
DRAFT

BOARD OF GOVERNORS

MINUTES OF MEETING NUMBER FOUR HUNDRED AND THREE OF THE BOARD OF GOVERNORS OF ALGONQUIN COLLEGE, WHICH WAS HELD ON MONDAY, FEBRUARY 14, 2005 AT 5:00 P.M. IN THE ROSSER BOARD ROOM, "C" BUILDING, WOODROFFE CAMPUS

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

Regrets: Mr. Steve Georgopoulos

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:

Mr. Gerry Barker
Mrs. Louise Barnabe
Mrs. Dawn Dubé
Mr. Adam Gal
Mr. Nathan Jahn
Mr. Kent MacDonald
Mr. Russell Mills
Mrs. Deborah Rowan-Legg
Mr. Morris Uremovich
Mrs. Pamela Wilson

Anna James
Recording Secretary

The meeting was called to order at 5:02 p.m. The Chair informed the Board that Governor Blackstein was joining the meeting via teleconference.

05-01 CONFLICT OF INTEREST DECLARATION

None declared.

05-02 MINUTES OF THE PREVIOUS MEETING

RESOLUTION

MOVED AND SECONDED – Armit and Kirkpatrick

that the minutes of the meeting held on December 13, 2004 be adopted as circulated.

CARRIED UNANIMOUSLY

05-03 BUSINESS ARISING FROM THE MINUTES

None.

05-04 PRESENTATIONS

ALGONQUIN COLLEGE FOUNDATION

The Chair introduced representatives from the Algonquin College Foundation: Mrs. Barbara Farber, Chair, and Mrs. Brenda Rothwell, Executive Director.

Mrs. Farber provided an overview of the year-old Foundation and commended those involved with its vision and creation. Next, Mrs. Farber outlined the focus of the Foundation, whose main goal is to establish funds for the College to support the areas in which day-to-day operating funds cannot cover. To date, the Foundation has been very successful in fund raising which includes the Bursary Gala held in October 2004.

Next, Mrs. Farber spoke to the OSOTOF program which was established by a previous government wherein all monies raised for bursary funds are matched until March 31st, 2005. It is hoped that the program will be extended beyond March 31st, but there has been no guarantee from the province to-date. All members of the Board were encouraged to support

05-04 PRESENTATIONS (cont'd)ALGONQUIN COLLEGE FOUNDATION (cont'd)

the initiative and were notified that correspondence relating to how to donate contribution would be distributed within days.

Next, Mrs. Farber introduced Mrs. Brenda Rothwell, Executive Director of the Foundation. Mrs. Rothwell provided an overview of the Foundation's three types of giving. Major giving includes endowed bursaries. To date, the Foundation has raised \$600,000 in matched bursaries. The second type of giving is the Client Phase which includes a \$2 million campaign for the newly constructed Transportation Technology Centre which opened in September 2004. The College is working closely with automotive dealers and have already received commitments from Toyota and Nissan. The third type of giving is planned through estate gifts. The Foundation has already conversed with four potential planned gift donors. In summary, the Foundation has raised approximately \$1,075,000 in cash and pledges since it opened its doors.

The Chair congratulated the Foundation, on behalf of the Board, on its successes and thanked them for the excellent work being done. The Vice Chair added that, as a representative of the Board of Governors on the Foundation Board of Directors, he has had first hand experience with the exceptional and enthusiastic commitment and leadership shown by Mrs. Farber and Mrs. Rothwell and offered thanks and congratulations.

GRADUATE EMPLOYEMENT: POLICE FOUNDATIONS

Mr. Gerry Barker, Dean, Police and Public Safety Institute, was present to address concerns previously raised by Governor Blackstein regarding the low graduate employment statistics for the Police Foundation program.

Mr. Barker provided an overview of the program which began ten years ago, noting that it is one of the few two-year programs in the province, in addition to being one of the most admired. Mr. Barker addressed Governor Blackstein's concerns by outlining a number of factors that contributed to the statistics which included the fact that the minimum age for hiring a police officer is 21 years, while a proportion of students who graduate from the Police Foundations Program are only 19 or 20 years of age. Secondly, life experience is a factor in the rigorous hiring process, something that new graduates tend to lack. Students are encouraged to further their education in order to become more employable. Algonquin has an agreement with Carleton University whereby graduates from the Program can enter into Criminology. Students entering the program are

05-04 PRESENTATIONS (cont'd)**GRADUATE EMPLOYMENT: POLICE FOUNDATIONS** (cont'd)

fully apprised of the high standards for entering the profession and are made aware that the Program is only the first phase towards entering the field of policing. It was noted that all police officers must attend the Ontario Police College as well, in order to become qualified as a police officer.

Questions/Comments:

- Governor Blackstein thanked Mr. Barker for the presentation and noted that he found the information to be useful. He added that this is still of some concern and should be monitored in the future.
- *Are we able to track the 19 year olds progress to see where they go after graduation?* This is done informally through the coordinators who do keep in touch with the graduates and learn where their career has taken them.
- *How do we communicate to parents that a gap exists between the numbers of students taken into the program versus the number of students who are successful in obtaining employment?* The initial program orientation clearly articulates that the program is a beginning point for students. All information provided through any literature, job fairs, open houses, etc. clearly states the fact as well.
- *Do we have any knowledge as to what happens to students who are not successful in obtaining employment as police officers?* Those students tend to go into the fields of public or private security and work toward obtaining the required experience to become a qualified candidate for policing.
- *Are the students that apply to the program screened through fitness testing?* No, this is not an admission criteria for the program. However, students are informed of the large physical component of the program.

05-05 REPORT OF THE CHAIR

In addition to the President and other College staff, Governors Armit, Saifi and Tremblay will attend the 2005 ACAATO Conference in Toronto on February 20th and 21st. Algonquin College Alumni and nominees of the 2004 Premier's Awards will be honoured at a Gala Dinner at the close of the conference.

Governor Wallace attended the Board Chairs and Vice Chairs Symposium in Victoria, British Columbia in January. Governor Wallace noted that he found the symposium worthwhile and indicated his pleasure in working

05-05 REPORT OF THE CHAIR (cont'd)

with over 50 Board Chairs and Vice Chairs from across the country in sharing best practices. Governor Wallace highlighted the key messages of the symposium which were government funding issues, the future needs of educators, the future needs of skilled workers across the country, and how all provinces need to work together and speak with one voice. Governance models were also discussed as was succession planning for CEO's/Presidents. Governor Wallace noted that he had submitted a full briefing on the conference to the Chair.

