

IT ALL ADDS UP

Employers tell us they're looking for the complete package. They want well-rounded candidates who have the hard skills necessary to get the job done plus the soft skills required to succeed in the workplace.

Ontario's Ministry of Training, Colleges and Universities provides a framework of Essential Employability Skills in six categories – communication, numeracy, critical thinking and problem solving, information management, interpersonal and personal skills – but at George Brown College, we're not stopping there.

We conducted our own research among GTA employers to ensure we understood the specific needs of our urban community. We're giving our students the opportunity to gain a broad

spectrum of workplace-ready skills through field education, simulated work environments, applied research projects and countless in-class and out-of-class experiences.

Empowered with the broad range of skills employers are looking for, our graduates fill critical vacancies in Toronto's workforce. They become the nurses, business analysts, marketers and other skilled employees our economy needs to thrive and grow.

In this year's annual report, you'll meet recent graduate Sarah Butler, who uses the communication skills she learned at George Brown to build strong relationships with clients and subcontractors in her work for construction company EllisDon.

You'll hear about business student Julia Mackenzie, whose involvement with the George Brown College Student Association helped her become an ambitious self-starter.

And you'll get to know Joao Paulo Guedes, whose field education placement in India allowed him to build cross-cultural skills while gaining the experience he needed to land a job at outerwear manufacturer Canada Goose.

Of course, our students aren't the only ones constantly honing their skills. In these pages, you'll see how George Brown's staff and faculty are demonstrating their own capability to adapt and innovate, as we develop new programs, partnerships and facilities to meet the changing needs of our city.

We hope these stories inspire you to support George Brown in this important work, whether by joining a Program Advisory Committee, partnering with us on field education or applied research, or making a financial contribution.

Together, we can ensure that Toronto's next generation of workers has the hard skills plus the soft skills necessary to build successful careers, and a more successful city.



Adado

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PRESIDENT,
GEORGE BROWN COLLEGE



Por MA

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CHAIR, BOARD OF GOVERNORS
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SCOTIABANK
RETAIL DISTRIBUTION, CANADIAN BANKING



"Game design is like a soccer match – no matter how good you are, you're not going to succeed without your teammates."

ROHAN NAIDU

"It was really important to me to have teamwork and leadership skills on my resume."

UNAI CABEZÓN

In the video game design industry, teamwork is essential.

That's why students in our Digital Design – Game Design postgraduate program learn in a simulated studio environment, developing commercial-quality games as a group and collaborating with artists, programmers and industry partners. This year's class worked together so well that they decided to incorporate their studio, 13AM Games, as a real company. Classmates Unai Cabezón and Rohan Naidu both travelled across the globe to be part of this program, with Unai hailing from Spain and Rohan from India, and they agree it was worth the trip. In Unai's case, the program led to a job offer much sooner than he anticipated. He spent much of the school year working part-time at Kuchnier Interactive Entertainment, a startup based out of George Brown's Digital Media & Gaming Incubator, with plans to go full-time after graduation. A combination of technical knowledge and teamwork skills made him the perfect candidate for the job.

PLUS

UNAI CABEZÓN LEAD PROGRAMMER AND GAME DESIGNE KUCHNIER INTERACTIVE ENTERTAINMENT ROHAN NAIDU GRADUATE 2013, ART & DESIGN FOUNDATION CERTIFICATE



