

# transforming everyday


ANNUAL  
REPORT  
09/10





**AATIF HADI ALI**

Graduate - Fashion Techniques and Design program, 2010



# At George Brown College, transformation happens every day. For our students, our faculty and our staff, it's the unifying force that drives the diverse outcomes of an exceptional learning environment.

Students choose us because we help them turn their every day into something new, exciting and full of opportunity. Each of our students has individual transformational needs and ambitions, and many of them will be entering careers in fields that are often undergoing transformations of their own. This evolution forms the foundation for Toronto's future economic and cultural success, which will rely on the advancement of its knowledge sector and the expansion of its most innovative industries and minds.

At George Brown College we embrace transformation every day; in our curriculum, in our people and in our connections with industry and community. Thanks to partnerships with more than 1,400 area employers, George Brown College constantly refines and refreshes our programs to respond to the needs of today's workplace. And while at its core that still means

providing students with the most updated skills required to do the job, today's employers are looking for more from our graduates. They're looking for an innovative mindset and the soft skills to complement technical skills. Their industries are placing greater demand on teamwork, customer service and communication—skills that have traditionally been cultivated through applied learning.

By educating a future workforce that has the technical and intellectual agility to respond to shifting economic demands and one that addresses the city's increasingly imminent skills shortage, George Brown College lies at the forefront of the GTA's social well-being. We are here to help the residents of Toronto create a city that continues to live up to its world-class aspirations.



**VICTORIA LUZ LEYVA LOAYZA**

Graduate - Business Administration - Marketing program, 2010



Anne Sado,  
President



Michael Eubanks,  
Chair, Board of Governors, 2009-2010  
Vice-President, Governance, and  
Architecture & Corporate/Diversified Businesses  
Canadian Tire Corporation



# message from the president

## AND THE CHAIR OF BOARD OF GOVERNORS

Perhaps the greatest advantage of serving as the leader of George Brown College is the vantage point it provides. It's a place where the future needs of the city and its workforce can be seen, heard and, most importantly, shaped.

As you peruse this report, you will encounter the names, faces and stories of real people—students, educators, employers and donors—who have made personal and collaborative contributions that have enriched the applied learning experiences of those around them. In turn, these experiences will enhance the contributions our graduates make on the industries they serve.

From the halls of Commerce Court to the stage of the Canon Theatre, to the kitchen floor of the hottest new restaurant and the ground breaking site of the newest high rise, George Brown College graduates are creating a brighter future for our city.

As we move into a new decade, we take with us the goals and values that have made us the success we are today. We stand firm in our commitment to creating workplace-ready graduates equipped not only with the technical knowledge of their chosen fields, but the soft skills, such as communication, teamwork and customer service, that are so highly valued by employers. We remain resolute in our conviction to provide accessible education to an ever-diverse student body and do so in a manner that is responsible, ethical, efficient and sustainable.

Over the past 12 months we have realized great achievement. We have seen our students bring home medals from the annual Skills Canada competition; witnessed the completion of our \$5 million Yes Chef! fundraising campaign to expand our Centre for Hospitality and Culinary Arts through the generous donations of our industry partners; and celebrated the ground breaking of our newest campus on Toronto's waterfront, which will allow us to help the province boost the number of health professionals available to service our growing need for health care.

These achievements and the success of our graduates are the direct result of all those who contribute to making George Brown College an academic institution that breeds innovation and serves the community. The combined generosity, active involvement, hard work and infectious attitude of our donors, industry partners, educators and staff have been integral to the many accomplishments witnessed in more than 40 years of excellence at the College. We look forward to the months and years ahead as we continue to work together to create opportunities that will increase student access and success and that will advance Toronto's prosperity and international reputation.



MARIE FUENZALIDA  
Graduate - Dental Hygiene program, 2009

# proven partnerships



At George Brown College, we identify the needs of an industry and transform those needs into programs that fill a gap in the marketplace. We expose students to entrepreneurialism and critical thinking, creating expert learners who are able to continually improve processes, products and services as soon as they enter their field of choice.

This is achieved by strategically matching our program curriculum to the evolving needs of our industry partners with whom we are in regular contact, and by offering students applied learning opportunities both inside and outside the classroom. Through these links, we produce service-oriented graduates that are strong communicators, team players and have the technical knowledge necessary to excel in their fields of choice.

## AN EMPLOYER'S PERSPECTIVE

### CRAIG LESURF

*Senior Vice President, Construction  
Vanbots a Division of Carillion Construction Inc.*

*We helped create a construction management degree program with George Brown College. They approached our industry, assessed our needs and delivered on them. We worked together to create the curriculum and develop the program. It's the first of its kind in Canada.*

## The Pulse of Innovation

Innovation is the key to ensuring Toronto's future as a world-class economic and cultural mecca, and collaboration is an inherent element of innovation. That's why George Brown College developed our Office of Research and Innovation; to provide innovative minds within the GTA the opportunity to take their ideas, concepts and prototypes to market with the guidance and input of tomorrow's future leaders. Students from a variety of George Brown College programs are then given the opportunity to collaborate and test their prowess in their chosen fields of study by helping to bring an idea to life.