The International Women's Week Dinner was announced for Thursday, March 10th in the Woodroffe Cafeteria beginning at 6:00 p.m. The guest speaker will be Michelle Valberg, an Algonquin College graduate and nominee of the 2004 Premier's Awards and 2003 Business Women of the Year. Governors wishing to attend were requested to contact the Board office to arrange for ticket purchase.

05-06 REPORT OF THE PRESIDENT

The President reported on the following:

- The Rae Review of Post Secondary Education Report has been well received within the education community. Advocacy has now begun to encourage the Government to implement the recommendations of the report, which has received positive press from the College's perception. The Premier and Finance Minister have both indicated that changes will occur as a result of the report.
- Enrolment for fall 2005, the first year without an effect of the double cohort, appears to be positive. In 2001, the College received 17,545 applications, compared to 21,087 for 2005. Applications are only down by 900 from the same time last year. The College is targeting a 5% increase in enrolment for 2005-06.
- Marketing for fall 2005 will be focused on a number of areas including on the traditional high school market, as well as the 50% of the high school market who do not move on to post secondary education. The College will also strengthen marketing in International Education, Apprenticeship training, and the mature student market. A concerted marketing effort will also focus on educating the public about the College as a whole.
- The School of Health and Community Studies has been recently notified of its successful application to receive funding to further develop the Health Sciences Simulation Labs. Approximately \$650K was received.

05-06 REPORT OF THE PRESIDENT (cont'd)

- The College has implemented a hiring freeze during the budget process and it will continue until a provincial budget is announced. It is anticipated that monies will flow as a result of government decisions resulting from the Rae Review Report.
- On average, 62% of full time teaching contact hours are delivered across the Province by full time faculty. Algonquin maintains the a similar percentage as the Provincial average at 62.7%.
- It is anticipated that the College will have a \$4 million surplus at year-end and that the accumulated deficit will be reduced from \$7.6 million to approximately \$4.6 million. Government regulations require the College to report its budget in accordance with GAAP, so the College will adapt the GAAP principles for its budget process. Currently, the College is looking for \$8.5 million in expenditure reductions or new revenue for the 05-06 budget which is assuming no additional funding from the government. The College community has been fully informed of the challenges being faced.
- Robert Letourneau, Vice President, Finance and Administration, provided an educational presentation on Algonquin's financial position and an explanation for the change to GAAP accounting. Governors were provided with documentation to support the presentation.

Questions/Comments:

- *Is there a role that Governors are required to play in terms of budget preparation?* Generally, the Board relies on the President and Senior Administration to bring a draft budget to the Board who then has the authority approve or deny the budget. Until the budget process is complete and potential impacts are identified, it is difficult for the Board to participate because of the amount of detail involved. The President reminded Governors that, as a result of a Board motion, the President is required to bring a balanced budget to the Board each year including all changes resulting from government decisions.
- *What does deferred revenues refer to?* These are revenues that are received but accrue to the next year.
- *When will the budget be brought to the Board?* The budget is normally brought to the Board in the first week of April or once the Provincial budget is announced.
- *Is the Residence now running at full capacity?* Yes, at the beginning of the academic year it was at full capacity and summer performance achieved its target as well. The Residence is carries its own debt load.

05-06 REPORT OF THE PRESIDENT (cont'd)

- *It appears that the impact of the budget on hiring staff will continue to see a decreased complement while enrolment continues to increase. If the College continues in this pattern the Board is not fulfilling its goals in terms of client service. With the consistent reduction of funding from the Government (15 years), there is little the College can do. All of the Provincial Colleges are facing cuts (\$110 million across all Colleges). There has been no act of the Board which has targeted reducing complement. The reality is that the increased use of part time staff results directly from the requirement to balance the budget.*

05-07 DECISION ITEMS AND REPORTS**PROGRAM APPROVALS AND MODIFICATIONS**

Mrs. Raymonde Hanson, Vice President, Academic, informed Governors that there were two program proposals seeking approval from the Board and reinforced that the College does maintain an envelope of funds to subsidize new programs until they become financially viable, once the full grant is in place.

Game Developer: Russell Mills, Dean of the Faculty of Arts, Media and Design presented a proposal to seek approval from the Ministry of Training, Colleges and Universities to offer a three-year, post-secondary Game Developer Program. Currently, in the province of Ontario, George Brown, Humber and Seneca offer post-diploma, one-year, certificate programs. Algonquin's program will be the only post-secondary option for high school graduates who want to design and program games. Due to the dramatic increase in applications relating to game production, there is a high demand for skilled game developers. The two largest centres for the game development industry are Montreal and Vancouver. Algonquin is uniquely positioned to take advantage of the vibrant Montreal market. A game designer or developer is a graphics programmer. To program graphics, a person needs to be proficient in both art and science. The art comes in the form of the design, video and characters, animation, graphics and interface creation. The science includes computer programming, math and physics. Due to the unique skill sets required, this program will be delivered by two Schools: the School of Advanced Technology and the School of Media and Design. The School of Media and Design will offer 60% of the courses, while the School of Advanced Technology will deliver 40% of all courses.

05-07 DECISION ITEMS AND REPORTS (cont'd)**PROGRAM APPROVALS AND MODIFICATIONS** (cont'd)

- *Who would be responsible for the hiring of part time staff in year one?*
The coordinator of the Interactive Multimedia programs would coordinate this program and therefore be responsible for hiring the part time staff.
- *There could possibly be employment opportunities in the military with regards to aircraft simulation which would add to the credibility of the program.* This comment was well received and taken under advisement for further investigation.

RESOLUTION

MOVED AND SECONDED – Holzman and Kirkpatrick

that the Board of Governors seek approval from the Ministry of Training, Colleges and Universities to offer the Game Developer program, effective Fall 2005.

CARRIED UNANIMOUSLY

Water and Waste Water Technician: Morris Uremovich, Dean of the School of Advanced Technology, presented the proposal to offer Water and Waste Water Technician in a non-semestered delivery mode, which will meet the regional and provincial need for workers to manage and protect the public's water supply.

The Walkerton crisis of 2000 highlighted the public health risks associated with the improper management of water and waste water systems. In its efforts to address the recommendations of the Walkerton Inquiry, the Ontario government introduced mandatory certification of all water system operators by mid May 2005.

In addition, early retirements have stripped regulatory agencies, industry and water and waste water treatment facilities of a trained experienced workforce.

The proposed Water and Waste Water Technician program will serve to alleviate the dramatic shortfall in the number of trained and certified water system operators. Because Algonquin College will be the only College offering a focused program in water and waste water in the province, the program will be one of the primary gateways into the field for those who want to work as water system operators.

