

**MANAGEMENT SUMMARY TO THE  
BOARD OF GOVERNORS  
December 2006****VICE PRESIDENT, ACADEMIC****Police and Public Safety Institute**

In partnership with the Ottawa Police Service and the Ontario Office for Victims of Crime, a victim summit entitled "Victim to Survivor to Thrive" will take place at Algonquin College on December 4<sup>th</sup> and 5<sup>th</sup>. Professor Ruth Campbell is the lead on this initiative which will be a very high profile media event with the Ontario Attorney General speaking at the Opening Ceremony on December 4<sup>th</sup>. President Gillett will be providing welcoming remarks on the evening of December 4<sup>th</sup>.

**Algonquin College in the Ottawa Valley**

Algonquin College in the Ottawa Valley is actively supporting the Small World: Big Picture African Expedition by working with Elmwood School to prepare them for their Kilimanjaro climb in December. Instructors from our Outdoor Adventure (ODA) program have been working with the Elmwood team over the last six weeks, including a trip to Wilderness Tours for a day's hike and forum session with a local family who recently ascended Kilimanjaro. Additionally, the School will be represented by part-time ODA instructor, Ben Shillington, and current year one ODA student, Sarah Peterson.

**School of Health and Community Studies**

The Simulation Centre for Health Studies, represented by Barbara Foulds, Associate Dean, Marlene Tosh, Chair, and David Steele, Technologist, was a finalist in the Innovation Category of the Canadian Information Productivity Awards 2006. The group attended the gala award celebration and was presented a finalist plaque which is now in the Sim Centre.

**School of Transportation and Building Trades**

A submission to deliver a pre-apprentice Truck Coach Program was approved with revenue of \$235K.

**Student Activity**

Students from the second and third years of the Child and Youth Worker program, chaperoned by Professor Donna Serafini, attended the International Child and Youth Care Conference "Beyond Borders", in Montreal this fall. This conference is held in eastern North America once every twelve years with attendance of approximately 1600 people. The students from Algonquin were noticed by participants who remarked on their professionalism and enthusiasm.

Students in the Office Administration and the Office Administration – Legal and Executive Programs have created a student chapter of the International Association of Administrative Professionals (IAAP) under the leadership of Professor Lynn Berry and Professor Cathy Collyer. The chapter held its first meeting on November 16<sup>th</sup>.

**Community Activity**

The second annual Opportunities Regional Museum volunteerism event was held at the College on November 2<sup>nd</sup>. Organized by Terry Quinlan, Coordinator, Applied Museum Studies, this event brings together representatives from over 20 regional museums, several professional museum organizations and our 128 Applied Museum Studies students for an evening of insight, networking and volunteer opportunities. It is through these volunteer efforts that we continue to sustain an active and developing community of regional museums.

On October 23<sup>rd</sup>, Pat Kelly, Dean, School of Hospitality and Tourism, chaired the Tourism Council of Ottawa's Mayoral Candidates Debate, featuring Bob Chiarelli, Alex Munter, and Larry O'Brien. The debate was focused on local issues affecting the tourism.

**Faculty Activity**

In response to her support and promotion of the Early Childhood Education admissions option to the Teacher Education program, Leslie Kopf-Johnson, Coordinator, was recognized by the University of Ottawa at its 2006 Education Evening on November 6<sup>th</sup>.

Jennifer Currie-Roy, Professor, Developmental Services Worker program, attended the Ontario Partnership on Aging and Developmental Disabilities held recently in Ottawa. As an invited guest, Ms. Currie-Roy joined three other experts on a panel to discuss the education of psychiatrists and front line staff working in developmental services.

As a representative of the Ottawa Youth Criminal Justice Network, Donna Serafini, Professor, Child and Youth Worker program, continues to participate on the Mayor's Task Force on Integrated Drug Strategy. Approximately forty community agencies representing all aspects of addiction, education, health, police, justice, child welfare, recreation, housing and young single parents contribute to this effort.

**Donations**

General Motors of Canada donated two vehicles to the Automotive Department of the School of Transportation and Building Trades: a 2006 Rendez-Vous and a 2006 Pontiac Solstice, used at the National Skills Week launch (approximate value of \$45K).

