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**DRAFT**

**BOARD OF GOVERNORS**

MINUTES OF MEETING NUMBER FOUR HUNDRED AND FIVE OF THE BOARD OF GOVERNORS OF ALGONQUIN COLLEGE, WHICH WAS HELD ON MONDAY, APRIL 11, 2005 AT 5:00 P.M. IN THE ROSSER BOARD ROOM, "C" BUILDING, WOODROFFE CAMPUS

Present: Herb Kreling, Chair  
David Wallace, Vice Chair  
Amelita Armit  
Vini Bhindi  
Fred Blackstein  
Steve Georgopoulos  
Robert Gillett  
Jacqueline Holzman  
Cathy Kirkpatrick  
Lana March  
Wayne McIntyre  
Michael Tremblay  
Shirley Westeinde  
Wayne Wilson

Regrets: Richard Cameron  
James Robblee  
Mubasher Saifi

Vice Presidents seated at the table:

Raymonde Hanson, Academic  
Robert Letourneau, Finance and Administration  
Christopher Warburton, Student Life & Human Resources

Resource Personnel and Observers:

Minoo Banaei	Luc Presseau
Gerry Barker	Odette Regimbal
Louise Barnabe	Rick Rowland
Brian Burns	June Rossolatos
Dawn Dubé	Louise St. Amour
Adam Gal	Pauline Tam
Crystal Hill	Claudine Trépanier
Kent MacDonald	Lyn White
Andrew McKelvey	
Russ Mills	Anna James
	Recording Secretary

The Chair called the meeting to order at 5:02 p.m.

**05-22 CONFLICT OF INTEREST DECLARATION**

None declared.

**05-23 MINUTES OF THE PREVIOUS MEETING**

**RESOLUTION**

MOVED AND SECONDED –Armit and Holzman

that the minutes of the meeting held on March 14, 2005 be adopted as circulated.

CARRIED UNANIMOUSLY

**05-24 BUSINESS ARISING**

None.

**05-25 PRESENTATIONS**

**FREEDOM OF INFORMATION**

Christopher Warburton, Vice President, Student Life and Human Resources, tabled a presentation entitled “Access and Privacy” which provided an overview of the College’s obligations under the Freedom of Information and Privacy of Information Acts. The areas discussed included coverage, key principles, record types, the request process, the definition of personal information and proper record keeping. Governors were encouraged to visit a number of websites for further information including [www.gov.on.ca/mbs/english/fip](http://www.gov.on.ca/mbs/english/fip) and [www.ipc.on.ca](http://www.ipc.on.ca). The Chair thanked Mr. Warburton for his presentation.

**WORKLOAD TASK FORCE MANAGEMENT REPORT**

Raymonde Hanson, Vice President, Academic indicated that the Workload Task Force Management Report contained in members dossiers was being presented as an information item. The 2003-2005 collective agreement for academic employees included a letter of understanding that called for the formation of a Workload Task Force to discuss and examine

**05-25 PRESENTATIONS** (cont'd)**WORKLOAD TASK FORCE MANAGEMENT REPORT** (cont'd)

issues related to faculty workload. The Task Force membership included three management representatives and three faculty representatives with the intention of developing a set of recommendations relating to faculty workload. It was noted that the report on the table was from the management side of the task force only, pursuant to the agreement of the parties that they would file separate reports if consensus could not be reached on all issues. After management's review of the evolution of the College System in Ontario, the changing nature of post secondary education and the current workload formula, the group devised a number of recommendations relating to the areas of pilot projects, annual workload plans, scheduling workloads and faculty classifications. Mrs. Hanson concluded that the report is very informative and it is hoped that it will serve well in the next round of collective bargaining.

*Questions/Comments:*

- Governor Wilson noted that the union side of the Task Force has engaged in an extensive recording process wherein faculty members have been tracking exactly what and how they do their jobs on a daily basis which is why there is a mistiming between the management and faculty sides of the report. A report will come forward from the union once survey findings are complete.

**05-26 REPORT OF THE CHAIR**

The Chair extended the Board's congratulations to Adam Gal, former President of the Students' Association, on his acclamation to the Board of Governors as the Student Representative for a one-year term. The Chair also extended congratulations to Governor McIntyre for his acclamation to the Board as the Administrative Representative for his second three-year term. Both Governors will commence their terms in September 2005. The elections for the Support Staff Representative will be held on April 12-14<sup>th</sup>.

**05-27 REPORT OF THE PRESIDENT**

The President reported on the following:

- All efforts are focused on bringing the Provincial Advocacy Campaign to a conclusion. The President commended Dawn Dubé, Director of Public Relations and her team for their efforts on Algonquin's campaign

**05-27 REPORT OF THE PRESIDENT** (cont'd)

which is leading the province in support. To date, upwards of 2500 online petitions have been signed in support of Algonquin College and for correcting the underfunding by the government of post secondary education.

- The expectation is that the provincial budget will be released during the first week of May. It appears as though this may be the year that long term post secondary education funding issues will be addressed.
- The sale of ACERRA has successfully closed. Gerry Barker and Robert Letourneau were commended for their efforts. The revenue sale will be accredited to the 2004-05 budget.
- Algonquin College received \$2M for Apprenticeship Training Programming. Further funding announcements are pending and will be released in the coming weeks.

**05-28 DECISION ITEMS AND REPORTS****REPORT OF THE AUDIT COMMITTEE**

Cathy Kirkpatrick, Chair of the Audit Committee, reported that a meeting was held prior to the Board meeting wherein the 2004-2005 Audit Plan was presented and approved. A review of the College's existing banking arrangements occurred and a decision was taken to continue with the current arrangements while continuing to review on an annual basis. The Risk Management Audit was discussed and members were provided with a brief update on the steps being taken to address concerns outlined in the audit.

**RESOLUTION – Kirkpatrick and Westeinde**

that the report of the Audit Committee meeting held on April 11, 2005 be received.

CARRIED UNANIMOUSLY

**ANNUAL PROGRAM REVIEW**

Raymonde Hanson reviewed the purpose of presenting to the Board the results of the annual program review which is to recommend suspension of those programs which have been unable to make significant progress towards meeting the established standards for program quality and/or financial contribution, for which all programs are assessed on an annual

**05-28 DECISION ITEMS AND REPORTS** (cont'd)

## ANNUAL PROGRAM REVIEW (cont'd)

basis. For the assessment of program quality, a *Quality Index* for each program is generated from the results of the following data:

- Performance Measures - Student Demand: applications/registrant ratio, projected enrolment met on intake and KPI Results: graduate satisfaction, total employment, related employment, employer satisfaction.
- Quality Measures: KPI Results: student satisfaction, Instructional Quality: Course Assessment data

The *financial contribution* for each program is the total revenue generated by the program minus its total expenses:

- Total Revenue: revenues for funded programs come from tuition fees, provincial grants, foreign student premiums, and other revenues directly attributed to the program. Revenues for non-funded programs are based on the year-end financial statements.
- Total Expenses: Direct academic delivery expenses, the attributed proportion of indirect academic delivery expenses up to and including the Vice-President Academic, and expenses for space and equipment directly related to the program. Space costs are determined on the type of space used and applied on a program-by-program basis.