05-07 DECISION ITEMS AND REPORTS (cont'd)**PROGRAM APPROVALS AND MODIFICATIONS** (cont'd)

- *Why is the percentage of the grant higher than that of the Game Developer program?* This is because it is a four semester grant compressed into three semesters, all reported in one fiscal year.
- *Will mature applicants have the option to continue working while completing the program?* At this point, it is only a day program and not yet structured to be taken out of the classroom; however, the plan is to develop courses in Continuing and Distance Education to address market needs.
- *This is a program that could have a lot of international appeal and may attract individuals from abroad because of the desperate need around the world.*
- *What was the educational rationale for making this an NSDP (non-semestered diploma program)?* Firstly, the program is designed to attract a mature market and secondly, it efficiently uses the space and resources of the College by running year-round. It is expected that placement opportunities will be easily accommodated in the summer months as well.
- *Why are course numbers not assigned under the program of study?* Once approved by the Board, course numbers will be added.
- *Is there a similar course online and is this something that could be marketed beyond the confines of Ontario?* There are no similar programs. Once available online, it will be available beyond the confines of Ontario.

RESOLUTION

MOVED AND SECONDED – Cameron and Westeinde

that the Board of Governors seek approval from the Ministry of Training, Colleges and Universities to offer the Water and Waste Water Technician program, effective Fall 2005.

CARRIED UNANIMOUSLY

THIRD QUARTER REVIEW

Mr. Robert Letourneau, Vice President, Finance and Administration spoke to the third quarter budget results and indicated that positive adjustments in the amount of \$2 million were realized, mainly due to the one-time \$3 million sustainability grant. All surplus monies will be used toward reducing the accumulated deficit at year end. The target is to reduce the accumulated deficit from \$7.6 to \$4.6 million.

05-07 DECISION ITEMS AND REPORTS (cont'd)**THIRD QUARTER REVIEW** (cont'd)

- *What does recognition of ACERRA contribution refer to? As of Q3, ACERRA is projecting a surplus of \$250K; its original target in the budget was to break even.*

RESOLUTION

MOVED AND SECONDED – Armit and Robblee

that the Third Quarter Review be adopted as circulated.

CARRIED UNANIMOUSLY

HUMAN RESOURCES COMPLEMENT REPORT

Mr. Christopher Warburton, Vice President, Student Life and Human Resources reported that no significant changes have occurred since the last complement report was provided in October 2004. The vacancy rate remains at approximately 4%.

- *Please comment on the part time staffing complement. The ratios between full time and part time staff continue to drop which is a phenomenon across the system because of the lack of funding.*
- *This has an enormous effect on faculty in terms of morale, professional development, human relations, etc., because constant pressure is put on faculty to attempt to have the College recognize its obligation to students in terms of quality. Curriculum development is also a concern because of pressure on full time staff to support part time employees. The stresses are daily and enormous.*

2005-06 TUITION AND ANCIALLARY FEES

The President led members through the proposed fees schedules for the upcoming year which had been distributed in the dossiers. In accordance with Ministry direction, tuition fees for Ministry-approved programs have been frozen (for the second of two years) at the 2003/04 rates. The principle changes from the fees schedules for the current academic year were summarized as follows:

- Health Plan Fee increase of \$9.13 to a total of \$121.13 per year. There was no increase in 2004-05.

05-07 DECISION ITEMS AND REPORTS (cont'd)**TUITION AND ANCIALLARY FEES** (cont'd)

- Elimination of the Late Registration Fee (\$45) and increase of the Late Payment Fee from \$45 to \$100.
- Effective fall 2005, students in mandatory laptop programs will be required to have their own laptop computer. The Mobile Computing Fee for students in these laptop programs will be \$150 per term. (Under the College-owned lap top model, the Mobile Computing Fee was \$725 per term.) The proposed \$150 fee will cover the costs associated with providing various services to students registered in the mandatory laptop programs.

Questions/Comments:

- *Governor Wilson requested that the Board be provided with information regarding the changes in mobile computing (lap top programs) and what the revenue/expenditures are generated from this area. The President agreed to provide the Board with the information at the next meeting.*
- *What is the average fee increase over last year? The increase is less than one percent.*
- *Governor Holzman reported that an article in the Globe and Mail on February 14th discussed the relationship of fees versus the number of students enrolled and commended its reading to the Board.*
- *Why is the health plan fee the same for part time students? If a student takes two or more day courses they are considered part time and are therefore eligible for the health plan. However, students are given the option to opt-out of the fee.*
- *What is the rationale for the discontinuation of tuition fee discounts for seniors? The driving rationale is that the College is continuing to decrease program which require subsidization. The cost is approximately \$46K on an annual basis. Second, baby boomers are heading towards retirement and in many cases are more financially secure than those starting out. There have been approximately 230 seniors who have taken advantage of the discount and will be notified of the change.*

RESOLUTION

MOVED AND SECONDED – March and Holzman

that the Board of Governors approve the 2004-05 fees schedules as outlined in the documentation provided.

CARRIED UNANIMOUSLY

05-07 DECISION ITEMS AND REPORTS (cont'd)**ADVISORY COMMITTEE ANNUAL REPORTS**

Members had in their dossiers a brief summary of the activity of the 72 Advisory Committees composed of industry representatives and recent graduates. As per Ministry regulations, each program or cluster of programs is required to have an advisory committee who meets on a regular basis; an average of three times per year. The committees deal mainly with the program curriculum and its relevance to the demands of the workforce. All recommendations brought forward by the advisory committees for the past year have been actioned within the department and dealt mainly with equipment, labs and curriculum.

05-08 MANAGEMENT SUMMARY REPORT

Governor Westeinde congratulated the College on obtaining recognition from the Canadian Construction Association Gold Seal Certification Program for courses in the Construction Estimating programs, as well as for the signed contract with the Ontario Women's Directorate to deliver the Women in Skilled Trades – Industrial Electrician Program.

Governor Holzman thanked the College for its continuing support of the Kiwanis Bed Races and welcomed Algonquin as a new member of the Kiwanis Family.

Governor Robblee recognized the success of the Paramedic Program students whose pass rate was 100% for the provincial exam set by the Ministry of Health, which far exceeded the provincial norm. Governor Blackstein suggested that the President or Board Chair send a letter of recognition for the achievement. It was noted that this is regularly done by Raymonde Hanson, Vice President, Academic.

Governor March inquired as to the decision to convert the Personal Support Worker program to one-year in length and wondered how applicants for fall 2005 would be notified of the change? The change incurred as a result of revised program standards set by the Ministry. Students who have applied for the fall semester will be notified by the College.

Governor Wilson noted that it would be appropriate to highlight faculty activity in the report in a similar manner in which student activity is reported. It was noted that it would be difficult to report all faculty activity, but that highlights would be included.

