

**MANAGEMENT SUMMARY TO THE  
BOARD OF GOVERNORS  
October 2006****VICE PRESIDENT, ACADEMIC****New Programs/Initiatives**

The following new programs were successfully launched this fall with first semester registrations as follows:

	Projected Enrolment	Actual Enrolment
Baking and Pastry Arts	30	30
Computer Systems Technician (Pembroke)	27	21

The Motive Power Technician program (Pembroke) was suspended for the fall 2006 intake due to low enrolment. Plans are underway to replace this program with the Automotive Service Apprenticeship/Co-op/Diploma program.

**Recruitment**

The Career Sampler Series is a pilot project created by the School of Part-time Studies. The series was developed as a goodwill initiative to benefit and promote full-time programs at Algonquin College in targeted areas of full-time studies. The first offerings of the series included courses in:

- Media and Design (23 students registered)
- Hospitality and Construction/Trades (20 students registered)
- Police and Justice Services (23 students)

These one-week summer workshops are designed for youth, grades 7 and up. The last day of the five-day program is attended by parents to provide students an opportunity to demonstrate their completed projects, followed by a tour of the campus, and ending with a graduation ceremony. The series provides an opportunity for young people to explore careers and gain valuable take-home information to help prepare for a successful future. This initiative is unique in that it targets young students before graduating from high school and "awakens" them to educational opportunities at a community college to assist with their career path. The series was well received by both students and parents. Plans are underway to expand the series next year.

**Partnerships**

The Re-Entry and Specialty Nursing Programs Department and the Language Institute have joined to provide support for Internationally Trained Immigrants (ITIs). During the summer months, a language test placement was conducted by the Language Institute to potential students. A new course is being developed, "English for Health Professionals," which will be taught to students in the Polysomnography, Cardiac Studies and Respiratory Therapy programs.

The Language Institute and the School of Health and Community Studies have partnered to submit a proposal to develop curriculum and instructional resources for an enhanced language training program – ESL for Nursing: Preparation for Workplace Communication. Citizenship and Immigration Canada has approved the \$959,372 proposal. Curriculum and resources developed through this project will be fully transferable to any Canadian college or university providing Nursing education.

A joint appointment has been arranged between the Bachelor of Science in Nursing (BScN) program at Algonquin College in the Ottawa Valley and the Renfrew County Public Health Unit. Carla

Walters from the Health Unit will join the third-year teaching team to deliver curriculum on community health nursing.

The Nursing Studies Department and the Community Studies Department jointly submitted a proposal to the Ministry of Health Promotion, Communities in Action Fund, requesting support for a joint project that would involve undergraduate nursing students, recreation and leisure program students, and CHEO. The project will focus on obesity in children; developing educational strategies and a fitness program. The proposal, worth \$36,420, was approved.

### **School of Advanced Technology**

The Cooperative Education Department advised that a 100% placement rate (78 students) was achieved for September 2006. Many employers contacted the Coop Office seeking more students and were disappointed that we were unable to meet their requests. The office is working on placing 170 students for the winter term.

### **School of Health and Community Studies**

94.7% of the Respiratory Therapy students who took the Canadian Board for Respiratory Care (CBRC) registration exams this summer were successful.

The second graduating class of the Veterinary Technician program had a success rate on the Veterinary Technician National Exam (VTNE) of 82% .

Dental Assisting students had a 100% success rate on the National Dental Assistant Examining Board (NDAEB) exam written in June and 96.5% of the Dental Hygiene graduates successfully challenged the National Dental Hygiene Certification Board (NDHCB) exams.

### **School of Media and Design**

The Animation program, in collaboration with the International Education Centre, is delivering ten weeks of 3-D animation training to industry professionals in Johannesburg, South Africa. The contract is managed through the International Education Centre, with the professor supplied by the Design Studies Department. In addition, the National Electronic Media Institute of South Africa has purchased our three-year animation program curriculum.

### **Police and Public Safety Institute**

For the fifth consecutive year, graduates of the Paramedic program who wrote the Advanced Emergency Medical Care Attendant (A-EMCA) provincial qualifying exams were 100% successful.

### **School of Part-time Studies**

TESL Canada certification (5 years) has been received for the Teachers of English as a Second/Foreign Language (TESL) program. This recognizes that our program has met the standards established by the organization in terms of admission criteria and hours of theory and practice.

The Language Institute became a TOEFL testing site in July. Four sessions have taken place so far and we are approved for two more sessions in November and December.

### **Algonquin Heritage Institute**

The newest retention initiative at the Heritage Institute is the 2006 Math Camp. Invitations to this two-day event were sent to the first year Trades students where the focus is review of basic math, specifically with applications as to the importance of math in a trades program. Content included specific applications in our shops, a walking tour of Perth with a discussion on projects and how math was used to complete these projects. Demand for this new initiative was excellent with fifty students attending. Feedback from faculty and students has been positive.

