
MEETING NUMBER FOUR HUNDRED AND EIGHTY OF THE BOARD OF GOVERNORS OF ALGONQUIN COLLEGE TO BE HELD ON MONDAY, APRIL 8, 2013, BEGINNING AT **4:00 PM IN THE ROSSER BOARDROOM**, C BUILDING, WOODROFFE CAMPUS.

AGENDA

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DRAFT

MINUTES OF MEETING NUMBER FOUR HUNDRED AND SEVENTY NINE OF THE BOARD OF GOVERNORS OF ALGONQUIN COLLEGE WHICH WAS HELD ON MONDAY, MARCH 11, 2013, AT 4:00 PM, IN THE ROSSER BOARDROOM, C BUILDING, WOODROFFE CAMPUS

Present:	James McIntosh, Chair Denise Amyot Fred Blackstein Nancy Cheng Jeanine Chiasson Lynne Clark Michael Dunlop (teleconference) Barbara Farber Kyrylo Kasyanenko Kathyrn Leroux Kent MacDonald, President Shawn McBride Doug Orendorff John Owens Andrew Pridham Mark Sutcliffe	Regrets:	Louis Lamontagne
		Sr. Mgmt:	Gerry Barker, Human Resources Claude Brulé, Academic Duane McNair, Finance & Admin Laura Stanbra, Student Services Doug Wotherspoon, Advancement
		Recorder:	Suzannah DiMarco

Observers: Jo-Ann Aubut, Acting Dean Academic Development
Jennifer Daly-Cyr, Acting Director, Strategic Programs and Services Planning
Cathy Dempsey, Director, Finance and Administrative Services
Martin Doyle, Consultant Finance
Barb Foulds, Acting Dean Health, Public Safety & Community Studies
Tim Hore, Consultant International Education Centre
Chris Janzen, Acting Dean Faculty of Technology & Trades
Jim Kyte, Chair, School of Business
Peter Larock, Chair, Design Studies
Peter Mackie, Director, Sales and Student Recruitment
Ernest Mulvey, Director International Education Centre
Judith Puritt, Professor School of Business
Brenda Rothwell, Executive Director, Foundation
Michel Savard, Dean, School of Hospitality and Tourism
Shelley Styles, Director, Student Support Services
John Tattersall, Director, Physical Resources

12-68 CONFLICT OF INTEREST DECLARATION

No conflicts of interest were declared.

12-69 APPROVAL OF THE PREVIOUS MINUTES

Members were referred to the draft February 11, 2013 minutes included in their packages. Several Governors provided amendments to the minutes.

RESOLUTION

MOVED & SECONDED – J. Owens & D. Amyot

That the minutes of February 11, 2013, be approved as amended.

CARRIED.

12-70 BUSINESS ARISING FROM THE MINUTES**ENERGY SERVICES COMPANY AGREEMENT**

J. Tattersall, Director Physical Resources referred members to the written report in their packages and provided members with a verbal update with respect to the Energy Service Company (ESCO) agreement. Members were advised that technical, financial and legal requirements have been met from the lender's perspective, and the tri-party agreement has been submitted to the lender's Board of Governors (Canada Life Assurance Company) for approval. It is anticipated that the contracts will be ready for final sign-off in mid-March.

Questions/Comments:

Governor Orendorff noted that the finalized contracts would be submitted to the Board's Executive Committee for approval should there be a time constraint for execution of the contracts.

INTEGRATED COLLEGE DEVELOPMENT PLANNING

J. Tattersall, Director Physical Resources referred members to the presentation included in their packages. Members were briefed on the College's progress related to an integrated approach to planning short, mid and long-term goals and strategic initiatives. The Integrated College Development framework guides change over time, to ensure Algonquin's academic mission drives the physical and digital environments. The ICDP framework integrates principles, processes, scenarios and tools that are aligned with the College's academic and financial plans and creates priorities that guide the development of the College's physical and digital environments over the coming 5, 15 and 30 years. Members were briefed on the current status of activities and were advised that Management will return to the Board with a progress update in May and also possibly in June. It is anticipated that a full report will be submitted to the Board for discussion in the Fall of 2013.

Questions/Comments:

Chair McIntosh: Is the Integrated Development Planning focused only on the Woodroffe campus, or are other sites being considered? J. Tattersall replied that since Pembroke and Perth campuses have recently been renovated, the primary focus is on the Woodroffe campus due to the age of some of the buildings. However, the long-term framework will reflect academic and other planning for our satellite campuses.

Governor Pridham asked where 'Parking' fits in? J. Tattersall advised that Parking is included in the College's Transportation Plan which is currently under development and will be reflected in the framework.

Governor Leroux asked what are the demands of "bricks versus clicks"? J. Tattersall confirmed that the planning document is "principles-based". It was noted that the College does have the space capacity to meet projected enrolment to 2017.

Governor Orendorff asked about the implications of completing the planning one piece at a time. J. Tattersall advised that the College is developing a long-term vision- what the College looks like when its 75 years old (2042) - and will come back to the Board with an overview of the Master Plan.

Governor Cheng commended Management on the work that has been completed on developing a long term vision. She expressed concern that the plan seems to only focus on the Woodroffe campus and appears to be piece-meal. J. Tattersall advised that the Woodroffe campus has some buildings as old as 45 years that are in need of renovation. President MacDonald noted that the College environment has changed significantly in the past 20 years – the College is exploring concepts such as online storefront operations and exploring the question of investing in traditional capital projects. As digital learning is currently the fastest area of growth, the College is developing a vision that incorporates this growth potential and also realizes that additional traditional capital space will be required. It was reiterated that Pembroke and Perth will be included in the planning, however, the capital investment in these communities ensures fewer short-medium term capital pressures.

Chair McIntosh concluded by asking that an update to the Integrated College Development Plan be brought back to the May Board Meeting. J. Tattersall was thanked for his informative presentation.

12-71 DECISION ITEMS & REPORTS

CUSTOMER RELATIONSHIP MANAGEMENT

D. Wotherspoon, Executive Director Advancement presented on Customer Relationship Management (CRM) and its alignment toward the "connected College". The CRM model aims to manage an organization's interactions with current and future stakeholders by engaging customers as individuals, leveraging innovation with partners and empowering employees. Members were briefed on the College's current recruitment efforts and a move to a more modern recruitment model that delivers the College with a steady supply of applicants. To date, Algonquin is recognized as a leader across North America in the application of CRM in its recruitment function and the application of CRM will be extended to other College departments in the coming year.

Questions/Comments:

Governor Dunlop noted that this initiative will help the College build and maintain relationships.

Governor Kasyanenko asked whether the College is implementing an Enterprise Risk Program and will it be incorporated into the Customer Relationship Management business process? D. Wotherspoon responded that the software has full integration capabilities and has just been integrated with the College's student information system. This is useful in understanding the demographics of the audiences being targeted.

Governor Leroux asked how the College manages privacy protocols associated with managing personal information. D. Wotherspoon advised that the College mirrors the protocols of the Ontario College Application Service (OCAS). This means that automatic user consents are triggered when information is migrated to another application and/or when a user's information may be used for marketing purposes.

Chair McIntosh noted that the Customer Relationship Management initiative has had a significant positive result in terms of registration. Management was commended for its success.

Governor Owens noted that, as he has a number of questions regarding CRM, he will pose them by drafting a letter to the Chair.

AUDIT & RISK MANAGEMENT REPORT

Governor Blackstein provided members with a verbal report on the Audit & Risk Management Committee meeting that was held earlier today. A number of items were highlighted:

- ✓ The Interim Audit was successfully completed by the College auditors and did not result in recommendations to Management.
- ✓ Audit & Risk Management Committee reviewed draft financial statements that incorporate changes resulting from the new Public Sector Accounting Standards (PSAS). The auditors noted an increased liability resulting from sick leave and vacation benefits. Other Ontario colleges are identifying similar increased liabilities due to sick leave and vacation benefits.
- ✓ The Committee was briefed on an internal audit that will be completed this year in IT Governance and IT Strategy (Digital College). It was noted that 5 areas of the College will complete internal audits over the next few years. The internal audit following IT will be focused on International Opportunities.
- ✓ Quarterly reports show that the College's endowment fund has increased from \$15 to \$16 million dollars. Last quarter saw an increase of 2.9% against the benchmark of 2%. Investment returns are estimated at 9.60% at Year One, 5.45% at Year Three and 2.66% at Year Five.
- ✓ The Committee reviewed the RFP for Investment Services. The term of the contract will be 5 years. A recommendation will be submitted to the Board in June, 2013.

GOVERNANCE COMMITTEE

Fall 2013 Board Reappointments

Governor Amyot briefed members on the review of members' terms of office that was completed by Governance Committee in the Fall of 2012. All but one member eligible for re-election chose to remain on the Board, therefore there will be 1 vacant position to fill as of August, 2013 – that of Governor Dunlop.

RESOLUTION

MOVED & SECONDED – K. Leroux & N. Cheng

That the Board of Governors approve the reappointment to the Board of:

Fred Blackstein	3 year term
John Owens	1 year term
Lynne Clark	2 year term
James McIntosh	1 year term
Barbara Farber	1 year term
Denise Amyot	3 year term

CARRIED

Policy BGI-02 “Appointments/Reappointments of External Governors

Members were referred to the revised policy included in their packages. Governor Amyot provided members with background regarding the revisions to the policy, which has been under review by Governance Committee over the past year.

Questions/Comments:

Governor Cheng asked about the preferred skills profile for a potential Board candidate. S. DiMarco will circulate the skills profile to members of the Board. D. Amyot noted that the list of recommended candidates will be submitted to the Board at the May Board meeting.

RESOLUTION

MOVED & SECONDED – D. Amyot & J. Owens

That the Board of Governors approve the revised policy BGI-02 “Appointments/Reappointments of External Governors” as presented.

CARRIED.

12-72 REPORT FROM THE CHAIR

The Chair reported the following:

- Congratulations were given to Barbara Farber on her award of the Queen’s Diamond Jubilee medal that will be presented after the Board meeting by Pierre Poilievre, MP, Ottawa riding for Nepean-Carleton. Barbara and Len Farber were thanked for extending an invitation to the Board of Governors and the College Leadership Council to join her and her family in the Restaurant International for the celebrations.
- Members were advised that this year’s Association of Canadian Community Colleges (ACCC) annual conference will be hosted by Okanagan College in Penticton, British Columbia from June 1-3, 2013. The College usually sends up to 5 Governors to the Conference, and anyone interested in attending should contact S. DiMarco for registration purposes. Conference details are available at www.accc.ca.

- Elections for next year's Student representative to the Board of Governors will be held on April 16 and April 17 with the winning candidate to be announced to the College community on April 18. The call for nominations will be released on March 25.
- Members were thanked for their feedback on the last Board meeting. Eight meeting evaluations were submitted, all of which were positive.
- Governors were reminded that the May 13 meeting will be held at the Pembroke campus. A bus will be leaving the Woodroffe Campus at 12:30 pm and returning from Pembroke at approximately 7 pm. Governor Blackstein invited everyone to tour the new Pembroke Campus immediately prior to the Board meeting, and he thanked the Board for their support over the past few years. Governor Blackstein shared the quote "The College will be great for the Community and the Community great for the College".

12-73 REPORT FROM THE PRESIDENT

The President reported the following:

- The Budget 2013/2014 was presented to the College community immediately following the Board's approval in February. Feedback regarding the early approval of the Budget was very positive from staff and faculty.
- Members were advised that one of the College's third-year Graphic Design students, Tara Caldwell won an international poster competition for the Miami Fashion Awards. Tara has been invited to Miami for the Fashion Awards and will be given the opportunity to meet with prospective clients and gain feedback on her portfolio.
- Members of Student Support Services accompanied a group of our students to the Dominican Republic to teach English as a Service Learning Project. Their trip was very successful and they have shared their experiences with the College community.
- The Thunder Women's Basketball Team will be leaving for Truro, Nova Scotia this week to participate in the CCAA Nationals Championship. This is the team's third consecutive CCAA National Championship and they qualified last week-end at the OCAA Provincials with an impressive 3-0 record.
- An Emergency Management simulation will be held on May 22 and many of students and faculty will be involved with the exercise.
- The College participated in the fundraising campaign "Spread the Net" with the hopes of winning the competition for the College that raises the most funds. Algonquin College's goal was to raise \$15,000, which has now been surpassed. The winning College will play host to the Rick Mercer show which will be taped on college grounds.
- Members were advised of the annual Bursary Golf Tournament that will be held on Tuesday, May 21, 2013 at the Loch March Golf and Country Club. Governors interested in participating should contact S. DiMarco.
- A new donor wall was unveiled last week during a Foundation Donor Recognition event held in the ACCE building. Governors are encouraged to visit the new interactive donor wall located near the bio-wall in the ACCE building.

12-74 MANAGEMENT SUMMARY REPORT

The Management Summary report for March, 2013 was received and is available online at www3.algonquincollege.com/bog/.

Questions/Comments:

Governor Blackstein advised that a correction should be made to the Report on page 14 with regards to the donation and bursaries made by C. Butler or Butler GM in Pembroke.