05-08 MANAGEMENT SUMMARY REPORT (cont'd)

Governor Wilson inquired as to how the College is performing in relation to the system in registration statistics, and whether or not the College is above or below the norm. The President reported that the College is approximately 3% above the system average and the overall share of system grant has risen from 7.56% to 7.65% since 2003.

Governor Wilson commended the Students Affairs and Orientation Office for their work done in support of the Tsunami Relief Effort.

Governors Wilson noted that it would be valuable for the Board to receive information regarding the number of outstanding grievances in the bargaining units within the Management Summary Report on a monthly basis.

Governor Tremblay reported that he had been contacted to assist with corrective action regarding ESL enrollment and that Jeffrey Dale of OCRI has assisted by providing names of some candidates to help out in this area.

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

05-09 INFORMATION ITEMS

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

January 6, 2005 New Funding Parameters: Personal Support Worker Program, Effective September 1, 2005.

05-10 OTHER BUSINESS

Governor Wilson requested that the College provide a report regarding the amount of liability insurance carried for Governors and whether or not there is a difference in liability between external versus internal members. The President agreed to provide a report at a later date.

There being no other business, the Board moved In Camera at 7:05 p.m., to discuss a business issue and adjourned for the evening at 7:20 p.m.

Chair

Recording Secretary

**MANAGEMENT SUMMARY TO THE
BOARD OF GOVERNORS
February 2005**

VICE PRESIDENT, ACADEMIC

SCHOOL/INSTITUTE UPDATES

School of Advanced Technology

The Electronics/Electro-Mechanical Department has signed a contract with the Ontario Women's Directorate to delivery the Women in Skills Trades – Industrial Electrician Certificate program. The contract is worth \$186,000.

The delivery of eight weeks of training to the RCMP for the 'Improvised Explosives Device (IED)' course has been completed and brought in \$24,000.

School of Hospitality and Tourism

Rick Reid, Dean, School of Hospitality and Tourism has been selected to receive the 2005 Ontario Hostelry Institute Gold Award in the category of Educator. As part of its mandate to serve as a catalyst in the development of quality training in colleges and universities of, the Ontario Hostelry Institute established the Ontario Hostelry Institute Gold Awards. Dean Reid will receive the award on April 14th at the 15th Annual Gold Awards Dinner in Toronto.

School of Transportation and Building Trades

Delivery of the Automotive Service Technician on-line pilot program continues with excellent results. All parties (college consortium and Canadian Tire) agree that the pilot delivery has been a success and a second delivery of the program is scheduled for later this year. A reception, to be attended by the Minister of Training, Colleges and Universities, Mary Ann Chambers, is currently being planned for a Kanata Canadian Tire store that is participating in the program.

School of Part-time Studies

Courses in the Construction Estimating programs have recently received Gold Seal approval by the Canadian Construction Association. These courses will be recognized against the CCA Gold Seal Certification Program which is a national certificate program for Construction Project Managers, Superintendents, and Estimators. Three courses received 5 Gold Seal Special Industry Course points each, 2 courses were awarded 5 Gold Seal Special Industry Course points in total, and 3 courses were awarded 5 Gold Seal Special Industry Course points in total.

Police and Public Safety Institute

The twenty-eight graduates of the Algonquin College Paramedic program successfully wrote the A-EMCA certification examination set by the Ministry of Health. Algonquin's average score for the exam was 80% as opposed to 75% for the province. The success rate was 100% for Algonquin versus 84% for the province.

Faculty of Arts, Media and Design

The General Arts and Science program is adding a tenth selection to its list of program streams. The Chair, in conjunction with the Dean of the School of Transportation and Building Trades and the Chair of Electro-Mechanical Studies has finalized the logistics for the delivery a Pre-Trades program stream starting Fall 2005. The intent of the new stream is to expose students to various trade specializations. The theory component will provide students with an overview of the trade, job requirements and potential employment options. The lab component will include hands-on experience, demonstrations, experiments, and project-based tasks in several trades areas, including Electrical, General Machinist, Building Construction Technician, Furniture Technician, Precision Sheet Metal Fabrication, Welding, Automotive, Auto Body, and Plumbing.

Algonquin College in the Ottawa Valley

The Ministry of Training, Colleges and Universities has announced that the Personal Support Worker (PSW) program will move to a one-year, Ontario College Certificate program by 2005. Curriculum meetings are being scheduled with the School of Health and Community Studies and Algonquin College Heritage Institute to discuss and implement the necessary curriculum changes. The program will be offered in September, 2005, at all three locations.

Partnerships/Articulation Agreements

A Memorandum of Cooperation (MOC) was signed on January 24, 2005 with the Anhui Fuyang No. 1 Middle School in China. Algonquin College will assist the School in the development of English language training.

Funding has been secured from MTCU to support Algonquin College and St. Lawrence College in a partnership to complete a Trends, Opportunities, and Priorities Report for Lanark and Renfrew Counties. Additional funding is being sought from Human Resources Skills Development Canada. The project is expected to begin in February.

Algonquin College in the Ottawa Valley obtained Ministry approval to be the T.D.A. for the Construction Craft Worker (CCW) Apprenticeship program to be delivered in February 2005. Approximately 20 high school co-op students will be enrolled in the program which is a partnership between Algonquin College, Renfrew County's Catholic and Public Schools Boards, and the Apprenticeship Branch.

Student Activity

Theatre Arts students participated in the first ever National Arts Centre Student Club where they had dinner with the cast of Love's Labour Lost, discussed the play and attended a performance. Students are working with Third Wall Theatre in the areas of assistant director, scenic painter and stage manager. Students regularly attend plays in the Ottawa theatre community.

Scriptwriting students held the first of their Hothouse Reading Series at the National Arts Centre on January 17th. It was well attended and a lively post-reading discussion led by the playwriting instructor was enjoyed by both students and audience.

Aboriginal Studies students participated in a field trip to attend the meeting of the Assembly of First Nations Confederacy of Chiefs. This special Chiefs' assembly exposed students to the many issues faced by First Nations at the national level, and was an opportunity for students to observe such deliberations first hand. Students were well received and were invited to participate in the opening ceremonies as flag bearers.

DONATIONS

The School of Transportation and Building Trades accepted the donation of two used vehicles from the public for use in the automotive service programs.

VICE PRESIDENT, FINANCE AND ADMINISTRATION**COLLEGE ANCILLARY SERVICES (CAS)**

College Ancillary Services continues on track, as per budgeted contribution target. However, there will be at year-end shortfalls in budgeted contribution from the Parking Services Operation and the Publishing Centre, both of which will be offset by surpluses in the Food and Beverage and the Retail Services operations.