In 2009 students from the nursing, electronics and fashion programs came together to develop a new approach to heart monitoring. Ocorant Inc., a Toronto-based company, had found a way to make the process less invasive through a small apparatus that did not require electrodes. Students from the business, technology and fashion studies programs leveraged the device's compact form and found a way to seamlessly incorporate it into an attractive, comfortable vest. Hidden within the garment, the device maintains its functionality and allows its users to discreetly monitor the health of their heart while they go about their daily life. The end result was a practical product, a business success story of innovation and an invaluable experience for the students involved.







◀ **Doris Chen**  
Bachelor of Applied Business, 2007

When Doris began her studies at George Brown College in the Bachelor of Applied Business degree program, she never imagined she would be already working in her field of choice well before she graduated.

Yet, in her second year at the College, Doris responded to a co-op posting from Public Works and Government Services Canada and soon found herself immersed in the world of accounting for what would become two consecutive summers and a full-time job immediately after graduation.

Doris says her time at George Brown College was invaluable, allowing her to augment her confidence in making professional presentations and working in a team environment. Meanwhile, her adoption of the brief and clear written communication at her co-op placement had a positive impact on her essay writing in school. It was a mutually beneficial situation.

Doris is a firm believer that a college degree is exactly what she needed in her pursuit of a career in accounting; a conviction she takes with her as she works to achieve her Chartered General Accountant designation.

▲ **Maria Nassiokas**  
Fashion Management, 2006

When Maria Nassiokas began her Fashion Management program at George Brown College, she was already equipped with a Bachelor of Commerce degree from McMaster University. But that wasn't enough to launch her career in the fashion industry. It wasn't long after completing her two-year program at George Brown College that Maria began to excel in her industry of choice. Learning everything from manufacturing processes and supply chains to merchandising, marketing and apparel costs, Maria gained the knowledge she needed to hit the ground running. She coupled her classroom education with practical learning through the campus fashion store, which she helped to conceptualize, develop and run.

Shortly after graduation, Maria found full-time work with a fashion wholesaler with whom she continued to maintain a strong relationship after opening up her own LUX Butik in her native Sarnia, Ontario. She uses her social media prowess to market her brand through e-commerce, a fashion blog, quizzes and a personal shopping service. Maria credits George Brown College with getting her where she is today because of the knowledge she acquired, the connections she made and the confidence she gained.



◀ **Rahul Sam**  
Bachelor of Applied Business,  
Hospitality Operations  
Management, 2008

Rahul Sam always loved being in the kitchen. Even as a teen, he would spend his time in the kitchen, mimicking the recipes of celebrity chefs, rather than on the couch playing video games.

His passion for food and the natural hospitality instilled within him from his Indian roots and Middle Eastern upbringing served as the perfect combination for Rahul when he entered the Hospitality Operations Management program at George Brown College. There, he learned the intricacies of one of Toronto's most competitive industries and had the opportunity to put his classroom lessons into practice at a part-time job at the Sheraton Centre, which also doubled as his mandatory co-op placement.

Today, Rahul oversees the delivery of up to 10,000 meals and supervises up to 50 food servers in his role as Assistant Banquet Manager at the Sheraton Centre. He attributes his success to the professors at George Brown College and the employers who guided him.



## Game On

In 2007, George Brown College responded to the growing demand among Toronto's technology employers for graduates with game development and visual design skills; graduates who could become expert developers of mobile applications and graphic interfaces.

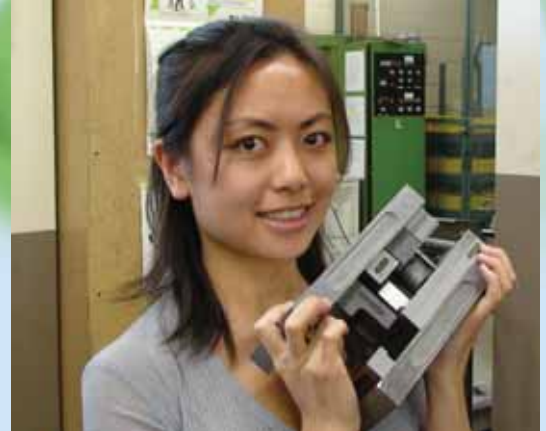
Enhanced in 2010 with a one-year game programming course, these programs are designed to make Toronto's budding gaming and design enthusiasts the stars of tomorrow.

Through collaboration with employers in the gaming industry, such as Bedlam Games, Capcom Canada and Starz Animation, George Brown College developed a curriculum that would allow students to excel in traditional art, 2D and 3D modelling and 3D animation. To apply these skills, students are invited by industry-leading companies to work on real-world projects for which they receive professional recognition and compensation.

These skills and experiences have already helped graduates find work in Toronto's booming mobile and casual gaming industry, developing downloadable games for the Internet and mobile devices.



# new frontiers



At George Brown College, we cultivate students and professionals who are ready to improve themselves and the world around them. Our graduates are ready to face the future, knowing that they are well-prepared for the opportunities that await them. We help them get the jobs of today so that they can shape a better tomorrow.

## ◀ Julia Phelan, RPN Diploma Program, 2008

It takes a great deal of compassion and maturity to care for people who are approaching the end of their lives. Julia had both. After working for years as a restaurateur, chef and nutritional manager—the latter two vocations for which she acquired necessary training through George Brown College programs—Julia needed a change. She wanted to provide more personal support to those with ailing health and limited time.