**Algonquin College in the Ottawa Valley**

A public media release was held for the Algonquin College in the Ottawa Valley Economic Impact Study with attendance of over 60 people. In addition, Karen Davies, Dean, attended a Renfrew County Council meeting with Jamie Bramburger, Manager, Community and Student Affairs, to present the study.

For the fifth consecutive year, Algonquin College in the Ottawa Valley was awarded the Passport to Prosperity (PSP) contract. Total revenue is \$40,500. PSP is a provincial program that links employers to high schools, and complements the college's work with its local school boards.

The School has secured a two-year contract with Service Canada to continue to deliver expanded services at its Job Connect Career and Employment Resource Centre in Pembroke. Total revenue is \$252K.

**Learning and Teaching Services**

The New Part-time Faculty Orientation sessions ran in August and September. Five modules (four in class and one online) were offered with an average of 112 participants taking part in the various sessions offered over the three week period.

Focus on Learning, Part 1, was held in Kingston the week of August 14<sup>th</sup> with 41 participants from Algonquin College.

Teaching@Algonquin is a three day orientation program offered to new full-time faculty. It ran August 9, 10 and 11 with daily attendance averaging 25 participants.

The Teaching Adult Lifelong Learners (TALL) is a program designed for part-time and full-time faculty. There are three courses running this fall with sections at Woodroffe and Pembroke. The Woodroffe section of the Orientation course had to have its maximum registration increased to accommodate the demand. As well, there are 11 teachers from a Chinese Delegation participating in a modified version of the program.

**Support Staff Activity**

Carole Smith, Program Support Specialist, Distance Education, is this year's recipient of the J.D. Stewart Award for Leadership and Excellence (support staff). Carole will receive the award at the Heads of Continuing Education Conference to be held in Thunder Bay at the end of September.

**Faculty Activity**

Turin Lucas, Professor, Game Development program will be sitting on a First Nations New Media panel at the Future Play Conference in London in October. He will be discussing his experience working with First Nations people in the context of game development.

Andrea Emery, Professor, Graphic Design program, attended the TypeCon2006: 8<sup>th</sup> Annual Conference on Everything Typographic in Boston from August 8-13, 2006. To obtain a discount on the conference fee, she volunteered to help with the conference and had the remarkable experience of putting together a video on the year's Society of Typographic Aficionado's award winner, Adrian Frutiger, an "iconic demi-god who has created amazing typefaces we use every day." Her efforts were lauded by conference organizers.

Fred Davidson, Recruiter/Marketer, participated in a "Green and Restoration Fair" held in Port Hope on June 17, 2006. The event was hosted by the Architectural Conservancy of Ontario which is a strong promoter of our Heritage Programs, providing bursaries for our students.

Lisa Shaw-Verhoek, Professor, Social Service Worker (Perth), participated in the CAAT Social Service Educators Association Conference held in Ottawa from June 12-15, 2006. Lisa made a presentation on the Salvaide Project undertaken by our SSW students in Winter 2006. This unique partnership with Salvaide resulted in our students traveling to El Salvador for a study tour.

The Canadian Heritage Foundation annual conference will be held in Ottawa in October, 2006. Dave Osborne, Coordinator, Heritage and Trades Construction, will be presenting at this conference. As well, the Institute will have a table to promote our programs. The Canadian Heritage Foundation, through Douglas Franklin, Advisory Committee member, has donated three free registrations for Heritage students.

Jane Trakalo, Professor, Child Youth Worker program, and Carl Tool, Professor, Developmental Services Worker program, recently completed the Therapeutic Crisis Intervention (TCI) Update course at Cornell University. This certification program is designed to develop, maintain and strengthen the standards of performance for individuals who have successfully completed the requirements of the two-day training. The process of certification affirms the commitment of Cornell University to ensure that TCI is implemented in child caring facilities in a manner that ensures the developmental needs of children and the safety of children and staff.

### **Donations**

Hyundai dealers, Michael Davies, West Ottawa Hyundai, and Greg Stuart, Pathway Hyundai, presented the Algonquin College Foundation with a check for \$50K. As well, Subaru Canada, in conjunction with its Ottawa Dealers, Hugette Koller, Otto's Subaru, and Mrs. Mierens, Ogilvy Subaru, presented the Algonquin College Foundation with a check for \$32,500. This brings the total amount received by the Foundation on behalf of the Transportation Technology Centre to approximately \$750K.

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

### **College Ancillary Services (CAS)**

Retail Operations are performing well, showing a positive variance in revenue targets, while most other units are on target. The Algonquin Publishing Centre (APC) is tracking slightly behind targets with respect to revenues, as many forms of traditional printing/copying continue to migrate to digital formats or to other print devices. We continue to strengthen and expand the services of our Design Unit in the APC in an attempt to mitigate some of these kinds of losses.