FINANCE AND ADMINISTRATIVE SERVICES

Preparation for Budget 2005/06 was the main focus in January, whereby a number of pro-formas and supporting documentation were generated. Other projects included the administration of the College Foundation, the ACAATO surveys, the Nursing agreement with the University of Ottawa, various banking arrangements, the LEAN review and several Students' Association projects.

INFORMATION TECHNOLOGY SERVICES (ITS)

ITS successfully launched several new services for the College community including Webmail (allowing students to access their college email via the web), the Graduate Referral System (assisting Student Services with matching employers to graduates), the PeopleSoft Asset Management Module (providing for better tracking and management of College assets) and a number of

improvements to ACSIS (the system providing information to students). Some system outages were experienced during the Winter term start which increased wait times for students registering in the Gym. Steps are being taken to minimize the potential for future outages of this nature.

PHYSICAL RESOURCES

Facilities Planning & Development Services

- Facility Renewal Grant Projects (\$893K)
38 projects are under way. All work will be completed by March 31, 2005.
- SuperBuild Projects-Summer 2004 (\$900K)
17 projects are substantially completed, except for some items scheduled for completion by March 31, 2005. Work included a variety of academic lab and classroom renovations as well as faculty and administrative office reconfigurations.
- Other Projects (\$2.2M)
Design work for improvements in the controls for the Ventilation System at the Pembroke campus is under way; work will be tendered and carried out in the Spring of 2005. Construction of the Optophotonics research lab is under way and expected to be completed by the end of February, 2005.
- Consolidation of Part Time Studies
This project encompasses the relocation of the Marketing office from C137 area to C420/423 area and the relocation of a consolidated part-time studies main office from various locations at the campus into the C137 area. The first phase of the project was completed. We are continuing to work on the planning for other remaining long-term solutions.
- CNC Milling Machine Structural Support
Work involves isolating the machine from the floor slab to eliminate vibrations. Specified work is now substantially complete; some additional structural adjustments are being planned and will be undertaken by February 18, 2005. An alternative offsite location for student lab time is being sought as an interim measure.

REGISTRAR'S OFFICE

Registration Statistics

As of January 28, net registrations in Post-Secondary and Post-Diploma programs stood at 11,597 against the enrolment projection for March 1 of 11,104. It should be noted that there are ~161 students projected, but not yet registered, for programs with late start dates in the Winter Term. The breakdown of the registrations to date is as follows:

Level 01	1,141 registered, against projection of 990
Upper Levels	10,456 registered, against projection of 10,114

Continuing Education: The 2004 Fall Term closed with total registrations of 15,858 (93.1% of projection), as compared to 17,771 registrations in 2003 Fall. For the 2005 Winter Term, as at January 21, Continuing Education registrations stood at 11,704 (75.3% of projection), as compared to 13,837 at the same time last year. Registration in 2005 Winter is ongoing and continues throughout the term.

Webtrends Software

The College Marketing Group has offered to share its Webtrends software with the Registrar's Office. Through the use of this software, we are able to measure visits to our intranet and internet sites. We are able to determine that for the period December 20, 2004 through January 18, 2005, a total of 21,082 visited the Registrar's Office internet site. 17,407 of these visitors were from North America. Interestingly, the most frequently downloaded file was the Registrar's Office Client Service Standards. The most active North American provinces and states are Ontario and Quebec, with California coming in third.

VICE PRESIDENT, STUDENT LIFE AND HUMAN RESOURCES

FINANCIAL AID

The January peak period for release of student loans went very well. According to the National Student Loan Service Centre (the loan service provider) our loan error rate was below 1%.

Financial Aid's evening open hours on January 4th, 6th, 11th and 13th were a success from a client perspective. On two of the four nights, in excess of 60 clients were served.

Financial Aid has produced a new pamphlet for its clients. The title of this pamphlet is "OSAP Repayment". The pamphlet was produced in response to questions on this issue from our clients.

On January 26th, Marc Duval from Student Services did a presentation to Financial Aid staff on spotting the signs of depression in our Financial Aid clients plus gave the staff clues as to how to help clients seek assistance through the various college services.

STUDENT SERVICES

Directors Office, Student Affairs and Orientation

Campus Preview/Parent's Preview was held on December 21, 2004. An invitation was sent to all parents who had children, 21 years of age or younger,

registered as new students for the January intake. An advertisement was also placed in the Ottawa Citizen welcoming anyone who may be interested in attending Algonquin College in the future. Over 200 participants attended this information session and tours. Students were also able to receive their ID Cards and/or bus passes.

The Student Life and Human Resources Semi-Annual Professional Development Day took place on December 17, 2004. Staff was invited to attend two separate sessions: Conflict and Conflict Styles, and Poisons in Communication – An Antidote, facilitated by Hervé Depow, Ombudsperson. Staff then enjoyed a special holiday luncheon in the Restaurant International.

The Student Affairs and Orientation Office welcomed students and staff back for the new semester with a full week of events. On Monday, they were greeted with hot chocolate. The following three days of welcoming events were held in the Observatory in collaboration with the Students' Association.

On January 20th, the Student Affairs and Orientation Office raised \$422 for the Tsunami Relief Effort by providing popcorn and hot chocolate for students in exchange for donations. A voluntary collection was also held which raised \$2003 for the Tsunami Relief Effort and this amount was matched by the government for a total of \$4006.

Marilyn Stratton-Zimmer, Director, organized Christmas caroling for our students on campus and in Residence. Jeannette Smith and Dr. Rick Rowland generously donated their time and musical talents to this event. Refreshments were served at both events.

The Office of the Ombudsperson hosted the Association of Canadian College and University Ombudspersons' mid-year meeting on January 27-28th. Hervé Depow, Ombudsperson, welcomed 19 members to this conference. Attendees remarked on how welcome they felt at Algonquin College.

EMPLOYMENT SERVICES

Employment Services launched the new On-Line Graduate Referral Service on December 24, 2004. An official launch and ribbon cutting ceremony will be planned for the beginning of March. This new system will allow employers to log onto the site to post job opportunities. Students are then able to view current job postings through this site.

Joanne McDonald, Employer Relations Officer, acted as a consultant figure to the Department of Computer Studies in the planning of their employer panel event which took place on January 27th. Employment Services will also participate in this event to provide employment information to students.

Joanne McDonald and Nicole Tremblay, Employment Officers, participated in the College's Open House on January 12, 2004. They spoke to many students and provided valuable information to potential students and their parents.

Jane Norman, Employment Officer, hosted an information booth in Residence on January 11th. Information on job searching and resumé writing was provided to students living in Residence.

Pam Turner, Employment Officer, successfully led the planning team in presenting the Annual Successful Graduate Panel event held in the Marketplace Food Court on January 19th. Five Algonquin graduates were invited to speak to current students about their job search techniques and how they secured employment upon graduating.