*Established Benchmarks*

- Quality Index: Score of 70% or more
- Financial Contribution: Contribution of 25% or more

Programs are required to achieve a minimum of a 25%. This contribution is used to support the various College services which support the academic area. For programs falling below the 25% contribution rate, the difference between the program contribution and the 25% expected contribution rate is referred to as a *subsidy*. In March 2002, the Board of Governors directed Administration to reduce the program subsidization to \$2 million by the fiscal year 2004-2005 from a program subsidy of \$5.8 million in 2000-2001. This level of program subsidization is required in order to support new program launches as full funding is not received for up to five years after first being offered, ensure programs are sustained through changes in fluid market trends and to support ongoing investment/renewal in program instructional capital equipment.

**05-28 DECISION ITEMS AND REPORTS** (cont'd)

## ANNUAL PROGRAM REVIEW (cont'd)

If a program falls below one or both of these benchmarks, the School is asked to submit a corrective action plan in order to have the program meet the established benchmarks. It is recognized that some remediation plans may require more than one year to improve the program standing, but some improvement must be achieved each year.

The proposed remediation plans are reviewed by the Program Mix Review Committee and are recommended to the Vice President, Academic for implementation. All recommendations for programs suspensions are brought by the Vice President, Academic to the President's Executive Committee for approval before going forward to the Board of Governors. Based on the results of the 2003-2004 academic year, fifty (50) programs did not fully meet one or both of the established benchmarks. Of the fifty programs: 14 did not meet the Quality Measures benchmark; 27 did not meet the Contribution performance benchmark; 9 did not meet both benchmarks. All action plans for the programs not meeting the quality measures have been approved for implementation, as have 23 of the 27 plans for programs not meeting their financial contribution.

Based on the Program Review results for fiscal year 2003-2004, program subsidization has been reduced to \$2.6 million. The forecast for fiscal year 2004-2005 is that the subsidy will meet the \$2 million target.

As a result of the annual program review, the following recommendations were presented:

Recommendation #1

That the board approve the immediate suspension of the full time one-year Florist Program.

The Florist Program has not met the contribution target for the past five years. To date, the highest contribution has been 7.9%. In terms of quality, the program is excellent. If the Continuing Education Activity was factored into the contribution, the program would achieve a contribution of 10% at best. In order for the program to meet contribution, it would be required to take in 40 students per year but with no increase in expenditures. First choice applications for this program have dropped from 26 to 16 compared with the same time last year which indicates that demand has reduced substantially over last year.

**05-28 DECISION ITEMS AND REPORTS** (cont'd)

## ANNUAL PROGRAM REVIEW (cont'd)

*Questions/comments*

- *If the full time program is suspended, will the Continuing Education activity continue?* Most likely not as the enrollment levels in CE have decreased over the past year as well.
- *Where else is the program offered?* Seneca College.
- *What is the dollar amount of the contribution?* The contribution should be approximately \$49K on an annual basis. At best, including CE grant revenues, the program will contribute \$16K.
- *The program should be maintained so as to not disadvantage students who are interested in taking a one-year program. The fear is that we will become so elite in our programming that we will be unable to accommodate all students and also that suspension of the program may put floral businesses at a disadvantage as well. It is surprising that the applicant numbers are so low; would it help if the application date were extended?* Normally the program does take in mature students nearing the start of the program; however, the enrolment numbers still do not meet the projected target.
- *How does the Advisory Committee feel about the program?* Feedback has been received from members of the committee as well as industry in support of saving the program; they want the program continued.
- *Could the program be merged with another to save it?* No, this is a unique stand-alone program as compared to for example, computers programs which could potentially be merged.
- *Governor Blackstein spoke on behalf of the Chair of the Advisory Committee, Malcolm Plaunt of Pembroke, who was unable to be present at the meeting. Mr. Plaunt had a number of comments including the benefits of having these types of one-year programs as mentioned above as well as the fact that the space fee being charged to the program appears to be out of sync. The Advisory Committee also feels that that the program does not receive the fair value attributable for the floral products provided for College functions to reflect the full market value of the floral arrangements. A suggestion from one of the larger nursery operators in Eastern Ontario noted the possibility of offering the program in Pembroke at a lower cost. All programs are allocated space in the same manner whether it be floral or dentistry. The difference in costing relates to equipment attribution.*
- *Although it is an excellent program, other programs are recommended for closure under the same guidelines. There are tough decisions to be made but there is no choice but to suspend the program if it is not profitable.*

**05-28 DECISION ITEMS AND REPORTS** (cont'd)

## ANNUAL PROGRAM REVIEW (cont'd)

- *If the enrolment decreases further for the coming year (as predicted by the application data), the subsidization will increase even further.*
- *The retail value of the program's internal services to the College is approximately \$30K; however, the College pays only \$15K.*
- *If the College continues to back away from the exceptionalities required to offer quality, skilled trades programs, we will move away from the heart of why we exist. This is another avenue of the community's college closing itself off from a group of people who are passionate about what they do, and they happen to be mostly females.*

**RESOLUTION**

MOVED AND SECONDED – Wilson and Armit

that the recommendation to suspend the full time Florist program be rescinded.

Comments/questions included:

- *Is there a weighing of the quality versus the trade off? If we knew this was occurring for the past five years, what have we done to ensure the program is working towards increased contribution? The program's staff have indeed tried, on numerous occasions, to increase the contribution. The nature of the program is such that unless enrolment increases, the contribution cannot be met. Russ Mills, Dean of the Florist Program, noted that the information captured by the Board is accurate; however, the set financial targets cannot be met. The program was on the verge of suspension last year and was able to reduce space costs substantially; but, at the same time, provincial grants for the government declined which obliterated the savings gained in the space costs. It is true that the program supplies their products to the College for less than market value, but with the financial situation the College finds itself in, it is suspected that the College will be buying less than as it has in the past.*
- *What type of marketing support does the College provide to programs in need? The College does have special marketing strategies for programs that are having difficulty meeting their enrolment targets.*
- *When one looks at the time and consideration given to a program required to increase its contribution and/or quality, the recommendation is based on Board policy which, if Governors do not approve, will*



**05-28 DECISION ITEMS AND REPORTS** (cont'd)

## ANNUAL PROGRAM REVIEW (cont'd)

*require administration and the Board to revisit the policy and establish new direction.*

- *Administration simply abides by the rules established by the Board. The concern is that everything that can be done has. We must be consistent in our application of the rules and not make decisions from an emotional perspective.*
- *There should be exceptions in the application of a policy. There is merit especially if the program provides gainful employment for individuals in the community. There is nothing wrong with making an exception when further consideration is requested of the Board through the community.*
- *The outside world has changed a lot in terms of retail (big box stores, online shopping, etc.); people in retail are looking for these credentials. The program is small and may not be getting the support it requires. It needs to be marketed not for what it has been but for where it is going in 2005 and beyond.*

Governor Wilson indicated that there is currently one fee payer, 28 accepted, 1 special student and 21 conditional students for a total of 51 accepted in the program as of today and as a result recommended that the motion read that consideration for the Florist program suspension be moved to April 29<sup>th</sup>, at which time, a decision will be taken based on an agreed-upon number of applications target.