<b>VICE PRESIDENT, FINANCE AND ADMINISTRATION</b>
---

**College Ancillary Services (CAS)**

Revenues and expenses in the CAS business units continue to track as per budget targets in the aggregate. Sales in the Retail Operations are particularly strong this semester, and in most categories are running slightly ahead of targets with the exception of computer software and accessories which are somewhat lagging. It was noted at a recent conference of the Canadian Association of Campus Computer Stores that the sales decrease in these two categories is a national phenomenon among campus stores, as the mass market penetration of big box electronics stores continues. Sales of computer hardware remain strong in Algonquin's store.

**Finance and Administrative Services**

The PeopleSoft Finance implementation continued in November and is expected to be completed, on schedule, in February 2007.

The Business Continuity Plan, BCP Pandemic project continued in November. Marsh Canada (the College Insurer) has been retained by the College to help complete our portion of the Plan.

Work has commenced on the renewal of the strategic alliance with IBM. Initial meetings have been held and a two year extension has been agreed to in principle.

The Finance Department organized a presentation to the College's Senior Management by a representative of the University of Ottawa on their Balanced Scorecard Initiative.

**Information Technology Services (ITS)**

ITS has continued work on several projects to support and upgrade computing facilities and infrastructure for the College including:

- Continued effort on the replacement of older equipment and upgrades in capacity for College computing services including Blackboard, PeopleSoft Finance, ACSIS and GeneSIS.
- Continued work to upgrade the College's e-mail system to reduce the level of unsolicited commercial email (SPAM) received by College employees and students.
- Continued upgrades to the College's Internet link to provide support for the significantly increased demand on this service.
- Continued renewal of the College's infrastructure through the replacement and upgrade of several networking components, including switches and routers.

In addition, ITS has continued discussions with the Students' Association to improve technical services to students.

The College has encountered a number of technology challenges this fall and is working with the user community and outside support services to get the issues resolved.

### **Physical Resources**

#### **Technical Services and Energy Conservation Team**

Implementation and work on Algonquin's Energy Performance Contract is progressing well. Direct Energy Business Services has started lighting improvements at the Woodroffe Campus, with anticipated savings of about \$188,000 per year once fully operational and implemented. Water conservation measures have also been initiated, with anticipated savings of \$16,000 per year.

All buildings at Woodroffe have had doors, windows and holes sealed to save energy at a rate of approximately \$14,000 per year. Control System improvement for kitchen hoods and building systems plans have been approved and finalized for installation in the coming weeks. These measures are expected to generate an additional \$84,000 in savings. To date, these measures combine for a total annual saving of about \$302,000 per year.

Direct Energy Business Services is on track and committed to completing the total work by July 2007, at which time total utility savings will be close to \$700,000 per year. Algonquin College will then be in a position to meet its Kyoto commitment as well as reducing both its peak electricity demand by about 10% and its total electricity consumption by about 22%. The guaranteed savings will be used to pay for the project and the capital improvements exceeding \$6 million over the expected 10 year life of the project.

#### **Value Stream Initiative**

This College-wide continuous improvement initiative is proving to be an effective way to help address our fiscal challenges while continuing to maintain and improve service quality and efficiently.

The Recruitment through Registration teams continue to identify and implement improvement initiatives, resulting in shortened delivery time, improved quality of service, reduced costs and increased revenues.

The Value Stream Steering Group has recently received President's Executive Committee approval to expand this initiative to include all student support processes within the Registration through Convocation value stream.

### **Registrar's Office**

#### **Registration Statistics**

*Post-Secondary/Post-Diploma Registrations:* November 1<sup>st</sup> is the enrolment audit count date for the fall term and the College achieved a total of 12,564 registrations which is 71 registrations off target. Governors should be aware that there are another 3000 students attending the College in other programs in addition to the post secondary/post diploma students.

*Continuing Education Registrations:* With regard to Continuing Education registrations for the 2006 fall term, as of November 10<sup>th</sup>, registrations stood at 12,367 as compared to 13,433 at the same time last year. The term registrations to November 10<sup>th</sup> represent 91.0% of the projected enrolment. Registration continues throughout the term.

