



**MORE
THAN
YOU
EXPECT.**

At George Brown College's Building Information Modeling Lab, we use 3D imaging technology to bring construction projects to life, so industry partners can save time, money and building materials. Learn more on page 12.



Take a closer look.

Behind every George Brown graduate, there's a college partner with their own success story to tell. An entrepreneur whose product got to market faster through applied research. An employer who found the perfect new hire by hosting a field placement. A city builder whose real-world challenge inspired innovative solutions from our students. A small business owner who got the support they needed to succeed.

At George Brown College, you'll find more than you expect.

Together, we're not only preparing career-ready graduates, but also supporting local business and fuelling Toronto's economy.

The power of partnership

Bridging the gap between learners and employment is core to our mission at George Brown College, and it's made possible through collaboration with many organizations. Each day, we work with employers, community groups, educational institutions and financial supporters who share our commitment to developing the highly skilled employees Canada needs for a strong economy. Guided by this common goal, we develop productive, mutually beneficial partnerships that reflect the breadth and depth of Ontario's labour market, in sectors ranging from construction to health care, business to culinary arts.

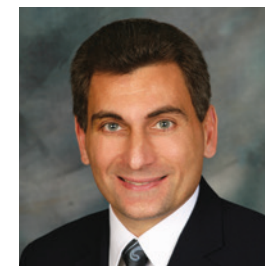
George Brown's partners are fully integrated into the student experience. In fact, we wouldn't be able to achieve our mission without them. Through formal and informal relationships, our partners advise us on program development and provide students with field placement opportunities; they work with us on applied research, and support scholarships and capital expansion through donations.

As you'll see in the pages that follow, our work together is resulting in positive outcomes for students and partners alike. Employers hire graduates with the technical and people skills to hit the ground running in the workplace. Industry and community partners support the education and employment of tomorrow's workforce. Academic partners develop new pathways that meet the needs of students. Small and medium-sized businesses access the expertise and facilities they require to develop innovative products and services. And financial supporters transform lives through education.

To our current partners, thank you for empowering the next generation of professional leaders and community builders through your support of George Brown. To those who haven't partnered with us yet, we invite you to get in touch to learn more about how we can work together to achieve our shared objectives.



Anne Sado
President
George Brown College



Joe Zenobio
Chair, Board of Governors
Executive Director, Call2Recycle

Reimagining our city

with Toronto Foundation

As lead research partner on the annual Toronto's Vital Signs report, George Brown helps the Toronto Foundation identify trends and issues that affect quality of life in our city. But we're also collaborating on ways to address these challenges through our Institute without Boundaries (IwB), an interdisciplinary design studio where students and staff develop innovative local solutions to global problems.

When the Vital Signs report revealed an increasingly divided city, a wavering sense of belonging and a lack of physical activity

among Torontonians, the IwB looked for ways to bring people together and get them moving. The result was RavineLine, a social infrastructure project that builds on momentum of the Pan Am Path, reimagining Toronto's extensive ravine system as a single integrated path that connects residents and fosters an increased sense of environmental responsibility. Not only did the idea win a 2015 NXT City Prize in the Neighbourhood Improvement Area category, it's also being published as a recommendation report for city officials.

Students design new concepts for Toronto's ravine system at the IwB.



“The Institute without Boundaries is a mini think tank in the heart of the city. Its staff and students are highly professional, insightful and creative, delivering high quality design thinking that enriches Toronto.”

Rosalyn Morrison

*Vice-President, Community Initiatives, Toronto Foundation
Program Advisory Committee member, Institute without Boundaries*



Revolutionizing food and beverage development

with Zpirit Foods Inc.

Small businesses drive Canada's food and beverage sector—and much of Canadian industry. But they often lack the resources to invest in capital equipment and innovation.

Zpirit Foods Inc. is just that kind of start-up. The big idea of Philippe Roireau, Zpirit needed help from George Brown in order to get its infused water to market. By connecting with our Food Innovation and

Research Studio (FIRSt), Philippe gained access to specialists, testing facilities, focus groups and grant funding. We also connected him with a key hire. Betty Lau, a former student researcher and graduate of our Culinary Management program, is now the company's Food Process Manager.

Zpirit Infused Water can be found in stores across Canada, as well as select U.S. and European retailers.