Governor Amyot briefed members on an event held in the Restaurant International on Tuesday, March 5 in support of the Kidney Foundation. The event was superb. All the food offerings were specially prepared to suit guests with renal failure (salt-free). S. DiMarco will circulate the link to a video that was shown at the event.

12-75 OTHER BUSINESS

There being no further business, the Board moved to an In Camera session regarding matters of a confidential nature at 5:25 pm.

RESOLUTION

MOVED & SECONDED – K. Kasyanenko & D. Amyot

That the Board of Governors meeting be adjourned.

CARRIED

James McIntosh, Chair

Suzannah DiMarco, Recorder



Presentation to:	Board of Governors
Subject:	Applied Research and Innovation Update
Date:	April 8, 2013
Presenter(s):	Mark Hoddenbagh

Purpose:

To provide an update to the Board of Governors on the status of Algonquin's Applied Research Program and an invitation to attend Applied Research Day 11.0 on April 12, 2013.

Background:

Algonquin's Applied Research Program (ARP) has been operating at the College for a decade. In the last five years the program has experienced considerable growth in many metrics including student and faculty involvement, funding, client engagement and community integration. Growth in the ARP has resulted in every Faculty and School having been involved in at least one project.

Discussion/Considerations:

The Office of Applied Research and Innovation (ARI) has responsibility for the delivery of the ARP. Its Purpose and Mission are:

PURPOSE

Applied Research and Innovation provides experiential learning opportunities to enhance student's work and life skills by bringing them together with faculty, staff, and community partners to tackle real world challenges.

MISSION

Through applied research and innovation we will mobilize Algonquin College's people and physical resources to:

- enrich student learning
- improve student preparedness for the workplace
- enhance faculty and staff development, and
- support social and economic growth in the external community

ARI facilitates the development of applied research projects from idea to successful product, process, or service. The Office helps to foster innovation in many ways including:

- helping project participants to structure their projects
- working with appropriate federal and provincial funding agencies
- assisting participants with complex grant applications and other documentation
- providing Professors with release time from their classroom duties to lead projects
- engaging the College's students to work on projects

The Office also advises on the physical resources that a particular project may need, including work space, laboratories, and other facilities within the College.

Students are engaged in applied research in two main ways. On In-Class Projects (ICP) students work on a project as part of their course or program requirements – they work for marks. On Stand-Alone Projects (SAP) students are employed by ARI and work for a salary.

Faculty are involved in applied research in a number of ways. For ICPs faculty provide support to projects as part of their teaching load. Stand-Alone Project's full-time faculty are provided with Standard Workload Form (SWF) release or part-time faculty are hired by ARI.

The College has established five research centres and will continue to develop others based on capacity and client demand. The five centres are:

1. Design Centre – Funded by the Natural Sciences and Engineering Research Council (NSERC), this Centre supports applied research projects in the area of User Experience (UX) design in collaboration with industry partners in the Ottawa hi-tech sector.
2. Full Spectra Centre - This is the College's second NSERC funded initiative and has a core focus on technologies and processes that harness wave-phenomena, especially, electromagnetic waves. The majority of its activities assist the development and commercialization of technologies in ICT and photonics.
3. Health and Wellness Research Centre – The focus of the Centre, the third NSERC-funded Centre, is the design, development and testing of patient-centric and health care provider-centric medical devices that will seamlessly integrate to ensure timely and accurate flow of data between patient and provider. This will improve patient testing and monitoring, enhance provider response and lead to decreased costs across the health and wellness continuum while increasing quality and timeliness of service.
4. Construction Research Centre – Established in 2012, this Centre is assisting construction and building companies design, develop and integrate digital technologies and analytics into the design, build, operate and renovate/renew life-cycle of infrastructure in Canada. The Centre has recently been granted funds for capital purchases and will be applying for operational funds in the next months.

5. Rural Economic Research and Development Center – This Centre has been established to provide focus and assistance to the Renfrew and Lanark regions through the Pembroke and Perth Campuses. A funding application has been submitted and, if successful, will be utilized to support applied research in these regions.

Funding is provided by a number of organizations including NSERC, the Ontario Centres of Excellence (OCE), FedDev, clients and the Canadian Foundation for Innovation (CFI).

The College's main venue for promoting applied research and showcasing faculty and student talents is Applied Research Day. In Fiscal Year 2012 three such days were held for the first time in April, August and December. This was done to provide all students with an opportunity to display their projects, since many projects finish at the end of the summer or December.

Recommendation:

That the Board of Governors receive this update as presented and that the members of the Board attend Applied Research Day 11.0 on April 12, 2013.

PRESENTATION TO BOARD OF GOVERNORS

Program Title:	Bachelor of Security and Emergency Management
Credential:	Bachelor's Degree
Program Length:	Four Years
School:	Police and Public Safety Institute
Dean:	Barbara Foulds (Acting)
Proposed Start Date:	Fall 2014

PURPOSE

The four year degree program, Bachelor of Security and Emergency Management (BSEM), prepares graduates for positions in security, emergency management, and related fields. Students develop a systematic and comprehensive approach to security and emergency management to counter, manage and investigate man-made/natural threats to individuals, information, systems, critical infrastructure, organizations, companies, governments and nations. They learn proven and sound principles of security and emergency management within the context of Canadian democratic values. Interactive and experience-based courses, along with two co-op terms, provide students with applied experiences and the opportunity to develop and build investigative and analytical problem-solving skills for the workplace.

The program uses an integrated approach to security and emergency situations in which students develop and apply inter-professional collaboration with related security and emergency response professionals. Students develop the key skills needed to engage, communicate and work with other professionals and the public, as well as the ability to work as a team member while still demonstrating individual initiative.

Graduates may find employment in a wide range of career areas, such as government, public and private sector agencies, businesses, military and police services, such as managers, planners, coordinators and business continuity experts.

BACKGROUND

This program emerged as a result of Strategic Programs and Service Planning Review recommendations and subsequent discussions with industry employers who indicated a preference for degree graduates in the field of security and emergency management. The program establishes a learning environment that provides an opportunity for students to engage in inter-professional activities with community partners and various security and emergency management organizations. It will be delivered through a combination of face-to-face, hybrid and online courses and will include field placements, as well as two co-op work terms.

CONSIDERATIONS

(i) **Evidence of Need**

The Labour Market Analysis, conducted by Sheldon Polowin Consulting Group Inc., concluded that the BSEM program will likely be viewed as an attractive value proposition as there are laddering opportunities and a multidisciplinary focus that will appeal to many, including individuals already working in the field. Since the federal government and many security agencies are headquartered in the National Capital Region, the local market for this degree is sizable. However, the program's catch basin would be national, if not international. We anticipate that this will become a signature program of the Police and Public Safety Institute.

(ii) **Student Interest**

Corporate Security and Risk Management Students and Graduates, March 2012: Of the 51 students surveyed, approximately 71% of respondents expressed interest in continuing their studies by bridging into the proposed degree. Of these, 49% were extremely or very interested in enrolling, with 39% indicating they would be willing to enrol in the program within the next three to four years. Graduates of the Corporate Security and Risk Management program would bridge into the program at Level 04 with a requirement to complete the bridging courses. Those students who have the requisite work experience would be exempted from having to complete the first co-op term.

Police Foundations Students, November 2012: Of the 204 students surveyed, approximately 93% of respondents expressed an interest in continuing their studies by bridging into the proposed degree. Of these, all respondents were extremely or very interested in enrolling and indicated that they would be willing to enrol in the program within the next three to four years. Graduates of the Police Foundation program would bridge into Year 2 of the program.

(iii) **Staffing**

In the first year, the program will be staffed by part-time faculty. In each of the second, third, and fourth years following the program's launch, a full-time faculty member will be hired as indicated in the Cash Flow.

(iv) **Admissions Requirements**

Program Eligibility:

Ontario Secondary School Diploma (OSSD).

Six Grade 12 university (U) or university/college (M) courses, including

- one Grade 12 U English course,
- one Grade 12 U Mathematics course,

with an average of 65% in required courses and an overall average of 65%.

Mature students will be considered as follows:

- Grade 12 U or OAC English, Grade 12 U or OAC Mathematics; and
- A minimum grade of 65% in required courses.

(v) **Advisory Committee Support**

On December 18, 2012, the Bachelor of Security and Emergency Management Advisory Committee put forward the motion of support for the curriculum, program need and recommendation for approval by the Board of Governors. All members were in favour.

(vi) **Strategic Alignment**

The implementation of this program reflects the strategic directions of the College including the commitment to digital learning with 24% online delivery, leveraging relationships with business and industry with the inclusion of field placements and two co-op terms, applied learning opportunities through industry directed projects, and meeting the needs of students and the community. Inter-jurisdiction and interoperability between Algonquin College's BSEM program and industry will be made available through case scenarios and emergency exercises which will culminate program learning outcomes. This program was identified as a result of the Strategic Programs and Services Report direction to 'phase out with transition to new opportunity' the Corporate Security and Risk Management program which has since been suspended.

Appendix 1: Program of Study

Appendix 2: Cash Flow Analysis

RECOMMENDATION:

That the Board of Governors approve the Bachelor of Security and Emergency Management program effective Fall 2014 and submit an application for Ministerial Consent to the Postsecondary Education Quality Assessment Board and seek approval for funding from the Ministry of Training, Colleges and Universities.

Appendix 1: Program of Study

LEVEL 1 – 15 weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
ENL1100	Communications and Academic Writing		45				45
SEC1010	Crime Prevention (CFED)	45					45
SEC1023	Legislative Applications and Policies in Security and Emergency Management	30	15				45
SEC1001	Principles of Emergency Management	45					45
SEC1000	Principles of Public Safety Protection	30	15				45
	TOTAL LEVEL HOURS	150	75				225

LEVEL 2 – 15 Weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
SOC4000	Criminology	30	15				45
ENL2025	Interpersonal Communication	30	15				45
INV0001	Investigations and Interviewing Techniques	45					45
PHI1000	Logic and Critical Thinking		60				60
SEC1016	Management of Crises	30	15				45
	TOTAL LEVEL HOURS	135	105				240

LEVEL 3 – 15 weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
SEC1014	Business Continuity Management	45					45
PHI2002	Ethical Decision Making		45				45
SEC1003	Extraordinary Threats to Public Order	45					45
SEC1017	Threat and Risk Systems Management	30	15				45
SEC1008	Policy and Operational Procedures	45					45
	TOTAL LEVEL HOURS	165	60				225

LEVEL 4 – 15 weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
SEC1012	Awareness and Training	30	15				45
WKT0002	Career Preparation	30	15				45
SEC1004	Critical Infrastructure Protection	45					45
ITS0001	Information Technology Systems			30	15		45
SEC1005	Principles and Practice of Hazard Mitigation	30	15				45
	TOTAL LEVEL HOURS	135	45	30	15		225

Co-operative Education Work Term 01 (CAL 01) – 15 weeks

LEVEL 5 – 15 Weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
BUS0005	Facility Management	30	15				45
SEC1009	Incident Management Systems	30	15				45
ISS0001	Information Technology Security Concepts		45				45
GIS0002	Introduction to Geographic Information Systems			45			45
	Elective	45					45
	TOTAL LEVEL HOURS	105	75	45			225

LEVEL 6 – 15 Weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
GIS0003	Applied Geographic Information Systems			45			45
SEC1007	Counter Economic Espionage	30	15				45
SEC1013	Emerging Issues in Emergency Management- Special Projects	45					45
ISS0002	Information Technology Security Design			30	15		45
	Elective	45					45
	Elective	45					45
	TOTAL LEVEL HOURS	165	15	75	15		270

Co-operative Education Work Term 02 (CAL 02) – 15 weeks

LEVEL 7 – 15 weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
SOC4001	Global Perspectives	45					45
SEC1018	Public Safety and Emergency Management Operations			45			45
SEC1019	Security Systems Management and Planning	45					45
QUA2001	Statistics	30	15				45
MGT0094	Strategic Leadership and Decision-Making	30	15				45
	TOTAL LEVEL HOURS	150	30	45			225

LEVEL 8 – 15 weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
QUA0001	Applied Research	30	15				45
SEC1021	Emergency Planning and Exercise Management			45			45
SEC1022	Security Systems Security Design	45					45
SEC1020	Threat Risk Assessment Practicum	45					45
	Elective	45					45
	TOTAL LEVEL HOURS	165	15	45			225

Hybrid Hours: $435/1860 = 23\%$

1860

BACHELOR OF SECURITY AND EMERGENCY MANAGEMENT

Bachelor's Degree in Applied Area of Study

Cash Flow Analysis

TOTAL ENROLMENT	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Year 1**	66	66	66	66	66	66
Year 2		59	59	59	59	59
Year 3			55	55	55	55
Year 4				51	51	51
Total Annual Registrations	66	125	180	231	231	231
Tuition Fee per Semester	3,175	3,239	3,303	3,369	3,437	3,505
REVENUE						
Fees	209,550	404,813	594,589	778,316	793,883	809,760
Grant*			44,714	129,045	250,657	362,136
Total Revenue	209,550	404,813	639,303	907,361	1,044,540	1,171,896
EXPENSES						
FT Academic + Fringe (22.90%)		74,675	187,958	303,609	422,730	472,749
Temp Acad + Fringe (9.5%)	80,526	68,212	87,248	101,525	63,453	63,453
FT Supp + Fringe (26.8%)						
Temp Supp + Fringe (9.5%)						
Operating	30,000	31,500	33,075	34,729	36,465	38,288
Total Expenses	110,526	174,387	308,281	439,863	522,648	574,491
CONTRIBUTION BEFORE	99,024	230,425	331,022	467,499	521,892	597,406
INVESTMENTS						
Equipment	0	0	0	112,821	0	0
Course Development	112,000	56,000	56,000	56,000		
Renovations	0	0	0	0	0	0
Total Capital	112,000	56,000	56,000	168,821	0	0
NET CONTRIBUTION	-12,976	174,425	275,022	298,678	521,892	597,406
%	-6.19%	43.09%	43.02%	32.92%	49.96%	50.98%

* Grant Value \$ 4,358

Program Weight 1.1, Funding Unit 3.3 ADF 1.025 (Based on similar program)

FT academic calculated at step 16, 8/12's of the annual salary in the year of hire (FT hire in year 2, 3, 4 and 5)

Inflation included in tuition 2% & expenses 5%

Note:

The purpose of the Cash Flow Analysis for a new program is to capture the direct revenues and expenses associated with the program. The resulting contribution indicates the funds the program will generate to help support the current operations of the Academic Area. Therefore, pre-existing costs such as department overheads and space costs are not included in the cash flow. These costs are captured in the annual Program Costing exercise.