Julia returned to George Brown College, enrolling in the new Bridging RPN to BScN program, a joint initiative between George Brown College and Trent University. She did her internship at Toronto Grace Hospital where she tended to those in the palliative care unit where they liked her so much that they offered her a job. Julia continues to work as a nurse and aspires to eventually become a nurse educator; a fitting continuation of a lifetime of professional achievement.

## ▲ Annie Lam, Tool and Die Technician, Co-op, 2008

It wasn't easy for Annie to find her labour of love. The Hong Kong native who came to Canada at the age of eight had always been fond of doing work that is detailed in nature; yet, the classical fine arts education she was encouraged to pursue left her unfulfilled.

By the time she was in her mid-twenties, Annie had surfed through five professional positions in varying fields. None of them satisfied her yearning to work with her hands. Then she discovered the Mechanical Technician, Tool and Die program at George Brown College. Annie soon fell in love with cutting sheet metal and secured her first job immediately after graduation, creating bushings for commercial aircrafts. Soon after, she propelled her career forward, taking on the role of process engineer for a top machine manufacturer.





## ◀ Robin Paul Wireless Technology, 2007

When Robin Paul arrived in Canada in 2007, he should have had all the education he needed to land a top-rated job in Toronto's IT sector. Armed with an English-based education in his native Punjab, India, an electronics engineering degree and work experience with IT giant Hewlett Packard, Robin was well prepared for a thriving IT career.

Yet he knew that he would only be able to impress his prospective employers with Canadian experience. That's when he began searching for the most effective educational avenue to help him reach his goals. He enrolled in the post-graduate Wireless Technology program at George Brown College because it offered project-based, team-oriented, workplace-simulated learning, such as troubleshooting complex network issues and a co-op placement at Motorola. The experience helped boost his resume and open new doors to a highly competitive industry.

Today, Robin serves as an IT professional, doing precisely the work he loves and was trained to do, and lives happily in Toronto's east-end Beach community.

## Integrating the Future Workforce

Within the next few years, immigrants are expected to account for 100 per cent of labour force growth<sup>1</sup>. At George Brown College, helping immigrants integrate into Canadian society, find meaningful and gainful employment, and reduce the city's skills shortage is of paramount importance. Immigrants make up 27 per cent of our student body, much higher than the provincial average of 17 per cent<sup>2</sup>.

To accommodate the needs of this growing population, we have developed bridging programs—Construction Management, Research Commercialization and Innovation, Career and Work Counsellor and College Teacher Training—to help internationally educated professionals already skilled in these areas make use of their education and work experience to enter into rewarding fields in Canada.

George Brown College is also a key stakeholder in the Colleges Integrating Immigrants To Employment (CIITE) project, creating systemic change across the college system in Ontario to standardize and improve some of the most common challenges faced by immigrants.

We also participate in other government-funded initiatives such as the Canadian Immigration Integration Project (CIIP) and the Occupation-Specific Language Training (OSLT) program. As the CIIP Focal Point Partner for Education in Ontario, we help professionals in the final stages of immigration who are still in their home country by connecting them to a network of local knowledge. Through OSLT, we help newcomers learn the technical terminology and socio-cultural knowledge they need to communicate effectively within the context of their industry of choice.

<sup>1</sup> Statscan/TD Economics, 2008

<sup>2</sup> Colleges Ontario





## AN EMPLOYER'S PERSPECTIVE

### CLAIRE MALETTE

*RN, PhD, Director of Nursing Education  
Placement & Development,  
University Health Network*

*We really value George Brown students in our organization. They are very well prepared. They are ready to care for our patients, and they have that enthusiasm - that inquisitiveness to learn. We try to hire George Brown grads as they graduate, and then watch their transition into the professional socialization of nursing.*



### ◀ Drew Ferraro Dental Technology, 2000

Drew was already a student in the Dental Technology program at George Brown College when his father passed away unexpectedly, leaving behind a thriving orthodontics business. He knew he wanted to salvage the legacy his father had built over his career by ensuring the practice remained viable.

Drew had a natural knack for creating dental appliances, but needed an intensive, hands-on certification program that would give him the experience and credentials he needed to pursue his career goals. With one year of theory and two years of practical laboratory experience, the program prepared him for the realities of working in a laboratory.

Today, Drew and his brother run the Newmarket-based Ferraro Orthodontics, which employs 10 people—including other George Brown graduates—and is the leading provider of orthodontics in Ontario's Golden Horseshoe region. A self-titled "smile-straightener", Drew is proud of his accomplishments and feels there is no better place to go than George Brown College to learn the industry.

### ▲ Shining Metal Moments

Shayne Claringbold and Eric Ganton are proof that it's possible to mould and shape a mind. The two George Brown College students recently brought home gold and silver medals respectively from the Skills Canada competition for their prowess in sheet metal and architectural computer-aided drafting and design. Skills Canada brings together the best and the brightest in the country to show off their skills and reinforce the importance of vocational training.

Shayne and Eric's success is commonplace at George Brown College, where students are frequently recognized at national and regional competitions for their academic, creative and entrepreneurial achievements.



Artist rendering provided by  
Stantec/KPMB Architects

# community champion



Each of us gains from the success of another. At George Brown College we transform communities and shape the outlook of the city. From providing critical services to the neighbourhoods surrounding our campuses to transforming the life of an individual who is the first in his or her family to attend a post-secondary institution, George Brown College has a pulse on Toronto.

