional. The event which will be held on May 11, 2005 celebrates the efforts of talented educators and recognizes the significant impact they make on their students' lives with the annual Capital Educators' Awards. The call for nominations will begin January 10, 2005.

Communications

- Planning has begun for a comprehensive review of the College's communication processes which also includes new communication tools myAlgonquin and Good Morning Algonquin. This review is scheduled to commence January 2005.
- Algonquin College was featured in the 2004 Guide to Ontario Colleges supplement of the November issue of Maclean's magazine.

Trillium Awards:

- The Trillium Awards recognize all avenues of advancement, including alumni affairs, development, marketing communications, public relations, student recruitment and overall institutional advancement by Ontario colleges. Algonquin will be submitting 10 entries.

Media Relations:

The following are the major Algonquin College news stories appearing in the media between October 26, 2004 and November 30, 2004.

- President Gillett receives Lt. Gov. Medal of Distinction in Public Administration
- Rooming House for students in Ryan Farm neighbourhood
- Algonquin's United Way campaign
- Article announcing airing of Everest documentary on Discovery Channel
- Health Science Simulation Lab opening
- Algonquin's use of technology to assist students with learning disabilities
- Algonquin Thunder sports teams

The College received 101 media hits during this period and 413 media hits since April 1, 2004.

MARKETING

Recruitment

The Recruitment Team has had another busy month having visited 63 high schools (in and out-of-town) and attended 12 local career fairs. In addition, the Team coordinated and held the first four of five *School Expos*. The Expos are new initiatives by the Recruitment Team this year and were held in partnership with local host high schools. The new Expo format is being well received by the primary influencers of our target audience. Initial success indicates that this format will form the base of our "way-ahead" strategy for the coming year.

In addition, our Info Centre responded to 6,000 requests for information and conducted 15 on-campus tours. The Distribution Centre was also busy as they responded to 6,000 requests for hard copy information, as well as 200 international requests. This latter represents a 15% increase over previous months.

Marketing

During November, the Department developed and implemented an advertising campaign to promote the College's line of full-time programs. The campaign ran for three weeks on four different radio stations, and was reinforced through print ads in the *Ottawa Citizen* for three consecutive Saturdays. The messaging for the ads focussed on quality of programming, services and technology.

The Department also coordinated and booked a one-week television campaign on the *NewRO* to coincide with the provincial College week initiative, as well as complement the College's fall advertising campaign. The commercial spot was updated to incorporate the new creative look and feel of the College's promotional materials.

Marketing completed production of the School of Part-time Studies' Winter 2005 issue of *The Source*. Distribution of the printed catalogue is planned the first week of December to coincide with registration. Marketing also worked with the College's ITS department to prepare the online version of *The Source* that is scheduled to go live December 6th.

Marketing designed and managed the production of various admissions publications for the Registrar's Office including the *Test Booklet*, the *First Step* booklet, information postcards and a kitfolder. The Department also assisted the Public Relations office with the design and creation of a corporate '*Season's Greetings*' card. The card will be available in a printed format or as an electronic card. Algonquin Productions is completing the final requirements for the electronic version, which has been designed to be sent as an email attachment and will include animation and music.

The Department worked with the School of Business and assisted with the logistics planning for Algonquin's participation in *Grade 8 School to Work*, an event organized by the separate and public school boards and held at the Aberdeen Pavilion in Lansdowne Park on November 9 and 10.

Algonquin Productions

Final work is underway for the development of a new web site for the School of Advanced Technology.

The Department is busy with the ongoing production of a College promotional mini CD Rom. The pocket-sized CD incorporates the creative design of the new *Viewbook*. Information about Algonquin's historical milestones, current achievements and future vision/ strategy will be highlighted. Additional in-depth information will be linked via the Internet to specific College web sites.

Three CD Roms are nearing completion for a contract with SNC Lavalin/Universal. The subject matter is best practices in safety and environmental management. The CDs will be used in India as 'Industry Approved and Certified' training material. A total of ten CD Roms will be produced by April.

A training DVD was created for ACERRA Learning Inc. The DVD features a presentation recorded by Algonquin Productions on HR Solutions with Linda Watt that was delivered at the Congress Centre in mid-November.

New corporate photography was produced showcasing Acerra's training facilities for use in Acerra's promotional materials.

Web site maintenance this month included work on photography for The School of Business, and updates to the Alumni site, Algonquin College Heritage Institute, Algonquin College in the Ottawa Valley, and The International Education Centre.