**Enrolment Detail

Level 01	34	34	34	34	34	34
Level 02	32	32	32	32	32	32
Level 03		30	30	30	30	30
Level 04		29	29	29	29	29
Level 05			28	28	28	28
Level 06			27	27	27	27
Level 07				26	26	26
Level 08				25	25	25
Total	66	125	180	231	231	231

PRESENTATION TO BOARD OF GOVERNORS

Program Title:	Performing Arts
Credential:	Ontario College Certificate
Program Length:	One Year (Compressed)
School:	Media and Design
Dean:	Russell Mills
Proposed Start Date:	March 2014

PURPOSE

This one-year Ontario College Certificate program, delivered in a compressed format over 23 weeks, allows emerging artists a unique opportunity to advance their craft while obtaining live and digital performance skills. Students enhance their performance ability in voice, movement, spoken word, comedy, theatre, music, and other performance-related areas. An introduction to vocal techniques, stage presence and audition, production and on-camera techniques is provided in professional studio settings. Students are also provided the opportunity to benefit from a college experience while developing confidence in their performing skills. Graduates may prepare for an audition, pursue a career path, or apply for further education in the arts.

BACKGROUND

In Ottawa, the performing arts sector encompasses a large economic group. Invest Ottawa has indicated a commitment to support the growing film industry and the number of productions that are shooting locally. Part of that initiative includes the possibility of construction of a sound stage in Ottawa and working with post-secondary institutions to ensure there is a talent pool to support the industry. The City of Gatineau is also moving ahead with plans for a sound stage and recently completed a feasibility study. The City of Ottawa Arts Strategy 20/20 indicates a commitment to growth. In 2007, they embarked on a strategic initiative to keep artists in the National Capital Region was embarked on. This included support and development for arts spaces including the Irving Greenberg Theatre, The Shenkman Arts Centre, The Gladstone Theatre, St. Brigid's Centre for the Arts, and also an expansion of CentrepoinTE Theatre.

The performing arts industry engages actors and actresses, singers, dancers, musical groups, artists, athletes and other entertainers and is growing locally and nationally. According to Human Resources and Skills Development Canada (HRSDC) and its Canadian Occupational Projection System (COPS), there were approximately 93,000 Creative and Performing Artists (NOC 513) employed in Canada in 2010. Between 2011 and 2020, the HRSDC expects this occupation to grow.

The addition of a Performing Arts program will allow interested students the opportunity to explore the industry before embarking on either an audition or further postsecondary education. It will also allow students to be trained and prepared for the performing aspects of the industry as it grows in Ottawa.

CONSIDERATIONS

(i) Evidence of Need

A study to demonstrate labour market demand was completed by Hanover Research in March 2012. The 2006 census data reveals that Ontario accounts for the largest number of artists across Canada. National projections for job openings for this occupation indicate increasing opportunities until 2020. In Ontario, government data show that overall employment in industries related to the performing arts has been steady over the past six years.

The Council for the Arts reported the number of artists in Ontario grew by 44% between 1991 and 2006 while the provincial labour force grew by 22% indicating that the share of artists in the overall provincial labour force increased. Total employment in this sector is expected to increase steadily until 2020. While the total employment is expected to increase through the end of the decade, the number of individuals looking to fill job openings is expected to remain below projected number of job openings.

(ii) **Student Interest**

While many colleges have specialized programs such as in Theatre or Music, data from ontariocolleges.ca indicates more growth in the Performance Arts sector than in these specialized areas. Only two colleges have pre-performance programs, Sheridan and George Brown. Applicant demand statistics across the province for the past three years shows a fairly steady (and in some cases, growing) interest in the field of performing arts and production. As these two programs exist in the Toronto GTA, Algonquin would be the only college in the eastern region offering a Performing Arts program.

Data from the Ministry of Training, Colleges and Universities (MTCU) show that the number of college certificate and diploma graduates for “performing arts” programs has increased from 452 graduates in 2006 to 594 graduates in 2010. Over the five-year period, the number of graduates increased in four out of five years.

(iii) **Staffing**

In the first year of the program, staffing will be attributed to one full-time faculty member coordinating and teaching 50% within the program. Part-time subject matter experts will fill other staffing positions.

(iv) **Admissions Requirements**

Program Eligibility

- English, Grade 12 (ENG4C or equivalent).

(v) **Advisory Committee Support**

The Performing Arts Advisory Committee unanimously gave their support, via email, for program approval between November 13, 2012 and January 22, 2013.

(vi) **Strategic Alignment**

The implementation of this program reflects the strategic directions of the College including the commitment to digital learning with 23% online, alternative delivery, leveraging of our relationships with business and industry, and meeting the needs of students and the community.

Appendix 1: Program of Study

Appendix 2: Cash Flow Analysis

RECOMMENDATION

That the Board of Governors approve the Performing Arts Ontario College Certificate program effective Winter 2014 and seek validation of the program title and outcomes from the Credentials Validation Service and approval for funding from the Ministry of Training, Colleges and Universities.

Appendix 1: Program of Study

LEVEL 1 – 8 WEEKS

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
ENL1813M	Communications I		48				48
PSY4410	Introduction to Psychology	16	32				48
PER4008	Achieving Success	8	8				16
PER4003	Performance Techniques I	16		48			64
PER4007	Live Performance Practicum	16		48			64
	TOTAL LEVEL HOURS	56	88	96			240

LEVEL 2 – 15 WEEKS

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
PER4001	Introduction to Global Performing Arts	30	15				45
PER4009	Creativity and Improvisation		15	15			30
PER4010	Introduction to Music Basics	15		30			45
PER4011	Performance Techniques II		15	45			60
PER4012	Live and Digital Practicum			105	15		120
PER4004	Voice			30			30
PER4005	Movement			30			30
PER4006	Ensemble			30			30
	TOTAL LEVEL HOURS	45	45	285	15		390

Hybrid Hours: $148/630 = 23\%$

Program Total Hours: **630**

PERFORMING ARTS

Ontario College Certificate

Cash Flow Analysis

TOTAL ENROLMENT	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Year 1**	40	75	75	75	75	75
Tuition Fee per Semester	1,292	1,318	1,344	1,371	1,399	1,426
REVENUE						
Fees	51,680	98,838	100,815	102,831	104,888	106,985
Grant*			40,422	147,161	253,901	320,218
Total Revenue	51,680	98,838	141,237	249,992	358,789	427,203
EXPENSES						
FT Academic + Fringe (22.90%)	57,192	63,541	65,765	68,067	70,449	72,915
Temp Acad + Fringe (9.5%)	50,551	50,551	50,551	50,551	50,551	50,551
FT Supp + Fringe (26.80%)	10,539	10,750	10,965	11,184	11,408	11,636
Temp Supp + Fringe (9.5%)						
Operating	14,000	14,700	15,435	16,207	17,017	17,868
Total Expenses	132,282	139,542	142,716	146,009	149,425	152,970
CONTRIBUTION BEFORE	-80,602	-40,704	-1,479	103,983	209,364	274,234
INVESTMENTS						
Equipment	16,500					
Course Development	30,000	0	0	0	0	0
Renovations	0	0	0	0	0	0
Total Capital	46,500	0	0	0	0	0
NET CONTRIBUTION	-127,102	-40,704	-1,479	103,983	209,364	274,234
%	-245.94%	-41.18%	-1.05%	41.59%	58.35%	64.19%

* Grant Value \$ 4,358

Program Weight 2.0, Funding Unit 1.0 (based on similar programs)

A number of variables are considered when calculating tuition and expenses; these are changed based on government direction as required

Note:

The purpose of the Cash Flow Analysis for a new program is to capture the direct revenues and expenses associated with the program. The resulting contribution indicates the funds the program will generate to help support the current operations of the Academic Area. Therefore, pre-existing costs such as department overheads and space costs are not included in the cash flow. These costs are captured in the annual Program Costing exercise.

**Enrolment Detail

Level 01	40	40	40	40	40	40
Level 02		35	35	35	35	35
	40	75	75	75	75	75

PRESENTATION TO BOARD OF GOVERNORS

Program Title:	Bartending
Credential:	Ontario College Certificate
Program Length:	One 15 Week Term
School:	School of Hospitality and Tourism
Dean:	Michel Savard
Proposed Start Date:	Fall 2013

PURPOSE

To offer a one term, 15-week Ontario College Certificate program entitled Bartending which will replace the existing tuition short program. The Bartending program meets the Ministry of Training, Colleges and Universities' (MTCU) requirements for an Ontario College Certificate. This program offers the highest level of professional five-star service training for bartenders entering the food and beverage service sector in the hospitality industry. There is a constant demand by licensed establishments for qualified and professional bartenders in the province of Ontario.

BACKGROUND

On July 5, 2012, MTCU sent a memorandum to the Presidents of Colleges of Applied Arts and Technology informing them of the reassignment of tuition short programs to be delivered as either Ontario College Credential programs or as local board certificate programs. The development of an Ontario College Certificate (OCC) credential aligns the School of Hospitality and Tourism with MTCU requirements. To continue to receive funding on a full-time basis the new OCC program will require title, credential and learning outcomes validation from the Credentials Validation Service and Ministry funding approval.

The Bartending program will utilize the facilities currently allotted to the School of Hospitality and Tourism. The program will continue to be twinned with the delivery of Beverage Service Theory and Food and Beverage Studies in the Hotel and Restaurant Management Diploma and Bachelor of Hotel and Tourism Management so that staffing and classroom resources can support each other for maximum efficiency.

CONSIDERATIONS

(i) **Evidence of Need**

Graduates may find employment as bartenders in a variety of establishments including bars, restaurants, night clubs, resorts and convention centers. The on-going growth of the cruise ship industry will also create additional career opportunities for our graduates. With further training, graduates may advance to positions as bar or food and beverage managers.

(ii) **Student Interest**

Historic registration data indicates a strong and on-going demand for bartending training at

Algonquin College. Overall applications have consistently been above 300 for several years. Enrolment has also been consistent over the past several years. For the past 3 years, the registration average for the Fall term has been 53 and for the Winter term 47.

(iii) **Staffing**

The program will utilize 0.4 FTE of an existing faculty member for coordination and some teaching which will be supplemented by several part-time faculty members.

(iv) **Admissions Requirements**

Program Eligibility

Applicants must be 19 years of age or older prior to start of classes to be eligible to enter this program.

(v) **Advisory Committee Support**

On February 11, 2013, it was moved and seconded by Neil Hight and Neil Bales: that the Bartending Advisory Committee has reviewed the curriculum as presented for the Ontario College Certificate in Bartending, supports the need for this program in the community and recommends this program for approval to the President's Executive Committee and to the Board of Governors. All members were in favour.

(vi) **Strategic Alignment**

The implementation of this program reflects the strategic directions of the College including the commitment to digital learning, with 26.7% online, leveraging of our relationships with business and industry, and meeting the needs of students and the community. This program was identified as a "*Maintain*" in the Strategic Programs and Services Planning Project Report.

Appendix 1: Program of Study

Appendix 2: Cash Flow Analysis

RECOMMENDATION

That the Board of Governors approve the Bartending Ontario College Certificate program effective Fall 2013 and seek validation of the program title and outcomes from the Credentials Validation Service and approval for funding from the Ministry of Training, Colleges and Universities.