We provide prospective students from traditionally marginalized communities the opportunity to access affordable education that will earn them meaningful and gainful employment. The result is an increase in quality of life for Toronto's residents and the betterment of the communities in which they live and the industries to which they lend their newfound knowledge and skill.

## ◀ Lakeside Learning

In November 2009, George Brown College proudly announced the ground breaking of the first \$175 million phase of its newest and most modern campus overlooking Toronto's harbour. The new waterfront campus is a manifestation of the partnership between George Brown College and the federal and provincial governments. Funding of \$91.5 million for this project is being provided by the Government of Canada's Knowledge Infrastructure Program and from the Ontario Government. Waterfront Toronto is also a partner in the development. This state-of-the-art facility

will accommodate 3,500 health science students each year. These new opportunities will help the province address its skills shortage in important and high-demand professions.

The new waterfront campus is designed to provide students with interdisciplinary education through a range of innovative learning environments, including an Interprofessional Learning Clinic and a Health Promotion Hub, where students will have the opportunity to test various means of caring for patients and conduct applied research that will enhance the field. In addition, the new campus will allow them to experience the realities of health care delivery in Ontario. The students will provide inter-professional health care services to residents in the surrounding East Bayfront community, including dental hygiene, orthodontics, hearing and fitness tests, as part of their learning experience.

Over the course of the construction phase, the project will generate 1,750 new jobs. The campus will also serve as a hub to the East Bayfront community, offering residents green space, as well as access to fitness and recreation, all housed within an environmentally sustainable building that aims to meet the gold standard in Leadership in Energy and Environmental Design (LEED).





◀ **Louis Busch**  
Behavioural Science Technology, 2007

When Louis Busch graduated from high school he was content to make a life for himself as a forklift operator. Yet, it didn't take long for Louis to realize he wanted to do more with his time at work. He wanted to help people. He just wasn't sure how.

Leveraging his undying curiosity about human behaviour, Louis enrolled in the Behavioural Science Technology (BST) program at George Brown College, which is unique in Ontario. Here he learned the Applied Behaviour Analysis (ABA) approach to studying human behaviour.

Today, the forklift gears are a distant memory to the 26-year-old who works as a behavioural therapist with the Centre for Addiction and Mental Health. At the CAMH, Louis works with patients who have a development disability, such as autism, and a concurrent mental health issue, such as bipolar affective disorder.

His every day is new and offers him freedom and flexibility. He credits the BST program with allowing him to fast-track his entry into behavioural science and achieve a career path that allows him to contribute to the welfare of others.

## Serving and Learning

At George Brown College, we put our students to work, serving the communities surrounding our campuses through students in training. Whether you're looking for comprehensive business support through the Institute of Entrepreneurship and Community Innovation, a sumptuous dining experience at The Chefs' House restaurant, access to reliable child care at George Brown College day care centres across the city or the latest in orthotics from our interprofessional health clinic at the Casa Loma campus, George Brown College provides the service.

By providing these services, students get first-hand, real-life experience that is invaluable in securing employment upon graduation. More importantly, they learn the crucial soft skills of communication, teamwork and customer service that employers rank as their top needs from post-secondary graduates. It's our way of giving back to surrounding communities and inspiring our students to carry on the spirit of generosity as they rise to the top.

## AN EMPLOYER'S PERSPECTIVE

### SIMON SODHI

*Human Services Counsellor  
Supervisor, Residential Transitional Support Services,  
Griffin Centre*

*George Brown really looks at developing partnerships in the community, providing its students with opportunities to get on-the-job experience. Students come to us with a combination of practical plus theoretical experience, which is a huge bonus.*





### ◀ Deborah Crane Career and Work Counsellor Program

Deborah Crane wanted to make some changes in her life. After years of working in the renovation industry, she was laid off. The single unemployed mom found herself living in a disadvantaged community in downtown Toronto with a teenage son she wanted to keep on the right path.

Deborah knew she needed to change her own life in order to prevent her son from potentially going down the wrong path in life. She realized that in order to better the situation for her family, she needed to make some changes, starting with upgrading her skills and education. She often thought of going back to school, but didn't have the means to do so. After learning about the Second Career program, she realized she was eligible to apply for provincial retraining funding. With assistance from the Second Career staff at George Brown College, she was able to secure the funding she needed to return to school.

Now enrolled in the Career and Work Counsellor program, Deborah has a new lease on life and intends to use her new training to work with youths in her community and help them find jobs or secure post-secondary education. Her determination also inspired her son to follow suit; he is now enrolled in a college program and regularly volunteers in the community.

### Brown to Green

Being a committed community partner means not just doing what's best for yourself, but for the greater community. That's why George Brown College takes great strides to reduce its impact on the environment and make the future cleaner and healthier for everyone.

As a signatory to the Association of Canadian Community College's Sustainability Protocol; a member of the Green Greater Toronto Alliance and the Association for the Advancement of Sustainability in Higher Education, we have committed ourselves to a 15 per cent reduction in energy consumption over the next three years and a five per cent increase in waste diversion each year for the next three years.

Whether we're using exclusively green power at The Chefs' House restaurant, installing recycling containers throughout our campuses or investing in energy efficient heating or cooling equipment, we are always looking for ways to reduce our impact on the environment and instill a sense of social responsibility within our students. In addition, we incorporate sustainable practices as often as possible into our curriculum, so students can learn new sustainability techniques that they will carry with them into their respective industries of choice.