The Conference Services Department had a successful summer, as the College hosted a number of groups during the May - August period. Notable clients were the *Canadian Quilters Association*, the *World University Service of Canada* and the *Ontario Summer Games*.

The Residence has had a successful start-up this year, with much positive feedback obtained from parents, students, and the College's Student Services Department.

### **Finance and Administrative Services**

Algonquin College's audited financial statements were completed in June and more than a dozen smaller audits were completed during June and July. The Q1 Budget process was completed in September and will be presented at the October meeting of the Board of Governors.

Deloitte was the successful respondent to the RFP issued over the summer for an implementation partner for our PeopleSoft Finance System upgrade. The extra staff required to backfill the implementation team joined the department in August. Work on the project commenced in September, with the implementation team expected to move off-site by the beginning of October.

Preliminary meetings with the City of Ottawa, Carleton University, University of Ottawa and La Cité collégiale were held over the summer for the Pandemic Planning project. Further meetings are scheduled for early October.

**Information Technology Services (ITS)**

Information Technology Services successfully completed several projects to upgrade computing facilities and infrastructure for the College, as follows:

- Replacement of older equipment and upgrades in capacity for College computing services, including Blackboard, ACSIS and GeneSIS;
- Replacement of the Uninterrupted Power Supply (UPS) in the College server room;
- Replacement and upgrade of several networking components, including switches and routers;
- Addition of 9 new e-Classrooms, and equipment replacement of aging equipment in dozens of other e-Classrooms;
- Replacement of over 300 computers in computer labs.

The ITS Service Desk processes were updated to provide better client service to students, faculty and staff.

**Physical Resources****Animal Health Care Facility**

This project comprises the construction of a stand-alone facility for the Veterinary Technician series of programs to be constructed in the east portion of the Woodroffe Campus, south of the new Students' Association Sports Field facility. The single storey facility will be approximately 10,000 gross square feet in size, with a variety of surgical and treatment labs, and student/faculty facilities primarily for small animal focus with provision for large animal orientation.

The design for this project is 95% complete; construction commenced in June 2006 and is now 40% complete, with a planned occupancy permit date of December 14, 2006. The project is on budget at \$3.4 million.

**Renovation and Renewal Projects**

A wide range of renewal and renovation projects took place during the summer months, including, at the Woodroffe Campus, the construction of a Video Conferencing facility, in conjunction with the Health Sciences Simulation Centre; a new Electrical Lab for Apprenticeship training; the renewal of a large theatre-type classroom; roof replacements of large sections of "A" building; ventilation improvements at Perth Campus, and the renovation of the Pembroke Campus cafeteria/food lab.

**Energy Savings Contract Initiative**

The implementation of an approximately \$6 million project to renew aging lighting, ventilation and building envelope systems, to save energy and improve the learning and working environment, has commenced. Direct Energy Business Services and Algonquin College are working together to implement this initiative over the next year and will use the resulting energy savings to pay for the improvements over ten years.

**Registrar's Office****Registration Statistics**

*Post-Secondary/Post-Diploma Registrations:* For the 2006 Fall Term, as of September 11 (10<sup>th</sup> day of term and last day to withdraw with refund), Net Registered students stood at 12,744. It should be noted that there are ~120 students projected, but not yet registered, for programs with late start dates in the Fall Term. The breakdown of the 12,744 registered is as follows:

Faculty/School	Approved Projection		Net Registered	
	Entry Level	Returning	Entry Level	Returning
Faculty of Arts, Media and Design	1,741	1,041	1,748	888
Faculty of Business and Hospitality	1,892	1,829	2,006	1,975
Faculty of Health, Public Safety and Community Studies	1,643	1,413	1,708	1,361
Faculty of Technology and Trades	1,460	1,034	1,445	1,088
Algonquin College in the Ottawa Valley	434	130	374	124
School of Part-Time Studies	18	0	27	0
<b>College Totals</b>	<b>7,188</b>	<b>5,447</b>	<b>7,308</b>	<b>5,436</b>

With the assumption of the historical rate of attrition from day 10 to audit count date (November 1), it is anticipated that the audit date enrolment will meet the projected enrolment of 12,635.

*Continuing Education Registrations:* Continuing Education registrations for the 2006 Fall Term, as of September 18, stood at 10,901 as compared to 11,771 at the same time last year. The term registrations to September 18 represent 80.2% of the projected enrolment. Registration continues throughout the term.

#### Admissions Statistics

As of September 9, the OCAS statistics for the 2006 Fall Term indicate that, for *College Choices* (i.e. number of individual applicants to Algonquin), our Non-Secondary School applicants are down -3.2% from last year, Secondary School applicants are -1.4%, with an overall decrease in applicants of -2.4%. Province-wide, the variances are -1.2%, -1.6% and -1.4% respectively.