Appendix 1 - Program of Study - Bartending

LEVEL 1 – 15 Weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
HOS2061	Bar Cost Control	30	15				45
HOS2066	Oenology	30					30
HOS2080	Mixology Practical			120			120
HOS2091	Field Placement					60	60
HOS2219	Bar Law	15	15				30
HOS2221	Molecular Mixology	15	10	15	5		45
HOS2318	Customer Service	15	15				30
ENL1813H	Communications I	30	15				45
GEDxxxx	General Education Elective		45				45
	TOTAL LEVEL HOURS	135	115	135	5	60	450

Hybrid Hours:

145/450 = 26.7%

Program Total Hours:

450

PRESENTATION TO BOARD OF GOVERNORS

Program Title:	Sommelier
Credential:	Ontario College Certificate
Program Length:	One 15 Week Term
School:	School of Hospitality and Tourism
Dean:	Michel Savard
Proposed Start Date:	Fall 2013

PURPOSE

To offer a part-time Ontario College Certificate (OCC) program entitled Sommelier which will replace the current College Certificate of the same name. The Sommelier program meets the Ministry of Training, Colleges, and Universities' (MTCU) requirements for an Ontario College Certificate. The program's objective is to prepare individuals in the service and sale of wine and beverages.

BACKGROUND

On July 5, 2012, MTCU sent a memorandum to the Presidents of Colleges of Applied Arts and Technology informing them of the reassignment of tuition short programs to be delivered as either Ontario College Credential programs or as local board certificate programs. As part of this exercise, it was concluded that elevating the status of the program to an OCC will give it additional credibility and position it competitively as the only such credentialed program in the Ontario college system.

Development of a Sommelier Ontario College Certificate program aligns the School of Hospitality and Tourism with MTCU requirements and assists with branding the School as the top school and the most diversified in Canada. The program will continue to be offered under its current business/financial cost recovery model, recognizing that OCC programs require title, credential and learning outcomes validation from the Credentials Validation Service and Ministry policy.

The Sommelier program will utilize the facilities currently allotted to the School of Hospitality and Tourism. The program will continue to be twinned with the delivery of Beverage Service Theory, Wine Food and Culture as well as Food and Beverage Studies in the Hotel and Restaurant Management Diploma program and the Bachelor of Hotel and Tourism Management program so that staffing and classroom resources can support each other for maximum efficiency.

CONSIDERATIONS

(i) Evidence of Need

This program has been offered at Algonquin since the mid-1990's. It will continue to be delivered part-time on a course-by-course basis. Current enrolment is approximately 800 course registrations annually. As well, a compressed delivery offering for industry professionals who attend class one day/week for a year had 23 registrations for each course

this past year. Graduates may find employment in a variety of food and beverage establishments locally, nationally or internationally. Opportunities may also be available with the Liquor Control Board of Ontario. Graduates have the potential to pursue freelance writing or training opportunities.

The on-going growth of the cruise ship industry will also create additional career opportunities for our graduates. With further training, graduates can advance to positions of food and beverage managers and/or sales managers with such organizations as wineries, distributors and agencies.

(ii) **Student Interest**

The program is offered through the School of Hospitality and Tourism on a part-time basis. Historic registration data indicates a strong and on-going demand for Sommelier training.

(iii) **Staffing**

Part-time instructors will continue to be hired to deliver the program. The current Coordinator of the program is also part-time.

(iv) **Admissions Requirements**

Program Eligibility

Students must be 19 years of age or older.

(v) **Advisory Committee Support**

At its, February 25, 2013 meeting, it was moved and second by Stephen Beckta and Bill Ellis: that the Sommelier Advisory Committee has reviewed the curriculum as presented for the "Ontario College Certificate Sommelier" program, supports the need for this program in the community, and recommends this program for approval to the President's Executive Committee and to the Board of Governors. All members were in favour.

(vi) **Strategic Alignment**

The implementation of this program reflects the strategic directions of the College including the commitment to digital learning 50% hybrid exclusive of lab components, alternative delivery, leveraging of our relationships with business and industry, and meeting the needs of students and the community. As a part-time program, this program was not part of the Strategic Programs and Services Planning Project Report.

(vii) **Financial Considerations**

Programs delivered on a part-time basis have to meet minimum financial targets. These are established based on the number of courses in the program that will run in a given year and the projected enrolment for each course. This program will be delivered on a course by courses basis. To mitigate financial risk, course delivery decisions will be predicated on sufficient registrations to meet financial targets.

Appendix 1: Program of Study

Appendix 2: Cash Flow Analysis

RECOMMENDATION

That the Board of Governors approve the Sommelier Ontario College Certificate program effective Fall 2013 and seek validation of the program title and outcomes from the Credentials Validation Service.

Appendix 1 - Program of Study - Sommelier

LEVEL 1 – 15 Weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
HOS5162	Wine Tasting			36			36
HOS5027	Grape Varieties			36			36
HOS5148	Vilification			30			30
HOS5163	Old World Wines			48			48
HOS5164	New World Wines			36			36
HOS5156	Beers of the World			36			36
HOS5169	Whiskies of the World			36			36
HOS5158	Wine and Food Pairing			21			21
HOS5097	Sommelier – Advanced			36			36
HOS5166	Field Placement for Sommeliers					30	30
ENL1813H	Communication I	30	15				45
GEDxxxx	General Education Elective		45				45
	TOTAL LEVEL HOURS	30	60	315		30	435

Hybrid Hours:

60/435 = 50% with
exclusion of lab hours

Program Total Hours:

435

Sommelier

Ontario College Certificate

Part Time Delivery

Cash Flow Analysis

TOTAL ENROLMENT	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Year 1***	24	48	48	48	48	48
Tuition Fee per Semester	1,305	1,331	1,358	1,385	1,413	1,441
REVENUE						
Fees	31,320	63,893	65,171	66,474	67,804	69,160
Ancillary Fees	34,674	56,566	56,566	56,566	56,566	56,566
Grant*			7,468	21,092	34,716	40,872
Total Revenue	65,994	120,459	129,205	144,132	159,086	166,598
EXPENSES						
Temp Acad + Fringe (9.5%)						
FT Supp + Fringe (26.8%)	11,125	20,297	20,297	20,297	20,297	20,297
Operating	28,014	44,416	44,416	44,416	44,416	44,416
Total Expenses	39,139	64,713	64,713	64,713	64,713	64,713
CONTRIBUTION BEFORE	26,855	55,746	64,492	79,419	94,373	101,885
INVESTMENTS						
Equipment	0	0	0	0	0	0
Course Development	0	0	0	0	0	0
Renovations	0	0	0	0	0	0
Total Capital	0	0	0	0	0	0
NET CONTRIBUTION	26,855	55,746	64,492	79,419	94,373	101,885
%	40.69%	46.28%	49.91%	55.10%	59.32%	61.16%

* Grant Value \$ 4,358

Program Weight 1.3, Funding Unit .5

A number of variables are considered when calculating tuition and expenses; these are changed based on government direction as required.

Note: The purpose of the Cash Flow Analysis for a new program is to capture the direct revenues and expenses associated with the program. The resulting contribution indicates the funds the program will generate to help support the current operations of the Academic Area. Therefore, pre-existing costs such as department overheads and space costs are not included in the cash flow. These costs are captured in the annual Program Costing exercise.

Flowthrough** The cash flow recognizes the grant which continues to flow from the discontinued Tuition Short program

***Enrolment Detail

Level 01	24	24	24	24	24	24
Level 01	0	24	24	24	24	24
Total	24	48	48	48	48	48

PRESENTATION TO BOARD OF GOVERNORS

Program Title:	Project Management
Credential:	Ontario College Graduate Certificate
Program Length:	One Year
School:	Business
Dean:	Dave Donaldson
Proposed Start Date:	Fall 2013

PURPOSE:

This one-year Ontario College Graduate Certificate prepares students for a rewarding managerial career in the field of Project Management, which is a highly sought discipline that involves the application of knowledge, skills and techniques to execute projects effectively and efficiently. Practitioners who drive project performance for their organizations are in high demand across many industries.

Algonquin College is a Registered Education Provider (REP) with the Project Management Institute (PMI) and is certified to issue Professional Development Units (PDU) for its training courses. Students are provided with the tools, perspective and the expertise necessary to successfully achieve results and deliver value. Through the application of concepts, strategies and best practices, students learn to move a project through project life cycle phases. With hands-on learning, the program integrates advanced concepts and provides exposure to key functional areas in project management allowing students to transition into project leaders. Among other topics, students develop a critical understanding of operations management, project risk and quality, project strategy, project finance and accounting as well as project leadership.

Graduates may find employment as project management practitioners in a wide range of national, international, profit, and non-profit organizations in industries such as hi-tech, manufacturing and services.

BACKGROUND:

In early 2012, the International Education Centre (IEC), in collaboration with the Academic Area, proposed the creation of additional Ontario College Graduate Certificate (OCGC) programs designed for international student recruitment. This proposal was based on IEC's knowledge of the international market and demonstrated by enrolment data available from the Ontario College Application Service that 35.3% of students enrolled in OCGC programs in Fall 2011 were international students.

Project Management is delivered in several School of Business programs, as an extremely successful certificate through Continuing Education (online, in-class and accelerated), and on a contract basis through Business Development. Ontario College Graduate Certificates are the preferred programming for International students and this program complements existing offerings. Each program type targets specific niche markets: the part-time program assists students in preparing for the Project Management Professional (PMP) credential administered by the Project Management Institute (PMI); while the contract offering is geared to corporate clients through intensive day session delivery. The graduate certificate program will add to Algonquin's offerings to provide more extensive specialized training for individuals with prior postsecondary education or work experience and for the international market. Graduates of Algonquin's established project management programs will receive transfer credit for the Introduction to Project Management course, should they wish to ladder into the OCGC program.

All existing programs in Ontario are located near Toronto or farther south, which suggests that a program at Algonquin College could tap the demand in the Eastern Ontario Region.

CONSIDERATIONS

(i) **Evidence of Need:**

According to a study published by the Anderson Economic Group, an average of 1.2 million project management positions will need to be filled each year through 2016. This study found that while there are some areas that have scaled back, such as financial services and the automotive industry, many other fields including healthcare, infrastructure development and green technologies are expanding. The main factors contributing to the increased demand are a shift in demographics due to the increase in retirement-aged workers and the growth in global projects worldwide.

The School of Business report on project management postsecondary programs in Ontario showed that the labour market outlook is mixed. Through 2020, some fields in which project management is a relevant qualification are projected to have a need for workers (e.g., administrative and regulatory occupations), while other related fields are projected to have a shortage of job opening (e.g., computer and information systems professionals).

(ii) **Student Interest:**

The Centre for Continuing and Online Learning offering is one of the most popular programs offered by the College. Business Development is successfully delivering the contract offering. The International Education Centre identified Project Management as a program with high demand and interest in the international market.

(iii) **Staffing**

In the first year of the program, staffing costs will be attributed to part-time professors. Assuming stable enrolment, a full-time professor will be hired for the second program intake.

(iv) **Admissions Requirements**

Program Eligibility: Ontario College Diploma, Ontario College Advanced Diploma, Degree or equivalent.

(v) **Advisory Committee Support:**

The Marketing and Management Studies Advisory Committee has reviewed the proposal and unanimously provided their support via email in November 2012.

(vi) **Strategic Alignment**

The implementation of this program reflects the strategic directions of the College including the commitment to digital learning with 34% online, alternative delivery, leveraging of our relationships with business and industry, and meeting the needs of students and the community. This program was identified as a priority by International Education and complements the growing number of graduate certificates in the School of Business.

Appendix 1: Program of Study

Appendix 2: Cash Flow Analysis

RECOMMENDATION

That the Board of Governors approve the Project Management, Ontario College Graduate Certificate program effective Fall 2013 and seek validation of the program title and outcomes from the Credentials Validation Service and approval for funding from the Ministry of Training, Colleges and Universities.

Appendix 1: Program of Study – Project Management

LEVEL 1 – 15 Weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
PMT4110	Introduction to Project Management	30	15				45
PMT4111	Project Initiation, Planning and Control	30	15				45
PMT4112	Project Cost Accounting and Finance	30	15				45
PMT4113	Project Administration and Software	30	15				45
PMT4114	Project Management and Business Strategy	30	15				45
PMT4115	Project communication	30	15				45
PMT4116	Project Quality Management	30	15				45
	TOTAL LEVEL HOURS	210	105				315

LEVEL 2 – 15 Weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
PMT4120	Project Risk Management	30	15				45
PMT4121	Project Human Resource Management	30	15				45
PMT4122	Project Procurement	30	15				45
PMT4123	Project Operations Management	30	15				45
PMT4124	Project Leadership and Team Management	30	15				45
PMT4125	Project Management and International Projects	30	15				45
PMT4126	Applied Project	25	20				45
	TOTAL LEVEL HOURS	205	110				315

Hybrid Hours: 215/630 = 34%

Program Total Hours: 630

PROJECT MANAGEMENT

Ontario College Graduate Certificate

Cash Flow Analysis

TOTAL ENROLMENT	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Year 1**	47	57	57	62	67	67
Tuition Fee per Semester	2,122	2,164	2,207	2,251	2,296	2,342
REVENUE						
Fees	99,715	123,350	125,817	139,590	153,865	156,942
Grant*			37,551	83,093	128,634	140,618
Total Revenue	99,715	123,350	163,368	222,683	282,499	297,560
EXPENSES						
FT Academic + Fringe (22.46%)		62,380	95,187	98,414	101,753	108,786
Temp Acad + Fringe (9%)	77,576	28,554	28,554	28,554	28,554	28,554
FT Supp + Fringe (27.07%)						
Temp Supp + Fringe (10%)						
Operating	15,500	15,775	11,064	11,367	11,685	12,020
Total Expenses	93,076	106,709	134,805	138,335	141,992	149,360
CONTRIBUTION BEFORE	6,639	16,641	28,563	84,348	140,507	148,200
INVESTMENTS						
Equipment	0	0	0	0	0	0
Course Development	49,000	0	0	0	0	0
Renovations	0	0	0	0	0	0
Total Capital	49,000	0	0	0	0	0
NET CONTRIBUTION	-42,361	16,641	28,563	84,348	140,507	148,200
%	-42.48%	13.49%	17.48%	37.88%	49.74%	49.81%

* Grant Value \$ 4,358

Program Weight 1.0, Funding Unit 1.10 (Based on similar programs)

FT academic calculated at step 10, 8/12's of the annual salary in the year of hire

A number of variables are considered when calculating tuition and expenses; these are changed based on government direction as required

Note:

The purpose of the Cash Flow Analysis for a new program is to capture the direct revenues and expenses associated with the program. The resulting contribution indicates the funds the program will generate to help support the current operations of the Academic Area. Therefore, pre-existing costs such as department overheads and space costs are not included in the cash flow. These costs are captured in the annual Program Costing exercise.

