

**MANAGEMENT SUMMARY TO THE
BOARD OF GOVERNORS
June 2008**

ACADEMIC

Course Outline Mapping and Management System (COMMS)

Full implementation of the Course Outline Mapping and Management System (COMMS) was launched in May. All course outlines for programs ending in an Ontario College credential will be entered in this new system, designed and developed by Algonquin staff for the Fall 2008 semester. Professional development sessions have been made available for faculty and have been well attended. Some system challenges have emerged, as can be expected with the launch of a new software system, however, the staff in Learning and Teaching Services have responded quickly to provide solutions. The COMMS Working Group has provided excellent support for the faculty as they update their course outlines and enter them into COMMS.

Learning and Teaching Services

The annual Kaleidoscope Conference was held May 12th -14th. This conference which provides professional development opportunities for all College staff continues to be a successful event. In fact, many of the workshops were full within minutes of registration being opened. RFPs for workshop proposals resulted in 72 submissions which had to be culled to 35 actual offerings, all of which were well attended. Although the online feedback forms have not yet been tabulated, word-of-mouth feedback has been very positive. Congratulations go out to the Kaleidoscope Committee members, Learning and Teaching Services staff and all others involved.

Additional professional development activities offered this spring include: Part-time Faculty Orientation, TALL program, Focus on Learning (Part 2), Aligning and Bridging Curriculum (ABD) Part II Conference, and Celebrating Great Teaching Conference.

Applied Research and Innovation

The 6th Annual Applied Research Day was a resounding success. This year the presentations were held in T102 and the display and posters were in Salon A (which greatly increased traffic due to people's curiosity at what was going on). There were at least 77 external people in attendance, along with some 150 Algonquin presenters and attendees. Three prizes for technology projects were awarded by the Ottawa Chapter of the Institute of Electrical and Electronic Engineers (IEEE). Some 20 projects from the Schools of Advanced Technology, Media and Design, and Community and Health Studies were showcased. The keynote speaker was Anne Alper from NSERC who spoke about NSERC's new College and Community Innovation program.

School of Advanced Technology

Training for more than 300 Microelectronics Manufacturer apprentices began at Abbott Point of Care (APOC) on Corkstown Road. The Electrical/Electro-Mechanical Studies

Department oversees the training while APOC facilities and teachers are used. The apprenticeship revenue is approximately \$300,000 per year.

The Architecture/Civil/GIS Department continues with the preparation for the Civil Engineering Technology Advanced Diploma for Internationally-trained Civil Engineers program. Under this agreement with the Ministry of Citizenship and Immigration, in partnership with Settlement to Employment Program (STEP), Corporate Business Development, the Algonquin College Language Institute and LASI World Skills, the College will prepare Internationally educated and trained Civil Engineers to enter the construction industry. Program applicants are currently being assessed on their language proficiency and thirty applicants will be accepted into the program scheduled to commence on July 2nd.

Building on the success of the Civil Engineering training, the Electrical/Electro-Mechanical Studies, in partnership with the Business Strategies unit, have been awarded a contract to assess internationally-educated mechanical engineers for the Mechanical Engineering Technology certification.

School of Part-time Studies

The Ministry of Transportation has given final approval for the School to offer a new Motorcycle Training program, the M2 Exist licence course, which complements our existing M2 licence course. This new program allows Algonquin to be a “one-shop” stop for people seeking their required graduated motorcycle driver’s licence.

The School has signed an agreement to partner with Greater Ottawa Truck Training (GOTT) to deliver professional transport and heavy equipment driver licence training at GOTT’s site beginning in the Fall 2008.

Community Activity

Algonquin College in the Ottawa Valley was awarded a Canadian Cancer Society (CCS) Community Partner Award on April 29th. This award is presented to one community service partner each year. Recipients are individuals or groups who have supported the CCS for a minimum of five years, demonstrated an innovative approach to fundraising, consistently involved the community in raising funds and demonstrated a commitment to support the values and strategic direction of the CCS.