COUNSELLING SERVICES

Counselling Services organized the first Residence Health Expo. The event featured 20 displays from campus departments and community organizations. This event was attended by approximately 380 students and received very positive feedback from both the presenters and the attendees.

Counselling Services was involved in organizing and conducting the Party Smart Training and Residence Survival Session for students who entered Residence in January. Approximately 35 new residents attended.

Audrey Rosa, Counsellor, conducted a session with the Residence Advisors on how to work with international students.

In December the Mamidosewin Native Student Centre sponsored an elder to provide individual consultations for native students. This also included a Christmas feast and social for elder and students.

The Mamidosewin Native Student Centre also organized a workshop on Fetal Alcohol Syndrome. The workshop was conducted by a worker from the Wabano Health Centre who also provided a healthy lunch for the students.

A total of 723 students availed themselves of 5,393 peer tutoring sessions this past fall term. This was up from the total of 4,734 tutoring sessions last fall (an increase of 13.9%). Students in business courses, including Accounting, Statistics, Economics, Finance and Office Administration, were still among the big users. However, this past semester also saw an 80% increase in the use of the service by students in Trades and Technology. In response to a client survey, several students indicated that they would have failed the course or withdrawn from the college if it had not been for the availability of the Peer Tutoring Service.

CENTRE FOR STUDENTS WITH DISABILITIES

On December 2, 2004, Karima Lacene, Counsellor, became a registered psychologist in the province of Ontario. This means that the CSD no longer

needs a consulting psychologist to co-sign any psycho educational assessment reports completed at Algonquin.

A blind student requiring academic accommodations and adaptive technology training and support has registered with the CSD at the Pembroke Campus. Another visually impaired student scheduled to start his program next fall has self-identified and will also need accommodations and technical aid support. This is the first time in a couple of years that there has been a student who is blind and visually impaired at the Pembroke Campus. Fran Murphy, Counsellor, provided a CSD orientation and presentation for incoming programs.

The new CSD Test Centre opened for business January 10th. This service is for disabled students who are registered with the CSD and who require additional time on tests and exams. The service responds to faculty demands for a separate and dedicated space to administer tests/exams where extra time is needed. Other services such as proctors, scribes, readers and the use of technical aids and adaptive technology are also provided. The hours of operation are from 8:00 a.m. to 4:00 p.m. Monday to Friday and in the evening on an as needed basis upon student and faculty requests. From January 10th to January 28th the CSD has administered 25 tests and 3 admission tests. Currently, and for the week of January 31, 21 tests and 1 admission test have been scheduled. Continued increasing demand is expected for this service as the word gets out and the semester unfolds. Information about the availability of the Test Centre and how to access services are being widely communicated. A flyer for faculty is attached to each student's' ISP. The information is posted on the CSD's website and it's included in the latest edition of "Focus on Disability".

Dr Rowland, Manager, Health Services, delivered an in-service training session for Jay Timms, Assistive Technologist, and Gerard Montigny, Adaptive Technologist in the CSD Test Centre on how to recognize signs and symptoms of hypoglycemia and epileptic seizures and how to respond in a safe manner.

Jay Timms is working with a number of Adaptive Technology providers (i.e. Kurzweil and Freedom Scientific) beta testing some of their products. This activity serves as a form of professional development for Jay who becomes more knowledgeable about the product and better skilled at training students.

HUMAN RESOURCES SERVICES

Compensation and Benefits

Within Benefits Administration, the activity level has increased significantly and will continue throughout the month of January due to Changes in the Optional Life (end of Premium Holiday), which brought about a flurry of activity with Administrator's deciding to cease coverage due to high costs. D-memos were received notifying the College of the new benefit premium increases for all groups effective February 1, 2005. Notices/postings on myAlgonquin /HRS were

sent out to advise staff and retirees of the upcoming changes. There continues to be numerous questions regarding the Premium Rate Increases, benefit coverage inquiries, change requests to benefit coverage, and inquiries about Out of Province/Country coverage

The benefit team attended a teleconference on January 21st with the Council and all the other College Benefit Administrators regarding the roll-out process and details of coverage for the New Extended Health Care Plan for retirees. The new plan will be ready on July 1st and the cut-off date is September 1st for early retirees. The current plan and the new plan will run parallel for July and August. Human Resources will be posting the details of the new plan shortly as well as writing to all employees regarding this change. Due to the volume of inquiries we expect, we will be scheduling information sessions. This plan will also have to be offered to those who have already retired but elected not to maintain benefits back to the date of September 1, 2003. Packages will be available from Council in June and will have to be mailed to all retirees with benefits (approx. 400) as well as the September 1, 2003 group of retirees with the open enrolment ending on July 31, 2005.

Human Resources Services are beginning the work with the DCT (data collection tool for CAAT Pension). Preliminary work continues with ITS and Finance regarding T4's and PA preparations. This will continue until the DCT has been completed and the data sent off to CAAT Pension. Work on the Pension Project continues as the preparation of the DCT goes forward.

In December, Benefits staff met with 8 new hires (1 Administrator, 6 Academic and 1 Support staff) as well as one group change from Support to Admin and in January, 3 new hires (1 Administrator, 2 Academic) as well as one group change from Academic to Admin. There have been a number of partial load employees hired for this term and benefits staff continue to meet with each regarding benefit sign up and rights under the Collective Agreement.

The OPSEU 415 and 416: Seniority and Probation lists for both groups Academic (including partial load) and Support Staff were posted as per the Collective Agreements. The lists are posted outside HRS and are also available on-line through myAlgonquin using the link "Seniority Lists" found on the HRS web page for easy viewing by staff.

The College has accommodated 10 Academic and 12 Support Staff on modified of which some are a combination of STD/Light duties/Rehab/LTD and 1 Administrator on WSIB. We are presently negotiating accommodation for 2 LTD - Support Staff returning to work on a gradual return starting in early February.

Employee Services
Staffing/Classification

Reviewed, re-wrote and posted all twenty-five Job Bank postings to reflect the organizational changes made to Area 5.

Research has commenced on “common off the shelf software” applicant tracking software that would be hosted on the Algonquin servers. Discussions have taken place with I.T.S regarding a possible in-house development of an applicant tracking system.

Work on a presentation for College Managers on “How to write a Support Staff Job Description” has been underway. A training session is expected to be offered in February.

Knowledge Centre

In the month of January, the new temporary payroll manual was approved. This manual will serve as a guide for departmental users in relation to the use of “Other-Than-Full-Time”. A training plan will be developed and delivered within the first part of the month of February in conjunction with the HRIS Co-ordinator.