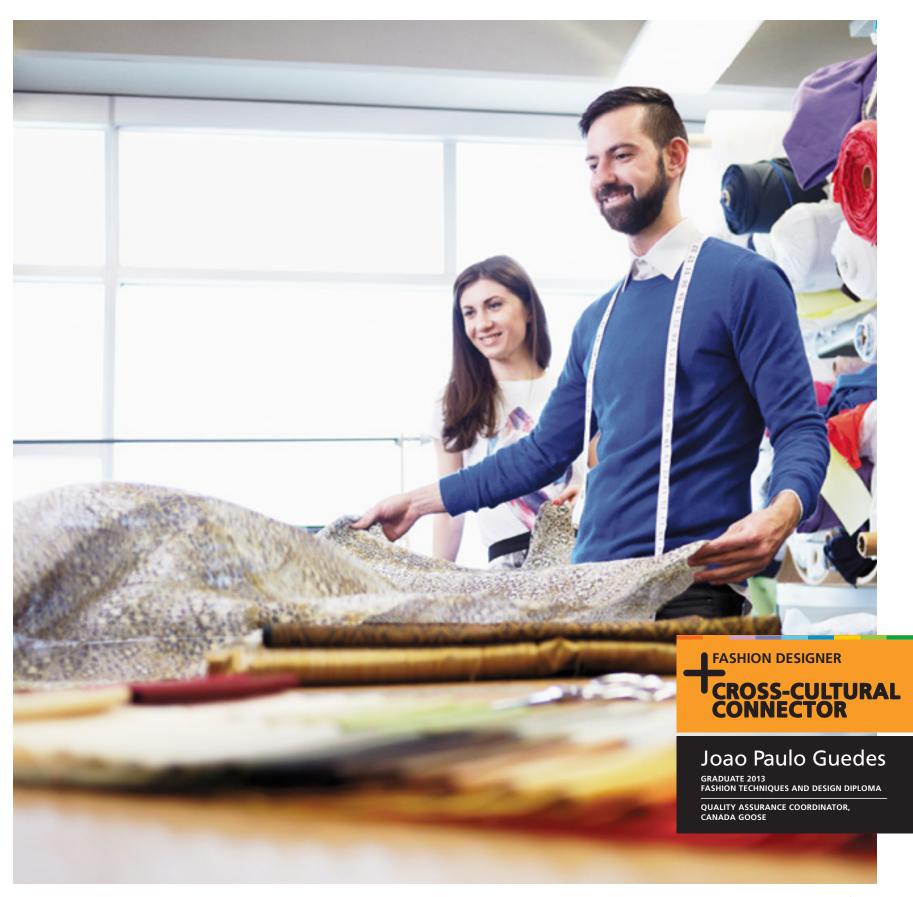


"Cross-cultural skills are very important in the fashion industry because so much of design and manufacturing is done all around the globe."

JOAO PAULO GUEDES

Fashion is a global business. So when Brazilian-born Joao Paulo Guedes was given the opportunity to complete his field education placement in India, he leapt at the chance.

Joao spent two months working at contemporary label Shantanu & Nikhil in Delhi, where he got to design garments, communicate with clients, participate in photo shoots and work on one of the country's biggest fashion events, Bridal Fashion Week. "Understanding other cultures is essential in fashion," Joao says, "because it allows you to identify trends and promote yourself in other markets." Since returning to Canada, he's created his own menswear collection, landed a job at outerwear powerhouse Canada Goose and continued to work with a designer he met in India. Empowered by the skills he learned in class and the experience he gained abroad, Joao has made a bold entrance into the world of fashion.



SOFT SKILLS MATTER

In 2010, George Brown College asked GTA employers to rank the skills they considered most important. As you'll see from the list below, they indicated a strong demand for soft skills – and we've listened. We've spent the past four years deepening our commitment to soft skills, providing enhanced learning opportunities both inside and outside of the classroom.

- + CUSTOMER SERVICE SKILLS
- + TEAMWORK
- + STRONG WORK ETHIC
- + COMMUNICATION WITH DIFFERENT CULTURES
- + ORAL COMMUNICATION

Source: Northstar, George Brown College Employer Research, 2010





"I was the first college student in my family – everyone was a big university person. I think I've really changed their perception of how good college can be."