“We came to George Brown College to optimize our processes and streamline production, and with the expert help we received, we've been able to expand our product lines and promote a healthy lifestyle to consumers worldwide.”

Philippe Roireau
Founder, Zpirit Foods Inc.



Betty Lau conducts research in our enhanced Food Innovation and Research Studio.

George Brown launched the Food Innovation and Research Studio (FIRSt) in 2005 as a way to help small and medium-sized businesses accelerate new food ideas from concept to commercialization. In 2015, it became the centrepiece of an expanded food and beverage industry hub offering world-class applied research and learning facilities, product development support, and prototyping and commercialization opportunities for industry partners.

Preparing learners for the global economy

with our international partners

PANAMA

Hospitality and Culinary Arts students can gain real-world experience at one of **Bern Hotels & Resorts'** properties in **Panama**.

ITALY

Students in our Culinary Arts—Italian program spend a semester studying at the world-renowned **ALMA** and gaining work experience in real Italian kitchens.

DENMARK

The Copenhagen School of Design and Technology (KEA) shares our commitment to preparing students for the international workplace through innovative learning opportunities. Our multi-disciplinary partnership allows students from select programs in George Brown's Centre for Arts, Design and Information Technology, as well as our Centre for Construction and Engineering Technologies, to complete a semester abroad at KEA. They can also upgrade their diplomas to bachelor's degrees in just three semesters.

KOREA

Our partnership with **Jeju University** provides George Brown students with work placement opportunities in major hotels on Jeju island, one of Korea's most famous tourist destinations.

CHINA

Qualified graduates from the Advanced Vocational Technology Education diploma program at **Shanghai Urban Management College** can enter the Honours Bachelor of Technology (Construction Management) program at George Brown.

INDIA

Students and faculty from Health Sciences as well as Community and Early Childhood can gain international experience thanks to a partnership with **Tata Institute of Social Sciences**.

CHINA

Students from George Brown's School of Early Childhood have the chance to supplement the experience they've gained in our Toronto childcare centres with a month-long teaching and learning term in China. A long-standing partnership with our only overseas affiliate lab school, **Suzhou Regent International Preschool**, lets participants learn to adapt and thrive in a new environment, while building cross-cultural skills that will come in handy while working in Toronto's diverse communities.

JAMAICA

Early Childhood Education students can further their studies at **Shortwood Teachers' College** while earning credit towards their programs.

INDIA

Couture fashion house **Shantanu & Nikhil** offers Fashion students an eight-week placement wherein they learn to apply the fashion traditions of India to a contemporary global context.

Today's labour market is becoming increasingly global in nature, and so is our learning experience. George Brown students participate in field placement and exchange opportunities in more than 30 countries, and have degree completion options in four of them. Some of these institutions also send students and staff on exchange to George Brown, where they're able to learn about the Canadian labour market while living in one of the world's most diverse cities. Here are just a few examples of our international partnerships.

Connecting employers to top talent

with TD Bank Group

As one of the world's largest financial service providers, TD Bank Group is always looking for fresh talent—and they often look to George Brown. In fact, TD is one of the top employers of our alumni, hiring graduates from such program areas as financial services, marketing, human resources, computer programming, graphic design and more. But the company's relationship with our students begins long before graduation. Throughout the school

year, TD connects with our students by hosting field placements, sponsoring awards and organizing on-campus recruiting events. TD also works with the college on community initiatives such as Centre of Learning, empowering Regent Park residents to engage in personal and community development. It's well-rounded partnerships like this that allow us to produce the well-rounded graduates employers like TD value most.



Creating innovative learning spaces for future leaders

with Jack Cockwell and the Brookfield Partners Foundation

An \$8 million donation from Toronto business leader Jack Cockwell and the Brookfield Partners Foundation is providing George Brown students with increased access to state-of-the-art learning facilities, while making history in the college sector.

Earmarked for George Brown's future growth, redevelopment and expansion plans, this gift represents the largest one-time private donation in the history of Ontario's college system. In recognition of this generosity, our building at the Waterfront Campus has been renamed the Daphne Cockwell Centre for Health Sciences, honouring Cockwell's late mother.

"Having seen firsthand how George Brown's remarkable facilities, faculty and administration help to prepare the next generation of professional leaders and community builders, we are honoured to be playing a role in the future growth that will support George Brown's continued innovation and leadership."