[Name tag]

MELINDA  
PAUL  
[unreadable]





◀ **Elaine Lazzarato**  
**Food and Nutrition Management, 2003**

It's never easy to make puréed pork chops look appetizing to an elderly person on a textured diet, but after 22 years as a top food and beverage administrator and chef manager, Elaine Lazzarato had a knack for presentation. That talent and experience came in handy when Elaine chose to turn a new page in life and enter the Food and Nutrition Management Certificate program at George Brown College. The only program of its kind in Ontario, it prepares people who already have a culinary and hospitality background to work in hospitals, retirement homes and health care facilities. Today she works as the Food and Nutrition Manager at the Wellington Nursing and Retirement Home in Hamilton where she oversees the supervision of 30 staff members, dietary aids and cooks and gives 180 residents a reason to smile when their food arrives.

**A Sustainable Future, Brick by Brick**

George Brown College allows students to experience first-hand what it means to build healthy communities. This year, students in the Building and Renovation program have joined Evergreen—a not-for-profit organization focused on making urban communities livable—to work with its Brick Works project team as part of a course on masonry restoration. The Evergreen Brick Works is the organization's flagship urban renewal project, and aims to transform the historic Don Valley Brick Works into a multi-faceted green facility. The two-year program is the only one of its kind, designed to prepare students to work in the renovation and construction field using sustainable design principles.

Beginning in 2010, the once abandoned historic 16-hectare public park will spring to life in a new form and feature a farmers' market, workshops, festivals, a local food cafe and a native plant nursery, as well as office space for other non-profit organizations.

Using the innovative principles of sustainability acquired in their programs, George Brown College students continue to apply their skills and take part in the construction of this groundbreaking, sustainable, urban environment that will facilitate opportunities to explore and solidify the essential relationship between nature, culture and community in the heart of Toronto. The skills they learn today will become the standards of tomorrow.



### RAISING A TOAST TO YES CHEF!

*From left to right:*

John Walker, Dean, Centre for Hospitality and Culinary Arts; Linda Dunn, George Brown College Foundation; Anne Sado, President; Donna Dooher, Leading Toronto Chef, Author and Restaurateur and campaign co-chair; John Higgins, Director, Chef School and Michael Beckley, Sr. Vice President, Marriott International and campaign co-chair.





# george brown college foundation initiatives

## Yes Chef!

George Brown College set out on a course to accommodate the growing demand for student spaces within its Centre for Hospitality and Culinary Arts. With the support of the government, George Brown College embarked on a \$20 million redevelopment campaign called Yes Chef! with a goal of raising \$5 million in donations from the private industry.

More than 60 companies in the foodservice and hospitality industries stepped up to the plate to provide us with the financing we needed to achieve our goal and provide a concierge station, a hotel-style front desk at Student Services, nine interactive culinary labs, three baking labs, a chocolatier lab, a culinary demo theatre, mixology and sommelier labs and a student resource centre.

In addition, the funding allowed us to establish our own fine-dining restaurant, The Chefs' House, where patrons can watch Culinary Arts students prepare their food through television monitors strategically placed throughout the restaurant and be served by our Hospitality students.

Businesses in the GTA support us because they know we produce quality graduates who contribute to the growth and stability of their operations and who know how to effectively communicate, work collaboratively and provide superior customer service.

## The Ontario Trust for Student Support (OTSS)

Last year, George Brown College increased its endowment funds by more than \$3 million—the highest among all colleges in Ontario—thanks to generous donors who contributed more than \$1 million, which was matched by the Ontario government.

In addition to our donors, we owe much of our success to our volunteers. George Brown College Foundation (GBCF) Board of Governors and Board of Directors led the way. Many other partners and friends followed their example because our track record of helping aboriginal students, new Canadians and second-career students find meaningful and gainful employment is unparalleled. They know we're not just helping the students, but also the city as a whole.

The OTSS allows George Brown College to make post-secondary education accessible to many students for whom financing is an unconquerable obstacle. It sees the province match every dollar collected by George Brown College in endowments from generous Canadians who have lent their financial support to ensure that post-secondary education is accessible to more and more people every year. We use the annual interest we receive from these endowments to distribute bursaries, scholarships and entrance awards to the students who need it the most.



**HOWARD COHEN**  
President, Context Development Inc.

*The future of Toronto is based on how we integrate our immigrants and George Brown College is the institution that is most likely to be of specific assistance to the city of Toronto to get those immigrants ready for work.*

**RAHUL BHARDWAJ** ▶

*President and CEO, Toronto Community Foundation and member of The George Brown College Board of Governors*



◀ **Donor Profile**  
**Context Development Inc.**

Context Development creates innovative residential condominiums primarily in Toronto's downtown. The leaders of Context Development know education is a critical aspect of ensuring Toronto's economy remains strong, and believe George Brown College equips graduates with the practical and technical skills that are imperative to today's employers. That's why Context is one of the biggest contributors to the annual endowments of George Brown College. Through their contributions, students who are struggling financially can gain access to the financial resources, such as bursaries and scholarships, which allow them to receive a post-secondary education they might otherwise have never attained. In addition, Context provides George Brown College students who live in Toronto Community Housing developments the opportunity to serve as field placements at Context. It's a partnership that makes the impossible possible for many every year.