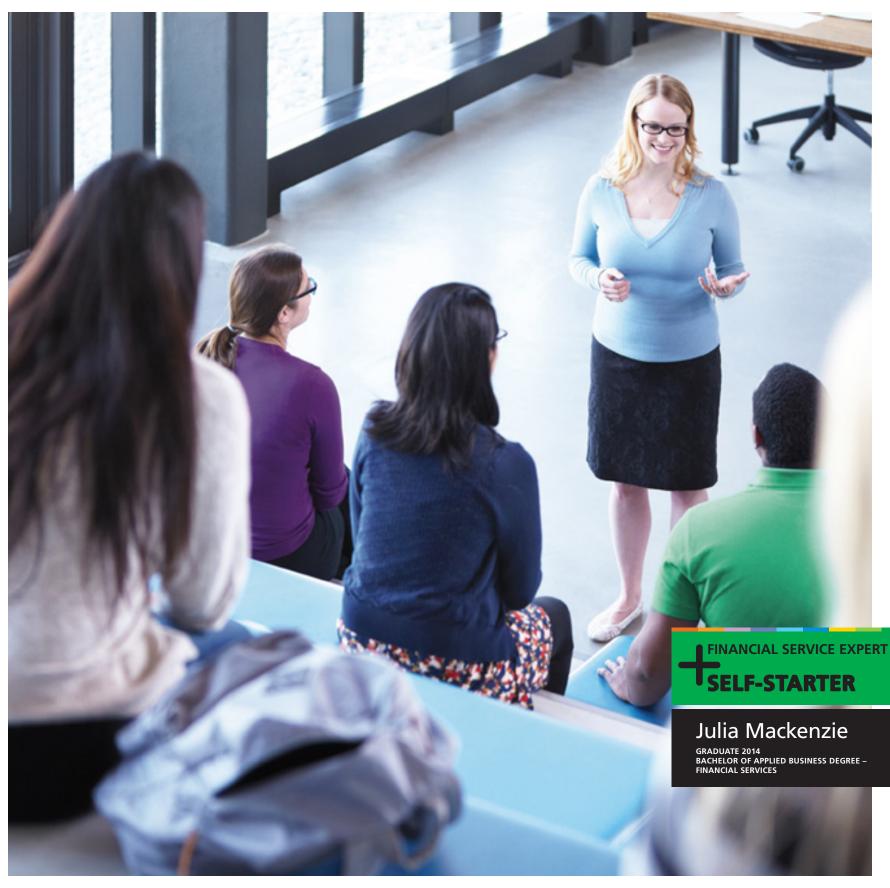
JULIA MACKENZIE

When Julia Mackenzie began her studies at an Ontario university, she felt like just another face in the crowd. Theory-heavy lectures and large class sizes left her feeling disconnected from her professors and her peers.

But when she transferred to George Brown College, everything changed. Julia says her teachers really got to know her, encouraging her to take initiative at the college and beyond. As Director of Internal Affairs for the Student Association, she's gained valuable experience hiring staff, reviewing budgets and overseeing policy and legal matters. She's also had the chance to speak on behalf of students across the province, sitting on the Ontario Council on Articulation and Transfer's Board of Directors as the college system student representative. Thanks to her time at George Brown, Julia is graduating with more than just a business degree – she's learned how to take initiative in the workplace, making her a valuable asset to any organization.

PLUS:

CMA BACHELOR OF APPLIED BUSINESS ACHIEVEMENT AWARD RECIPIENT CIBC FINANCIAL SERVICES AWARD RECIPIENT







"I always tell high school students to go to George Brown. I learned so much there."

ALVIN VIGUILLA

As a recent competitor on the Food Network's *Chopped Canada*, chef Alvin Viguilla wasn't just battling three other chefs; he was also in a race against the clock, tasked with turning a basket of mystery ingredients into a three-course meal before time ran out.

Fortunately, he'd developed the skills he needed at George Brown's Chef School, from how to shuck an oyster (one of the featured ingredients) to how to manage his time in the kitchen. Alvin says his work terms and timed exams taught him how to prioritize tasks and work efficiently in order to meet tight timelines – skills he uses every day as a sous-chef at Earl's Kitchen & Bar. Cooking for a panel of celebrity chefs, including fellow George Brown graduate Roger Mooking, Alvin defeated three older, more experienced competitors to take home the \$10,000 prize. A blend of kitchen skills and productivity skills were the recipe for his success.

PLUS:

GRADUATE 2005, CULINARY SKILLS - CHEF TRAINING CERTIFICATE

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When was the last time you met a student who was excited about an exam? Professor Peter Widdis has a classroom full of them.

That's because he's replaced the old exam model with something more like Dragons' Den meets The Apprentice. Students in his Sport & Event Marketing classes are presented with a real industry problem, then asked to come up with creative solutions and present them to a panel of industry experts in unconventional settings like sports stadiums. In one class, students developed concepts for a new athletic facility in Regent Park and pitched them to the Daniels Corporation. In another, they pitched executives at the Argos' head office on ways to sell more football tickets to their target demographic. Dubbed "Big !dea Exams," these projects are the highlight of the school year for many students, offering them the chance to network with industry and prove that they've got what it takes – from adaptability to event marketing skills.

"The students seize the moment. You see this new level of desire, will and creativity. It's amazing. They carry the spirit of their experience into their careers. It all supports George Brown's applied learning philosophy."

PETER WIDDIS



"This program has showed us how to collaborate and work with people from other areas of health care." WARSHA UDIT

"I now have first-hand experience in a hospital setting as an interpreter, which increases my knowledge about what to expect."

STACEYANN NEIL

No matter what job you do, the ability to collaborate is an important skill. But in a healthcare setting, it can sometimes mean the difference between life and death.