As of September 9, 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 down -2.8% from last year, Secondary School applicants are -2.2%, and overall we show a decrease of -2.5%. Province-wide, the variances are 0.9%, 0.0% and 0.5% respectively.

*Confirmed Acceptances* (those who accept our offer of admission) were up 6.5% from the same time last year. Province-wide, acceptances were up 2.1%.

#### Start of Term, 2006 Fall

We have received very positive feedback from clients and various departments about how well the term start-up went. On August 28, the first day of class, the Registrar's Office staff served 1,088 clients in-person – the average transaction time was 8 minutes and the average waiting time was 15 minutes. Overall, for the first week of term, we served 3,717 clients in-person, with an overall average transaction time of 8 minutes and average waiting time of 9.16 minutes. The Ambassadors from the Registrar's Office were posted in key locations outside the office for the weeks of August 21 and August 28 and were able to ensure that students were directed to the right place (whether within the Registrar's Office or beyond).

#### Fall Convocation (Ottawa)

The Fall Convocation Ceremony for Ottawa Schools is scheduled for Monday, October 23<sup>rd</sup> (8:00 p.m.) in Southam Hall at the National Arts Centre.

**VICE PRESIDENT, STUDENT LIFE AND HUMAN RESOURCES****STUDENT SERVICES****Director's Office, Student Affairs and Orientation**

The Student Services Support Staff PDF Classification review is almost complete. The training day for the new Students' Association Leaders and Residence Advisors was held on June 20th.

A successful Summer Student Appreciation Day was held on July 20<sup>th</sup> and it was attended by 1100 people. Orientation 2006 was successful thanks to the hard work of the Orientation team and many volunteers. Campus Preview hosted 2,600 participants. Orientation week activities included a financial aid presentation by Yuk Yuk's. Students were treated to coffee at the Welcome Back Coffee Event on August 28<sup>th</sup>. Pizza Day was held on August 29<sup>th</sup> with approximately 6,000 slices of pizza being served to students. The Haunted Walk tour was held on August 30<sup>th</sup>. A new orientation event, Aerial Experience, was held at Camp Fortune on September 1<sup>st</sup>. And lastly, Ikea Student Madness was attended by approximately 400 Algonquin students.

Parents Preview was held on August 24<sup>th</sup>. Positive feedback was received by all. The third annual Residence Survival had a western-theme and was held on August 27<sup>th</sup>. Rain forced an inside venue, but participation was high with 772 students in attendance.

Preparations are underway for the Student Services student retention campaign called "Let's Talk". This year's campaign will feature a series of 5 posters which provide students with information about the different resources and support available to help students complete their program. The campaign will be launched in early October 2006.

**Student Employment Services**

The Student Employment Services and the Ottawa Talent Initiative (OTI) collaborated to co-host an IT networking event which featured consulting firms from the Ottawa area. The event was hosted at the Woodroffe Campus on July 13<sup>th</sup>.

Raywall Kitchens was on campus recruiting students for employment from the architectural program in late July.

Student Employment Services and Student Affairs and Orientation co-hosted the 3rd Annual Campus Connections event. Students were able to network with over 40 employer booths representing part-time employment on- and off-campus, internship opportunities, volunteer experiences, on-campus clubs, and much more.

The Algonquin Student Employment Office is partnering with OCRI and three other local academic institutions to work on an IT job event. This event will take place on February 12, 2007, at the Westin Hotel and will feature small and medium sized companies in the high tech sector.

**Counselling Services**

Counselling Services held its annual Tragic Event Response Team (TERT) training day in August. The main training topic was *Cultural Considerations in Critical Incident Response*.

In August, Counselling Services held Residence Advisor training and covered topics such as Sexual Harassment, Establishing Boundaries, Crisis Intervention, and Cultural Awareness.

During September, recruitment was actively underway for Peer Tutors. Two training sessions for new peer tutors were held. A student focus group was held to obtain suggestions for client service improvements to the Career Centre. Counsellor walk in services were available in the first two weeks of classes and a total of 225 students were seen. Counsellors began their regular rounds of class visits to raise awareness of services and over 80% of Algonquin programs have been visited

so far. The Multicultural Buddy Network held its first Open House Drop-in and over 100 students joined the network. On September 19<sup>th</sup>, Residence held an open-house for its Outreach Program activities. The Counselling team met with the Students' Association Directors to gather feedback on services and get the SA Directors' perspective on current needs.

**Health Services**

Sarah Brown is the new part-time Nurse for Health Promotion. She is a graduate of the Algonquin/University of Ottawa collaborative BScN program. She will be coordinating programs on-campus and in the residence, and directing those students employed in Health Promotion activities. Sarah will also be cooperating with BScN students assigned to the Algonquin campus during the Community Health part of their curriculum. Health Services is pleased to welcome Sarah.