*Questions/comments:*

- *The President indicated that the program suspension could be delayed by one month but it would unfairly disadvantage students who have chosen the program as their first choice. Also, it would be difficult for administration to identify exactly what number of applications would be required in order to merit an acceptable level of contribution. The Board would need to determine what level of contribution below 25% is acceptable as well as the criteria to determine which programs will be granted exceptions and which programs are not.*
- *Have we had this number of applications (51) at this time of year before? Yes, at this time last year, there were 59 applications. There has been no indication that the conversion rate will be different this year.*
- *Is there a chance that the mature student applications will pick up later in the summer? Our experience has shown that those committed to attending the Program are enrolled by June, including mature students.*

**05-28 DECISION ITEMS AND REPORTS** (cont'd)

## ANNUAL PROGRAM REVIEW (cont'd)

- Those who arrive in late August tend to be those students who withdraw first from the program they have chosen.
- *When the quality index exceeds 80%, there should be room for consideration of the financial contribution.*
- *In 2002, the Board instituted its policy on subsidization. Consider the financial implications if the policy was not implemented. If there were no policy, the College would have had to find an additional \$9M in the budget this year.*

At this point, a discussion occurred regarding the motion and what an acceptable enrollment level would be on April 29<sup>th</sup> to prevent the program cancellation. At the conclusion of this discussion, Governor Wilson rescinded his second motion and a vote on his original motion occurred. The Chair re-read the motion that the recommendation to suspend the full time Florist program be rescinded and called the vote: 6 in favour; 7 opposed; MOTION LOST.

Next, the original motion was reread as stated by Raymonde Hanson, Vice- President, Academic.

## RESOLUTION

MOVED AND SECONDED – Wallace and Holzman

that the board approve the immediate suspension of the full time one-year Florist Program.

6 in favour  
6 opposed

MOTION LOST

The matter will again be presented to the Board at its May meeting.

Recommendation #2

*Electronics Engineering Technician (Pembroke)*

The program is delivered in a non-semestered (compressed) mode and has been struggling for the past three years. The contribution over the past three years has been 2.6%, a negative percentage and 13%

**05-28 DECISION ITEMS AND REPORTS** (cont'd)

## ANNUAL PROGRAM REVIEW (cont'd)

respectively. The School would like to suspend the program in order to investigate options for improving the viability of the program.

**RESOLUTION**

Moved and Seconded -- Blackstein and Georgopoulos

that the Board approve the immediate suspension of the Electronics Engineering Technician Program (Pembroke).

CARRIED

Recommendation #3

that the Board approve the suspensions of the following full time programs should the College receive insufficient applications by April 29<sup>th</sup>, 2005:

*Office Administration – Executive (Perth)*  
*Enterprise Network Specialist*

These programs would normally come forward for immediate suspension; however, staff in both programs have begun new initiatives in an attempt to attract students. The Enterprise Network Specialist program has experienced a substantial decline in enrolment over the past year. At the same time last year, 23 first choice applications had been received versus 11 at the current time. The program has been compressed and will see some additional marketing. If these initiatives result in increased applications, a recommendation to go forward with the program will be brought to the Board at the meeting on May 9<sup>th</sup>. The Office Administration – Executive had a 2% contribution last year and has seen first choice applications drop from 12 to 6 over the previous year.

*Questions/Comment:*

- *What is meant by insufficient applications?* An improvement over last year's first choice applicant figures.
- *What marketing is being done?* The Enterprise Network Specialist Program has been identified as requiring special marketing and a campaign has begun. The Office Administration – Executive students have taken on their own campaign in Perth.
- *Direct marketing to adults would be a great source of applications for College programs; however, there will likely be a delay in an adult*

**05-28 DECISION ITEMS AND REPORTS** (cont'd)

## ANNUAL PROGRAM REVIEW (cont'd)

*applying to a program. How do we build that into the system?* The College uses historical data as a baseline for recommendations. The concern is that the program had a -17% contribution last year and has received half the number of first choice applicants as compared to last year.

**RESOLUTION**

MOVED and SECONDED – March and Armit

that the Board approve the suspension of the Enterprise Network Specialist and Office Administration – Executive (Perth Campus) programs should the College receive insufficient applications by April 29<sup>th</sup>, 2005.

CARRIED

**Recommendation #4**

That the Board approve the suspension of the Academic Assistance for Adults with Developmental Disabilities (AAADD) courses, offered on a part time basis.

Part time courses are normally not brought to the Board but, because the courses are earmarked for adults with disabilities, it was felt the Board should be informed. The course has 36 seats in the morning class and 36 in the afternoon and has been full up until last year. The enrolment has dropped to 29 this year and the program has been unable to attract new students. It is also known that some students will not return in September, 2005, which will further cause the program to be unviable. A financial analysis has determined that the program has a negative contribution for the current year and will have a -10% contribution next year. There are other venues for these students in the community which will address their needs and it is therefore recommended that this group of courses be suspended.

***Questions/Comments***

- *What is the dollar value of the negative contribution? \$20K. The Board needs to remember that we are a community college and we need to reinforce that to the community.* The program has existed for a number of years with the goal of improving social and academic skills. When the students leave the program they do not obtain any type of

**05-28 DECISION ITEMS AND REPORTS** (cont'd)

## ANNUAL PROGRAM REVIEW (cont'd)

certificate of accomplishment. If you take into consideration the mandate of the College, it is difficult to determine whether or not we should offer the courses.