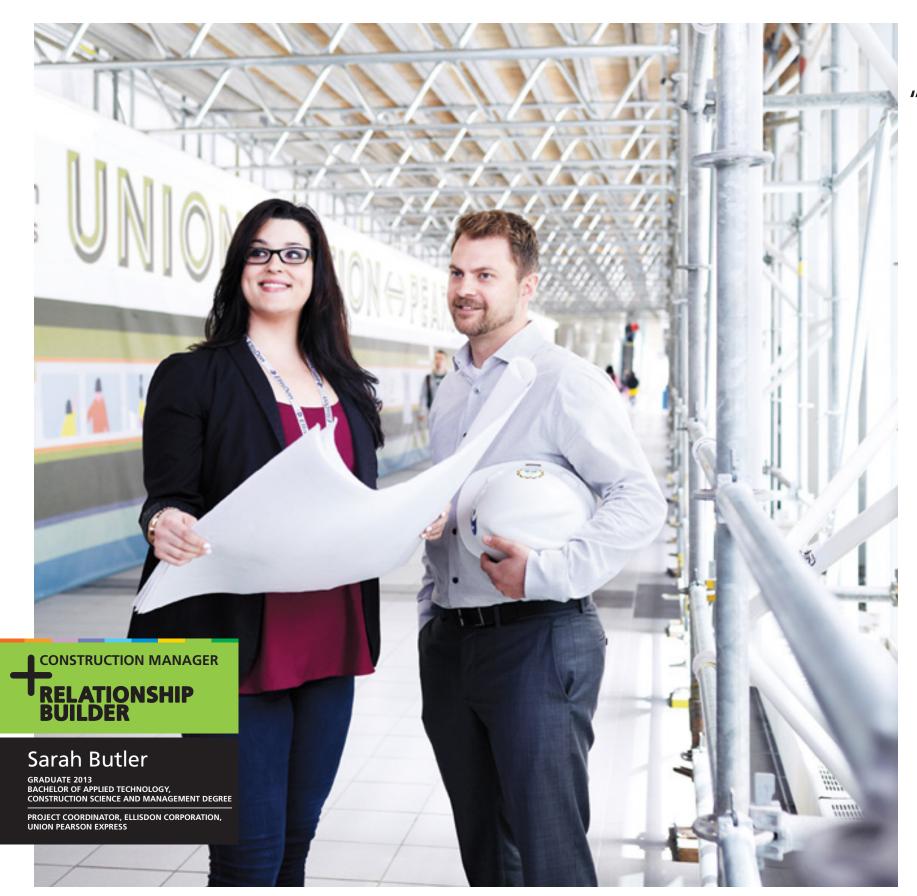
Our Waterfront Campus was purpose-built for interprofessional learning, with realistic healthcare labs that allow students from different disciplines to collaborate and learn from one another. In one exercise, Nursing students and ASL-English Interpreter students work together to take a Deaf patient through a health assessment. Interpreting student Staceyann Neil says the activity taught her the importance of clearly explaining her role to the nurse, while Nursing student Warsha Udit learned how to respectfully engage with a Deaf patient and their interpreter. For both, the experience provided an unforgettable lesson that knowing how to work with others is just as critical as knowing how to take a pulse or interpret a sentence.

INTEGRATING SOFT SKILLS THROUGHOUT THE COLLEGE EXPERIENCE

As part of our commitment to delivering the well-rounded graduates employers are looking for, we've made soft skills an integral part of both our Academic Plan and our Student Experience Plan. Some of the ways we're helping students build soft skills inside and outside of the classroom include:

- + Prioritizing soft skills by pursuing pilot projects, developing a baseline of soft skill assessment across college programs, and continuing to research needs among employers and graduates.
- + Striving to increase participation in workshops that help immigrant and international students understand the expectations and nuances of Canadian academic, workplace and social culture.
- + Expanding our field education initiative so more students can gain real workplace experience. In 2013-2014, we met our target of offering field education in 80% of qualifying programs. By 2020, we plan to reach 100%.
- + Encouraging extracurricular learning through our Student Leadership Academy, Student Association, Athletics and other opportunities.
- + Creating more comfortable spaces for students to socialize, study and create informal groups on campus.
- + Developing our first student residence, scheduled to launch in 2016, which will promote communication between students from a multitude of programs and backgrounds.







"When you work in construction management, you work with the client, consultants, subcontractors and sometimes the public. Building relationships is key."

SARAH BUTLER

As project coordinator for EllisDon's UP Express Union Station Platform & Waiting Lounge, Sarah Butler works with a wide range of professionals, from architects and engineers to clients and subcontractors.