### **Admissions Statistics**

As of November 15<sup>th</sup>, the OCAS statistics for the 2007 winter term indicate that, for *College Choices* (i.e. number of individual applicants to Algonquin), our Non-Secondary School applicants are up 1.5% from last year, Secondary School applicants are up 2.8%, with an overall increase in applicants of 2.0%. Province-wide, the variances are 4.6%, 2.8% and 4.0% respectively.

As of November 15<sup>th</sup>, 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 7.0% from last year, Secondary School applicants are 4.1%, and overall we show an increase of 6.0%. Province-wide, the respective variances are 6.1%, 3.3% and 5.1% respectively.

### **IntelliResponse**

As reported last month, the Registrar's Office and the ITS Help Desk are implementing the IntelliResponse software. This web-based application will be an enhancement of our current FAQ application. It allows clients to ask questions and presents them with the best possible answer, as well as with answers to related and popular questions. The on-site training was held on September 21<sup>st</sup> and 22<sup>nd</sup>, and the Registrar's Office is looking to go live with the application on December 1<sup>st</sup>.

### **Convocation Ceremonies**

The Spring 2007 Convocation Ceremonies (Ottawa Schools) will be held at Scotiabank Place on Thursday, June 7 and Friday, June 8, 2007. Perth Convocation has been confirmed for Thursday, May 31, 2007.

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

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

Women's Self Defence workshops were held on November 9<sup>th</sup> at the Woodroffe campus and November 13<sup>th</sup> at the Pembroke campus. The Student Services Student Retention Campaign "Let's Talk" was launched on November 20<sup>th</sup> and will run until December 1<sup>st</sup>. Planning is underway for the winter Campus Preview to take place on December 18<sup>th</sup>.

### **Counselling Services**

Counselling Services conducted its annual client surveys this month to capture feedback from its clients. A new survey was added to capture student comments campus-wide to gauge the level of awareness regarding the programs offered by Counselling Services. An Exam Preparation workshop was held on November 14<sup>th</sup> and Counsellors gave several class presentations on Stress Management. Educational Outreach efforts included Exam Survival Booths held on November 16<sup>th</sup>. The Multi Cultural Buddy Network (MBN) offered Salsa lessons, conducted by its members. The Tragic Event Response Team (TERT) members attended a session on "The Impact of War and Torture on Children and Youth". The TERT team met to review and update the TERT manual. The Career Centre held 'Application to University' workshops. Counsellors met with Coordinators from Community Studies and also met with all Algonquin departments conducting projects/studies/initiatives for cross cultural areas and internationally trained students. At the Test Centre, the Mature Student reporting form was revised to be more client-centered and offer improved capacity for making recommendations. The first Student Advisory Focus Group meeting for the Mamidosewin Centre was held. Information gathered from this group will aid Counselling Services in refining the services offered through the Centre. As well, Algonquin will hold its second annual Aboriginal Heritage Day on November 30<sup>th</sup>. Also on November 30<sup>th</sup>, the MBN will hold a "Winter Holiday Extravaganza Sing-along" highlighting holiday songs from different countries.

**Student Employment Services**

A variety of employers have recruited on campus in the last 3-4 weeks including: Opinion Search, 2 Intelligence Platoon, Fairmont Hotels, Canada Revenue Agency, Vector Marketing, SwiftTrade, and Best Buy. Other employers have met with J. McDonald to discuss future recruitment strategies on campus. Companies include Enterprise Rent-a-Car, Commissionaires Ottawa, Wells Fargo, and Sitel. On November 3<sup>rd</sup> the Student Employment Services team attended the Ontario College Career Educator Eastern Region meeting held in Lindsay, Ontario at Sir Sanford Fleming College. There was much discussion around the increased demand on campus recruitment activity felt by college career centres this fall. "The War for Talent" phenomenon is expected to continue as employers battle to attract skilled workers. Student Employment Services staff welcomed guest speaker, Karen Yates from a Service Canada program called Information Technology Orientation (ITO) to learn more about the program and its services available. J. McDonald facilitated a presentation at the Adult High for approximately 100 high school faculty members on November 17<sup>th</sup> regarding fast facts about the College and Labour Market Trends.