- Odette Regimbal, Chair of the Program, noted the following:
  - The program, with 36 seats in both the morning and afternoon, has been stretched to its capacity with a ratio of one teacher for every nine students.
  - 13 students left the program last June and the program has since been unable to fill to capacity.
  - The students can only remain in the program for four years before moving into other community programs.
  - There has been an advisory committee and an open house with the hopes of increasing the enrolment but nothing has materialized.
  - This is not a revenue generating program for the College. At most, it has the potential to have a contribution of 4% and could never meet the 25% contribution target.
  - The Board and College needs to determine if this is a business the College should be in.
- *What is the cost for students enrolled in this program?* The students are charged the same fee as Continuing Education, \$4.34/hour. However, they are eligible for the Ontario Special Bursary which covers up to \$2500 in tuition fees.
- *What other programs are available in the community?* For those 21 years of age and over, there is a program entitled Heart of Ottawa as well as others including Live, Work and Play, Y's Owl, and Tamir. The School Boards only have structured programming available for students up to the age of 21.
- *Has there been consideration given to consolidating the program and only offering it in the morning or afternoon?* It would be even less financially viable than at present.
- *Is this considered to be part of the \$2 million subsidization?* Yes, if you consider the cost of space and indirect teaching costs, it is approximately \$20K.
- *Would the College do its best to assist in placing the students elsewhere if the program is cancelled?* Yes.
- *It would be appropriate to receive information at a future meeting regarding programs which are subsidized.*
- *Is there an opportunity for increased financial support from other agencies? Has there been exploration of outside funding?* Yes, a few years ago. At one time, the program was supported by the Ministry of Community and Social Services.

**05-28 DECISION ITEMS AND REPORTS (cont'd)**

**ANNUAL PROGRAM REVIEW (cont'd)**

The President noted that it is a moral dilemma faced by administration to justify keeping a program which is not in the College mandate to deliver when there are other avenues in the community.

**RESOLUTION**

MOVED AND SECONDED – Holzman and Georgopoulos

that the Board approve the suspension of the Academic Assistance for Adults with Developmental Disabilities (AAADD) courses, offered on a part time basis.

CARRIED  
(8 in favour)  
(2 against)  
(Bhindi & Wilson)

**SPENDING AUTHORITY PENDING FINAL BUDGET APPROVAL**

**RESOLUTION**

MOVED AND SECONDED – Kirkpatrick and Wallace

that the Board authorize administration to expend funds at a rate appropriate with maintaining the provision of College services effective April 1, 2005, and until such time as the Board approves a Budget for fiscal 2005-06.

CARRIED

**PROCESS FOR BOARD MEMBERS NOMINATIONS AND OFFICERS OF THE BOARD 2005-06**

The Chair advised that to date, two Governors have come forward with an indication of interest for serving on the Executive Committee of the Board. As there are four seats available, Governors interested in serving on the Executive were asked to inform the Chair as soon as possible. Governors were also reminded to forward Board Member nominations for review by the Executive Committee as there are three terms expiring:

**05-28 DECISION ITEMS AND REPORTS** (cont'd)

PROCESS FOR BOARD MEMBERS NOMINATIONS AND OFFICERS OF THE BOARD 2005-06 (cont'd)

Governors Kirkpatrick, Georgopoulos and Kreling. Both items will be brought to the Board in May.

**05-29 MANAGEMENT SUMMARY REPORT**

*Comments/Questions:*

- Governor Blackstein noted that he was extremely impressed with Professor Maiké Miller's undertaking regarding initiatives with the Opto-Photonics lab.
- Governor McIntyre indicated that the School of Business Graduate Symposium held at CentrepoinTE was extremely successful with three students obtaining employment as a result.
- Governor Wilson thanked the Vice President, Academic for inclusion of faculty activity in the report.

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

**05-30 INFORMATION ITEMS**

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

March 3, 2005      Premium Holiday for Post-65 CAAT Retirees – April 1, 2005.

The following items were on the board table:

- ACAATO 2005 Environmental Scan
- Letter to Dalton McGuinty from The Ottawa Partnership (TOP)
- Invitation to Algonquin College Photography Exhibition 2005
- Pre-Design/Pre-Animation Open House 2005
- ACAATO Research News
- ACAATO Governors Update
- Local Lines

**05-31 OTHER BUSINESS**

There being no further business, the Board adjourned for the evening at 7:28 p.m.

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Chair

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Recording Secretary



**APPENDIX "A"****MANAGEMENT SUMMARY TO THE  
BOARD OF GOVERNORS  
April 2005****VICE PRESIDENT, ACADEMIC****School of Advanced Technology**

The Electronics/Electro-Mechanical Studies Department has received:

- \$186,000 in funding from the Ministry of Citizenship and Immigration to deliver a 40 week program for "Women in Skilled Trades - Industrial Electricity". The program prepares women to enter the electrical trade and the fire alarm industry. As well, it allows for advanced standing to semester three of both the Electrical Engineering Technician and Technology programs. MPP Jim Watson is scheduled to formally announce the funding at a date to be determined.
- \$450,000 from the MTCU Apprenticeship Enhancement Fund (AEF) to retrofit electricity labs - A142, A143, and A143A. The funding was approximately 50% of the amount requested. Seventy-three percent of the funding is for facility upgrade and the remaining amount is allocated to the purchase of new instructional equipment.
- Confirmation that its \$476,000 proposal to MTCU for the Co-op Diploma Apprenticeship program for the trade group General machinist to Mechanical Technician-Toolmaking program has been approved.

**School of Business**

The second School of Business Graduates' Symposium was held at Ben Franklin Place on March 22, 2005. The keynote speaker was Algonquin graduate and current Vice President of Advertising at The Ottawa Citizen, Peter O'Leary. Nine other business panel members also spoke to, and answered questions from students and staff. These individuals represented all programs of study in the School of Business>

**School of Health and Community Studies**

The School of Health and Community Studies has received \$195,000 for a pilot project to begin in May 2005 in collaboration with the University of Ottawa. The intent is to develop a bridging program for graduates of the Practical Nursing program to the Bachelor of Science in Nursing program. A contract (\$100,000) with the Queensway Carleton Hospital to update Registered Practical Nurses began in January 2005 and will run through to June 2005. In cooperation with the International Education Centre, the School has secured a \$450,000 contract funded by CIDA for Community Health development in Goa, India this year.

**School of Media and Design**

The Theatre Arts faculty have established strong links to the theatre community in Ottawa. Students are on placement at the Great Canadian Theatre Company and Third Wall Theatre. These professional theatres are providing crucial placements for theatre students in areas that are difficult to fill: scenic painting and stage management.

**School of Transportation and Building Trades**

The CARS National Accreditation Board has approved a renewal of the accreditation for the Motive Power Technician program.

**School of Part-time Studies**

Algonquin College, in collaboration with Seneca College, has been awarded the contract (one of six) to deliver the Ontario Graduate Certificate in Autism and Behavioural Science, effective Fall 2005. A total of \$401,000 will be flowed by the Ministry to Algonquin and Seneca to cover the start-up and marketing of the program. Algonquin was an original member of the consortium of Colleges selected to develop the program.

A Memorandum of Understanding was signed with the Al Fostat Academy regarding the delivery of both the Business Administration and Business Accounting diplomas in Egypt and Dubai. Meetings were held with Ingie Abou Seda from the Academy to discuss implementation.