*George Brown College has much to offer to corporations, because they can see the connection between their workforce and the College's graduates.*

**NOELLA MILNE** ▶

*Partner, Borden Ladner Gervais LLP and a member of The George Brown College Foundation Board of Directors*

**Grow with Us**

George Brown College is a post-secondary institution that is constantly evolving, and currently on the cusp of a major transformation. We are undertaking the largest expansion in the history of the College, an effort that will allow us to become the leading post-secondary institution for applied learning and ensure the needs of the city's employers are met. Though this unprecedented expansion is being supported in part by government funding, we encourage private donors to invest in us as we move into a new era of education that will include the opening of the waterfront campus, the introduction of inter-professional learning across the College and the bolstering of funds available to students who need financial assistance.

Through this endeavour, we will open the doors ever-wider to students by offering them superior facilities and an opportunity to experience applied learning in a collaborative and inter-professional manner regardless of their socioeconomic background. Join us as we help thousands of students take a giant leap in the right direction.





GEORGE  
BROWN  
COLLEGE  
Nicholas Ramdhan

**NICHOLAS RAMDHAN**  
Graduate - Building Renovation Technician program, 2010

# mission statement and values



## The Path to Leadership

Inspired by a commitment to achievement through excellence in teaching, applied learning and innovation:

- ▶ We will set the benchmark to which all colleges will aspire, and be recognized as a key resource in shaping the future of Toronto as a leading global city.
- ▶ We will build a seamless bridge between learners and employment as we develop dynamic programs, and workplace-ready graduates who will be the candidates of choice for employers.
- ▶ We will create a community of life-long learners, grounded in the principles of access, diversity, mutual respect and accountability.

## Core Values

### LEARNING COMMUNITY

We foster an environment of reciprocal dialogue to ensure learning, solve problems and strengthen the GBC community.

### EXCELLENCE

We commit ourselves to delivering a 'GBC standard' of quality and superior performance.

### ACCOUNTABILITY

We hold ourselves responsible to ensure the future sustainability of GBC, academically and fiscally.

### DIVERSITY AND RESPECT

We show mutual respect for each other within the community of GBC including all of our stakeholders, in all of our behaviour.



# george brown college academic centres and schools

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## CENTRE FOR CONTINUOUS LEARNING

School of Continuing Education  
Corporate Training  
Distance Education  
School of Emergency Management  
Yorkville School of Makeup & Esthetics

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## CENTRE FOR INTERNATIONAL AND IMMIGRANT EDUCATION

School of English As A Second Language  
Immigrant Education  
International

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## CENTRE FOR PREPARATORY AND LIBERAL STUDIES

School of Liberal Arts & Sciences  
School of Work & College Preparation

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## CENTRE FOR ARTS AND DESIGN

School of Design  
School of Fashion Studies  
School of Performing Arts

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## CENTRE FOR COMMUNITY SERVICES AND EARLY CHILDHOOD

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

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## CENTRE FOR HEALTH SCIENCES

School of Dental Health  
School of Health And Wellness  
School of Health Services Management  
School of Nursing

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## CENTRE FOR HOSPITALITY AND CULINARY ARTS

Chef School  
School of Hospitality And Tourism Management

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## CENTRE FOR CONSTRUCTION & ENGINEERING TECHNOLOGIES

School of Architectural Studies  
School of Computer Technology  
School of Construction Management & Trades  
School of Mechanical Engineering Technologies

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## CENTRE FOR BUSINESS

School of Business  
School of Financial Services





# numbers at a glance

## Programs Offered

Programs	157
Diploma	73
Post-Graduate Certificates	30
Certificate/Apprenticeship Programs	48
Bachelor Degrees	6
Continuing Education Programs	1600

## Students

Student Body	70,956
Full-Time Students (Full-Time Equivalent)	22,266
International	2,070
Apprentice	712
Continuing Education Registrants (Including 12,000 Distance Learners)	48,690

## George Brown College Staff

Full-Time Staff	1,223
Faculty	506
Support Staff	535
Administrative Staff	182
Part-Time	1162
Faculty	32
Support Staff	509
Administrative Staff	21
Continuing Education	600



# strategic objectives (2005 – 2010)

## 1. Sustainable Growth vs 05-06 base

To achieve strategic growth targets, with a focus on Health, Hospitality and Continuous Learning:

- +13 – 15% Domestic F/T growth
- +15% International F/T growth
- 30% Continuous Learning growth

## 2. Excellence in Teaching and Learning

To establish GBC reputation for leadership in Quality and relevance of Academic Programs and their delivery:

- Student satisfaction – Equal or better GTA College Average
- Applicant market share – 20% increase in applicants

## 3. Grads #1 Choice of Employers

To establish GBC Graduates as the top choice by employers:

- Employer Satisfaction – equal or better GTA College Average
- Graduates employed in their field after 6 months – Best in System

## 4. Excellent Place to Work


To establish GBC as an excellent place to work.

- Employee Satisfaction (continuous improvement from 05-06 results)

## 5. Excellent Place to Invest

To establish GBC as a preferred institution for investment, including industry partner investment and applied research.