**Centre for Students' with Disabilities (CSD)**

Students registered with the Centre for Students with Disabilities at the Pembroke Campus represent 6% of the total student population; 10% of the population at the Woodroffe Campus, and 11.5% of the population at the Perth campus.

The 2007 College Committee on Disability Issues (CCDI) AGM will be held at Fanshawe College in London from May 14-16, 2007. The theme of the conference is "Connecting for Student Success". A new element of the conference includes networking opportunities for support staff who work in Disability Services. CCDI has prepared Disability Services guidelines for the College Office responsible for developing funding projects directed at piloting and implementing dual credit initiatives. These guidelines aim to sensitize project owners to disability related considerations for system-wide approaches to accommodating HS students with disabilities participating in College credit initiatives.

The CSD External Advisory Committee meeting was held November 21<sup>st</sup>. 10 representatives from the community representing 3 School Boards and 7 Service Agencies attended. The purpose of the meetings is to keep members abreast of developments in services and programs at the CSD and to review common concerns and community initiatives impacting student success. On November 2<sup>nd</sup>, A. West Armstrong represented the CSD at the CHEO meeting with Cancer Survivors interested in pursuing a College education. On November 17<sup>th</sup>, L. Holm presented CSD services to teachers and guidance counsellors at AY Jackson High School as part of their professional development day. They requested tips to more fully understand their role in helping students become better self-advocates as part of their transition to College. L. Holm will develop a pamphlet to address that question. T. Connolly is developing a tool to clarify the process to determine the need for bursary requests. It is to assist both Counsellors and Financial Aid Officers across Colleges in making decisions regarding bursary coverage for any costs not covered by other agencies. This tool will be added to the provincial guidelines.

On November 13<sup>th</sup> and November 20<sup>th</sup>, J. Timms and J. Mann presented two half-day training sessions on assistive technology (Kurzweil and Dragon Naturally Speaking) to 6 teachers at Sir Wilfrid Laurier High School. The sessions which were held in the CSD Lab, were very well received, were fee for service and a by-product included a \$3000 sale of this technology in our College Computer Store.

**Health Services**

The volume of students served by our Woodroffe Clinic shows an increase of 9.7% from last year's figures. The client breakdown is 78% female and 6% are staff of the College. Health Services also saw 4 children from the Early Learning Centre and 25 adults from outside the College. There were 5 accident reports generated in October. The total number of clients who visited a doctor in October

was 784, which is 33% of the total. This is consistent with most months, as usually two-thirds of our visits are managed by a nurse without the need for a doctor's attention.

Vaccine clinics were conducted in both Perth and Pembroke for students requiring updates to comply with the requirements of their work placements. Several clinics were held to give the Veterinary Assistant and Technologist students their preventive rabies vaccine. Each student needed three doses to protect against accidental exposure in the workplace.

An educational session was held for Health Services staff about the new vaccine for Human Papilloma Virus (HPV) which is now available to help prevent cancer of the cervix.

Influenza vaccine was not available in October, but as of November 20th, approximately 800 shots were given. Nearly 2,000 shots will be given by January.

Health Services is collaborating with Brock University in a program with external funding called "Leave the Pack Behind". It helps young adults stop smoking, using printed materials, a web-site, and student peer contact people on each campus to assist with the effort.

### **Financial Aid**

D. Cardinal and L. Fielding attended the 2006 Fall Ontario Association of Student Financial Aid Administrators (OASFAA) Conference held in Toronto on November 9<sup>th</sup> and 10<sup>th</sup>. The Conference featured presentations on student financial aid by both the federal and provincial authorities.

Representatives from the Financial Aid Office participated in the "Make the Cut" Event at Carleton University on November 29<sup>th</sup>. This event was geared to Grade 11 high school students with learning disabilities or ADHD who are considering post-secondary education. The event was co-sponsored by the Paul Menton Centre for Students with Disabilities, Carleton University and the Centre for Students with Disabilities, Algonquin College.

### **Human Resources**

#### **Employee Services**

The College Job Evaluation Committee (Support) continues to meet regularly and to date there are approximately 98% of the Position Description Forms (first drafts) have been received. Of those, 375 position description forms have been evaluated by the committee.