**Enrolment Detail

Level 01	25	30	30	33	35	35
Level 02	22	27	27	29	32	32
	47	57	57	62	67	67

Area 1	HUMAN RESOURCES
<p><u>ACCESSIBILITY OFFICE</u></p> <p>The College hosted the First Annual Employment Accessibility Resources Network (EARN) Conference on March 27, 2013. The Honorable Diane Finley, Minister of Human Resources and Skills Development launched the event with a breakfast for local business owners. The keynote speakers, Mark Wafer and Joe Dale, presented the business case for hiring people with disabilities and how this practice can improve an organization’s financial bottom line.</p> <p><u>ORGANIZATIONAL EFFECTIVENESS</u></p> <p><i>Recruitment</i></p> <p>New job competition postings for March included:</p> <ul style="list-style-type: none"> • 8 Support Staff positions • 0 Academic positions • 2 Administrative positions <p>Offer of employment extended and accepted for the new Director, Information, Institutional Research and Technology Services (IIRTS). Michael Gawargy commenced his role as Director on April 1.</p> <p>Recruitment Officers attended the Ottawa Urban Aboriginal Career Fair March 5, 2013.</p> <p>HR personnel attended the annual Hire Immigrants Ottawa Annual Summit on March 5, 2013 and presented an overview of Algonquin College’s initiatives to understand and eliminate the barriers to employment faced by immigrants applying to Algonquin.</p> <p><i>Performance Management</i></p> <p>Human Resources imported the approved 2013-14 Business Plan Goals into Halogen. The 2013-2014 Performance Contract goals have been prepopulated for President’s Council members and their respective teams to complete their respective performance contracts.</p> <p><i>Training Workshops Offered for College Employees</i></p> <p>The Organizational Effectiveness team provided a number of training workshops this month:</p> <ul style="list-style-type: none"> • Two 3-hour workshops on “How to write a Support Staff Position Description Form (PDF)”. Over 30 Administrators attended with 100% feedback that the workshop was beneficial. • Three Lunch and Learn workshops “Preparing for an Internal Interview.” Over 80 Support, Academic and Administrative employees have leveraged the “Preparing for An Internal Interview” workshops in 2013. <p><u>COMPENSATION, PENSION & BENEFITS (CP&B)</u></p> <p>CP&B is working with the International Education Center and the Safety, Security & Emergency Management area to complete Algonquin’s International Travel Policy. The first draft is completed and will be brought to President’s Council for discussion in late April.</p>	

One of Algonquin's Pension & Benefits officers participated in a student-networking project for the Business Administration Core Student, Communications II class.

Shepell.fgi provided two sessions, one in February and one in March, on "Living Well With Stress" and "The Sandwich Generation". Human Resources continues to place increased focus on supporting our faculty and staff in these broader areas of wellness.

CENTER FOR ORGANIZATIONAL LEARNING (COL)

There have been over 900 hits on the Center for Organizational Learning "Monday Morning Minute" site since its launch on February 4, 2013.

The following Teaching Adult Lifelong Learners (TALL) programs are currently underway:

- TTA5502: Learning Theory and Managing the Learning Environment began March 7, with 8 registrants.
- TTA5506: Teaching Practicum began March 13 with 9 registrants.
- TTA5506: Teaching Practicum (February 25 to April 22) at Pembroke campus, with 7 registrants.

The TALL and PT Faculty Orientation Programs will be delivered at Perth campus starting August 2013.

The Service Excellence Program started March 11, with 20 registrants.

LABOUR RELATIONS

As of March 20, 2013 there are 9 active Support Staff grievances and 3 active Academic grievances which are ongoing through the appropriate Step processes.

Area 2

FINANCE AND ADMINISTRATION

FINANCE AND ADMINISTRATIVE SERVICES

Projects currently in progress:

- Payment Card Industry-Data Security Standards (PCI) project to ensure that the College is in compliance with the PCI standards.
- Implementation of a new service delivery model in the Student Commons, including "triage" processes through Student Success Centre.
- Automation of bursaries process.
- Expansion of the Purchasing Card Program – rebate cash back of \$21,441.58 for 2012.
- Value stream review of Part-time Pay process currently being piloted, i.e. automate timesheet process.
- Business Process Review of the paper ordering and delivery process.
- Business Process Review of three Chairs' administrative processes with SPSP.
- RFP for Banking Services in collaboration with Ontario Education Collaboration Marketplace (OECM).
- RFP for Investment Services to be issued by March.
- Offer co-op or applied learning opportunities to College Students.
- Provide financial support to International Education regarding the TVTC, Saudi Arabian opportunity RFP bid proposal.

PHYSICAL RESOURCES

Safety, Security and Emergency Management

LiveEx 2013 – Planning Status Update March 20, 2013

- Preparations continue for the LIVEX of College emergency management, with full collaboration from City and College stakeholders. A key feature of this exercise will be the active participation of students in various responder roles. A reminder that this simulation will occur on May 22 (9:00am - 3:00pm).

Facilities Planning & Sustainability

ICDP

- Updated the Board of Governors on the Integrated College Development Process with the intent to return in June with a more comprehensive report. Based on the feedback from the Board Chair, a second update will be presented in May with the report submitted in the Fall 2013.
- Launched the stakeholder engagement process for the Transportation Strategy. The initial workshop on March 19 had about 25 participants from the SA, faculty, administrative and support staff, a representative from Councillor Chiarelli's office, OC Transpo, and the City of Ottawa.
- Began work on the Facilities Master Plan for Building A and in defining a facilities vision for Healthy Living Education.
- Began work on the Facilities Master Plan for Building C including "blue-sky" thinking towards developing a facilities vision for Building C.

Sustainability Initiatives

- Launched a "grassroots" Ottawa Campus Sustainability Week (April 8-12) building on a GAS Faculty member's (Jay Smith) class project to host a Sustainability Day.

ESCO 2

- Negotiations continue to resolve contractual concerns related to finances; legal review of final draft of the Performance Contract was initiated on March 21, 2013. Design for Phases 2 and 3 is progressing well.

INFORMATION, INSTITUTIONAL RESEARCH & TECHNOLOGY SERVICES

- Business Intelligence - cubes/models (Program Key Financial Indicator, SWF and SEM) preparing for production and identified requirements for financial reports in Cognos for the College.
- Payment Card Industry (PCI) Compliance - Cafeteria Systems and Hosted Checkout Solutions for all College Applications solutions have been deployed to production. Bookstore conversion and iPark solution deployments are scheduled for March 2013.
- Detailed Planning underway for all College Technology and Strategic Investment capital projects for F2013/14.
- A formal evaluation of the College's backup infrastructure has been completed and several updates are planned for the new fiscal year which will improve the performance and reliability of this critical system.
- Workshops have been completed to review the critical IT processes and procedures and a roadmap for improvements established. A CoBIT framework (Control Objectives for Information and Related Technology) was employed to ensure the selected processes aligned with the College's strategic

goals. The results will be integrated into the IIRTS F2013/2014 work plan.

- There were no outages with the College's BlackBoard, Internet connectivity, wireless network, core network or associated services over the period. Service levels of 99.9% were met for the period.
- Initiated research and review of student data protection security practices in support of MTCU request to all Colleges and Universities.
- Further developed the inter-departmental Records Coordinator Committee.
- Security and critical updates have been approved for all staff laptops and desktops.
- PeopleSoft Financial update to SQL Server 2008 and PeopleTools completed.
- Scheduled to deliver PFIS off-audit report end of March 2013.
- Planning underway to deliver committed projects and requests in regular release cadences for HR/Pay, GeneSIS and ACSIS.
- Working with a security specialist to implement SSL on Blackboard.
- Relocated BlackBoard Help services to C335.
- Provided a SharePoint training session to the Office Administration Executive students in Perth.

INCIDENT TICKETS:

Tickets Generated: 2,430

Tickets Closed: 2,513

Top Categories:

- Blackboard "How to"
- eClassroom Maintenance
- Critical System Outage
- Printer – Paper / Toner Required
- Wireless Configuration
- Network Account Support
- Printing Support
- Blackboard authentication
- ACSIS Password Reset

CALL CENTRE PERFORMANCE SUMMARY:

Call Presented: 1,415

Call Handled: 1,083

Call Abandoned: 255

Calls Handled within SL: 784

Calls Abandoned within SL: 98

**SL (Service Level) of 40sec*

COLLEGE ANCILLARY SERVICES

Ancillary Services continues to trend towards forecasted targets. Retail Services experienced an extremely strong February with revenues exceeding targets.

The One Card program is being given a refresh and will now be referred to as the AC Card. Program is growing with a 40% increase in usage realized during the month of February.

The Print Shop continues to develop its 3D printing platform and designed and printed a 3D trophy that was presented to Rick Mercer during the "Spread Your Net" campaign pep rally.

Connections hosted the President's coffee break on Thursday, March 21 where two Ancillary Services employees received President's Star awards; Shawn Davies, General Manager Retail Services, and Brian Langer, Bylaw Enforcement Evening Supervisor. Personnel in the campus store have been working with S.J. Norman's Interior Decorating students to design a new look for the window displays in the main store.

Area 3

STUDENT SERVICES

REGISTRAR'S OFFICE

Registration Statistics

Full-time Registration in Post-Secondary/Post-Diploma Programs

For the 2013 Winter Term, as at the March 1, 2013 audit date, the net registered students numbered 15,441 or 103% of the projected enrolment.

Please see Appendix 1 – Area 3: Student Services, at the end of the report, for additional information.

Also found at the following link :

http://intraweb.ottawa.ad.algonquincollege.com/departments/registrar/statistics/registration_stat/Summary/2013W/2013-03-01.pdf

Continuing Education Registrations

For the 2013 Winter Term as at March 8, 2013, registrations stood at 12,973 as compared to 12,475 at the same time last year. The term registrations to March 1, 2013 represent 157% of the projected enrolment. Registration continues throughout the term.

Admissions Statistics

2013 Spring Term

As at March 11, 2013, OCAS statistics for the 2013 Spring Term indicate that, for College Choices (i.e. number of individual applicants to Algonquin College), our Non-Secondary School applicants are up 37.6% from last year, Secondary School applicants are up 34.9%, with an overall increase in applicants of 36.8%. Province wide, the variances are 5.5%, 2.2% and 4.6% respectively.

As at March 11, 2013, for Program Choices (applicants are allowed a maximum of 5 program choices, with up to 3 at any one College), our Non-Secondary School applicants are up 40.7% from last year, Secondary School applicants are up 32.2%, and overall we show an increase of 38.1%. Province wide, the variances are 5.5%, 0.2% and 4.0% respectively.

As at March 11, 2013, for Confirmations, our Non-Secondary School confirmations are up 58.1% from last year, Secondary School confirmations are up 17.2%, and overall, we show an increase of 46.6%. Province wide, the variances are 15.4%, 11.3% and 14.5% respectively.

2013 Fall Term

As at March 11, 2013, OCAS statistics for the 2013 Fall Term indicate that, for College Choices (i.e. number of individual applicants to Algonquin College), our Non-Secondary School applicants are up 5.2% from last year, Secondary School applicants are up 2.8%, with an overall increase in applicants of 3.9%. Province wide, the variances are -2.0%, 2.4% and 0.4% respectively.

As at March 11, 2013, for Program Choices (applicants are allowed a maximum of 5 program choices,

with up to 3 at any one College), our Non-Secondary School applicants are up 5.6% from last year, Secondary School applicants are up 4.0%, and overall we show an increase of 4.7%. Province wide, the variances are -2.1%, 3.0% and 0.6% respectively.

As at March 11, 2013, for Confirmations, our Non-Secondary School confirmations are up 19.5% from last year, Secondary School confirmations are up 18.8%, and overall, we show an increase of 19.2%. Province wide, the variances are 2.2%, 6.3% and 4.1% respectively.