- Fundraising targets – meet or exceed targets
- Non Grant Revenue – grow by 5% /year
- Successful research Grant applications



# core strategies (2005 – 2010)

## **Academic Strategy**

To establish GBC as an institution with a solid reputation for excellence in teaching and applied learning

## **Student Experience**

To establish GBC as a leader in student experience through all stages of the student life cycle

## **Build the Reputation**

To establish GBC as the post secondary institution whose graduates are the first choice of employers

## **Business Development/Partnerships**

To establish GBC as the preferred institution for investment – including fundraising, applied research, international partnerships, corporate training and distance education



# accomplishments 2009-2010

George Brown College has been successful in achieving and, in many cases, exceeding the goals set out in its 2009-2010 Business Plan as well as its Strategic Objectives for 2005-2010.

## Ensuring Financial Viability

Ensuring a sustainable financial model is imperative in order that George Brown can continue to succeed and set the benchmark to which all colleges will aspire. During 2009-2010 the College continued its strong financial position. Enrolment goals were exceeded for both domestic and international students. In addition, distance education enrolment increased by 10 per cent. Key revenue targets were met or exceeded and expenditures were within budget. The College ended the fiscal year in a strong cash position with no debt. An operating surplus of \$11.5 million was added to the internally restricted reserves.

Other revenue sources during 2009-2010 contributed to the strong financial position of the College as well as providing opportunities for faculty, staff and students.

A total of \$1,210,138 was secured to support applied research which included cash and in kind contributions from industry of \$643,073. This is a 16 per cent increase over 2008-09. This increased funding allowed an increased number of faculty, staff and students to be engaged in applied research and learning.

George Brown secured funding for five projects in General Education and Access totaling over \$1.9 million. This funding allowed for the implementation

of the George Brown Aboriginal Plan, additional supports for academic upgrading, and supports for other student success initiatives.

The Community Partnerships Office at George Brown works with other departments across the College to make connections between the College and the community to reach students who might not otherwise consider post-secondary education. The CPO secured \$2,816,588 in external project funding in 2009-2010 which allowed George Brown to expand its work with over 50 community and educational partners.

George Brown College believes strongly in supporting our students through grants and bursaries. The George Brown College Foundation raised \$1.1 million in 2009-2010 towards the Ontario Trust for Student Support (OTSS) and with matching funds from the Government of Ontario, we added over \$3.4 million to our endowment funds to assist students in need.

As part of Toronto's Waterfront Redevelopment, George Brown College is creating a state of the art home for the Centre for Health Sciences. This is a major development for the College, bringing together its many health sciences programs currently spread across existing campuses. In 2008-2009 we were pleased to announce that George Brown had received \$61.5 million in funding from the Provincial Government to be used to fund this new campus. Through the Knowledge Infrastructure Program, George Brown received a federal government contribution of \$30 million in 2009-2010 to build the new campus on Toronto's Waterfront.



On the expenditure side, George Brown joined an OCFMA (Ontario College Facility Management Association) led energy buying group to reduce growth of College energy budget as we have increased space.

## Building Student Success

The success of George Brown College and the success of its students go hand in hand. The investments made in student success during 2009-2010 helped to develop workplace-ready graduates who are the candidates of choice for employers.

The Academic Strategy, initially launched in 2005, was renewed for the 2008-2011 period. Key year 2 milestones were met during 2009-2010. Faculty performance reviews were on-going. Two new general education courses were created that are focused on a sustainable environment. The field education working group piloted 5 projects and also made progress on standards and benchmarks for field education as well as a college wide database.

The second year of the three-year Student Success Strategy focused on providing students with timely support and assistance in identified courses. During 2009-2010, the Student Success Strategy involved over 5460 students, 33 programs, 145 peer leaders and 73 professors. Over 350 students were engaged in applied research projects across the College in 2009-2010. This is an increase of 131% over 2008-09. Student engagement in applied research provides students with skills and knowledge that will give them an advantage in the work place.

George Brown was actively involved in the Second Career Program in 2009-2010. Second Career is an Ontario government program to help laid-off people who need skills training to help them find jobs in growing fields. Over 700 Second Career students were enrolled at George Brown.

Students benefitted from the completion of a new Career Centre at the St. James Campus. This new centre, situated next to the Student Services Centre, brings all the career resources for students together in one location including workshops, advising, and job search assistance.

George Brown is a leader in Captioned Media and E-text. Over 30 per cent of the media collection in the Library Learning Commons is now captioned. This allows the resources in the Learning Commons to be accessible to more of our learning community.

Student email was implemented across the College during 2009-2010. Students can communicate directly with faculty, staff, and other students in their class as well as receive important College and program announcements.

Students gained more learning space. In 2009-2010, 18 new general purpose "smart" classrooms, and six theatre classrooms were created.

Supporting our students financially as they work to achieve their educational goals is a key way George Brown helps to build student success. Over 7000 students received a total of \$5,757,148 in bursaries and vouchers in 2009-2010.



# accomplishments 2009-2010 cont'd

## Staff Success

In order for George Brown to achieve its strategic objectives year over year, it needs engaged faculty and staff. It is clear from the accomplishments of College staff this year that staff at George Brown are dedicated to helping both students and the College achieve their goals as well as to continuing their own professional development.