There was a significant amount of labour activity during the month of November, including settlement of four individual grievances, an agreement to mediate a claim and the settlement of a large grievance dealing with temporary staff usage.

New grievances have been filed in the academic area this month and are all within the step process. A total of 96 grievances have been filed as a result of the Return to Work Protocol following the strike.

An award was issued in November by Arbitrator Stephens, with respect to a series of Union grievances regarding Standard Workload Forms (SWFs). The College is in the process of putting processes in place to address the terms of the award.

Part-time employees of Ontario's Colleges have formed a voluntary association (Ontario Public Service Employees of Colleges of Applied Arts & Technology, or OPSECAAT) in order to lobby the provincial government to grant them the right to unionize. The right to unionize is currently not available to this group of employees, as they are not covered under the Ontario Labour Relations Act or the Colleges Collective Bargaining Act.

**Pension and Benefits**

Activity in Pension and Benefits remains constant in November. A member of the pension and benefits team attended a Pay Equity Meeting in Toronto on October 19<sup>th</sup>. The Human Resources Director and Pension and Benefits Manager attended the presentation for Shepell fgi in November. The Pension and Benefits Manager along with one team member also attended a 2 hour in-house training seminar on Workplace Violence.

10 guests attended the Orientation Session on November 6<sup>th</sup> from the COMP Program (Connections Ottawa, a Mentorship Program for Internationally Educated Professionals & Skilled Workers). They wished to participate to observe how Canadian employees are oriented on the job. It was interesting to have the opportunity to meet these people and they were very appreciative of our time and effort.

There were three new hires for Support Staff in the month of November.

As part of the vacation liability management process, itemized statements were prepared denoting the days accrued, vacation taken, and the balance due from December 1996 to August 31, 2006, for all employees who have a vacation entitlement of 15 days or more. Itemized statements were also prepared for each employee by year, for all the employees who currently hold a negative vacation balance up to and including August 31, 2006. A total of 490 statements were produced.

Since October 24<sup>th</sup>, there have been 62 pension estimates for 20 staff members.

**STRATEGY AND BUSINESS DEVELOPMENT****Marketing Management Report****Planning**

Initial work has begun on the production of a brochure to support the Bachelor Degree programs and the Cooperative education component offered by the College.

Templates for the production of program specific brochures for use by the Schools have been distributed to Faculty Marketing Representatives and are now in use.

A "Score Your Dream Goal" Contest for high school staff, students, parents/guardian and staff from Newcomer Settlement Agencies is now underway.

**Graphic / Artwork:**

- Public Relations *Ottawa Citizen* Ads October 21, 28; November 4, 11, 15, 18
- CIP ad *Ottawa Citizen* and *Ottawa Sun* – October 24
- Part Time Studies ads (Distance Ed) November 16, 17, 21, 22, 23) local papers
- Senators Back lit sign finalizing artwork November 21
- School Ads: *Ottawa Sun* – October 22 media, October 29 generic ad, November 5 business, November 19 health and all mini banner profiles ran simultaneously
- *Ottawa Citizen* ad School of Advanced Technology November 18
- Completion and airing of 4 Faculty television commercials
- School of Part Time Studies (SPTS) Winter Term/Continuous registration promotional advertising:
  - Completion of alternate television commercial spots with donut revisions that incorporate promotional taglines promoting registration for the SPTS scheduled to run from November 13-24
  - Completion and airing of radio advertising spots to run from November 14-28
  - Interior Bus Advertising from November 20 – December 10:
    - 250 Buses featuring cards to promote SPTS
    - 250 Buses featuring cards to promote full time studies
- Full page ad in Canadian College Guide to promote full time studies
- *Macleans* web banner, Universities site
- Sun Publisher, Canoe web banner to run 13 weeks

- Launch of the Pembroke SPTS online version of the Winter Term onCourse Catalogue and online registration
- Launch of the Ottawa SPTS Winter Term online registration

**Institutional Research**

Institutional research is currently working with Public Relations and Career Education to advise graduates and employers of the upcoming KPI Graduate Outcomes and Employer Satisfaction surveys.

