ALGONQUIN COLLEGE

PRESENTATION TO THE BOARD OF GOVERNORS

Program Title:	Financial Services
Credential:	Ontario College Graduate Certificate
Program Length:	One Year
School:	Business
Dean:	Dave Donaldson
Proposed Start Date:	Winter 2013

PURPOSE

This one-year Ontario College Graduate Certificate program prepares students for careers in the customer sales and service area of banking, insurance and independent financial planning industries in Canada. Building on the students' previous business administration, banking, insurance, economics and finance knowledge and professional experience, this program introduces students to industry-specific accreditation courses, financial products and services, leadership in customer sales and services and financial advising. Through the development of a professional portfolio and field placements students gain experience with, and insight into, the Canadian financial workplace.

Graduates of the Financial Services program can be licensed to sell mutual funds by their employer; are qualified to challenge the first exam of the Certified Financial Planner (CFP) professional certification; and are prepared for the Provincial Life License Qualification (LLQP) examination. Successful completion of Personal Financial Services Advice, Financial Planning I and Canadian Securities Course I qualifies students for a *Certificate in Financial Services Advice* from the Canadian Securities Institute (CSI). Employment opportunities may include positions as financial advisors in a broad range of the financial institutions including retail banks, credit unions, financial planning offices, insurance companies, brokerage firms, and other businesses dedicated to providing personal financial advice and services.

BACKGROUND

Financial Services was piloted at Algonquin College as the International Finance and Administration Professional (IFAP) bridge training program through Citizenship and Immigration Canada (Federal) and Ministry of Citizenship and Immigration (Provincial) targeting internationally-trained and educated finance professionals. Through the pilot, the major employment gap faced by many of these students was industry recognized certification, a gap shared by Canadian educated and trained second-career individuals. In recognition of the anticipated student demographic, that will include mature individuals who may need to work at survival jobs in addition to studying, classes will be delivered online with Friday evening and Saturday morning seminars enhancing the learning.

CONSIDERATIONS

(i) **Evidence of Need**

The majority of new jobs created in the industry will be due to the rising retirement rate which will facilitate a substantial number of annual openings. The aging population will particularly benefit from financial planning and wealth management professions. Short-term certification programs in financial services occupations – leading to designations of Certified Management Accountant, Personal Financial Planner, and Canadian Securities Course certification – appear to be relatively prevalent throughout Canada and Ontario, but are usually delivered as online correspondence courses, with significant drop-out and failure rates. The program delivery design includes face-to-face support and cohort-based sections which will be more appealing to the adult learner.

Similar programs are available at Brock University, Fanshawe College, Ryerson University, Seneca College and Humber College. St. Lawrence College plans to introduce a similar program in 2013. Each has a residency

requirement which makes it difficult for students living and working in Ottawa to attend. None of the programs focus on customer service and sales and professional development, both of which are essential competencies for retail finance professionals.

(ii) **Student Interest**

There were 97 applicants for the piloted IFAP program, all referred by LASI World Skills and Algonquin College's Access Program (ACAP). LASI has some 77 Accounting and Finance clients who are looking for finance certification programs and ACAP has a waiting list of 27 internationally-trained and educated finance professionals who would be interested in attending the Financial Services program. Additionally, it is expected that Canadian educated professionals who wish to enter the financial services field, or are currently under-employed in the industry will be attracted to this program.

(iii) **Staffing**

In the first year of the program staffing costs will be attributed to part-time professors. Consideration will be given to a full-time professor hire as program enrollment stabilizes.

(iv) **Admissions Requirements**

Program Eligibility:

- College diploma or degree, university diploma or degree in areas of finance, economics, business, marketing, social services, communications, or equivalent.
- Qualified applicants, who do not have a business-related diploma or degree, will be sent the Financial Services Eligibility Package via mail. Applicants will be required to complete and return the following three components:
  1. A letter of intent, which requires the applicant to state their previous experience related to finance, banking or insurance, their program expectations and what skills, knowledge and attitudes they bring to the program
  2. Applicant's Curriculum Vitae
  3. Copy of applicant's transcript

Applicants with International transcripts must provide proof of a TOEFLiBT score with at least a total score of 90, with the following minimum section requirements: Reading: 21; Listening: 20; Speaking: 27; Writing: 22.

(v) **Advisory Committee Support**

Effective March 23, 2011, all members of the ad-hoc Financial Services Advisory Committee had emailed their approval and recommendation for approval by the Board of Governors.

(vi) **Strategic Alignment**

The implementation of this program reflects the strategic directions of the College including the commitment to digital learning with 67% 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 an "enhance/modify" 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 Financial Services Ontario College Graduate Certificate program effective Winter 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

LEVEL 1 – 15 Weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
FINXXX1	Personal Financial Services Advice		45				45
FINXXX2	Financial Planning I	12	48				60
FINXXX3	Canadian Securities Course I	12	48				60
FINXXX4	Customer Behaviour and Financial Needs	30	15				45
FINXXX5	Professional Portfolio Development I	5	20				25
MKTXXX1	Marketing Financial Products and Services		45				45
TBDXXX1	Field Placement I					40	40
	TOTAL LEVEL HOURS	**59**	**221**			**40**	**320**

LEVEL 2 – 15 Weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
FINXXX6	Canadian Securities Course II	12	48				60
FINXXX7	Financial Planning II	12	48				60
FINXXX8	Personal Financial Planning	12	48				60
FINXXX9	Professional Portfolio Development II	5	20				25
FIN XX10	Life License Qualification Program (elective – choose one of two)	22	23				45
FINXX11	Consumer Credit (elective-choose one of two)	22	23				N/A
TBDXXX2	Field Placement II					40	40
	TOTAL LEVEL HOURS	**63**	**187**			**40**	**290**

Certificate Program Total Hours: **610**

FINANCIAL SERVICES

Ontario College Graduate Certificate

Cash Flow Analysis

TOTAL ENROLMENT	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Year 1**	15	33	43	49	54	63
Tuition Fee per Semester	2,018	2,068	2,118	2,168	2,218	2,268
REVENUE						
Fees	30,270	68,244	91,074	106,232	119,772	142,884
Grant*			10,895	34,864	66,096	90,792
Total Revenue	30,270	68,244	101,969	141,096	185,868	233,676
EXPENSES						
FT Academic + Fringe (22.04%)						
Temp Acad + Fringe (9%)	39,286	65,604	65,604	65,604	65,604	65,604
FT Supp + Fringe (26.47%)						
Temp Supp + Fringe (10%)						
Operating	16,600	7,980	8,379	8,798	9,238	9,700
Total Expenses	55,886	73,584	73,983	74,402	74,842	75,304
CONTRIBUTION BEFORE	**-25,616**	**-5,340**	**27,986**	**66,694**	**111,026**	**158,372**
INVESTMENTS						
Equipment						
Course Development	30,000	0	0	0	0	0
Renovations						
Total Capital	30,000	0	0	0	0	0
NET CONTRIBUTION	**-55,616**	**-5,340**	**27,986**	**66,694**	**111,026**	**158,372**
%	**-183.73%**	**-7.82%**	**27.45%**	**47.27%**	**59.73%**	**67.77%**

* Grant Value $ 4,358

Program Weight 1.0, Funding Unit 1.0 (Estimate)

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	15	20	25	25	30	35
Level 02		13	18	24	24	28
	15	33	43	49	54	63