**Learning and Teaching Services**

Trevor Lukey, Programmer Analyst, with Learning and Teaching Services developed a Blackboard test question generator used by faculty at the college. The generator is now being used at Centennial College and at Rockingham Community College (Michigan).

The PASS Steering Committee work continues and Algonquin Student Connections is in the final planning stages. The College is expecting 1,170 students from area School Boards during the week of May 9, 2005.

**Student Activity**

The Photography program is proud to announce two student winners in the Photo Imaging Educators' Association contest. The winners, Sri Utami and Melissa Britney won in the Exhibitors category. This year's competition included students from 109 schools in 8 countries with 5,566 images in total being submitted. Only 107 were selected for the tour of the USA, Canada, the UK, South Africa and Australia in 2005-2006.

Six students from the Florist program competed in this year's Canada Blooms Toronto Flower and Garden Show. In the Bridal Bouquet category, Trayme Luu won first prize and Jessica Young received an honourable mention. In the Surprise Package category, Olympia Melesfanakis captured third prize and Laura Lowry received an honourable mention. Algonquin College placed first overall from among five Colleges in the competition.

The Interior Design program is proud to announce that the ARIDO Provincial Scholarship winner for 2005 is graduating Algonquin student, Maureen Farrington. This is a prestigious award which has been won by Algonquin students two years in a row. Students are judged on the basis of a research paper and an interview. The award is a \$2000 scholarship.

The Scriptwriting program held its first Pitch!Slap on March 11, 2005. Nineteen students pitched their movie and television series to a panel of guests from the Ottawa media community. The winners were Graham Lawford for Night Shift and Bry Kotyk for Hereafter. This workshop was in preparation for the pitching trip to Toronto the week of

March 21, 2005. They will be visiting CTV, TVO, Alliance Atlantis, CHUM, the Ontario Media Development Corporation and CBC Drama.

Approximately 40 students from the Police Foundations program participated in emergency scenarios conducted by the RCMP at the Carp Airport on March 3, 2005. The students played the roles of victims, aggressors, and passengers in simulated hijacking scenarios to help train RCMP staff.

### **Faculty Activity**

Garry Carter, Coordinator, Photography program, attended a Photo Marketing Association conference in Orlando on March 17<sup>th</sup> which provided him the opportunity to network with photography professors from around the world. The Trade Show attracted over 30,000 delegates anxious to see new equipment and emerging photographic technologies.

Alfred Baucom, ASID, Professor, Interior Design was an invited speaker at the American Society of Interior Designers Conference on Design in San Diego, California, March 17 to 20, 2005. His advanced level presentation session for continuing education credit (CEU) was titled "Hospitality Design for the Greying Generation."

Wahab Almuhtadi, Professor, Photonics attended the "Wireless on Demand Network Systems and Services (WONS 2005) Conference in St. Moritz, Switzerland. He presented a paper entitled "Rural/Remote WiFi Wireless Broadband System."

### **Community Activity**

The Police and Public Safety Institute is actively planning an Open House with the Ottawa Police Services to mark the 150<sup>th</sup> anniversary of the police force in Ottawa. Many activities will be taking place on campus on Sunday, May 15<sup>th</sup>, 2005 to which the community will be invited.

### **Donations**

During March, the Ottawa New Car Dealers Association donated booth space at the Ottawa-Gatineau International Auto Show to the School of Transportation and Building Trades. This venue is an excellent one for promoting automotive programs, but normally the cost would be prohibitive (\$1700/booth).

The Transportation programs received two vehicles from members of the public for use as teaching tools.

Construction was completed on the Electronics/Electro-Mechanical Studies Department's new \$2.5 Million Opto-Photonics high-speed optical switching laboratory, T129. This lab has three, OC48 long haul (long distance) Optical Switches donated by Nortel worth \$1 million. In addition, the lab has two OC3 Optical Switches from Nortel and the National Capital Institute of Telecommunication (NCIT) worth \$1 million. This OC3 equipment remains with the College following a very successful research project with NCIT and Nortel. This project included collaboration with the University of Ottawa. The equipment will allow for the college to join the NCIT research network with CRC, NRC, Carleton and Ottawa Universities. This project was possible in a large part due to the efforts of Maïke Miller, Professor, who continues to represent the department within the telecommunications industry.

The bandwidth capacity of this equipment is such that we could connect and run the telecommunications requirements between three entire cities plus the metro requirements of the City of Ottawa. This lab also contains the newest generation of SmartBoard Technology that uses a portable tough screen tablet, rather than a white board, to interconnect to the E-class projector, and the 24 student desktop flat screen computers. With the bandwidth of the Nortel equipment, the college could have virtually anyone, from anywhere in the world, join our lectures/labs "real-time".

This lab will serve, primarily, the needs of the Photonics Engineering Technology program and the Bachelor of Applied Technology – Photonics, Applied Degree program. Due to the flexible design of the lab, the room will also serve as a computer room and distance delivery facility for the entire department.

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

### **COLLEGE ANCILLARY SERVICES (CAS)**

As the fiscal year draws to a close, the aggregate CAS targets should be achieved.

### **FINANCE AND ADMINISTRATIVE SERVICES**

#### **Office of the Director**

March was largely occupied by the due diligence related to the sale of ACERRA and preparation for the year-end audit. The initial audit planning meeting was held with KPMG and timelines have been significantly altered from last year in order to try and achieve the new Ministry targets for financial statement preparation. Seminars were held for College Budget Officers to inform them of the implications of the new timelines and these were very well attended.

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

#### **ITS Operations**

ITS Operations is continuing the review of email programs to provide a recommendation for a college standard. Client focus groups have been held, and a pilot project is underway. We continue working with the College Mandatory Laptop group to establish policies and procedures for the transition from a College-owned to student-owned model, which is to become effective in September 2005. Reorganization of the ITS Service Desk physical space for improved service delivery is in progress.

The transition of the College's Internet service to Sprint Canada has been completed successfully. This new service will save costs while increasing reliability. The transition to Sprint for the College's long distance voice calls is underway and is expected to reduce telecommunications costs at the College.

### **PHYSICAL RESOURCES**

#### **Facilities Planning and Development Services**

##### **Minor Projects**

- Facilities Renewal Grant Projects (\$893K): 38 projects underway are mostly completed or near completion. All work will be completed by March 31, 2005.
- SuperBuild Projects-Summer 2004 (\$450K): 17 projects substantially completed except for some items scheduled to be completed 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): Other projects funded by the College and other sources are either completed or in their final stages of completion. Design work for improvements in the controls for the Ventilation System at the Pembroke campus is underway; work will be tendered and carried out in the spring of 2005. Construction of the Optophotonics research lab is complete and will be fully operational in April 2005.