Jack Cockwell
Chairman, Brookfield Partners Foundation



"We're committed to working with George Brown College—whether that's by hosting field placements, sponsoring student awards or recruiting on campus—because we're looking for talent. George Brown is training tomorrow's leaders."

Scott Mullin
Vice-President, Community Relations, TD Bank Group

TD Bank Group is finding the skilled employees it needs at George Brown, including Krystal D'Lima, Manager of Customer Service, pictured with Scott Mullin.

Reshaping Toronto with cutting-edge technology

with Gillam Group

How did one company streamline its process and save the City of Toronto hundreds of thousands of dollars on a renovation project? By teaming up with George Brown.

The Gillam Group was tasked with a tricky renovation of the Toronto Centre for the Arts, which involved converting a single theatre into two while working around unmapped ducts, pipes and wires. Faced with the challenge, Project Manager and George Brown graduate Benjamin Valliquette turned to his alma mater for support.

Students and staff from our Building Information Modeling (BIM) Management program conducted a scan of the existing building and used BIM, a new 3D imaging technology, to create a digital model. Then the project's architects, structural engineers and construction professionals tested potential designs in our BIM Lab in order to find the solution that worked best. According to Benjamin, "Everyone gasped when they saw the George Brown facilities and just how far technology has come in this area."



Benjamin Valliquette (left) and Marcus Gillam, President & CEO of Gillam Group, view a 3D model of the Toronto Centre for the Arts in our BIM Lab.



"George Brown made the impossible possible for us. We eliminated the trial and error process, reduced labour hours, reduced materials and simplified our design—all in one workshop at George Brown's BIM Lab."

Benjamin Valliquette

Project Manager, Gillam Group

*Graduate 2013, Bachelor of Technology, Construction Science and Management
Winner, 2015 Premier's Award (Recent Graduate category)*

Enhancing interprofessional learning

with Baycrest Health Sciences

When it's time for field placement, you won't just find our Culinary Arts students in the city's restaurants, hotels and bakeries—their nutrition and culinary management skills have also earned them a place at Baycrest Health Sciences. Each year, Baycrest hosts more than 150 students from George Brown's Culinary Arts, Nursing, Personal Support Worker and Dental Hygiene programs, thanks to a college-wide field placement agreement.

Our partnership has resulted in new interprofessional learning opportunities as well, such as Top Chef Dysphagia, an annual cooking challenge in which speech-language pathologists and registered dietitians from Baycrest work with students to develop menu ideas for patients who have difficulty swallowing. The exercise helps future food services professionals and personal support workers learn about the eating challenges faced by seniors, while exposing clinicians to creative, appetizing ways of preparing easy-to-swallow food.

“Students bring new techniques and ideas to the workplace. So when we're working with students in clinical areas, it helps our staff think about their own practice—what they're doing, why they're doing it that way and how they can do it better. It raises the bar on practice.”

Faith Boutcher
Director of Education, Baycrest Health Sciences



Inventing the future of gaming

with IFTech

Oshawa-based start-up Inventing Future Technology (IFTech) wants to revolutionize the way we play video games—and thanks to our School of Fashion, their invention is almost ready for production. ARAIG (As Real As It Gets) is a multisensory suit that immerses the wearer in an alternate reality using surround sound, vibration and muscle contraction technology.

When co-CEOs Michael and Brodie Stanfield approached George Brown, they had a proof-of-concept model with working electronics, but needed help designing a commercial-grade garment that was breathable, washable and aesthetically pleasing. Our applied research team,

supported by Natural Sciences and Engineering Research Council (NSERC) funding, helped the co-CEOs explore fabrics, fit and potential suppliers, and then drafted patterns. By the time the project wrapped up, IFTech had garment prototypes and a production specification guide it can take to a manufacturer to begin production.

“We brought our vision, the researchers brought their expertise. The research process was excellent. We ended up learning so much.”

Brodie Stanfield
Co-CEO and Founder, IFTech

Giving small businesses a big online presence

with City of Toronto

At a time when online marketing can make or break a business, many local restaurant owners and shopkeepers don't have the expertise needed to launch a social media campaign or e-commerce site. But our students do. They're using the specialized knowledge they've developed in class to help our city's small businesses grow, in a project organized by the City of Toronto, Toronto Association of Business Improvement Areas and George Brown's entrepreneurship hub, startGBC.