In fact, her job is as much about building relationships as it is about building infrastructure. While completing her bachelor's degree at George Brown, Sarah took advantage of every opportunity to develop her communication skills, completing a co-op placement, volunteering at industry events, joining the Student Association and working parttime on campus. This broad range of experiences gave her the skills she needed to thrive in construction management, whether she's overseeing budgets, resources or people.

GRADUATE 2011 ARCHITECTURAL TECHNOLOGY ADVANCED DIPLOMA ÉCOLE POLYTECHNIQUE MEMORIAL AWARD RECIPIENT FILISDON CORPORATION SCHOLARSHIP AWARD RECIPIENT TEMPLE HARRIS AWARD OF EXCELLENCE RECIPIENT

+

"When you play basketball, it's all about teamwork, determination and focus, and those skills can transfer to real life."

VADIM HALIMOV

Success on a sports team requires more than just physical prowess. You also need to work effectively with others, whether you're executing a complex play or talking strategy in the locker room.

This year, Vadim Halimov proved that he's got what it takes. As a member of the George Brown Huskies men's basketball team, he broke multiple records, earned 15 awards and was named the Ontario Colleges Athletic Association's Male Athlete of the Year. Most importantly, he built the teamwork skills employers are looking for – skills that will help him become an MVP in the workplace just like he is on the court.



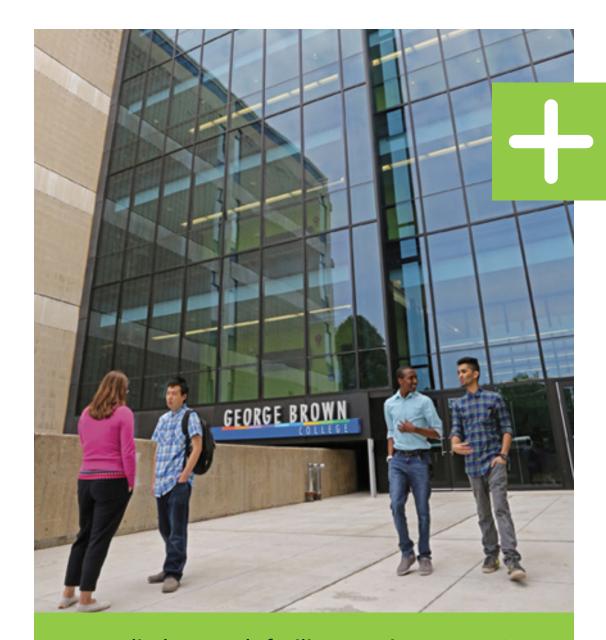


George Brown's commitment to applied research is putting students and industry partners at the forefront of innovation.

Just ask Miriam Tuerk, Chief Operating Officer of Toronto start-up Clear Blue Technologies. Her company has spent the past two years collaborating with George Brown to develop prototypes of the Clear Blue hybrid controller, which harvests energy from solar panels and a wind turbine to power street lights, mobile signage and other off-grid applications. Miriam and her two co-founders were so impressed with one student they worked with from our Electromechanical Engineering Technician program that they hired him as Clear Blue's first employee. As the company continues to evolve, so does its partnership with George Brown. Now students and staff are helping streamline the manufacturing process, using both their technical knowledge and innovation abilities to solve this real-world challenge.

"It takes a community to build a company and when you're a small company, you need a network of advisors and mentors who can help you figure it all out. George Brown provides a lot of that expertise."

MIRIAM TUERK



An applied research facility opening at our Casa Loma Campus in fall 2014 will provide new space for Canadian innovation in green and smart building. This 9,000-square-foot facility will have a unique focus on sustainable building to better prepare students to lead in this growing area, while creating space for industry to develop and test new products, services and techniques.





"Whether you're dealing with a client or a customer, you always want them to come back happy. You want them to be consistently impressed."

MANDY SCHNURR

Before she became the Event Director of iYellow Wine Club – a Toronto-based organization with over 10,000 members – Mandy Schnurr was planning wine-tasting events for her fellow students at George Brown.

As a member of the college's Cultural Connection Club and Wine Tasting Association, Mandy networked with industry leaders and organized events ranging from food-and-wine pairings to Oktoberfest celebrations. She used the customer service skills she learned in class to delight her guests, both at these events and at the fundraising gala she organized as her capstone project. Now Mandy is supporting the next generation of event planners as a field education employer, providing real-world learning opportunities for our students. Through work placements at iYellow Wine Club, these students are honing both the professional skills and people skills they'll need to follow in Mandy's footsteps.

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"George Brown taught me the skills that I'm teaching to other students."