**Applied Research and Innovation**

Dr. Darin Graham has joined the Office of Applied Research as Acting Director. Darin brings with him several years of experience in research strategy and administration, including a leadership role at Communication and Information Technology Ontario (CITO). His expertise and wide network of research-related contacts will be invaluable as the Office of Applied Research implements a revitalization of the research vision and strategy of the college.

**Foundation**

Awards Tracking Committee: the Foundation has met with the following schools regarding the involvement and stewardship of donors: School of Advanced Technology, School of Business, School of Hospitality and Tourism.

The Transportation Technology Centre Campaign has received pledges to date totaling \$792,000. A cheque presentation for \$275,000 from Toyota Canada Media Presentation was held on November 28<sup>th</sup>.

Gifts in Kind: \$199,763 to date in donated items

Endowed Bursaries: \$189,000 received to date in endowed bursary donations

Animal Health Care Facility:

- Two \$5,000 donations
- Two gift in kind confirmed (Merial) \$2500
- \$5,000 gift in kind Bleekers

**Corporate Learning Services**

- CIDA Global Classroom Initiative proposed \$95,000 confirmed;
- CMC Electronics Leadership program contract for \$13,000 was signed and delivered;
- Zeibarth Electrical PM Training contract for \$4,000 signed;
- NRC Design contract was signed for \$4,500 to train "layout and typography" ;
- Discussions are underway with Centennial College to become Eastern Ontario delivery partner for Social Housing Services Corporation (SHSC) Energy Management Education Program – decision to be made before January 1, 2007. This is called Project Greenswitch.

**Strategy and Business Development – Community Involvement**

- Kanata Sunrise Rotary Club Community Meeting
- Mechanical Advisory Committee
- Out Care Foundation Event
- Direct Energy Presentation
- General Dynamics Presentation
- OCRI Breakfast Meeting
- Canadian Association of Gift Planners lunch meeting
- Perth Campus donor appreciation breakfast and the President's Coffee Break
- Awards Night-School of Advanced Technology
- Lenore Bunes Retirement Party and launch of the Lenore P Bunes APC Bursary
- Richard Altman Cook Award presentation for the Language Institute
- Outcare Foundation Celebration of Life Auction at the Ottawa Congress Centre



- Jim Orban, Just One Person Award Ceremony, Ottawa Senators Foundation Max Keeping Foundation and Ottawa University
- Nepean Chamber of Commerce Awards Dinner
- Stars of the City Awards Dinner
- Kanata Chamber of Commerce (two events)
- United Way Events (3)
- Nepean Chamber of Commerce Community Fundraiser
- Women's Business Executive Breakfast Meeting
- Ottawa New Car Dealers Association Meeting

## **PUBLIC RELATIONS AND COMMUNICATIONS**

### **Trades Vision Breakfast**

Working in collaboration with the Steering Committee for the Centre for Construction Trades and Building Sciences, the Department coordinated a breakfast in the Restaurant International on November 24<sup>th</sup>. The breakfast was called *'Dialogue on the Skills Agenda for the Construction Sector'* and more than 100 people, primarily from the Ontario Construction Association, attended the event, as well as Ministers Jim Watson and John Baird.

### **Victims' Summit**

The Department provided media relations assistance and event management support to organizers of the first Victims' Summit Conference which was held at Algonquin on December 4<sup>th</sup> and 5<sup>th</sup>.

### **Ontario Colleges' Marketing Competition**

The Department worked with representatives from the School of Business, providing assistance in various capacities during the Ontario Colleges' Marketing Competition held at the College on November 16<sup>th</sup> and 17<sup>th</sup>.

### **Disaster Planning Breakfast**

Working collaboratively with the College's Finance area, the Department assisted with the planning and hosting of a special breakfast meeting on December 11<sup>th</sup>. The breakfast was held in the staff dining lounge and featured keynote speaker, Kyle J. Cavanaugh, an expert in the field of disaster planning from the University of Florida. Invitees to the breakfast included Algonquin Deans and Directors, the Presidents of Carleton University and La Cité Collégiale, Rectors from the University of Ottawa and St. Paul's University, as well as Directors of Education from nine school boards and the CAO for the City of Ottawa.