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

In August, the CSD implemented its after hours and holiday voice message menu of options to better serve clients, as well as its new electronic client case data base and reporting system. This facilitates case management among the CSD team, namely the Disabilities Counsellors, the Learning Strategist, the Adaptive Technologists and the Academic Advisor who have the capacity to consult the student's electronic file to monitor and assess the student's engagement in their support services.

The renovations to the CSD Test Room located in room C210 have been completed. As a result, the disruptive noise and echo levels have been greatly reduced. This constitutes an improved learning environment for students who are receiving test/exam accommodations in the Test Room.

In September, the CSD implemented its loaning library software program to track and catalogue all the adaptive technology, e-texts and assistive aids that are available to support students in their academic programs and courses.

CSD offered daily workshops during a two week period in September to CSD students on Learning Strategies and Assistive Technology in the John Burton Adaptive Technology Lab.

**Financial Aid**

It has been a successful 2006 peak period in Financial Aid. Over one thousand students took advantage of the Early Release Week to pick up their financial aid funding prior to the start of their first week of classes. There was a dramatic increase in the number of clients taking advantage of the six days of extended office hours.

**Human Resources**

The Academic and Administrative Benefit audit was sent out in May 2006 and the Pension and Benefit team have been reviewing and reconciling the data over the summer months.

Buybacks due to the 2006 Academic Strike period involved 49 costings sent to employees, and 14 buybacks completed.

CAAT Pension Statements were sent out September 1<sup>st</sup> which has resulted in many inquiries and calls to review statements.

OPSEU increases for Support Staff effective September 1, 2006 were enacted as well as the OPSEU increases for Academic Staff effective September 1, 2005 and September 1, 2006.

The Applicant Tracking System was implemented at the end of July and is fully functional. The development of the system was completed within budget and on time. The feedback from hiring managers and applicants has been very positive regarding the ease of use and suggestions for changes have been incorporated.



The New Orientation for Staff was launched on June 19<sup>th</sup> on a bi-weekly basis. To date, four orientation sessions have been held including the Academic Orientation held on August 8<sup>th</sup>, which was attended by 25 new faculty.

Work has been ongoing over the past 6 weeks on the HRIS review project, with a consultant having been retained to perform an independent analysis of the functional gaps and technical risks of our current system. The report has now been completed and circulated to the senior management level for feedback. The findings will now be presented to Corporate and College Technologies, and then to the President's Executive Committee in mid-October. It is hoped that Phase 1 of the formal project will be initiated at that time.

## **STRATEGY AND BUSINESS DEVELOPMENT**

### **College Marketing & Enrolment**

The College's Promotion Campaigns are well underway. Efforts include:

- A 'Welcome Back' campaign for new and returning students;
- Radio advertising for Open House;
- Ontario College Marketing Competition designs and concepts completed;
- Newspaper advertising including: National Capital Sun, Ottawa Citizen, Ottawa Sun, Globe & Mail;
- Magazine advertising including: Next Step Magazine, Next Step Parent Guide.

College Recruitment - The recruiting team has finished booking visitations at schools and events in Ontario and parts of Quebec. While the recruiters are on the road, their presentation and recruiting schedule are posted on myAlgonquin.

### **International Education Centre**

Recruitment efforts are continuing overseas with visits in the summer and fall to several countries including India and Trinidad. Visits are scheduled to Vietnam, Kazakhstan, Indonesia, Turkey, Japan and several other countries.

South Africa - Training for the MOU with the National Electronics Media Institute of South Africa (NEMISA) started in September with five Algonquin staff members traveling to Johannesburg to deliver the initial ten week training. Algonquin's full-time Advanced Animation program will be launched in January 2007 in Johannesburg with a value of \$343,129.

ACAATO Africa Project - Algonquin has been chosen as the lead college in a potential collaborative project related to AIDS in Africa. The initial work will be an exploratory trip on behalf of eleven partner colleges to complete a needs analysis of health education requirements in three African countries. The college is working closely with the 11 partner colleges, and the Stephen Lewis Foundation. The trip to Africa is scheduled to take place in the early part of 2007.

China - The CIDA funded READ (Reinforcing Education Access to Development) program is proceeding well. A study visit by four members of the Sichuan Ganzi College for Nationalities will take place at Algonquin from September 23<sup>rd</sup> to October 8<sup>th</sup>.

As part of an agreement between Algonquin College and Jiaotong University in Nanjing, China, eleven professors from Jiaotong are spending the fall 2006 semester at Algonquin. During their visit, they will be following a teacher training program. The program will deal with the Canadian methods of teaching at the post-secondary level. As well, there will be a shadowing of their subject counterparts at Algonquin. The program is part of a partnership which should lead to Jiaotong University offering Algonquin's technology program at its campus in China.