Faculty Activity

Claudine Wilson, Coordinator, Public Relations is the first recipient of the Canadian Public Relations Society (CPRS), newly created Mentor of the Year Award. The award, created to celebrate their 60th Anniversary, recognizes the outstanding effort of an accredited public relations practitioner who has consistently and actively mentored public relations practitioners to advance their careers. The selection committee advises that Claudine sets an impressive benchmark for the selection of future winners.

Kathlyn Bradshaw, Professor, English has published her first novel entitled *The Frankenstein Murders* which is available through Chapters. The book’s publishers have submitted Kathlyn’s name for consideration for the Giller Prize.

Mark Bell, Professor, Carpentry and Millwork – Heritage program, Algonquin College Heritage Institute and Ian McVitty, Professor, Hotel and Restaurant Management program, School of Hospitality and Tourism, were presented the Capitol Educators Award 2008.

Congratulations go out to the winners of the College Staff Awards as follows:

Support Staff Award:	Mike Downey, Blackboard System Administrator, Learning and Teaching Services
Laurent Isabelle Award:	Jeremy Anderson, Motor Power Technician, School of Technology and Trades
Part-time Faculty Award:	Darin Faber, e-Publishing, School of Media and Design
Part-time Support Staff Award:	Marilyn Couillard, School of Health and Community Studies
Lifetime Achievement Award:	Alan Fleming, Cook/Culinary Management, School of Hospitality and Tourism

The National Institute for Staff and Organizational Development (NISOD) member institutions are asked to annually submit candidates for the NISOD Excellence Award in recognition of organizational and leadership excellence. This year's recipients are Bruce Aitken, Vertha Coligan, Pauline Edmonds, Silvia Garcia, Geoff Mace, Patrick Murphy, Mario Ramsay, Lynn Tarzwell, and Jim Whittle.

Student Activity

Scott Blair, apprentice Carpenter program, won gold at the Ontario Skills Competition and will be representing Algonquin College in Calgary at the National competition. Terry Warden, Heating Refrigeration and Air Conditioning Technician program won silver in the Refrigeration category at the same competition.

Nafisseh Nazemroaya and Shane Murphy, students in the Scriptwriting program, won the first annual Brookstreet Award for best feature and best short film script, respectively. The awards, which included a one-year option for both screenplays and a \$2,000 cheque for Nafisseh and \$1,000 for Shane, were presented by Patrick White and Terrence Matthews at an event held on April 17th at the Absolute Comedy.

Emily Boucher, Public Relations, 2008 graduate, was presented with the Rick Green Award at the International Association of Business Communications (IABC) annual awards gala on May 21st at the Congress Centre. Each year, IABC Ottawa gives the award to a student who had made a contribution to IABC Ottawa as an active member or who has demonstrated service and dedication to the communications profession in other ways. Nominees are drawn from among students who have shown leadership and a commitment to excellence and solid achievement in communications, public relations or related studies.

The Broadcasting – Television students, led by producer Sean Brett, won the Outstanding Achievement in Video Production – Music Video Category from the Broadcast Educators Association of Canada at the 8th Annual National Student Awards ceremony. This is the second year in a row that Algonquin students have brought home this prize.

Rebecca St. Cyr, a second-year Bachelor of Science in Nursing student at the Pembroke Campus, received the Caring Canadian Award from her Excellency the Right Honourable Michaëlle Jean, Governor General of Canada at Rideau Hall on April 30th. This award was created by the Right Honourable Romeo LeBlanc to honour Canadians for voluntary activities at the community level.

Andrea Monahan, a three-year Bachelor of Science in Nursing student at the Woodroffe Campus, received the Council of Ontario University Programs in Nursing Student Award on May 9th. Each year, this award is presented to a student who has demonstrated academic excellence and community leadership.

ADMINISTRATION

Finance and Administrative Services

The 2007/08 draft financial statements were presented to the Audit Committee on May 15th. The Audit Committee gave approval to submit the draft financial statements to the Ministry for consolidation in the Province's financial statements.