RAYMUND HIP LOY LEE

Raymund Hip Loy Lee has a vision. He wants to create a flexible support program for Canadians with cancer, centred on healthy eating habits and physical activity. A cancer survivor himself, Raymund enrolled in George Brown's Fitness & Health Promotion program to build the professional knowledge he needs to achieve this goal.

But he's also developing the necessary interpersonal skills. As a volunteer with the "Pumped For Post Sec" program, run in partnership with Big Brothers Big Sisters Canada, Raymund mentors high school students while honing his own listening and coaching skills. He's also developed his people skills by working part-time at the college's Welcome Desk, facilitating workshops at the Student Leadership Academy and helping students in the ESL program practice their English as a Peer Leader. By building his interpersonal skills alongside his job skills, Raymund is developing the broad toolkit he'll need to make his vision a reality.

NEW PROGRAMS LAUNCHED THIS YEAR

Toronto's job market is constantly changing. That's why George Brown maintains close ties with industry partners who advise us on program and curriculum development. These industry leaders provide real-world insights and identify sector-specific needs, helping to ensure our course offerings remain timely, relevant and reflective of industry trends. This year, to meet the needs of employers and our students, we launched a number of new programs and added new duration options for several others.



Centre for Arts & Design

INTERACTION DESIGN AND DEVELOPMENT aims to meet the predicted demand for professionals who can not only build an application or website but can also understand human-computer interaction and the needs of users.

Centre for Business

BUSINESS ADMINISTRATION – PROJECT MANAGEMENT delivers the specialized skill set required by project managers in a large number of sectors

Program Expansion

Our Centre for Business has expanded its program offering, allowing students to choose the duration and area of focus that's right for them. Programs being offered at a new length include:

BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS MANAGEMENT (3 years)

BUSINESS – MARKETING (2 years)

BUSINESS – HUMAN RESOURCES (2 years)

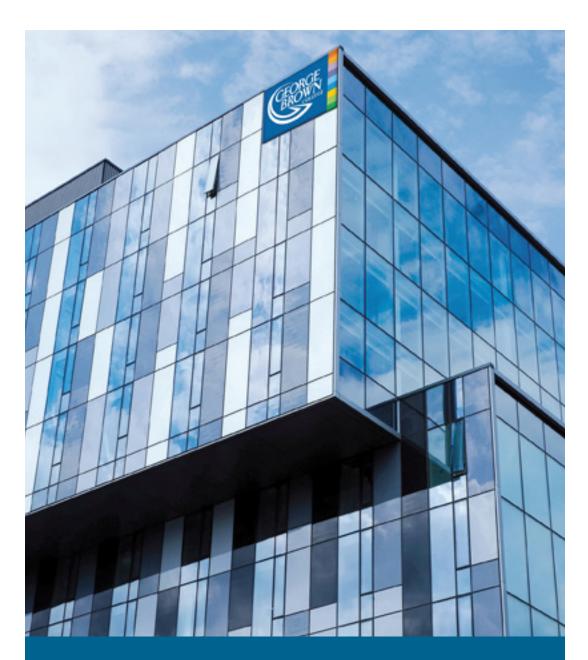
Centre for Construction & Engineering Technologies

ELECTROMECHANICAL ENGINEERING TECHNOLOGY – BUILDING AUTOMATION ensures the construction and property development sectors have access to employees who can optimize building control systems and smart building technology to ensure buildings operate efficiently.

INTERIOR DESIGN TECHNOLOGY provides a greater emphasis on interior architectural design and technology, as requested by interior design firms.

RESIDENTIAL CONSTRUCTION

MANAGEMENT meets a need identified by the Residential Construction Council of Ontario, providing specialized training in residential construction management to graduates of our Construction Engineering Technology program.



NEW RESIDENCE HELPS RESHAPE TORONTO

George Brown College is bringing new life to Toronto's east waterfront communities. It began with the 2012 launch of our Waterfront Campus. Now construction is nearly complete on our first student residence, which will open in 2016 after playing its part in the Pan Am/Parapan Am Games. Developed in collaboration with Infrastructure Ontario and Waterfront Toronto, the residence will anchor a vibrant new community in the West Don Lands. At George Brown, we're not just building the next generation of employees – we're also helping build dynamic neighbourhoods.

FOUNDATION

CAMPAIGN UPDATE

Through the *Success at Work* campaign, George Brown is raising \$60 million in private sector funding to support our \$250 million expansion vision and increase the number of scholarships and bursaries available to students. Thanks to our generous donors, we've had a banner year. Tridel led the way with a transformational \$3 million pledge – the largest corporate donation in our history.