Establishing GBC as an excellent place to work has been a strategic objective for the College during the 2005-2010 period. This commitment has been recognized in a national competition that looks for Canada's best employers. For the second year in a row, George Brown College has been named one of Canada's top 100 Employers and one of Canada's top Family-Friendly employers. For the first time, George Brown has been recognized as one of Canada's best diversity employers. The faculty and staff are both the drivers and recipients of these awards.

A key component of staff success is ongoing professional development opportunities for faculty and staff. George Brown is committed to "life-long learning" and supports its employees as they continue to participate in professional development and training. During 2009-2010, more than 1000 employees participated in one or more of 423 internal courses or workshops. There was significant investment in learning opportunities for full-time and contract faculty focused on enhancing excellence in teaching and learning. In addition, the College reimbursed \$248,000 in tuition assistance to faculty and staff that completed post-secondary courses leading to a certificate, diploma, or degree.

George Brown employees continued to contribute their energy to meeting key College Green Plan targets including managing our carbon footprint, paper consumption reduction, and improved diversion rate. The College Green Team expanded its membership across the College.

The focus on Applied Research at the College provided close to 50 staff and faculty with the opportunity to engage in Applied Research projects. This involvement allowed employees to broaden their own skills and learning as well as to provide this opportunity to their students.

## Strengthening GBC Positioning

George Brown continued to grow its reputation in Ontario, Canada, and internationally.

Construction commenced on the George Brown Waterfront Campus. This new campus, supported financially by the Federal Government through the Knowledge Infrastructure Program, and by the Ontario Government, will allow the College to further develop as a centre for excellence for education in Health Sciences, allow for significant space on existing campuses to be freed up for much needed growth in other programs experiencing space shortages, and help the College become a vibrant centerpiece of the rejuvenated Toronto Waterfront.

During 2009-2010, two new active international partnerships were established and fostered. Students at George Brown have new international opportunities at the Institute for Apparel Management in India and Chongqing Foreign Language School-China.



The George Brown Centre for Hospitality & Culinary Arts earned accreditation from the UK-based Institute of Hospitality, a professional association promoting high standards in management and education in the international hospitality, leisure and tourism industries. Currently George Brown is the only Canadian college offering programs accredited by the Institute, joining 20 other post-secondary institutions from around the world. The Centre for Hospitality and Culinary Arts also completed the Apprenticeship Enhancement Fund renovations of the Bake Labs.

The Centre for Business opened the Institute of Entrepreneurship and Community Innovation, a living lab where George Brown students, with help from their professors, will provide business consulting services to local social enterprises, not-for-profit organizations and for-profit businesses. For clients of The Institute, this means low-cost access to physical and intellectual resources and facilitation of local and international strategic alliances.

George Brown completed its Master Space Plan during 2009-2010 which will allow the College to grow into the future.

## Improving Process through System Efficiencies

Process improvements allow George Brown to provide better service to the College community, as well as to reduce the time spent on process tasks.

As part of the Academic Strategy, a Course Outline Management Tool was created. At the end of 2009-2010 over 1000 courses were on the COMT. This allows for students and faculty to access course outlines online and ensures that each course outline follows a common template.

The Accessibility for Ontarians with Disabilities Act came into effect in 2005. On January 1, 2010, the accessibility standards for customer service took effect for Colleges and other public sector organizations. George Brown has taken a leadership role among Colleges with respect to training. Not only has George Brown created an effective training program for its own employees to ensure compliance with the accessibility standards for customer service, it has also created a model that has benefitted colleges across the province.

With input from faculty, staff, and students the College determined that the implementation of Office 2007 would benefit both employees and students. This upgrade occurred throughout 2009-2010 and Office 2007 training was provided for all employees.

## Conclusion

In achieving the goals set out for 2009-2010, and our strategic objectives for 2005-2010, George Brown continues its commitment to excellence in teaching and applied learning, and our role in shaping the future of Toronto. We look forward to establishing new strategic objectives which will lead us to ongoing success in the future.

# college and foundation boards

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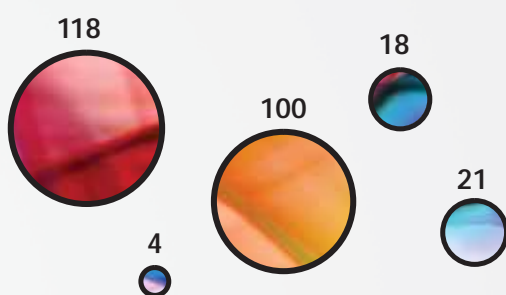
*President, George Brown College*

\*Completed term in 2010



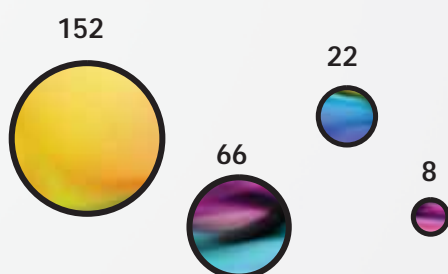
# financial report

as at march 31<sup>st</sup>, 2010 (expressed in millions of dollars)



## Operating Revenue by Source

	\$
Ontario Government	118
Federal Government	4
Student Fees	100
Ancillary	18
Other	21
<b>Total</b>	<b>261</b>



## Operating Expenditures

	\$
Salaries and Benefits	152
Supplies and Other Expenses	66
Plant, Property and Capital	22
Scholarships and Bursaries	8
<b>Total</b>	<b>248</b>



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