Physical Resources

Algonquin College Business Process Review:

In order to support student success, the Business Process Review Manager is collaborating with the School of Business by acting as the Business and Industry Advisor to two students in the e-Business Supply Chain Management Final Degree Project Course (ESC 4800). This final degree capstone course, which began in May 2008, integrates many of the program objectives into a single major deliverable and project work must advance the field of e-Business Supply Chain Management.

On May 14th, the Business Process Review Manager provided the President's Executive Committee (PEC) with an update on Business Process Review activities and recommended next steps.

Safety and Security Services Team

The formation of Colleges of Ontario Occupational Safety & Health Administrators (COOSHA) occurred on April 7th. COOSHA operates within a framework provided by the Association of Colleges of Applied Arts and Technology of Ontario (ACAATO).

COOSHA is responsible for advancing occupational health & safety within Ontario Colleges and fostering excellence in occupational health & safety governance and management within member institutions.

The organizational phase for COOSHA was completed by conducting nominations and elections for executive and completing draft terms of reference. The following persons were elected:

Co-Chair 1 - Colin Bonang – Algonquin College
Co-Chair 2 - Chris Kane - George Brown College
Secretary - Nancy Maher - Conestoga College

College Ancillary Services

All CAS business units achieved and/or exceeded budgeted revenue targets for the month of April.

Food and Beverage Operations Chief Chef, Carmine Mariani, was profiled in the spring edition of the CCUFSA (Canadian College and University Food Services Association) Journal.

Algonquin College was highlighted as a conference location for Ottawa in the March issue of the “Meeting in the Capital”, published by the Ottawa Business Journal in partnership with Ottawa Tourism. This annual publication is directed towards corporate decision makers planning conferences and trade shows in Ottawa, Toronto, and Montreal.

Information Technology Services (ITS)

Information Technology Services has continued to plan the College’s IT work for the coming fiscal year including projects that will support the increased use of the College’s computing and network infrastructure. Upgrades are planned to accommodate this growth as well as growth in other areas such as storage.

ITS continues to plan the update of the College’s student computers to use the most recent version of the Microsoft Office Suite, Office 2007, to ensure that they are well prepared for the workplace. Plans are also underway to update the College standard office suite from Office 2003 to Office 2007. Planning has begun for the migration to a new email system for faculty and staff – Microsoft Exchange.

ITS continues to improve the College’s computing infrastructure network upgrades and telephone system upgrades.

Human Resources Services (HRS)

During the month of May, performance appraisals were completed for all staff in Human Resources Services. Performance evaluations for all College administrators are being forwarded to Human Resources and points are being tabulated for the new performance pay process.

The Project Manager, on the Human Resources Operational Review, presented preliminary findings to the project’s Steering Committee on May 8th. The final report and operational plan is scheduled to be complete by mid-June.

Three Human Resource Services employees attended the CAAT benefits conference in Toronto.

Four employees were approved for the sick leave gratuity buyout.

Recruitment was very active this month, with 33 positions closing.

On May 12th, the President announced that Human Resources Services would report to a new position, Vice President, Human Resources. Gerry Barker, Executive Dean, Health, Public Safety and Community Studies has been appointed to the position and has already taken an active role in the Human Resources operation.

STUDENT SERVICES AND DEVELOPMENT

REGISTRAR'S OFFICE

Admissions Statistics, Fall 2008

- Compared with the same time last year, College confirmations for Non-Secondary School applicants are down 1.0%; however they are up 2.2% in confirmations by Secondary School applicants. Many factors impact confirmations; however, the effort to better connect with school board teachers, students and parents appear to be positively impacting enrolment.
- To address the lower than expected confirmations in the area of Non-Secondary School applicants, there are ongoing campaigns in place across the College. As an example, academic departments are calling applicants who have received offers but have not confirmed; Client Service Officers in the Registrar's Office are conducting daily TeleServicing campaigns – by telephone and by email – to the “in-process” applicants to encourage them to the next step in their application and Marketing is conducting advertising campaigns targeted at the programs of concern.