Staff are using the 7660@algonquincollege.com email link for general inquiries. The usage is increasing. The number of general inquiries filtered by the two HRS Client Service Representatives is also increasing. Questions ranging from our clients on all of the services that HRS offers and recent changes to benefit coverage have been dealt with.

HRS Technology

Regular meetings have been held during December and January on progress of HRIS development and updating of current priorities for programming.

Labour Relations
Academic Bargaining Unit

The months of December and January have proven to be particularly busy with the Academic Bargaining Unit. Four arbitrations have taken place during this time period.

Two settlements occurred in early January, including the agreement to post and fill one full-time position in the Aboriginal Studies/GAS Program, as well as agreement to post and fill one full-time position in the Motor Vehicle Program.

Support Staff Bargaining Unit

In the New Year, the opportunity was provided to meet with the Support Staff Union and discuss the status of all outstanding grievances. This resulted in nearly a dozen grievances being withdrawn.

A significant amount of time was also spent preparing for upcoming cases, which cover topics such as vacancies in Food & Beverage Operations, Call-Back claims, and the inclusion of ACERRA employees in the Bargaining Unit.

STRATEGIC DEVELOPMENT GROUP

INTERNATIONAL EDUCATION CENTRE

Post-secondary Enrollment

75 International post-secondary students joined level 1 in Winter 2005. The total full-time enrolment for Winter 2005 is 446 as opposed to 402 for Winter 2004. The enrolment average for the three semesters of 2004/2005 (full-time) is 470 students. The addition of full-time equivalencies representing registrations for part-time and C.E. brings the semester average for 2004/2005 to 518 students.

ESL Enrollment

The ESL enrolment has been disappointing with a decrease in the number of students from 2003/2004. The reasons for the decrease have been analyzed and corrective action including such measures as enhanced marketing, curriculum revisions and working towards establishing ESL programs in partnership with overseas institutions are underway.

Recruitment

A representative from the IEC will be conducting recruitment activities in Moscow, Stalingrad, and Kiev in March 2005. Kiev is a promising new market for us. We are hoping that this initiative will help increase our student numbers in ESL.

A visit to Malaysia to participate in the CEC recruitment fair may also take place.

Linkages

The School of Media and Design is preparing the educational material required to start the delivery of the Animation program in five centres in India in May 2005. Two professors from the School, Paul West and Neil Hunt, will be traveling to Bangalore in April to begin the setting up required to start the delivery of this program in conjunction with Animaster Varsity of India.

The proposal submitted by the International Education Centre to AUCC (Association of Universities and Colleges of Canada) to participate in the Partnership for Tomorrow Program II, received approval. Through this project, Algonquin College and the Centre for the Advancement of Women Foundation

(CAWF) in Poland will work to develop programs and services to meet the needs of women in Poland. Two of our professors, Colette Garvin and Maria Schnurr will be involved in this program working for two weeks in Poland. They will also be responsible for in-Canada training delivered at Algonquin to two visiting professors from Poland.

Phase II of the SETVET program (Sustaining and Extending Technical Vocational Education and Training) program will take place in March 2005. This follows the November 2004 completion of Phase I which consisted of technical assistance delivered in Canada to two Jordanian school counselors visiting Algonquin. Phase II will see two of our counselors, Diane Melanson and Vince Giannandrea delivering counseling training in Amman, Jordan.

As a follow-up to Algonquin's activities in Goa, India, three of our professors were invited to participate in an ACCC-funded visit in December 2004. The visit was to discuss with Agnel Polytechnic the possibility of starting training activities in Ecotourism. Three of our professors participated in this visit including two from our campus in Pembroke. The reports are encouraging and plans for a continuation of the work with Goa in Hospitality and Tourism and Ecotourism will be formulated in 2005.

Delegations

The Principal and the Vice-principal of Fu Yang Number 1 Middle School in the Province of Anhui, China visited the College January 20 to 24, 2005. The visit was to finalize and sign a Memorandum of Cooperation for Algonquin to start offering ESL classes at Fu Yang beginning Fall 2005. This is a necessary step for our College to establish a sustainable presence in China. It will also facilitate a smooth flow of International students from that country into Algonquin's advanced ESL classes and post-secondary programming areas.

In response to a request by the Chinese Embassy in Ottawa, the College hosted a delegation of 25 officials from provincial ministries in China on November 29, 2004. An overview of our college programs and service was presented to them by Wayne Lewrey, Manager, IEC.

Representatives from the Jiang Xi University of Science and Technology in China visited the college on December 3, 2004 to discuss cooperation in the areas of ESL (summer programs), Computer programming, and Business programs.

On January 21, a representative from the University of Belgrade visited the IEC to start preliminary discussions about possible cooperation between the Faculty of Arts in Belgrade and the School of Media and Design in the T.V., Radio, and Theatre Arts program areas.

Ms. Shefali Adhikar, Director of IT at the Atharva Education Trust in India also visited the IEC in December 2004 to discuss possible program linkages in Hospitality and Computer Sciences.

PUBLIC RELATIONS AND COMMUNICATIONS

Government Relations

Algonquin College is a member of the provincial L-CAT (Local Campaign Advocacy Team) and is taking part in the provincial campaign to raise the awareness of the issues facing the Ontario College system. Led by ACAATO President David Lindsay, this campaign will also focus on building a strong advocacy base for the College system across the province. Algonquin College has initiated a local campaign to build relationships with all stakeholders within the greater College community.

Public Relations

Algonquin College entered eleven submissions for the 2005 Provincial Trillium Awards from four College areas: Public Relations and Communications, Student Services, the Marketing Group and Foundation and Alumni. Awards will be presented at the College Committee for Advancement Conference in Toronto on February 22, 2005.

The 2nd annual Holiday Season Coffee Break with the President held December 17th at the Woodroffe Campus was a great success and extremely well attended. Participants were entertained once again this year by the staff choir, the Algo Rhythms.

The "Breakfast with the President" series continues with breakfasts recently held with the internal constituency groups OPSEU Local 415 Executive and the Administrative Staff Association Executive. Breakfasts with new staff also continue to be very well received.

Internal Communications

The Public Relations and Communications Department has begun a review of internal communications at Algonquin College. The Review consists of more than 30 focus groups, comprised of staff and students, representing all areas of the College. In addition, an online survey has been developed to review online communication tools and will be e-mailed to all full- and part-time staff. The results and recommendations from this Review will be available by the end of February.

Community Relations

Kiwanis Bed Race

The Public Relations and Communications Department is coordinating the entry and the sponsorship of five College teams to this year's Kiwanis Bed Race taking place during Winterlude. The five teams represent Marketing /Public Relations and Communications, The Office of the Vice President Academic, Student Services and Paramedic and Pre-Service Fire Fighter students.