#### Facilities Operations and Maintenance Services

- Summer Shutdown:  
The final report pertaining to the power shutdown in the summer of 2004 has been received from Stantec. This report contains the detail needed for planning a shutdown for the summer of 2005 that would address and resolve the identified deficiencies. It is expected that a shutdown will be recommended at a cost of about \$250K and is tentatively scheduled, once again, for the Civic holiday long weekend (Friday, July 29 to Monday, August 1, 2005).
- ESCO Project Continuation:  
An RFP has been prepared to search for an "Energy Professional" to help Algonquin finalize its ESCO documentation so that a tender package can be initiated. The closing date for the consulting portion is set for March 24, 2005.

#### REGISTRAR'S OFFICE

Registration Statistics, 2005 Winter

*Registration in Post-Secondary Programs*: As of March 1 (audit count date), Net Registered students stood at 11,632, or 104.8% of the enrolment projected for audit date. The breakdown of the 11,632 registered is as follows:

Level 01	1,129 registered, against projection of 990
Upper Levels	10,503 registered, against projection of 10,114

*Continuing Education Registrations*: As of March 24, registrations stood at 13,858 as compared to 16,332 at the same time last year. This year's registrations to March 24 represent 89.1% of the term projection. Registration continues throughout the term.

Admissions Statistics, 2005 Fall

The OCAS statistics, as of March 23, for the 2005 Fall Term indicate that, for *College Choices* (i.e. number of applicants), our Non-Secondary School applicants are -3.3% from last year, Secondary School applicants are up 4.2%, with an overall increase in applicants of 0.5%. Province-wide, the variances are -5.5%, -0.0% and -2.5% respectively.

As of March 23, for *Program Choices* (applicants are allowed a maximum of 5 choices, with up to 3 at any one college), our Non-Secondary School applicants are -3.7% from last year, Secondary School applicants are 6.9%, and overall we show a increase of 1.6%. Province-wide, the respective variances are -6.5%, -0.1% and -3.1% respectively.

The first Offers of Admission will be mailed on March 31. Responses will be due by the Confirmation Date of May 16.

### Spring Convocation – Ottawa Schools

Preparations for the June 14 and June 15 Ottawa Convocation Ceremonies are well underway. Invitations will be sent to members of the Board of Governors, management and faculty in April. As in Spring 2004, these ceremonies will be held at the Corel Centre. The schedule of ceremonies is listed below.

Tuesday, June 14 – 10:00 a.m.	School of Advanced Technology Police and Public Safety Institute
Tuesday, June 14 – 3:00 p.m.	School of Health and Community Studies
Wednesday, June 15 – 10:00 a.m.	Faculty of Arts, Media and Design School of Hospitality and Tourism
Wednesday, June 15 – 3:00 p.m.	School of Business School of Transportation and Building Trades School of Part-time Studies

Dates and times of all 2005 Convocation Ceremonies, Spring and Fall, for all campuses are posted on the Registrar's Office web page on the College web site.

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

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

Marilyn Stratton-Zimmer, Director, facilitated a meeting of the Aboriginal Education Council on March 8<sup>th</sup>, 2005 which is comprised of Algonquin staff and students, and external members.

Student Services hosted their annual "Take a Student to Lunch" on March 21<sup>st</sup> at which a group of students provided valuable feedback to managers on the services available to them. On March 30<sup>th</sup>, the annual "Take a Faculty to Lunch" session was held to obtain constructive feedback on services from faculty members.

The Student Affairs and Orientation Office organized the sixth annual Celebration of Cultures on March 9<sup>th</sup>. There were over forty booths with representatives from embassies, high commissions, vendors and other related organizations. Performers from different cultures delighted the crowd. Students from the Culinary Management Program prepared and served food to students, staff and guests. The event was well attended and enthusiastically received by the College community.

A level two Self-Defence Course was sponsored by the Algonquin Personal Safety Committee on March 18<sup>th</sup> to female students and staff free of charge.

### **Centre for Students with Disabilities**

The CSD is offering a workshop as part of the May Kaleidoscope initiatives. The focus is on "Accommodating Students with Disabilities in the New Millennium". Tony Griffin, an Ontario Human Rights Commission lawyer and an expert on disability issues, will present and a panel discussion will follow.

CSD and Information Technology Services are partnering to get a fully functioning computer station for students with disabilities into the Online Access Centre located in C102.

Karen Coffey, Disabilities Counsellor, has been appointed as the new college representative on the ad hoc committee on transcription services which reports to the Canadian Association of Disability Service Providers in Post Secondary Education (CADSPSE). The committee looks at issues of alternative print material issues such as braille and e-text. Teleconference meetings are scheduled monthly.

The Summer Institute for Academic Learning (SAIL), a joint Carleton/Algonquin summer transitions program for high school graduates with learning disabilities, is being offered from July 4 to July 10, 2005.

“Adopt-A-School”, another joint Carleton/Algonquin project will be held May 9<sup>th</sup> for junior students (grades 9 and 10) and May 11<sup>th</sup> and 12<sup>th</sup> for senior students. The program is to encourage students to consider post secondary education and educate them on the services and new adaptive technologies available to students with learning disabilities.

### **Employment Services**

On March 7<sup>th</sup> and 10<sup>th</sup>, Employment Services staff hosted their annual Job Search Cafes which provided students and college staff with job search and employment information. The Job Search Cafes are set up in high traffic hallways of the College every semester.

The employment officers have posted a total of 177 jobs during the month of February. There were 96 full-time, 48 part-time, 28 summer and 5 volunteer positions.

### **Health Services**

Health Services continues to see an ever increasing number of student patients.

### **Counselling Services**

Vince Giannandrea, Manager, and Diane Melanson, Counsellor, working through Algonquin’s International Education Centre and the Association of Canadian Community Colleges, travelled to Jordan to assist in the Sustaining and Extending Technical and Vocational Education and Training (SETVET) project, sponsored by the Government of Canada in cooperation with the Government of Jordan. Vince Giannandrea worked with the Ministry of Education and school officials to develop a Vocational Guidance Plan that could be piloted initially on a limited basis in a couple of schools with the view to generalizing the system to all basic and secondary schools in Jordan. Diane Melanson worked with the Vocational Training Corporation (VTC) to provide basic counsellor training to counsellors in each of the 24 VTC schools.

Counselling Services was involved in conducting a Residence Survey during the week of 7th to 11th of March. Almost 50% of residents have now completed the College’s annual resident satisfaction survey.

Marc Duval and Sue Goldman, Counsellor, conducted a workshop on Crisis Intervention Strategies for front line staff in Counselling Services

As part of our Student Success Program, Dr. Steven Lazarovitz, Counsellor, facilitated two workshops on Procrastination for all students as well as a two-part Stress Management workshop for the Career and College Preparation Success Strategies class.