2013-2014 Admission Processing

Offers of admissions for all non-competitive programs were extended to applicants on February 1, 2013.

Offers to highly competitive programs, exclusive of programs requiring the health occupations aptitude exam results, were extended in March 2013 for the 2013 Fall term.

The 2013 Fall Offer of Admission package incorporated the new college branding and included information on the advantages of mobile learning and programs.

2013-2014 Tuition and Ancillary Fees

Algonquin College continues to await an updated Tuition and Ancillary Fees policy from the Ministry of Training, Colleges and Universities (MTCU). The MTCU operating procedures apply to all Colleges of Applied Arts and Technology and pertain to the establishment of tuition fees and related requirements for activity eligible and reported for funding through the College general purpose operating grant.

Given that this information must be communicated to applicants prior to the May 1, 2013 confirmation date, it is expected that the Ministry will provide an updated policy in advance of this requirement.

Strategic Enrolment Management

As recent Chair, Strategic Enrolment Management, the Registrar has been charged with responsibility for preparing recommendations on policies and processes with a view to optimizing enrolment, sustaining institutional financial health and contributing to the Algonquin College institutional image and reputation.

To this end, this committee has committed to the creation of an Algonquin College Strategic Enrolment Management Plan. Additionally, the Strategic Enrolment Management Committee has met with Deans and Chairs to create the structure and foundation for long-term enrolment projections to be automated in Cognos Cubes TM1.

The Strategic Enrolment Management Plan will align with the 2012-2017 College Strategic Plan and assist the College in achieving and maintaining optimal enrolment and a balanced mix of quality programs.

Student Assistance Bursary, Winter 2013

3,974 on-line applications were received for the 2013 winter term. This compares to 3,673 applications received for the 2012 winter term.

Spring Convocation

The 2013 Spring Convocation Ceremonies (Ottawa Schools) will be held at Scotiabank Place on June 24-

26, 2013.

Convocation ceremonies are scheduled for Thursday, June 6, 2013 in Pembroke and Thursday, June 13, 2013 in Perth.

FOUNDATION

Endowment Funds:

Confirmed endowment Fund Pledges of \$451,236 against goal of \$600,000

- Endowment Funds Received: April 1, 2012 to March 11, 2013: \$371,054
- Endowment Funds Received: April 1, 2011 to March 11, 2012: \$317,256
(15% increase over 2011-2012)

Confirmed non-endowed annual awards

The following non-endowed awards, scholarships and bursaries established:

- Annual Funds Received: April 1, 2012 to March 11, 2013: \$347,909
- Annual Funds Received: April 1, 2011 to March 11, 2012: \$271,657
(22% increase over 2011-2012)

Bursary, Scholarship and Award Disbursements

- Disbursements April 1, 2012 to March 11, 2013: \$752,672
- Disbursements April 1, 2011 to March 11, 2012: \$662,966
(12% increase over 2011-2012)

Alumni Relations

- Third Algonquin College Alumni Advisory Committee meeting held February 20, 2013.

Capital Campaigns

Most gifts are pledged over five years. Confirming and receiving each annual donation requires effective donor relations and ongoing stewardship.

(i) Completed Constructing OUR Future Pledge Payments:

Cash/Pledge payments from April 1, 2012 to March 14, 2013: \$970,274.
Woodroffe Campaign Cash/Pledges to date: \$7,605,501 of a \$7M goal.

On March 7, approximately 125 people attended the Constructing OUR Future Donor Reception where the Donor Wall was unveiled to recognize campaign donations.

(ii) Ongoing Building Our College Our Community Our Future Campaign-Perth

Cash/Pledge payments from April 1, 2012 to March 14, 2013: \$189,213.
Perth Campaign Cash/Pledges to date: \$565,874 of a \$1M goal.

(iii) Major Gifts and Partnerships / GIK Program

Major Gifts and/or GIK Confirmed to date:
Hydro One: \$93,750 (cash)
GIK Processed: April 1, 2012 to March 14, 2013: \$1,141,728.
TOTAL Partnership Major Gifts and GIK to date: \$1,235,478 of a \$1M goal.

GIK Confirmed connected to new partnerships but not yet delivered / processed:

- Magor
- ToonBoom

Note: GIK included in Research Funding Submissions have not been included here.

STUDENT SUPPORT SERVICES

Aboriginal Student Services/Mamidosewin Centre

Aboriginal Student Services

Events

The Aboriginal services team received funding from the Algonquin College Access Program (ACAP) to host a week-long Aboriginal Cultural Event entitled the 'Makwa Giizis (Bear Moon) Winter Festival'. During this festival, a series of events were held, both within the Mamidosewin Centre and the first floor of the Student Commons open area, to promote Aboriginal culture through art and activities. Highlights of the week-long festival included:

- Inaugural raising of the Algonquin College Tipi in front of the Student Commons – 75 students participated in the raising and thousands viewed the tipi over the course of the week.
- Inuit Throat Singing Performance in Student Commons – 100+ staff and students attended.
- 2nd Annual "Bannock Idol" Baking Contest – 30 staff and students sampled and voted on the 12 student entries of their version of the Aboriginal bread.
- Drumming and game activities for 15 children from Algonquin's Early Learning Centre.
- The event was featured on the front page, and in a full-page spread, of the March 7 edition of *The Algonquin Times* and in a video-story at <http://www.algonquintimes.com/bearmoon/>

During the period of February 18, 2013 to March 15, 2013, the Aboriginal Student Services team also collaborated to host weekly workshop and Lunch & Learn sessions. The focus of the sessions included: study skills development, bursary applications, and employment search skills. Attendance at these events remains strong at an average of 15 students per event and the feedback is overwhelmingly positive.

Satisfaction Survey

A recent Aboriginal student satisfaction survey resulted in 90 survey responses from Aboriginal students who identified themselves as "regularly using the Mamidosewin Centre". The preliminary feedback appears extremely positive.

Centre for Students with Disabilities (CSD)

Manager, Toni Connolly has been participating on a Provincial Advisory Committee to improve the bursary for students with disabilities as the College representative. As a result of a series of meetings, there will be changes made to the guidelines over the summer months, which will result in fewer restrictions for students with disabilities to acquire assistive technology or other services, thereby allowing students to participate equally in the College community and environment.

Disabilities Counsellor, Elaine Johnston and Apprenticeship Support Specialist, Gordon McGregor were two of the five panel presenters at the national Canadian Apprenticeship Forum Dialogue on February 21, in Ottawa.

The CSD hosted Human Resources professional Blair Organ from TD Canada on February 28, for a full day of one-on-one employment sessions with students with disabilities interested in employment with TD Canada. Students with questions about disclosure of a disability and accommodations in the workplace were also addressed.

Counselling Services

Counselling Services for Enrolled Students

Beginning January 7, 2013, Counselling Services launched an Intake Triage Assessment process utilizing trained mental health workers employed as part-time support staff. This intake process was designed to identify students who most urgently needed to meet with a Counsellor. Identified students were subsequently scheduled for an immediate appointment.

It is interesting to note that 22 of those students who completed intake interviews (13%) were transferred immediately to meet with a Counsellor because it was deemed that the student was in urgent distress.

Services for Prospective Students

Counselling Services also provided information services for 167 “prospective” students that were seeking assistance in selecting a program between February 18, 2013 and March 15, 2013; filling 90% of all available 30-minute appointment slots. The demand for this service remains high and represents a 19% increase in service delivery over the same period in 2012.

Outreach Services

Counselling Services facilitated three SafeTALK workshops for staff and students on suicide risk assessment and first aid; including a workshop held March 8 on the Perth campus for students in the Social Services Worker program. Four additional in-class workshops were presented to students on topics ranging from Stress Management, Study Skills, Exam Preparation, and Maintaining Healthy Teams.

Health Services

Physicians

Dr. Martin Leahy joined the staff of Health Services on March 12, with a focus on minor surgical procedures. Dr. Leahy is currently an Emergency Room physician at the Queensway Carleton Hospital, and will be working at Algonquin on two Tuesdays per month.

Health Promotion

Manager, Sandra McCormick, attended a meeting hosted by Ottawa Public Health for the four post-secondary institutions in Ottawa to develop a health promotion strategy aimed at reducing drinking behaviors that put students at risk. Other community partners include the Ottawa Police Services, Ontario Provincial Police, Mothers Against Drunk Driving and potentially bar owners/operators in Ottawa.

Peer Tutoring

During the month of February 2013, the Peer Tutoring Centre supported 1,282 hours of peer tutoring services. Comparative statistics to this time period last year reflect a 7% increase in the services provided.

The Student Skills Centre continues to develop a strategy and outline a project plan that will allow the

Centre to be fully operational by the beginning of the 2013 Fall Term. This new and exciting centralized area will provide students with the opportunity to receive coaching on academic writing skills, math and computer skills.

Residence Life

Alternative Spring Break: Dominican Experience

From February 16 - 24, Sophia Bouris, Student Affairs and Orientation Officer and Danielle Puchnatyj, Acting Manager, Residence Life traveled with a group of 21 students to Monte Cristi, Dominican Republic, to teach in English Learning Camps. Algonquin students engaged in learning about social and political issues, culture, trade between Haiti and the Dominican Republic, and the structure of education in the Dominican Republic. While learning about those global issues, students also experienced critical thinking, group problem solving skills, lesson planning, leadership and how those skills may be applied to their Algonquin College experience. Students were able to share this experience at the "Dominican Experience" reception held on Tuesday, March 5, in the Student Commons.

Test Centre

Health Occupations Aptitude Exams (HOAE)

The Test Centre, Pembroke Campus, and the Centre for Students with Disabilities (CSD) administered 1,365 HOAE assessments, reflecting an increase of 47.5% over the 925 assessments offered during the same time period in the previous year. Important to note is that 296 remote HOAE assessments (i.e. Pembroke, and CSD) were offered during this time period compared to 223 the previous year, reflecting an increase of 25%.

Welcome Centre

Tamara Trupp has been hired as a full-time Student Services Representative at the Welcome Centre in Student Support Services. Tamara holds a Bachelor of Arts (Advanced) Degree from the University of Manitoba as well as a Master of Arts in Archaeology from the University of Victoria. Tamara has worked for the University of Winnipeg as a Student Services Assistant for a number of years, and most recently has served as a Client Service Representative in the Registrar's Office here at Algonquin.

During the time period encompassing Tuesday, February 18 to Friday, March 15, 2013 the Welcome Centre provided service to 2,932 clients.

Learning Resource Centre (LRC)

Data Base News

With continued efforts to make the LRC database platforms more user friendly, the following changes were implemented in February 2013:

- The Pharmaceutical Compendium database housed on the library website was previously available via a shared accessed method among all subscribing College Libraries which prevented Algonquin from collecting accurate statistical information. As of February 2013, this has changed and Algonquin now has its own restricted account that will provide the College with relevant statistical information.
- The Canadian Centre for Occupational Health and Safety (CCOHS) database housed on the library website was previously accessed via a login issued by CCOHS yearly. As of February 2013, a library account is now required to access this product from off-campus, which avoids faculty having to contact the library to receive the login.
- The LRC is exploring the benefits of a consortium subscription to CARD (Canadian Advertising Rates

Directory). Currently Ontario Colleges subscribe to this database individually.

E-book project

Three taskforces, as well as the Steering Committee, are actively working toward completion of the first milestone. As per Ministry guidelines, Thomas Guignard has been hired as Project Manager along with an administrative assistant and a financial advisor. A survey of current practices in the Ontario College libraries is underway and will be completed in the near future.

RDA (Resource Description & Access)

The college library subcommittee on RDA is coordinating the move to this new cataloguing standard. The sub-committee is verifying third-party vendor readiness and preparing minimum bibliographic standards for college libraries. The sub-committee is also exploring training options and opportunities for Ontario College library staff. Based on third-party readiness and budgets, the RDA subcommittee is suggesting that College libraries anticipate implementing RDA no sooner than July 31, 2013.

Perth Library

Perth LRC participated in a successful Perth campus Open House on Saturday, February 9, 2013, by providing open access hours from 10:00 a.m. to 2:00 p.m.

Statistics for Woodroffe Campus

Gate: February 2013 (42,526), compared to February 2012 (38,447)
Circulation: February 2013 (2,226), compared to February 2012 (1,924)
Reserves: February 2013 (1,088), compared to February 2012 (1,445)
Reference: February 2013 (2,178), compared to February 2012 (2,245)

Statistics Perth Campus

Circulation: February 2013 (303), compared to February 2012 (399)
Reserves: February 2013 (214), compared to February 2012 (209)

Statistics Pembroke Campus

Circulation: February 2013 (401), compared to February 2012 (241)
Reserves: February 2013 (318), compared to February 2012 (281)

Business Operations

Business Operations staff and the Manager of the Welcome Centre are working with a group of Bachelor of Applied Business (e-Business Supply Chain Management) students to review internal procurement and purchasing practices, with the goal of introducing a LEAN process allowing for improved efficiencies.

Area 5

ACADEMIC

Algonquin College in the Ottawa Valley

Algonquin College in the Ottawa Valley has finalized two contracts with the Ministry of Training, Colleges and University. The first, valued at \$219K, is to deliver the Local Labour Market Board Planning in Renfrew and Lanark Counties. The second, valued at \$127K, is to become an independent Literacy and Basic Skills site.