Post-Secondary/Post-Diploma Registration

- As of May 16th (Last Day for Withdrawal with Refund), Net Registered students were 1,569, or 106.7% of projected enrolment. Audit count date for the Spring term is June 30th.

Continuing Education Registrations

- With regard to Continuing Education registrations for the Winter 2008 term, as of April 25th, the final reporting date for the Winter 2008 Term, registrations stood at 12,117 as compared to 11,813 at the same time last year. The term registrations to April 25th represented 99.7% of the projected enrolment for the term.
- With regard to Continuing Education registrations for the Spring 2008 term, as of May 16th, registrations stood at 8,355 as compared to 7,379 at the same time last year. The term registrations to May 16th represent 80.0% of the projected enrolment for the term. Registration continues throughout the term.

Spring Convocation – Ottawa Schools

- The Pembroke Campus Convocation is scheduled for Saturday, May 31st at the Pembroke Memorial Centre and the Perth Campus Convocation will take place on Thursday, June 5th at St. John Catholic High School.

Enrolment Audit

- The annual Enrolment Audit (forms A, B and C) was completed and submitted to the external auditors on May 14th.

INSTITUTIONAL RESEARCH AND PLANNING (IRP)Key Performance Indicators

- Multi-year KPI data has been requested from CCI Research to better understand the KPI performance of large, medium and small Colleges in order to benchmark Algonquin's relative performance.
- Names of employers provided by graduates were standardized (n = 20,000) to identify major employers of Algonquin graduates.

Ontario College Student Engagement Survey (OCSE)

- Preliminary statistics were generated from the Fall 2007 OCSE survey results to support MYAA reporting.
- Reports are being generated for all OCSE 2007 survey results.

Multi-year Accountability Agreement and Annual Report

- Preliminary draft of 2007/08 MYAA submitted to MTCU for review. Preliminary draft of Annual Report and Business Plan submitted to the President's Executive Committee (PEC) and the President's Executive/Dean's and Directors Committee (PEDDC) for review.

Balanced Scorecard

- Brian Burns, Director, Institutional Research and Planning and Duane McNair, Finance, met with OCAS staff in Guelph to review new reporting tools and OCAS' Balanced Scorecard.

ALGONQUIN COLLEGE FOUNDATIONLucky Pay Day Staff Lottery

- Peter O'Leary, Foundation Vice-Chair presented a cheque for \$41,000 to Shirley Westeinde, Chair, Board of Governors, at the Staff BBQ. The donation represented this past year's donation to the Lucky Payday Staff Lottery Bursary Fund which will now have a principle balance of \$118,000.

Bursaries and Scholarships

- Algonquin College Foundation ranked #1 among Ontario Colleges in raising funds under the Ontario Trust for Student Support (OTSS) matching program. Algonquin raised over \$1.7 million in new endowed bursaries.
- A new endowment fund has been established in the name of Sal Iacono. Bursaries will go to Algonquin College students being selected by Champions for Children, Easter Seals and Christie Kids Camp organizations.

- New annual award for Event and Festivals Management Program from HOPE Beach Volleyball.
- Ottawa Media Club has created a new annual award for the Journalism program called the Melba Lent Woelfe Award.
- The Claudine Wilson Award of Excellence for the Public Relations program has been created to recognize her exemplary 25 year commitment to Algonquin College and our students.
- In total, 24 new annual awards have been established for 2008/09 and 27 new endowments of \$10,000 and greater. These awards will be listed in the 2008 Student InstaGuide.

FINANCIAL AID OFFICE

- The Ministry of Training, Colleges and Universities opened the 2008 on-line OSAP application window on May 13th. As of May 22nd, the Algonquin College Financial Aid Office has received a total of seventy-five 2008 OSAP applications.