In order to assist students in their academic performance, Beacon student volunteers held a series of awareness sessions by setting up booths on four different occasions to provide information on Study Skills. A session was also offered at the residence.

The Beacon, in partnership with Health Services, will host a Wellness Fair on March 31st. It will include a variety of booths from services within Algonquin as well as community agencies, who will promote healthy choices for students. Counselling Services will have a booth on positive mental health.

## **FINANCIAL AID**

Financial Aid and the Algonquin College Marketing Department were involved in a Pilot Project during the 2005 March Break. Financial Aid set up an Information Booth in the 'C' Building Lobby to provide Financial Aid information to perspective students who were visiting the Woodroffe Campus to take part in the various campus tours.

Financial Aid and the National Student Loan Service Centre (the student loan service provider) co-sponsored a series of Workshops on the Woodroffe Campus in March. The focus of these Workshops was on 'Repaying Your Student Loans' and was aimed at students who were graduating in the Spring of 2005.

## **HUMAN RESOURCES SERVICES**

### **Compensation and Benefits**

New Retiree Benefits Information Sessions were held on March 8<sup>th</sup> and 17<sup>th</sup> of which there were approximately 75 attendees. Information has been posted on the HR website. A Retirement Planning Session was held on March 9<sup>th</sup> at Woodroffe Campus and on March 16<sup>th</sup> in Pembroke. Another Retirement Planning Session will be held at the Kaleidoscope Conference in May.

Letters were mailed to retirees regarding the Premium Holiday announced by Council for Administrative and Academic for EHC and Dental with a notation that the New Retiree Benefit package will be mailed in the future. Currently HRS is developing a summary of the New Retirees Benefits for existing retirees in order to facilitate the transition to the new alternative plans.

One hundred and fifty-two (152) letters were sent to part-time staff eligible to join the CAAT Plan. Information sessions were held in early March, which resulted in only 33 responses, 21%, to date. Of those 33, 22 new members signed on; 14% of the 152 are eligible.

Work continued with ITS and Finance regarding balancing of the Data Collection Tool (DCT). The work has been completed and the data sent to CAAT Pension, March 23<sup>rd</sup>.



The number of employees on Short Term Disability in March has decreased to a total of 21 (Academic 14, Administrative 2 and Support 5).

Copies of Summer Layoff memos for 16 employees have been received. A benefit costing was sent to each individual.

Seventeen (17) employees have confirmed their retirement, between December 2004 and August 2005.

## **Employee Services**

### **Knowledge Centre**

A series of training sessions on Temporary Payroll and HRIS were held. 45 staff comprised of support staff and administrators attended the sessions. The feedback from the sessions was satisfaction. Many requested on-going training for current and new users. Copies of the manuals were distributed to departments. The user guide and slide presentation are posted on the HRS website.

The quick reply service for general inquiries at [7660@algonquincollege.com](mailto:7660@algonquincollege.com) is continuing to receive frequent e-mails during the month of March.

## **Employee/Labour Relations**

### **Academic Bargaining Unit**

While there had been relatively low levels of local grievance activity to date, the Faculty Union recently filed 15 grievances all of which are related to staffing issues.

### **Support Staff Bargaining Unit**

Grievance activity with the Support Staff Bargaining Unit continues to be relatively low for this time of year. To date, two new grievances have been filed in 2005. HRS continues to work toward resolving the active grievances from 2004.

## **Other Employment/Labour Activity**

### **Workload Data Collection**

The 2005 Winter SWF audit is well underway and it is anticipated in meeting the March 31<sup>st</sup> deadline for data transmission to the Local Union.

### **HRIS/HR Technology**

Changes to the Retiree Benefit Plans have resulted in significant programming changes to be made to the HRIS. Progress on implementation of the new rates and benefits has been moving along well and will be in place shortly. Programming for the salary changes for all three staff groups, as well as other salary changes; for example, footwear allowances, recognition allowances and coordinator allowances have taken place. These changes are expected to be in place prior to the April 1<sup>st</sup> deadline.

**STRATEGIC DEVELOPMENT GROUP****BUSINESS DEVELOPMENT DIVISION****FOUNDATION***Association of Fund Raising Professionals*

The Foundation hosted workshops in the areas of tax law and major gift prospecting. Sixty fundraising professionals from the Ottawa area attended.

*Annual Giving Appeal*

More than 100 donors donated approximately \$53,000 to the College's endowed bursary, Plant Some Roots as a result of an annual giving mailout to members of the Board of Governors, Foundation Board members, past donors, advisor committee members, retirees and staff. This dollar amount will be matched dollar for dollar through the Ontario Student Opportunity Trust Fund.

*Staff Lottery*

A license from the City of Ottawa has been obtained for the second annual Lucky Payday Staff Lottery which will commence June 3rd. Tickets are currently being sold. Proceeds will purchase educational equipment for the Centre for Students with Disabilities.

*Major Gift Fund Raising*

The following endowed bursaries have been established. Amounts include the matched funding provided by the OSOTF program:

- Purchasing Management Association of Canada endowed bursary \$129,000
- OutCare Foundation \$30,000
- Nepean Kiwanis Club \$10,000
- Grand and Toy Bursary \$20,174
- Anonymous endowed bursary donations totalling \$200,000 - criteria still to be established and permission received to announce named bursary.

**ALUMNI**

The Alumni Association Board has resumed its meetings under the leadership of the new executive, James Campbell, President and Michael Jones, Vice President.

**INTERNATIONAL EDUCATION CENTRE***Enrollment*

Post secondary applications for 2005/2006 are coming in at a good rate. It is too early to predict the growth which we are hoping to achieve. We will be in a better position around mid April when we can run a data comparison with 2004/2005.

*ESL*

The curriculum revision team is working on a total revision of the content of all levels of ESL.

*Recruitment*

A visit to India to attend an Educational Fair in Pune as well as meet agents in Delhi, Mumbai, Calcutta, has been planned for early April. A visit to Dhaka, Bangladesh will also be included in this schedule.

Professor Branko Miljevic will also be representing Algonquin at an educational fair in Belgrade. This is the first time that the IEC will market its programs in Serbia and Montenegro.

#### *Linkages*

A Canadian College Partnership Program proposal by Algonquin "Rural Health Education Project" received funding approval through the ACCC. The program links Algonquin with Agnel Polytechnic in Goa, India. The program activities will be starting Spring 2005.

Wayne Lewrey, Manger, IEC and Linda Cooke, Academic Chair, School of Transportation and Building Trades will be traveling to Cape Town, South Africa to work with an ACCC team led by the Vice President of ACCC, in the evaluation of the COTEC program. Algonquin had completed implementation of this program in South Africa in 2002. Opportunities for further cooperation with South African educational institutions will also be investigated.