Algonquin Centre for Construction Excellence

On March 7, 2013, the Algonquin Centre for Construction Excellence hosted a Donor Reception. The keynote address was delivered by Kayla O'Brien, student in the Sheet Metal Worker Apprenticeship program.

Police and Public Safety Institute

The Canadian Medical Association Accreditation team visited the Advanced Care Paramedic program on March 11-13, 2013. The recommendations were highly complementary of the program and in particular, cited the professionalism of the students in practice. The full accreditation report will be presented in April.

Congratulations go out to Lisa Roots, Coordinator, Police Foundations and her team of Police Foundation students who led a fundraising challenge for the "Spread the Net Foundation" which is a grassroots campaign started by Rick Mercer and Belinda Stronach to help fight the spread of malaria in Africa. The team, with support from College staff, faculty and administrators, raised over \$40K in the challenge to students across the country to raise the most for the organization. According to Rick Mercer, this money will help save 4,000 lives in Africa. As a result, the students and the College was profiled on *The Rick Mercer Report* on Tuesday, April 2, 2013.

School of Business

Canada's Minister of Foreign Affairs and Algonquin College's local MP, The Honourable John Baird, addressed the International Business Speakers Forum on March 18, 2013, before a group of 100 students from International Business Management and Business Administration – International Business. The Minister was impressed by the caliber of the questions posed by the students in the subsequent Q&A period.

School of Hospitality and Tourism

The School has finalized a contract with the Rideau Carleton Entertainment Centre to deliver Food Handling Training for approximately 22 employees in the Spring 2013.

On February 19-22, 2013, students and teachers from the four District School Boards attended the 2013 Hospitality Camp in the Restaurant International. Students worked in the kitchen with a College Chef, and learned relevant food preparation, safety techniques and menu planning. Students also worked in the dining room with a professor to learn about food and hospitality service. This opportunity was funded by the School/College/Work Initiative (SCWI).

Centre for Continuing and Online Learning

The Centre is working with a team of five students from the Computer Engineering Technology – Computing Science program on an applied research program to develop a new exam tracking system for Online Learning.

Workforce and Personal Development

The Canadian Immigrant Integration Program (CIIP) Advisor took part in a video developed by the Association of Canadian Community College. The video included footage of Algonquin College and its programs and will be shown in four different countries. This initiative will support enrolment both from an international student perspective and for attracting newcomers into Canada towards employment in specific sectors.

Business Development

On March 7, 2013, Business Development, in collaboration with the Alumni Office and many other College departments, hosted an Alumni networking event at the Algonquin Corporate Training Centre. Staff from Applied Research and Innovation, Co-operative Education, Alumni Relations and Corporate Training were on hand to provide and receive information.

Student/Alumni Activity

A two-day multi-cultural event was held at the Pembroke Campus to celebrate cultural diversity among students, faculty and staff. The event was well received.

Timothy Yale, first-year student, Library and Information Technician, was selected by “Librarians without Borders” to travel to Guatemala in April 2013, on a development project for a local school and library initiative.

Alicia Ghadban, second year student, Applied Museum Studies, has been nominated for the 2013 Canadian Association for the Conservation of Cultural Property national award for emerging conservators.

First year students in the Child and Youth Worker program are in the middle of their community service-learning projects. To date, they have raised \$7,101 for Big Brothers/Big Sisters. As well, students continue to implement fundraising activities to support The Ottawa Boys and Girls Club and the Tanzania Education and Micro-Business Opportunity (Project TEMBO).

Gift from the Heart: Dental Hygiene students volunteered their time on February 14, 2013 to help independent practitioners provide free services to the community.

On March 7, 2013 students from the Green Architecture program showcased their projects and competition work prepared for the Rick Mercer annual Home Sweet Home Student Challenge in the Atrium of the Algonquin Centre for Construction Excellence (ACCE) building. This event generated media attention resulting in an article in the Ottawa Citizen on March 16, 2013. Ivett Gonzalez Ramirez from the Green Architecture program was interviewed and profiled. In the evening, students displayed their work at the ACCE Donor Reception.

On February 14, 2013, the 24th edition of the Edible Architecture competition was held in the Atrium of the ACCE building. Students from a number of programs designed buildings and other architectural structures entirely out of food.

Ian Blum, 1995 graduate of the Animation – Television program, was featured in the Ottawa Citizen for his work on the film “The Life of Pi.”

Jason Robillard, student, Bachelor of Hospitality and Tourism Management, is the successful candidate of the Ottawa Tourism Award which is presented to a deserving student from a program delivered by the School of Hospitality and Tourism. The recipient must demonstrate a high level of achievement throughout the program and shown proven leadership abilities in his field of study.

On March 9-10, 2013, Culinary Management students volunteered to assist chefs in the food prep area at the Ottawa Travel Show held at the Ottawa Convention Centre.

Nita Heeg, student, Marketing and Business Intelligence Research is one of two winners worldwide of the Jim Mathews Award being conferred at the 28th Annual International Conference of the Strategic and Competitive Intelligence Professionals (SCIP) in Orlando, May 6-9, 2013. Applicants were required to submit a 1,000 to 1,500 word essay on one of five topics in strategic and competitive intelligence. In addition, they were required to participate in a telephone interview with the SCIP conference organizers. The winners receive free entry to the conference (valued at \$750) and a travel stipend of \$500.

The Algonquin Times has been named as a finalist of the three best campus newspapers in the province by the Ontario Community Newspapers Association. The Times, which competes against other campus newspapers in the province in the annual competition, was shortlisted with the campus community newspapers from Ryerson University and Niagara College. The faculty, staff and students were thrilled to hear that The Times was selected the winner at the association's annual meeting on March 22, 2013 in Toronto.

Event Management students continued to raise funds for the Children's Wish Foundation. They have 21 events planned for this term, one of which was the Grape Escape on March 5, 2013 and another, the Arabian Night event at the Restaurant International was held on March 14, 2013.

Faculty/Staff Activities

Rodney Walsh, Coordinator, Developmental Services Worker (DSW), is the Ontario East representative for the Provincial DSW Placement Task Group. This group is sponsored by the Developmental Services Ontario Human Resources Strategy Committee.

Kevin Lee, Professor, Recreation and Leisure Services, has assisted in forming the Rural Recreation Association in partnership with Lanark, Leeds and Grenville County Health Unit. Kevin has been appointed as a Board member.

Sylvie Ferguson, Coordinator, Medical Radiation Technology, is receiving the Les Fox Education Award in April 2013. The recipient of this award is selected by the Board of Directors of the Ontario Association of Medical Radiation Sciences for the member who has made an outstanding impact or contribution to the field of education within the profession.

Nancy Lada, Faculty, Nursing Studies, has been accepted as a member of the CMNRP Interprofessional Education and Research Committee. This committee supports the Champlain Maternal Newborn Regional Program Network (CMNRP) and is responsible for the provision of guidance and advice to the Network and has a lead role in the development of the education, training and research components of the program.

Jennifer Liberty, a Developmental Services Worker part-time professor, was awarded her M.A. in Disability Studies from Queensland University in Australia.

David Bromley, Coordinator, Graphic Design, created the logo that is being used to promote the 200th anniversary celebrations for Beckwith, Drummond, Bathurst and Perth in 2016.

Jeremy Atherton, Coordinator, Broadcasting – Television program, attended "Prime Time in Ottawa", a national networking event for some 700 of Canada's most prominent business leaders from the feature film, television, interactive media, broadcasting and telecommunications industries, March 6-8, 2013.

The purpose was to reach out to the industry for representation on advisory committees and to garner support for initiatives in Media Studies.

Shannon Smithers, part-time Professor, Interior Decorating, is being featured in The Ottawa Style magazine distributed in the weekend edition of The Ottawa Citizen on March 23, 2013. Shannon is also a graduate of the program. She will be interviewed in a full feature about her, her career and how she works in the industry.

Jason Jaknunas, part-time Professor, Music Industry Arts, is nominated for a Juno this year. The category is World Album of the Year – Souljazz Orchestra Solidarity – Producer.

Community Activity

Algonquin College in the Ottawa Valley was a gold sponsor at the Upper Ottawa Valley Chamber of Commerce Awards Gala held February 23, 2013 in Pembroke. Two alumni won awards: Emma Leavey, Business, was named the Young Entrepreneur of the Year; and Lyn Smith, Social Service Worker, who is the Director of the Child Poverty Action Network in Renfrew County, had her agency recognized as Community Organization of the Year.

Jennifer Currie Roy, Professor, Developmental Services Worker, participated in a panel discussion at the Sexual Assault Support Centre on March 8, 2013. The focus was on violence against women with disabilities.

Algonquin Reads hosted a bookbinding event on March 25, 2013 facilitated by the President of the Bookbinders and Book Arts Guild.

On February 21, 2013, representatives from the Algonquin Centre for Construction Excellence and the School of Advanced Technology participated in the Canadian Apprenticeship Forum Conference – “the Impact of Technology on Apprenticeship.” Gord McGregor and Elaine Johnston, Apprenticeship Learning Strategists and Disabilities Counselors with the Centre for Students with Disabilities, provided a presentation on how the College is helping to integrate technology into our apprenticeship programs. It was well received.

On February 6, 2013, Wahab Almuhtadi attended the Photonics Discussion (Business-Led Networks of Centres of Excellence (BL-NCE) that took place at Invest Ottawa. Participants included many leading photonics/optical and IT companies, research and academic institutions. The goal is to form a Global Centre of Excellence in Next Generation Intelligent Networks in Ottawa. As a result of the meeting, a Notification of Intent was submitted to Network of Centres of Excellence/Government of Canada. The lead on this project is David Ritonja, Vice-President ISAM Product Unit North America, Wireline Division, Alcatel-Lucent.

On March 11, 2013, Chefs Mario Ramsay and Scott Warrick were on the CTV morning show promoting the College and the Ron Eade Bursary event/fundraiser which was held on March 21, 2013.

On March 7, 2013, the Restaurant International hosted the Blue and Green Soiree, a fundraising event for the Kidney Foundation of Canada, Eastern Ontario Chapter. The evening featured delectable renal-friendly cuisine inspired by our Culinary Management students under the supervision of Chef Mario Ramsay.

The School of Hospitality and Tourism teamed up with CARE Canada to support the Walk in Her Shoes campaign on March 8, 2013. This fundraising challenge involved our staff and students wearing pedometers to see how many steps one would take during a normal school day. Savoir Faire also donated 10% of their sales on that day to the cause.

Representatives from Workforce and Personal Development participate on the Leadership Roundtable on Immigration (LRI) with the Conference Board of Canada. The LRI brings together three key stakeholder groups: business leaders and executives; government leaders and officials; and experts and practitioners to address common issues relating to immigration. The objective of the LRI is to engage leaders in developing and implementing effective strategies for attracting, integrating and retaining immigrants in order to ensure sustainable competitiveness.

Area 7

ADVANCEMENT

SALES AND STUDENT RECRUITMENT

Presentations and Events

- Thirty day period ending February 28, 2012 – 109 campaigns
- Thirty day period ending February 28, 2013 – 123 campaigns
- Year-to-date, Year-over-year increase: 81%

Recruitment Generated New Leads Collected:

- Thirty day period ending February 28, 2012 – 201 Leads
- Thirty day period ending February 28, 2013 – 475 Leads
- Year-to-date, Year-over-year increase: 60%

Significant Accomplishments:

Student Recruitment:

- OCDSB Technology and Trades PD Day 100 Technology and Trades teachers from the Ottawa Carleton District School Board participated in their annual PD Day at Algonquin College.
 - Approximately 23 teachers explored programs at the Perth Campus.
 - Approximately 80 teachers went to a variety of classes at the Woodroffe Campus to meet faculty and observe our students in action.

Inside Sales:

In February the Inside Sales team started calling prospective students who received Offers, the teams metrics for the month include:

- 4,165 calls made.
- 1,205 prospective students were spoken to live – Congratulated on being accepted to the college and invited to Open House.

School of Business – Faculty Marketing Officer:

- A School of Business Information Session was held in the Student Commons, which was attended by 50 people.
- An email campaign was designed and sent with “conversion” type messages to all School of Business applicants that were sent offers.
- Secret Shopper research done to determine best – leading practices used by other colleges to convert applicants, 5 colleges including Algonquin were included in the research.

MARKETING

Lead Generation

- **Marketing Leads Collected Y/Y:**

February 2013	2,452	2013 YTD	18,665
February 2012	964	2012 YTD	7,958

Year-over-year increase of 134.5% above previous year

Significant Accomplishments:

Marketing and the CRM administrator have completed one-way data integration from GeneSIS, the student information system, to our CRM (Salesforce.com). This integration will allow Advancement to measure its effectiveness in understanding for the first time our ability to collect leads and turn them into applicants in a systematic way.

Marketing in conjunction with Faculty of Health and Community Studies are piloting an applicant nurturing communication process to encourage and remind candidates of the application process and the specific requirements for the Massage Therapy Program. Based upon success of this trial, Marketing will roll this out to a large group of programs in the future.