The Digital Main Street initiative helps businesses explore their options in the digital realm—from Facebook pages to Shopify stores—and then incorporate these new technologies. Whether participants need a business student to create a digital marketing plan or a design student to build a website, help is available through our Digital Service Squad.

Digital Main Street Coordinator Joshua Lang, a Strategic Relationships Marketing graduate, works with Elvie Fruelda, owner of Footstep A Plus, on a digital marketing strategy for her store.



“Digital Main Street provides students with valuable work experience, while supporting the online growth of our city's small businesses.”

Chris Rickett
Manager, Entrepreneurship Services, City of Toronto



Developing degree programs that meet employer needs

with the Royal Ontario Museum and the Centre for Addiction and Mental Health

The skills businesses need most are constantly shifting with the economy. At George Brown College, we're keeping pace by regularly consulting industry leaders to advance our programs and ensure we're meeting their needs for the benefit of our students. Here are two ways we worked with partners to develop new programs.

Honours Bachelor of Interpretation

Our new Honours Bachelor of Interpretation (American Sign Language–English) is the first program of its kind in Canada, developed to meet increasing demand for interpreters with a degree-level education. The Royal Ontario Museum (ROM) was one of several stakeholders who advocated to the government about the need to establish our new program, sharing the important role our field placement students play in providing interpretation on museum tours. Many of the students in our new degree program will apply their skills at the ROM, helping ensure that all Ontarians have access to our province's museum of world cultures and natural history.

"At the ROM, we are challenged every day to make PhD level research accessible to people, whether it's being interpreted or spoken. Having ASL interpreters who've had more time to explore linguistics and models for support and community building will make it easier to bridge the gaps in communication."

Cheryl Blackman
Assistant Vice-President, Audience Development,
Royal Ontario Museum



Honours Bachelor of Behaviour Analysis

Our Honours Bachelor of Behaviour Analysis was created in response to growth and change in this emerging field, which supports individuals with autism spectrum disorders, developmental disabilities, mental health disorders and other challenges. Until recently, a specific credential hasn't been required to practice behaviour analysis, but that's changing, with employers such as the Centre for Addiction and Mental Health

(CAMH) now requiring a degree. They've had trouble finding qualified candidates. So to address this gap, a Program Advisory Committee of employers, clinicians and educators came together to help develop a four-year program that combines in-depth theoretical knowledge of behavioural analysis with hands-on experience.

"The demand for quality services from behaviour analytic professionals at all levels has increased dramatically across sectors. George Brown's new degree program will help fill gaps in the system and allow individuals and organizations to access high quality behaviour analytic professionals where they are needed most."

Louis Busch
Graduate 2008, Behavioural Science & Technology
Behavioural Therapist, Centre for Addiction
and Mental Health
Instructor, George Brown College
Program Advisory Committee member

Academic centres and schools

Centre for Continuous Learning School of Continuing Education
Distance Education
School of Makeup & Esthetics

International Centre

Centre for Preparatory & Liberal Studies School of Liberal Arts & Sciences
School of Work & College Preparation
School of English as a Second Language
School of Immigrant & Transitional Education

Centre for Arts, Design & Information Technology School of Computer Technology
School of Design
School of Fashion Studies
School of Media & Performing Arts

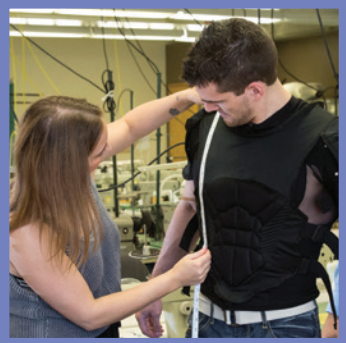
Centre for Community Services & Early Childhood School of Early Childhood
School of Deaf & Deafblind Studies
School of Social & Community Services

Centre for Health Sciences School of Dental Health
School of Health & Wellness
School of Health Services Management
Sally Horsfall Eaton School of Nursing

Centre for Hospitality & Culinary Arts Chef School
School of Hospitality & Tourism Management

Centre for Construction & Engineering Technologies School of Architectural Studies
Angelo DelZotto School of Construction Management
School of Apprenticeship & Skilled Trades
School of Mechanical Engineering Technologies

Centre for Business School of Accounting & Finance
School of Human Resources
School of Management
School of Marketing





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