### **Corporate Events**

Coffee Break with the President Series: The third annual Halloween Coffee Break with the President was held on October 31<sup>st</sup> in the main foyer of C building at the Woodroffe Campus. A Coffee Break with the President was also held at the Pembroke Campus on November 27<sup>th</sup>. These events provide staff an opportunity for staff to enjoy a cup of coffee, meet other staff of the College, and chat informally with President Gillett.

Breakfast with the President Series: Breakfast for New Hires: The President hosted a breakfast on November 2<sup>nd</sup> and November 13<sup>th</sup> for 17 new employees in the Staff Dining Lounge.

Retirees' Breakfast: A Breakfast for Retirees was held on November 30<sup>th</sup> and provided an opportunity for President Gillett to meet and thank recent retirees for their contribution to the College.

### **Media Relations**

There were approximately 125 media hits between September 22<sup>nd</sup> and October 30<sup>th</sup>.

**Media Coverage Highlights:**

Project Africa: The Public Relations and Communications Department continues to collaborate with the Strategy and Business Development Division regarding the series of 20 two-page spreads appearing each Sunday for the duration of the expedition in *The Ottawa Sun* regarding the Small World, Big Picture – Expedition Africa project. The following Algonquin staff and alumni have been featured in the Algonquin profile section of these features:

- November 5 – A Strategy and Business Development Division staff member regarding Sombra Café as a fundraiser for Expedition Africa
- November 12 – The Dean of the School of Hospitality and Tourism; The Director of the International Education Centre.
- November 19 – A Bachelor of Science - Nursing Student
- November 26 – An Early Childhood Education graduate and Premier's Award winner

October 25 - *The Ottawa Citizen* featured a full-page story regarding the Pembroke Campus' Personal Support Worker program.

November 1 – *Rogers Cable 22* featured an interview with the Dean of the School of Transportation and Building Trades regarding *Skilled Trades Day*.

November 9 – *The Ottawa Citizen*, *the Ottawa Sun*, *CBC TV*, *CTV*, *the A Channel*, *Ottawa Metro*, *the Globe and Mail* and *the Montreal Gazette* all featured stories regarding Michael Dell's visit to Algonquin College and the announcement of new jobs with Dell for the Ottawa area.

November 12 - *Rogers' Cable 22 DayTime* program featured an interview with the Coordinator of the Interior Decorating Program.

November 15 – *CTV* interviewed the Coordinator of the Geographic Information Systems (GIS) program and two of his students regarding the *GIS Day* event.

November 17 - *A Channel Morning* featured a live cooking segment with a Culinary Management Professor and an interview with the Dean of the School of Hospitality and Tourism in front of a live studio audience consisting of Hospitality students.

November 18 – *The Ottawa Citizen* featured a full-page feature story about the Dean of the School of Transportation and Building Trades regarding the proposed Centre for Construction Trades and Building Sciences.

November 22 – *CTV* interviewed the Coordinator of the Information Security Systems program as part of a story regarding the safety of online shopping.

November 22 – *The Barrhaven Independent* featured an Outdoor Adventure graduate who gave a presentation at St. Luke's Catholic School regarding his upcoming climb of Mt. Kilimanjaro in Kenya as part of the *Small World, Big Picture – Expedition Africa* project.

November 24 – *CTV* featured a story regarding the College's breakfast event called '*Dialogue on the Skills Agenda for the Construction Sector*' which was primarily attended by members of the Ontario Construction Association, as well as Ministers Jim Watson and John Baird.

November 27 – *A Channel Morning* interviewed a Carpentry Professor and student, an Outdoor Adventure graduate and an Outdoor Adventure student regarding their roles in the *Small World, Big Picture – Expedition Africa* project.

November 28 - *A Channel* interviewed the President following the Toyota donation of \$275,000.

November 29 – *A Channel Morning* featured six Outdoor Adventure and Outdoor Adventure Naturalist program students taking part in a Q & A session live via video link to Africa with *Small World, Big Picture – Expedition Africa* project leader Ben Webster.

December 6 – *The Ottawa Sun* featured two articles in their *JobBoom* section regarding the College's *Insights* course and the *ACEIT* program.