Marketing Campaigns

Marketing activities supported Student Recruitment efforts for 2013 spring and fall intakes. We continued to execute marketing campaigns and other activities to promote our brand awareness/understanding and lead generation/nurturing efforts to acquire and convert visitors into applicants. Program marketing continues to promote a set of 20 targeted programs to the non-direct audience.

Spring Open House:

- Updated graphics for Spring OH campaign (which included: campaign banners, Facebook page banners, and landing page/site on our website).

March Break:

- Provided art direction/generated graphics and implemented design for March Break campaign.

CCOL Spring:

- Updated graphics for CCOL Spring programs including landing page graphics, online ads for various publications and new Weather Network Takeover ad.

Enrollment Boost Campaign:

- Remarketing of 20 original programs continues until end of March 2013.
- Additional 30 programs are added into the campaign to remarket (through Google affiliate site program) for Fall 2013.

Student Recruitment Campaign:

- Busboards and billboards continue to run in Ottawa and Kingston.
- Transit shelter posters continue to run in Ottawa and Kingston.
- Cineplex ads run throughout February and include – Spring Open House, Spring intake – Graduate Certificate and Degree promotional 10-second spots.
- Designed online and print materials for iPad Giveaway campaign held in March.

- Provided support for the Career Networking Fair by coordinating radio advertising, banner artwork and posting on main-page.
- January homepage banners received over 8,200 visits, with a bounce rate of 29.09%.

Marketo:

- Provided graphics for AC social tools built in Marketo including: recruitment newsletter.

Content Generation

Email Nurturing:

- Launched the Guidance Counselor Newsletter, a publication sent through email to Guidance Counselors and staff. Includes information for Guidance staff that could prove useful for informing their students such as new programs and upcoming college events. 850 emails were sent out with an open rate of 27.1% and a click rate of 8.1%.
- Kicked off an applicant email program with Faculty Marketing Officer Jennifer Kennedy. Using lists from the Registrar's Office we piloted this program with Massage Therapy. The email contained a welcome video as well as information on next steps. So far the numbers on the Massage Therapy welcome email are an open rate of 64.1% and a click rate of 23.0%. This will now be spread out to other programs in Allied Health such as Dental Assisting and Medical Radiation.
- Worked with Laura Campbell to deliver an applicant email program for School of Business. Program includes emails to push the applicant through the Enrolment Funnel as well as makes them aware of upcoming Info Sessions for the School of Business. Currently they have an average open rate of 52.4% and an average click rate of 10.2%.

Strategic Planning

Department Marketing Plan:

- Development of the 25-page Departmental Marketing Plan is nearing the final stages of development, having finalized a cohesive, integrated structure, populated with research data, project descriptions, tactical analysis, and creative suggestions. The plan, the first of its kind for Algonquin College will function as a reliable framework, giving the department focus, saving resources, and improving effectiveness.

Department Marketing Plan: International

- Completed marketing plan the International Education Centre.
- Plan will be executed in areas of media advertising, artwork, social agencies, and digital planning.

EVENTS

Mike Holmes Tour

The Department worked with the Business Development group to coordinate the private tour for Mike Holmes during his special guest appearance at the Ottawa Integrated Local Labour Market Planning (OILLMP) Construction Fair held at the College on Tuesday, February 26 in the ACCE.

Spread the Net (STN) End of Fundraising/Thank You Event

In cooperation with the Students' Association and the STN organizing committee, the department helped organize a touchdown/media event on Tuesday March 5 to mark the end of the Spread the Net fundraising activities. Police Foundations student Davide Carlucci hosted the event and introduced

professor Lisa Roots who announced the unofficial total - \$38,062.55. President MacDonald concluded the event by thanking all staff and students for their efforts and awarding the prize for the top team fundraising prize to students in the Victimology program.

College Budget and Business Plan – Town Hall Meeting

The Department coordinated a budget and business plan presentation to the College community on Thursday, March 7. Vice President Administration Duane McNair presented the 2013/14 Budget and Doug Wotherspoon, Executive Director Advancement, presented the 2013/14 Business Plan.

International Women’s Week Celebration Dinner

The Department organized and executed a sold-out dinner (85) on Thursday, March 7 in the Staff Dining Lounge to celebrate International Women’s Week. The theme of the event was ‘Everyday Inspiring Women’ and celebrated two honorees – Joanne Venne from the HR department, and Johanne Laforest, a friend of a College employee.

Women’s Varsity Basketball Team CCAA Send-off

Working in cooperation with SA Athletics, the Department helped organize a pep rally-style event to wish the Women’s Varsity Basketball team good luck as they set off for the National Championships in Truro. The event, held in the Student Commons on Tuesday, March 12, also honored all of the College’s varsity teams, and was emceed by Team 1200 sports announcer Dean Roberts. President MacDonald and SA President David Corson offered words of congratulations and best wishes to the women’s team, and Head Coach John MacInnis and Athletic Director Ron Port presented the two presidents with the game ball from the OCAA women’s provincial championship game.

President’s Coffee Break Series

Approximately 250 employees stopped by for The President’s Coffee Break held on Thursday, March 21. The event was hosted by the Connections Book Store and Savoir Fare.

New Staff Breakfast

On March 5, 2013, a total of nine new employees were invited to join President MacDonald for a breakfast in the Staff Dining Lounge to discuss their experiences as our newest staff members and to share any suggestions they may have to enhance the programs and services we provide to the College community.

President’s Star Awards

The Department worked collaboratively with the President’s Office to present awards to the following Algonquin staff members: Bonnie Anderson (Registrar’s Office), Wendy Ratcliffe (Registrar’s Office), Carmel Larkin (Applied Research and Innovation), Jason Connell (Corporate Marketing), Stewart Yemen (Corporate Marketing), Cathy Palmer (Foundation), Brian Langer and Shaun Davies (Ancillary Services), Perth Flood Response Team, comprised of Udo Friesen, Kenneth Ellsworth, Wayne Turcotte, Catherine Lariviere, John Dalzeil, Tara-Lee Ferguson and Lorenzo Bruno.

INTERNAL AND EXTERNAL COMMUNICATIONS

Social Media

More than 600 tweets were sent from the @AlgonquinCollege account between mid-February and mid-March. Popular conversation topics included offers of admission to highly-competitive programs, our Spread the Net campaign, and ultimately the excitement of Rick Mercer coming to Algonquin. The

account has attracted more than 400 new followers, a 3.9% increase since last month. We continue to be the leading Ontario College on Twitter with 10,700 followers.

Our main Facebook page has more than doubled its audience since mid-February and now boasts more than 12,200 page 'Likes'. Overall, this represents a 425% increase since the end of January. Our Facebook advertising campaign continues to drive this success and will carry on through the end of the term. Page engagement has rapidly increased now that we've reached a critical mass; three page posts have garnered 100+ 'Likes', a milestone never before met in our social media history.

Between the College's main Twitter and Facebook accounts, there were more than 7,900 interactions (Twitter mentions, Retweets and Facebook stories) between mid-February and mid-March, an increase of 8.2% over the previous period. Notably, we were applauded by Spread The Net for being the most social participant in their Student Challenge.

Algonquin College leads as the most influential Canadian college on social media with a Klout score of 67. The next closest college is NAIT with a score of 65. Algonquin remains one of the top 10 most influential Canadian postsecondary institutions on social media. Klout score is calculated based on engagement, output, number of followers, and the quality of interactions via social media. It is ranked from 1-100.

The College is beginning to implement the Salesforce Marketing Cloud to enable us to better listen, act, and learn via social media, effectively collecting more data to inform our decision making. Using this suite, we will be able to increase our engagement, build our social workflow, and explore automation. This technological component will continue to be a work in progress as we learn to measure our social success and identify new opportunities. We will continue to dig deeper into social media Salesforce and Marketo integrations.

The Social Media Community Officer (SMCO) hosted another Social Media Lunch + Learn session in February, focusing on content development for employees who manage College-affiliated social media accounts. More group training sessions are planned for March and April, and the SMCO continues to coach social media champions and departments on their social media strategies and activities.

Media Relations

The Public Relations and Communications Office issued nine press releases during the month of February.

- 24th Annual Edible Architecture Competition at Algonquin College
- Algonquin College Student a Top Finalist in National Kitchen & Bath Design Association GE Design Charette
- Algonquin College to Host Largest Career Networking Fair in College History
- Connecting to Ottawa Construction Careers OILLMP Career Fair
- Green Architecture Students Want to Show You Their Home Sweet Home
- Mike Holmes & Industry Leaders Build Solid Foundation for Construction Careers at OILLMP Event
- Parent in Hospital to Hear Special Broadcast of Son's Hockey Game
- Students Return from Once-in-a-Lifetime International Service Learning Experience
- The Algonquin College Connection to the 2013 Academy Awards

February 4-8 – Live 88.5, CHEZ 106, Metro News Ottawa, CTV Ottawa, and The Kemptville Advance (EMC News) wrote stories about an initiative by Radio Broadcasting students to broadcast hockey games to a Kemptville area hockey coach and father who was recovering in hospital from a heart attack.

February 14 – The Toronto Star, CBC Ottawa TV, CBC Ottawa Radio, and the Nepean/Barrhaven EMC wrote stories about the Edible Architecture competition which took place at the College.

February 19 – 28 – The Ottawa Citizen wrote stories about the Algonquin Thunder and the OCAA honours bestowed on some of the Women’s Basketball players.

February 20 – 580 CFRA, and CTV Ottawa interviewed Professor Susan Murphy about some large social media account security breaches at Burger King and Jeep.

February 21 – Rogers TV’s “Talk Ottawa” interviewed Professor Martin Taller about the Ottawa Airport’s reputation and future.

February 22 – 28 – 580 CFRA, 1310 News, CBC Radio One, The Ottawa Citizen, and the Ottawa Sun wrote stories about Ian Blum, an Animation graduate who was part of the visual effects team behind the Oscar winning “Life of Pi”.

February 26 – Rogers TV’s “Talk Ottawa” interviewed Judy Doxtater, Registered Nurse with Algonquin College Health Services, about the City of Ottawa’s “Sex It Smart” campaign.

February 27 – Rogers TV’s “Daytime Ottawa” interviewed Maria Parra, Coordinator of the new Bachelor of Building Science program.

February 28 – The Ottawa Citizen wrote a story about the Ron Eade Culinary Bursary event taking place in March.

Faculty/School	2012W	2013W																	Part-Time		Co-Op		
	Audited	Approved/Projected			Total Registered Cumulative	College Withdrawal			Rtning Not Paid	Net Registered			Audit Eligible	International			Contract	Net Registered (Total) as % of Projected	Audit as % of Audited	12W	13W	12W	13W
		A01	Rtning	Total		A01	Rtning	Total		A01	Rtning	Total		A01	Rtning	Total							
SCHOOL OF BUSINESS	2,819	380	2,791	3,171	3,307	36	89	125	120	407	2,775	3,182	2,818	78	229	307	0	100.3%	100.0%	197	201	49	48
SCHOOL OF HOSPITALITY & TOURISM	1,024	326	986	1,312	1,359	21	20	41	44	307	1,011	1,318	1,126	59	122	181	0	100.5%	110.0%	65	82	0	0
FACULTY OF ARTS & MEDIA DESIGN	2,954	206	2,900	3,106	3,422	13	172	185	75	203	3,034	3,237	3,135	16	75	91	0	104.2%	106.1%	220	192	0	0
FACULTY OF TECHNOLOGY & TRADES	2,532	474	2,548	3,022	3,261	44	117	161	122	455	2,645	3,100	2,736	67	211	278	0	102.6%	108.1%	324	354	98	98
FACULTY OF HLTH, PUBLIC SAFETY/COMM STUDIES	3,120	290	2,989	3,279	3,470	21	176	197	46	280	2,993	3,273	3,137	17	55	72	0	99.8%	100.5%	162	165	0	0
INTERNATIONAL & CORPORATE BUS DEV	30	0	30	30	32	0	0	0	0	0	32	32	29	0	3	3	0	106.7%	96.7%	2	1	0	0
CENTRE FOR CONTINUING & ONLINE LEARNING	200	93	137	230	509	0	0	0	67	224	285	509	487	1	2	3	0	221.3%	243.5%	12	27	0	0
ALGONQUIN COLLEGE HERITAGE INSTITUTE	207	0	241	241	236	0	12	12	7	0	224	224	195	0	0	0	0	92.9%	94.2%	5	4	0	0
ALGONQUIN COLLEGE IN THE OTTAWA VALLEY	522	0	586	586	574	0	8	8	9	0	566	566	543	0	4	4	0	96.6%	104.0%	18	28	0	0
COLLEGE TOTAL	13,408	1,769	13,208	14,977	16,170	135	594	729	490	1,876	13,565	15,441	14,206	238	701	939	0	103.1%	106.0%	1,005	1,054	147	146
FOR COMPARISON ONLY																							
College Total at Mar 1, 2012 06:08 PM	12,782	1,777	13,060	14,837	15,295	113	537	650	262	1,673	12,972	14,645	13,444	200	753	953	0	98.7%	105.2%	927	1,005	161	147

NOTES:
(1) Calculated days are calendar days including weekends