INTERNATIONAL EDUCATION CENTRE

Enrolment

- There is an increase of 15 post-secondary students for the summer semester intake over last year's numbers.

Partnerships

- Negotiations for potential partnerships which involve the delivery of chosen programs overseas are taking place in Inner Mongolia and Ghana.
- The Saskatchewan Institute of Applied Science and Technology has requested that Algonquin work collaboratively with SAIST in the delivery of gender equality training in Jordan. This training is associated with a CIDA funded project.
- The College is establishing a special stream of the Commercial Pilot program in partnership with the Indo-Canadian School of Technology in New Delhi. It is expected that the program will start in the Fall 2008.
- With help from CIDA's program for Public Engagement, the International Education Centre organized a Kaleidoscope session entitled "Helping to Make Your Students Global Citizens". The session was well attended by College staff and representatives from CIDA and the AUCC (Association of Universities and Colleges of Canada).
- The College received funds from CIDA to support the international internships of 7 Canadian graduates. The graduates will spend six months working in their field of specialization overseas. The cost of their travel, accommodation and salaries will be covered by CIDA funds. This is a marked increase from last year when we received support for 3 graduates.

STUDENT SERVICES

Director's Office

- Wayne McIntyre participated in an Aboriginal Pow Wow ceremony and had the opportunity to review some of the challenges facing native people when they

attend post-secondary institutions in urban communities like Ottawa. Student Services, with the help of the Mamidosewin Centre, will be hosting a Pow Wow this September to welcome aboriginal students and assist them in their transition to the College.

Student Affairs and Orientation

- On May 14th, Student Affairs & Orientation attended the Kaleidoscope lunch to inform faculty and staff about the Student Leader program and encouraged faculty to nominate their students for the Student Leader Program.

Student Employment Services

- Student Employment Services hosted an information booth at the "Make the Cut" event. High school students with disabilities were provided with information about the various support services available to them in the post-secondary environment.
- The On-Line Graduate Referral Service update project has been completed and is now being tested in-house by staff.
- Student Employment Services experienced a 15% increase in job postings available for Algonquin College students and graduates in April, 2008 and the number of résumés reviewed increased 60%.

Centre for Students with Disabilities

- Over 450 exams were written in the CSD Test Room by students requiring accommodations during final assessment week. The CSD team members provided support such as readers, scribes, invigilators, computer and adaptive technology troubleshooting, and student emotional support and intervention.
- Alison West Armstrong initiated and helped organize a breakfast meeting for Student Services staff to raise awareness regarding mental illness and psychiatric disabilities.
- Karen Coffey is continuing to lead efforts to develop a College directive on Universal Accessibility of Information and Communication.
- Jay Timms and Christine Kelsey presented a workshop entitled: "Where it's AT - An Introduction to Assistive Technology" to the participants at the "Advancing Technology: This is IT" conference which was held at Mohawk College.

CORPORATE AND BUSINESS DEVELOPMENT (CBD)

District School Boards

- Algonquin College has become the Lead organization for the Eastern Ontario PASS Regional Team for 2008/09. This involves reporting to the Ministry on behalf of Eastern Ontario's PASS team members, including three colleges, nine school boards, OCRI and Vitesse - all involved in education directly related to Algonquin's addressable markets.
- Algonquin will receive approximately \$600,000 for SCWI Phase 12 project funding for 2008/09. For comparative purposes, in 2007/08 Algonquin received \$325,000.
- Algonquin hosted "College Experience Day" for Grade 7 and 8 students in the OCDSB and OCSB. Participant feedback was extremely positive and asked for

future opportunities for their students. One quote: "I was overwhelmed by the expanse of programs at Algonquin, I had no idea".

- Many changes are occurring in school boards that impact future Algonquin students. To prepare for these changes, CBD co-ordinated a professional learning opportunity for college staff on "The Assessment and Evaluation Reality of today's High School Student". Staff turnout was outstanding. Three consultants from the OCDSB and OCSB presented to over 135 Algonquin College staff and faculty.