Kuwait - Plans for the establishment of Algonquin Canadian College of Kuwait are proceeding. Specifications for the facilities for the new college have been established by our college and are being used by our Kuwaiti partners towards the design of the new college. Two members from Algonquin are planning to visit Kuwait in November to meet with officials of the Orient Investment Company.

Internships - The college received CIDA funding for 3 graduates to work overseas for a period of six weeks in their respective fields of specialization. Two placements are taking place in Goa, India in the field of Health Education and Social Services. The third placement is in the area of Radio Broadcasting and it is at the Cape University of Technology in Cape Town, South Africa.

Delegations - During August and September, several international delegations visited the college including representatives from the following institutions:

- The Health Care Department Education Centre of Zadkine –Rotterdam, Holland.
- Ranjita Institute of Hotel Management – Bhubaneswar, India.
- A delegation of 22 educational teachers from India. This was organized by DFAIT in cooperation with the Maharashtra Economic Development Council. The areas of interest were in Aviation, Animation and Health Sciences.
- A delegation from Mangosuthu Technikon in South Africa. The visit was organized by the ACCC.

### **Contract and Corporate Learning Services**

CIDA Global Classroom Initiative (GCI) – Algonquin selected for Canadian International Development Agency's Global Classroom Initiative – Value \$95,000.

First Generation and 'At Risk' Students – Student Ambassador Program for First Generation Students – Received a provincial grant valued at \$50,000.

Student College Work Initiative (SCWI) – Enhance First Generation Students linkage to and support in College -Value \$60,000.

Community in Action Fund – In collaboration with Health and Community Studies Department, funding prepares a work placement project for the two year Health Promotions Diploma program – Value \$50,000.

Professional Development Program – College Administration Staff – In collaboration with Human Resources, launched new PD program for administrative staff in June 2006; final completion is scheduled by December.

### **Algonquin College Foundation**

Transportation Technology Centre Campaign - \$792,000 in pledges has been raised to date. A variety of publicity events have occurred. Subaru Canada, Otto's Subaru and Ogilvie Motors attended a publicity event focused on thanking the Subaru leadership donations. A thank you ad appeared in *The Ottawa Citizen* on September 22, 2006. In addition, Nissan Canada placed ads in media outlets across Canada announcing their \$150,000 donation to the Algonquin College Foundation Transportation Technology Centre.

New pledges include:

- Ottawa Honda \$25,000 pledge
- Civic Honda \$25,000 pledge
- Hunt Club Honda \$25,000

New Annual / Endowed Bursaries / Scholarships:

- Pat Hopp Memorial Bursary established - Tourism program (Annual)

- Benson AutoParts Scholarship (School of Transportation)
- CRS (Contractors Rental Supply) and Friends Bursary- Endowed Trades Bursary
- MKI/Algonquin Travel-Endowed Hospitality and Tourism Bursary
- Doug Murray Life Bursary
- Doug Murray Art History Class Fund Award
- Tyler Page Generosity of Spirit Award
- GirlTrex Bursary- Established for Outdoor Adventure program in Pembroke (Annual)
- Tai Lang Liu and LinHai Tran Emergency Bursary-(Annual)
- Lenore P Bunes Bursary (School of Media and Design)

**Animal Health Care Facility:**

- Major gift calls are underway.
- \$10,000 in individual five year pledges received.
- Private Foundation calls are underway (five foundations identified as targets for Animal Health Care Facility).
- Direct Mail update letter on Animal Health Care Facility sent to 250 Veterinarians.
- Merial Canada Inc. was the first pharmaceutical company to donate. Merial paid for the animal scale (\$1750) and will be donating two mini fridges as well as product for the facility. A publicity opportunity took place in mid August.

**Lucky Payday Staff Lottery:**

- The Lucky Payday Staff Lottery is underway with winners being announced by-weekly.
- This year's proceeds will go towards the Algonquin College Staff Student Bursary with each dollar being matched 1:1 by the OTSS program.

**Academic Partnerships**

PASS proposals have received funding for 2006/07. Algonquin will be implementing three projects a) Triple Play, b) Algonquin Connection, and c) ROAD to Success.

Triple Play implementation has already begun with 15 students who are taking courses at Algonquin. Students are registered in full-time day courses or CE blended courses. Students have received their

- Orientation to the College, Blackboard and email;
- Instaguide,
- Orientation t-shirt;
- Viewbook;
- Required text books/materials.

**Applied Research and Innovation**

Premier Dalton McGuinty, (also Minister of Research and Innovation), recently announced \$3.6 million funding for the College Network for Industry Innovation (CNII) through the Ontario Research Commercialization Program. Algonquin College is part of the CNII network which has been developed to more effectively expand and coordinate the provision of applied research and commercialization services to Ontario businesses. College research is focused on industry problem-solving strategies (market pull) which is different from a university-based, discovery-focused approaches (technology push). This funding announcement is a significant breakthrough in provincial support for college research capacity building. Details of the award and related program implementation are still being negotiated.