Algonquin received approval for funding for one internship as part of the CIDA funded International Youth Internship program. The internship which consists of a fully paid 2 months' work experience overseas will be given to a graduate from the School of Health and Community Studies.

## **MARKETING DEPARTMENT**

### **RECRUITMENT**

Our recruiting team continues with their high-paced activity, having visited 35 high schools and 3 universities, and hosted 4 more Algonquin Career Expos.

During the high school March Break, the team offered daily on-campus tours, which resulted in 23 individual and group tours.

In support of the School of Part-time Studies, the Recruitment Team staffed a booth at two local shopping malls for twelve hours each day, with positive feedback from the general public.

The Trade Show season has begun and the Team has already participated in two shows with 6 more planned in the next two weeks. The shows tend to focus on the skilled trades, but also draws a large continuing education audience.

The Distribution Centre has responded to over 3,000 requests for program brochures and other information, and the Information Centre fielded approximately 2,300 requests.

### **MARKETING**

The College Marketing Group organized and hosted Algonquin Night at the Ottawa 67s during the March 11<sup>th</sup> game at the Civic Centre. The Department was responsible for

organizing the on-ice entertainment during both intermissions as well as hosting three booth areas on the concourse. President Gillett was on hand for the ceremonial puck drop at centre ice, and the women's varsity basketball team and the first-year public relations students volunteered to assist with the evening and raised \$227 for student bursaries which was matched by the Government of Ontario's matching bursary fund program.

In support of the advocacy campaign for funding, Marketing prepared signage to promote the on-campus e-petition signing event. The Department also organized advertising in *The Algonquin Times* and CKDJ radio station. Students' Association president Adam Gal voiced the radio ads to promote e-petition signing.

Advertising initiatives developed and implemented by Marketing during March included:

- corporate ads in the *Ottawa Citizen* High-Tech Supplement
- a multimedia campaign to promote the Bachelor of Applied Technology – Photonics program
- a print and email marketing campaign to assist in the promotion of several programs from the School of Media and Design
- a radio and print campaign to promote two pre-apprenticeship programs in the School of Transportation and Building Trades
- print ads for the new Water/Wastewater Technician program from the School of Advanced Technology
- print ads for the weekend offerings of the Architectural Technician and Construction Engineering Technician programs also from the School of Advanced Technology

### **ALGONQUIN PRODUCTIONS**

The Pembroke promotional video (produced by Jamie Bramburger) has been adapted for the web and linked to the homepage of "Algonquin College in the Ottawa Valley".

An additional CD Rom title – "Transportation of Hazardous Materials" has been completed for our contract with SNC Lavalin/Universalialia. The CDs will be used in India as "Industry Approved and Certified" for training and instruction.

Responsibility for producing the web version of *The Source* has been transferred from ITS to Algonquin Productions. Production on the Spring/Summer issue is currently underway and will go live to the web on April 4<sup>th</sup>. Additional features include course hyperlinks and a new search engine.

Two Multimedia placement students are working with the department. One is involved in creating web page banners and introduction pages for "Algonquin College in the Ottawa Valley". The other student is producing Quick Time Virtual Reality (QTVR) 360 degree images of various labs and key areas within the College.

### **PUBLIC RELATIONS AND COMMUNICATIONS**

#### **Government Relations**

- Algonquin College continues to take part in the provincial advocacy campaign to raise the awareness of the issues facing the Ontario college system.

- The Department set up 25 E-petition stations throughout the College using wireless laptops to access ACAATO's Fund Colleges Now online petition. The laptops were distributed to various high-traffic locations on the Woodroffe Campus. Two similar stations were arranged on the Pembroke Campus. The Department, with cooperation from the College's Marketing Department and Student Services, rolled out a week-long College Advocacy event between March 23 and 31 entitled Fund Colleges Now Week. Dedicated to increasing the numbers of signatures on E-Petitions signed on behalf of Algonquin College. Prior to March 23, Algonquin College was in third overall out of the 24 Ontario Colleges in the total number of e-petition signatures. Algonquin moved into first place overall at the end of Fund Colleges Now Week.
- Meetings continue with local, provincial and federal government officials.

### **Public Relations**

- The "Coffee Break with President" series continues to be very well received with the most recent coffee breaks held at the Pembroke and Perth campuses.
- The "Breakfast with President" series for new staff continued this month with 12 staff in attendance.
- Student volunteer Jeff Demers, Students' Association Director, is currently developing an online nomination process for the 2005 Staff Awards. The new program will provide nominators with the ability to complete the nomination forms online which are then submitted electronically directly to the President's Office.

### **Communications**

The comprehensive Communication Plan has been finalized with a series of recommendations that will be approved and actioned by the Public Relations / Information Technology Services Working Group.

### **Community Relations**

- 2005 Capital Educators' Awards –Algonquin College's 5 finalist for the 2005 Capital Educators' Award are: Rebecca Volk, Police and Public Safety Institute; Alan Flemming, School of Hospitality and Tourism; Paul McGuire, Algonquin College in the Ottawa Valley; Paul West, School of Media and Design; and Jennifer Daly Cyr, School of Business. Algonquin College's recipient will be announced at EduGala on May 11 which is once again being held at Algonquin College.

### **Media Relations**

- The Department worked with the New RO Television to generate four consecutive days of program-specific Media Relations through The Breakfast at the New RO television program. 16 'live' segments from Algonquin College as part of the New RO's "Back to School" series were broadcast. Four Deans and four schools were featured as the College's image was showcased as a technologically advanced and innovative learning educational institution. The Deans profiled during this series were: Russell Mills, Marie Cormier, Gerry Barker and John-Paul Tapp, as well as the following Chairs, Coordinators and Professors: Michel Barrette, Don Crockford, Chris Jones, Alain Paradis, Steve Finnagan, Charlie Bamber, Randy Foster, Jim Whittle, Dana Lennox, Tammy Miller, Dave Steele, Carmen Hust, Jeremy Anderson, Greg Campbell and Steve Wade. The programs that were featured during this series included: TV Broadcasting, Radio Broadcasting, Graphic Design, Bachelor of Applied Technology - Photonics, Pre-Service Fire Fighter, Paramedic, Police Foundations,

Nursing and Foreign Trained Nursing in the Health Science Simulation Lab, Motive Power Technician, Truck and Coach Pre- Apprenticeship and Auto Body in the Transportation Technology Centre.

- CJOH filmed a story on PR student Matt Salvatore and his efforts to raise money for the Public Relations Program's Spring Fund Raiser.
- The Ottawa Sun Interviewed John-Paul Tapp for an advertorial to appear on April 6 in the Career Section regarding the two upcoming pre-apprenticeship programs being offered through the School of Transportation and Building Trades.

The College received 104 media hits during this period and March which is 57 more compared to this time frame last year.