Algonquin College Access Project (ACAP) -Newcomer Integration

- Algonquin College won the Hire Immigrants Ottawa (HIO) Award from among large employers in the City. The award was established to recognize an employer who demonstrates exceptional recruitment or retention of internationally trained workers. The Algonquin College Access Project (ACAP) initiated and applied for the award on behalf of the College.

CON*NECT/MCI:

- Through CIITE, Algonquin has been successful in receiving funds from MCI to implement immigrant integration solutions and contribute towards Algonquin raising the capacity levels to better serve under-represented students. CIITE Phase III project value is \$230,000.

First Generation Students (FGS)

- Good progress on FGS projects with the projected completion scheduled for July 31st. Algonquin received \$100,000 to assist first generation students enter post-secondary education.

Corporate Learning Services

- Agreement signed with the Cree Regional Authority (Aboriginal Community) for delivery of Algonquin College Project Management certificate program to Cree from communities of Mistissini and Waskaganish. Corporate and Learning Services anticipates up to 15 learners from each of the two communities. Off-site program delivery is scheduled from June, 2008 – March 2009.
- Workshops, Coaching, Facilitation, and training sessions booked and/or delivered to the following clients:
 - Ottawa Police Services
 - Infection Control Network
 - Export Development Canada
 - Champlain Community Care Access
 - Ontario Power Generation
 - Ottawa Senators
 - Viking Management - Rideau Center
 - National Gallery

Ministry of Citizenship and Immigration - The Ministry of Citizenship and Immigration announced that it selected Algonquin College to retrain Internationally trained Civil Engineering Technologists and upgrade Language skills. Total value of this contract is \$1 million.

ADVANCEMENT**Public Relations and Communications**Community Awards - Capital Educators' Awards

Professor Ian McVitty from the School of Hospitality and Tourism and Professor Mark Bell from the Algonquin College Heritage Institute were presented with Capital Educators' Awards at this year's *EduGala* dinner hosted at the College on May 8th.

Corporate EventsStaff BBQ

The year-end Staff BBQ took place on Thursday, May 15th in the Marketplace Food Court. Over 900 faculty and staff from all three campuses, as well as representatives from the various College Boards attended the event which included entertainment by Algonquin's *Divided Highway*, a video presentation of the year's highlights, and the presentation of the following College staff awards:

- Support Staff Award: Mike Downey, Blackboard System Administrator, Learning and Teaching Services
- Part-time Support Staff Award: Marilyn Couillard, Receptionist, School of Health and Community Studies
- Team Award: Public Relations and Communications Department
- Part-time Faculty Award: Darin Faber, Acting Coordinator ePublishing, School of Media and Design
- Laurent Isabelle Award: Jeremy Anderson, Professor, Motive Power Technician program, School of Transportation and Building Trades
- Administrative Staff Award: Mike Rushton, Director, Physical Resources
- Lifetime Achievement Award: Alan Fleming, Professor, School of Hospitality and Tourism

Award Nights

The Department assisted in the planning of the Award Nights for the Allied Health programs held on May 21st in the Restaurant International and the Community Studies programs held on May 22nd in The Observatory.

President's Breakfast

The annual President's Breakfast to mark the beginning of another academic year is planned for Tuesday, August 19th. All full-time and part-time faculty and staff are invited to attend.

CommunicationsDirector's ReportExpansion Communication

Advancement supported the Canadian Construction Association (CCA) with their media event calling on the Federal Government to engage in the skilled labour shortage issue and support Algonquin's Centre for Construction Trades and Building Sciences (CCTBS) expansion plans.

Second Career Strategy

Advancement has taken the lead in preparing marketing materials in support of the Province's Second Career Strategy announcement which is expected Monday, June 2nd. Colleges Ontario has provided content and design elements which will be integrated into Algonquin's look and feel. A new website, print and radio advertising and promotional materials are planned.