**Strategy and Business Development in the Community**

Success of the Strategy and Business Development Division is in part related to efforts to connect with individuals. Algonquin's staff connected with the following organizations:

- Ottawa Kiwanis Weekly Meetings
- Kanata Chamber of Commerce Annual General Meeting

- Women's Business Network 25<sup>th</sup> Anniversary
- Canadian Border Security Services
- Ottawa Paramedic Services
- Association of Fundraising Professionals Audio Conference - Major Gifts
- Nepean Chamber of Commerce Golf Tournament (Bursary established)
- Perth Community Foundation Event (Bursary established – speaking engagement)
- Ministry of Municipal Affairs and Housing
- AFP-Association of Fundraising Professionals Seminar-Raising More Money Benson AutoParts Golf Tournament (Bursary established – speaking engagement)
- Contractors Rental Supply Golf Tournament (Bursary established – speaking engagement)
- Heart Institute/Perth Hospital Golf Tournament (Perth prospects)
- Child and Youth Friendly Ottawa
- Canadian Football Association Event (Sports Management Bursary prospects)
- Department Canvasser for United Way Campaign
- Foundation Rep for PR Storyboard Committee Meetings
- Natalie Sylvestere Golf Tournament (Bursary established –Foundation publicity event)

## **PUBLIC RELATIONS AND COMMUNICATIONS**

### **Annual Report**

The College's 2005 *Annual Report* has been submitted in a web-based format according to Ministry guidelines and is now posted on the College's web site.

Public Relations / Marketing Presentations: The Director of Public Relations and Communications, together with the Director of Marketing are attending Executive Deans and Deans' staff meetings to discuss College promotion.

### **Government Relations**

Premier McGuinty Visit: The Department assisted the Premier's Office to host an event in the Advanced Technology Centre on July 21<sup>st</sup> where Premier McGuinty announced new funding from the Ministry of Research and Innovation for Ontario's *Ideas to Market Strategy*. The Premier was given a tour of the Photonics labs by President Gillett and Jan Boogerd, the acting Dean of the School of Advanced Technology.

John Baird and Pierre Poilievre Visit: John Baird, MP for Ottawa West-Nepean, and Pierre Poilievre, MP for Nepean-Carleton, were on the College's Woodroffe Campus on September 5<sup>th</sup> outside of the First Class Bookstore to highlight new tax changes for student text books, scholarships and bursaries.

### **Awards**

CIPA Awards: The Algonquin College Simulation Centre for Health Studies has been selected as a finalist for a Canadian Information Productivity Award (CIPA). The CIPA awards are centered on "excellence" and celebrate the impressive ability of Canadians and Canadian organizations to change, adapt, innovate and compete in a competitive landscape. Recipients will be announced in Toronto on November 1<sup>st</sup>.

### **Corporate Events**

President's Breakfast: The annual President's Breakfast to mark the beginning of another academic year was held on August 15<sup>th</sup>. Over 800 full- and part-time faculty and staff attended the event. President Gillett addressed the group to set the direction for the College in the upcoming year.

Hyundai and Subaru Donations: The Department collaborated with the Algonquin College Foundation to help plan and successfully execute two separate events highlighting the donation of \$50,000 from Hyundai Canada on June 10<sup>th</sup> and \$30,000 from Subaru Canada on August 28<sup>th</sup>.

Pembroke Convocation: The Department has been working with the Pembroke convocation committee to redesign the look of the ceremony which was held on September 30<sup>th</sup>.

Project Africa: The Department worked with the Strategy and Business Development Group in the official media launch of the Small World, Big Picture – Expedition Africa project. The launch was held in room T102 and featured His Worship Mayor Bob Chiarelli as guest speaker.

Ontario Colleges' Marketing Competition (OCMC): The Department has been working with professors from the School of Business to assist them in the organization and logistics of hosting the 2006 Ontario Colleges' Marketing Competition at Algonquin on November 16<sup>th</sup> and 17<sup>th</sup>.

### **Community Relations**

United Way: As the Department responsible for the events portion of this year's United Way campaign, plans are unfolding as we host the following four signature events: The Wine and Dine event which took place on Wednesday, September 27<sup>th</sup> in the Restaurant International; the Kick-off Breakfast on Friday, September 29<sup>th</sup>. The Fifth Annual Head-Shaving Challenge will take place October 19<sup>th</sup> at noon in the Marketplace Food Court; and finally, the official Touchdown event on Friday, November 3<sup>rd</sup> at 10:00 a.m. in the Marketplace Food Court.

### **Media Relations**

There were approximately 185 media hits between June 1<sup>st</sup> and September 22<sup>nd</sup>.