Our donors are essential. They understand that supporting a George Brown student creates a ripple effect in our society. A student becomes a workplace-ready graduate. An employer fills a critical need. A family moves up the socio-economic ladder. An individual develops both job skills and soft skills that last a lifetime. That's what our donors support each and every day. That's Success at Work.



To find out more, visit georgebrown.ca/successatwork

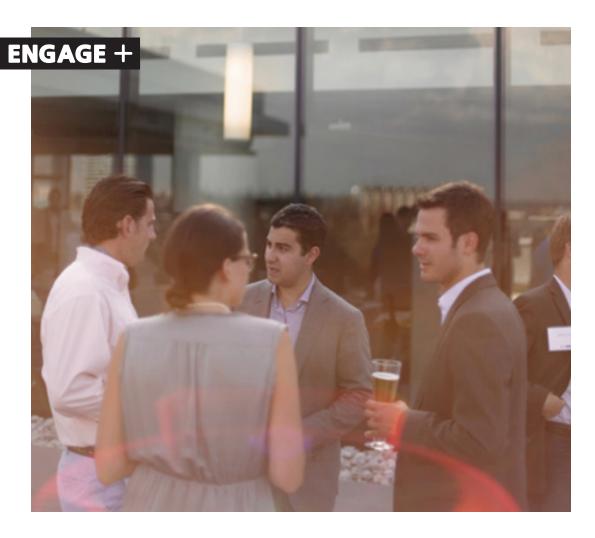


ANGELO DEL ZOTTO SCHOOL OF CONSTRUCTION MANAGEMENT

"For my name to be associated with the Construction Management program is an incredible honour. It is important for business leaders to support the next generation of their industry, and I am privileged to be able to do so through George Brown."

ANGELO DEL ZOTTO

This year, Elvio Del Zotto, Angelo Del Zotto, Leo Del Zotto, Harvey Fruitman and the rest of Tridel Corporation pledged \$3 million to the *Success at Work* campaign. In recognition of this extraordinary generosity, the college's construction management school was named the Angelo Del Zotto School of Construction Management for Tridel's Chief Executive Officer and Chairman of the Board. The college is proud to bestow this honour on a leader who embodies the values George Brown tries to instill in its students: honour, integrity and honesty. Tridel is a long-standing partner of George Brown College, and has demonstrated its support in areas such as graduate recruitment, research and raising funds for scholarships.



NEW WAYS TO SUPPORT GEORGE BROWN

YOUNG LEADERS COUNCIL

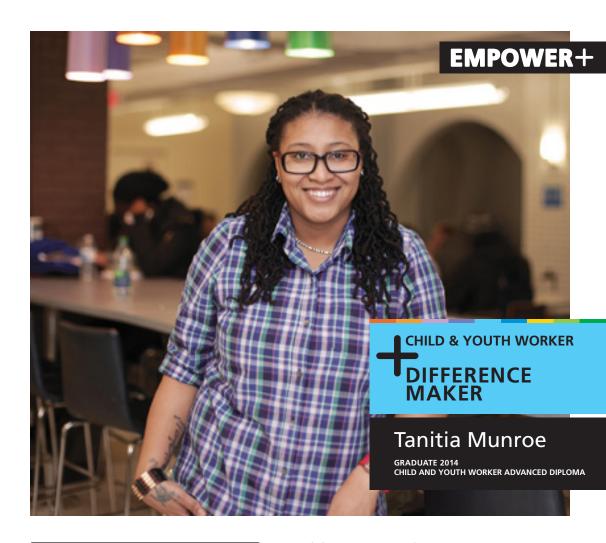
George Brown College Foundation has launched the Young Leaders Council, a group of volunteers who build awareness, cultivate donors and raise funds for George Brown's *Success at Work* campaign. Led by chair James Ricci, General Manager of Roy Foss Thornhill, the diverse group is composed of business and community leaders in fields such as finance, marketing, fundraising, hospitality and entertainment.

To learn more about the Young Leaders Council, visit georgebrown.ca/ylc

CHANCELLOR'S CIRCLE

An exclusive annual membership program is offering donors a new way to support the George Brown College Foundation. Stewarded by Chancellor Sally Horsfall Eaton, the Chancellor's Circle provides members with special benefits and recognition in appreciation of their \$1,000 annual donation, which can be designated to the area of their choice.

To find out more about the Chancellor's Circle, please contact the Foundation at 416-415-5000, ext. 2063 or visit **georgebrown.ca/chancellorscircle**



"My scholarship has given me the freedom to pursue my goals."