Media Relations

There were approximately 60 media hits between April 30th and May 20th. Highlights included:

May 2nd – *Nepean This Week* and *Barrhaven This Week* featured an interview with the President regarding Algonquin College's sustainability initiatives.

May 7th – *CFRA* featured an interview with the Manager of the Centre for Students with Disabilities regarding the "Make the CUT" event hosted by Algonquin College and Carleton University.

May 8th – The *Ottawa Citizen* featured an article written by a Culinary Management student discussing how students can prepare better meals during the summer months.

May 9th – *Ottawa Metro* featured an article regarding the proposed Trades Centre at Algonquin College. The President was interviewed to explain the need and vision for the College's expansion proposal.

May 10th – The *Ottawa Citizen* featured an article regarding the Capital Educators' Award hosted by Algonquin College. Professors in Hotel and Restaurant Management, School of Hospitality and Tourism, and Construction Carpentry – Advanced Housing, Algonquin College Heritage Institute each won this award.

May 13th – *CTV Ottawa* featured an interview with the Executive Dean of Technology and Trades regarding the \$1 million funding announcement for the Internationally Trained Civil Engineering Technologist (ITCET) program.

May 16th – *CFRA* featured an interview with the Associate Dean of Nursing Studies regarding the nursing shortage and what Algonquin College is doing to address this issue.

College Marketing and Enrolment**Director's Report**

The College Marketing Committee met on April 10th and May 8th to discuss the various activities that are taking place in the College and the 2008/09 College Marketing Plan.

On April 11th the marketing sub-committee for Hydro One held a meeting in Toronto which highlighted upcoming initiatives. The following other College Committee meetings took place: Algonquin College Access Project (ACAP), the Second Career Strategy Working Group and Academic Services Management Committee (ASMC).

Academic Partnerships

Crown Ward Day took place April 9th at the Woodroffe Campus. St. Michael's High School in Kemptville hosted the launch of Specialist High School Major in environment studies. The Partnering to Articulate for Student Success (PASS) team continue to hold meetings to discuss School, College and work Initiatives.

Recruitment Activities

The recruitment team had a total of 112 single tours and 26 group tours over this time frame. In addition to the tours, recruiters continued their active role in high schools by completing seven grade 10 career classes, seven career fairs and one parent evening. Other activities included participation in: College Dialogue, the Road Show to Employment Centres and the Eastern Ontario Recruitment Meeting.

During the week of May 5th – 9th, the Algonquin Recruitment Team coordinated and executed Algonquin Connections 2008 which took place at the Woodroffe Campus. Approximately 400 grade 8 students, 1,000 grade 10 and 11 students and 100 grade 7 and 8 parents, administrators and teachers were in attendance. Connections participants were from six Eastern Ontario school boards. Activities throughout the week included campus tours and program information sessions. College services were also showcased during this five day event.

Publications, Advertising and Promotion

Creative Services continues its work in the design and production of the Calendar, the ViewBook and all full-time and part-time monographs. Two focus group sessions, with participation from Creative Services and the Recruitment Team were held to review the College ViewBook and website.

Radio Advertising

The campaign ran through April/May to promote a series of programs including new programs and graduate programs, which included testimonials from alumni, staff and students and featured various full-time programs (i.e. Florist, Commercial Pilot and Aviation Management, and Respiratory Therapy). A series of advertisement were also featured on the Team1200 radio station during the NHL playoff games.

Print Advertising

Activity focused on new programs and graduate programs within the EMC Community papers. The graduate certificate programs were also featured in the Ottawa @ Home Magazine and the University Papers newspapers. The new Green Business Management program had print advertisements running in the Metro newspaper in May. An Algonquin College and Mamidosewin Centre Focus advertisements ran in community newspaper the Turtle News.

Other Advertising

The bus advertising of 500 interior bus cards were in circulation until the end of May. This campaign promoted the College as a whole as well with the following schools: Technology, Business, Health, Police and Public Safety, Media, Heritage and the Ottawa Valley.