### **Project Africa**

The Public Relations and Communications Department has been collaborating 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 have been featured in the Algonquin profile section of these features:

- September 10 - The Director of the International Education Centre.
- September 17 - An Expedition Africa Web Technician within the College's Learning and Teaching Services
- September 24 - The Chair of Design Studies in the Faculty of Arts, Media and Design

June 6 – 9 - Convocation Coverage:

- June 6 - The *Ottawa Sun* published an article profiling a 2006 Bachelor of Science in Nursing graduate and Registered Nurses' Association of Ontario (RNAO) Student of Distinction Award recipient.
- June 8 – *CTV Sports* featured a story about a 2006 Police Foundations graduate and Ottawa 67's goalie.
- June 9 – The *A Channel* aired an Algonquin Convocation story featuring a 2006 Scriptwriting graduate.
- June 10 – *The Ottawa Citizen* published a full-page Algonquin College Convocation feature, profiling the following faculty, students and alumni:
  - o The 2002 Police Foundations Graduate and 2006 Convocation Keynote Speaker.
  - o The Correctional Worker program Coordinator and winner of Algonquin's 2006 Laurent Isabelle Award.
  - o A 2006 Civil Engineering Technologist program graduate.

June 7 – Rogers DayTime featured an interview with the Coordinator of the Bachelor of Applied Arts -Interior Design program, regarding the program and Bachelor Degrees in Applied Studies at Algonquin in general.

June 9 – *Nepean This Week* featured a front page story of the Coordinator of the Commercial Pilot and Aviation program regarding the launch of the program.

June 21 – *Report on Business Television (ROB TV)* featured an interview with the Chair of Design Studies in the Faculty of Arts, Media and Design regarding current job opportunities in the printing industry.

July 8 – *The Ottawa Citizen* featured a profile of an English Professor in the Faculty of Technology and Trades and the winner of a 2006 Capital Educators' Award.

July 21 – All major media outlets featured coverage of Premier Dalton McGuinty's Market Strategy announcement made in the Colleges Advanced Technology Centre. The President and the Chair in the Faculty of Technology and Trades were featured during the Premier's tour of the College's Photonics facilities.

August – *Canadian Florist Magazine* featured a profile story of two Florist program students who received awards at the Canada Blooms florist competition.

August 23 – *The Ottawa Business Journal* featured an interview with the Marketing and Management Studies Coordinator in an article regarding Algonquin Business students on work placement.

August 24 – *CBC TV News* aired a story featuring a Coordinator in the School of Part-time Studies regarding a course for effective web searching.

August 24 – 30

Back-to-School Coverage:

- August 24 - *CBC TV News* featured a story regarding Orientation Week activity at Algonquin College.
- August 28 – *CTV News* aired an interview with the Vice President of Student Life and Human Resources regarding Orientation Week activities, as well as a separate story featuring the President and the Students' Association President regarding enrollment.
- August 28 – *A Channel Morning* featured four live segments from the Woodroffe Campus Welcome to Students event, featuring interviews with the President, the Students' Association President, the Student Life and Employment Team Leader and the Captain of the men's Thunder soccer team.
- August 30 – *Ottawa Metro* newspaper featured an interview with the Vice President of Student Life and Human Resources regarding Orientation Week activities.

August 28 – *The Ottawa Sun* featured an interview with the Dean of the School of Part-time Studies regarding the new Military Arts and Science program.

August 30 – *The Toronto Sun and The Ottawa Sun* (Sept. 6) published a story about the College being named a Nursing Hub of Excellence featuring an interview with the Chair of Nursing Studies and a student in the Critical Care - Nursing program.

September 15 – *A Channel Morning* featured four live interview segments regarding the launch of the Small World, Big Picture – Expedition Africa project. Interviews were held with the Executive Director of the Strategy and Business Development Division and the Director of Learning and Teaching Services.

September 15 – *The Ottawa Sun* featured a story regarding the launch of the Small World, Big Picture – Expedition Africa project with an interview with the Executive Director of the Strategy and Business Development Division.

**Upcoming Media**

*The Ottawa Sun* will publish two-page spread features regarding the Small World, Big Picture – Expedition Africa project each Sunday until the completion of the expedition in January 2007. Each edition will feature a “mini-profile of an Algonquin College staff, student or alumnus.

*The Globe and Mail’s* annual “Report on Canadian Colleges” issue on October 26 will feature an interview with the Executive Dean of the Faculty of Technology and Trades, regarding current trends in enrolment for high-tech programs.

*Rogers’ Cable 22 DayTime* program will feature monthly design and cooking experts from Algonquin College.

*The A Channel* will feature an A Channel Morning segment live from the College’s leading-edge Television Broadcasting program studios in the N Building on the Woodroffe Campus (date TBD).

*A Channel Morning* will feature the School of Hospitality and Tourism with a live cooking segment by one of our culinary chefs, an interview with the Dean of the School of Hospitality and Tourism in front of a live studio audience consisting of Hospitality students on November 17<sup>th</sup>.