TANITIA MUNROE

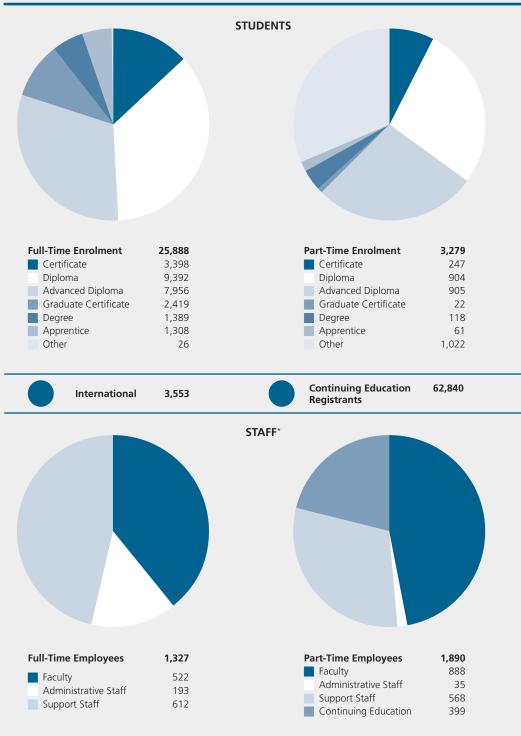
PLUS

MICHAEL COOKE LEADERSHIP AWARD RECIPIENT
JIM TURNER SCHOLARSHIP RECIPIENT

Tanitia Munroe is a go-getter. A proud mother of two and recent graduate of our Child and Youth Worker program, she plans to open a youth shelter one day and start a program she is designing called The Ubunto Project, based on the philosophy that "what affects you affects me."

Tanitia's classes focused on the skills she needs to make a difference in the lives of youth, while financial support from the scholarships she received allowed her to take advantage of extra learning opportunities. She is proactively enrolling in workshops and conferences to prepare for the important work ahead.

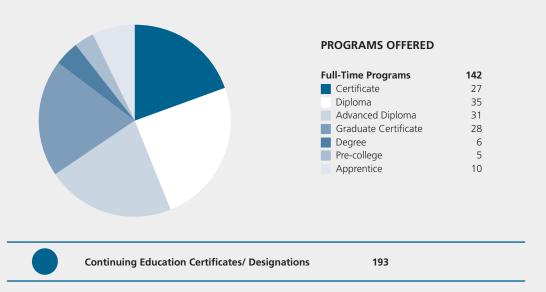
PEOPLE & PROGRAMS



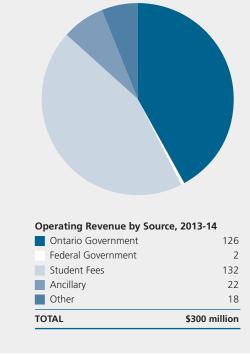
Note: All data shown refer to 2013-14 fiscal year.

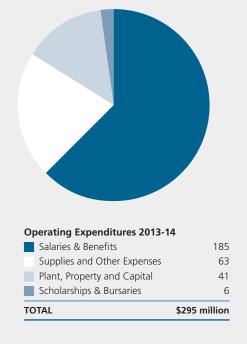
Sources: George Brown College Institutional Research & Planning, Department of Human Resources, OCAS distinct enrolment report and Banner.

*At October 2013



REVENUES & EXPENDITURES





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2013/14

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George Brown College

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Academic Centres and **Schools**

Centre for Continuous Learning

School of Continuing Education
Distance Education

School of Emergency Management

School of Makeup and Esthetics

International Centre

Centre for Preparatory & Liberal Studies

School of Liberal Arts and Sciences
School of Work and College Preparation
School of English as a Second Language
School of Immigrant and
Transitional Education

Centre for Arts & Design

School of Design School of Fashion Studies School of Performing Arts

Centre for Community Services & Early Childhood

School of Early Childhood School of Deaf and Deafblind Studies School of Social and Community Services

Centre for Health Sciences

School of Dental Health School of Health and Wellness School of Health Services Management Sally Horsfall Eaton School of Nursing

Centre for Hospitality & Culinary Arts

Chef School

School of Hospitality and Tourism Management

Centre for Construction & Engineering Technologies

School of Architectural Studies School of Computer Technology

Angelo Del Zotto School of Construction Management

School of Apprenticeship and Skilled Trades

School of Mechanical Engineering
Technologies

Centre for Business

School of Accounting and Finance School of Human Resources

School of Marketing