Capital Educators Awards

The Call for Nominations for Capital Educators Awards began on January 10, 2005. Four Algonquin educators will be recognized, one of whom will be a finalist. The event will be held at Algonquin College on May 11th.

OttawaReads

The Algonquin College OttawaReads Volunteer Program continues to be extremely well received. An additional group of volunteers has started participating in the reading program which takes place at our "adopted" school, Christie Public School. Algonquin College now has a total of 23 participants in this program.

Media Relations

The following are the major Algonquin College stories appearing in the media between November 30, 2004 and January 31, 2005:

Programs and Services

- Foreign-trained nurse program
- Health Science Simulation Lab

Students

- Algonquin students translate AIDS focused condom cartoons for UN

Graduates

- Mike Heffernan founds OpusEdge Inc.
- Albert and Sue (Algonquin College grad) Linton, found successful business - Kandlestix Canada
- Feature on women in skilled trades – Algonquin grads, faculty and member of Board of Governors.
- Feature on grad Momin Kawaja - first Canadian to be charged under terrorism legislation

Editorial

- Barbara Farber letter on the importance of post-secondary education
- Editorial about ACERRA

Events

- Ottawa Sports Award ceremony held at Algonquin
- Christmas Flower Show

Sports

- Algonquin Thunder sports teams
- Algonquin College Residence to sponsor Rugby Ottawa 2005

The College received 163 media hits during this period and 576 media hits since April 1, 2004.

BUSINESS DEVELOPMENT

FOUNDATION SUMMARY

Algonquin College Bursary Gala

The Algonquin College Bursary Gala budget report has been finalized. The Bursary Gala contributed a net proceed of \$55,219.00. This amount will be matched through OSOTF and a total of \$110,438 will be deposited to the Plant Some Roots Endowment Fund.

New Endowed Bursaries (10,000+)

- GM's Award (Georgopoulos, Maglaris, Shilson Memorial Award)
- Cynthia Bled Bursary
- NOKIA Bursary

Transportation Technology Campaign (\$25,000+)

Major Donors

- Tony Graham Nissan
- Tony Graham Toyota
- 417 Nissan Ltd.
- Walkley Nissan Ltd.
- Bytek Automobiles
- Mendes Motors Ltd.

Association of Canadian Community Colleges Conference(ACCC)

Brenda Rothwell, CFRE, Executive Director, Algonquin College Foundation has been a member of the organizing committee for the ACCC Conference on Advancement, Fund Raising and Friend Raising in Victoria, BC. Brenda will also be presenting at the February 3-5, 2005 National Conference.

ALUMNI SUMMARY

Premier's Awards

Four Algonquin College alumni who were nominated for Premier's Awards 2004 will attend the Premier's Awards Banquet at the Harbour Castle, Toronto on February 21.

MARKETING & RECRUITMENT

Recruitment

Prior to the Christmas break, the Recruitment Team maintained a hectic schedule, visiting 54 schools within 13 days. The Team kept up the pace in the New Year, visiting 17 more schools in order to reach as many schools as possible before the February 1st equal consideration date.

The *School Expos* were a big hit with local high-school students, faculty and staff. The Recruitment Team has received support from the College's Deans to continue with this programme and will in fact have five more *Expos* during February and March. The focus will continue as before, with interactive displays featuring the more popular programs as well as those in need of an enrolment boost this year.

Recruitment also organized and hosted a two-day information session here at the College for 80 teachers from South Carleton. It was a busy schedule for the teachers who had never stepped foot in a college. The two days consisted of sessions with various program areas, student services, continuing education, as well as tours of the facilities. At the end of the two days, the teachers were convinced of the true value of a college education versus the traditional university fare - some commenting that "*this was the best PD training they had ever attended.*"

Activity at the Distribution Centre in December and January included 41 campus tours, and responses to approximately 250 requests for information.

Marketing

Marketing coordinated the logistics for the production of a 15-second '*Season's Greetings*' television spot. Students' Association president Adam Gal offered a brief message of good wishes on behalf the College and a group of Algonquin staff and students cheered happy holidays in the background. The spot aired throughout the month of December and early January on the *NewRO*.

The Department worked with the School of Part-time Studies to host *Algonquin After Dark* on January 5th. The event was held in Salon A of the cafeteria and included participation from all areas of the School of Part-time Studies, plus counselling services, Prior Learning Assessment, and on-site registration.

Marketing also organized the College's second *Open House* for the year on January 12th. The event took place in the gym and all Schools and College Services participated. Attendance for the evening was just over 700, an excellent turnout despite the poor weather conditions, and the overall impression by faculty and staff was that attendees were 'quality' prospects – very interested and focussed, the majority accompanied by their parents.

Advertising initiatives for December and January included:

- a three-day radio and print campaign to jointly promote Algonquin After Dark and Open House. The theme of the campaign was '*Algonquin College presents two great events and the difference is night and day*';
- a four-day radio campaign to individually promote Algonquin After Dark;
- a six-day radio campaign plus an ad in the *Ottawa Citizen* to promote Open House.

The Department also worked with the School of Advanced Technology to prepare and execute a one-week radio campaign to promote the Women in Skilled Trades – Industrial Electrician Pre-Apprenticeship Program.

Marketing continued production on the publications for the Registrar's Office, which included completion of four postcards, a kitfolder, and *The Next Step* booklet. These publications are used by the Registrar's Office to keep in touch with applicants during the admissions process.

Algonquin Productions

A new web site for the School of Advanced Technology was launched (algonquincollege.com/sat). It is home to the Architecture/Civil, Computer Studies, and Electronics and Electro-Mechanical Studies Departments. Animated banners and video were incorporated into the site to add interest and ease of usability.

The Department is in the final production stage of a College promotional mini CD Rom. The pocket-sized CD incorporates the creative design of the *Viewbook* and includes information about Algonquin's historical milestones, current achievements, and future vision/strategy. The College video is also included on the CD. Additional in-depth information will be linked via the internet to specific College web sites.

Three CD Roms have been completed for a contract with SNC Lavalin/Universalis. 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. Two additional safety CD titles will be completed next week. A total of ten CD Roms will be produced by April.

Algonquin Productions created and produced an animated banner ad that will appear on "*CampusStarter.com*" – the website of a popular publication that contains articles and information on colleges and universities and is distributed to high schools.

The College online *Viewbook* and *Calendar* PDFs have now been indexed with bookmarks for easy navigation.

Web site maintenance for December and January included updates to The School of Advanced Technology, The School of Business, Algonquin College

Heritage Institute, and Algonquin College in the Ottawa Valley, as well as the Alumni site, *The Source*, and various full- and part-time monographs.