



# Game Changers



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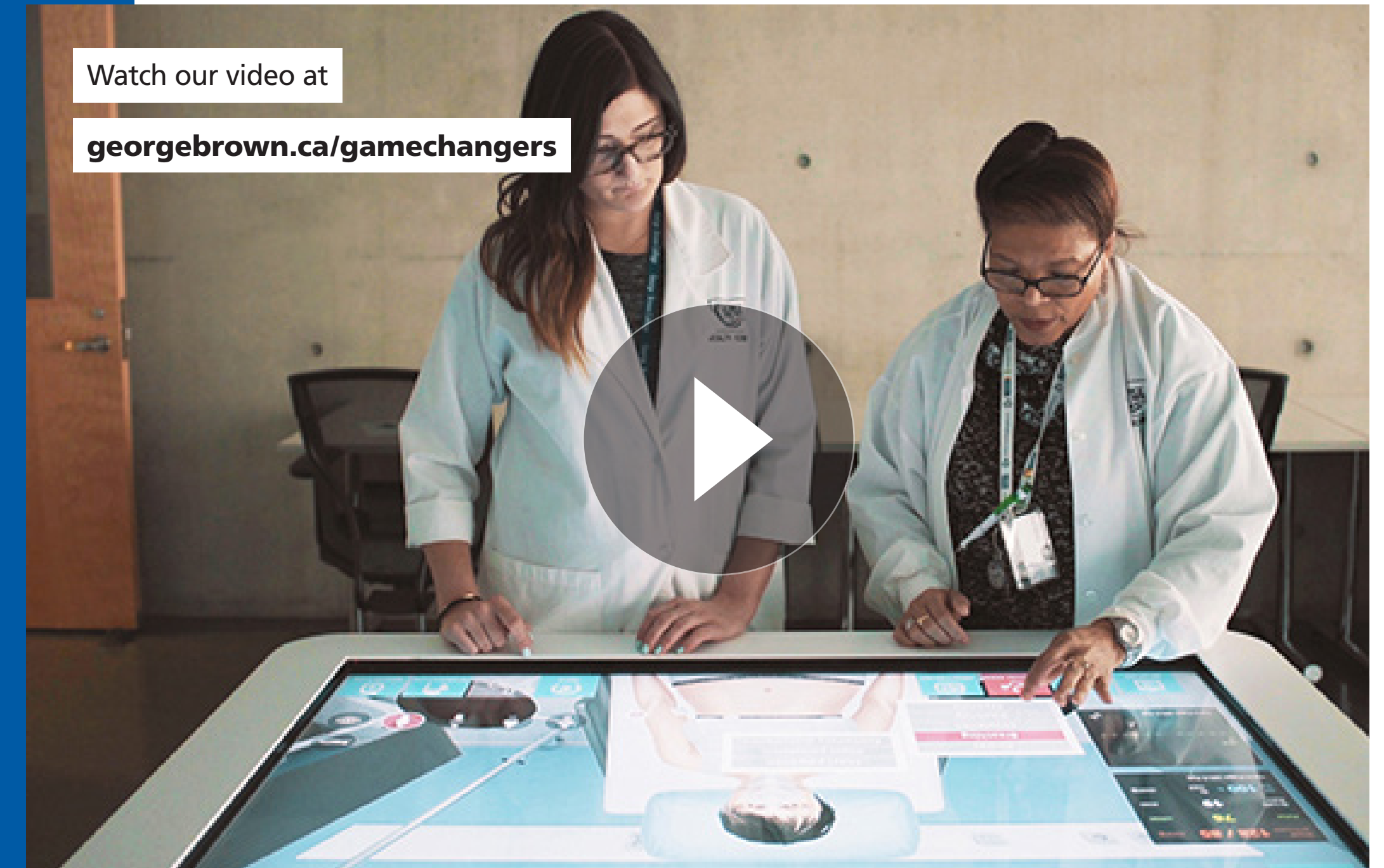
For 50 years, George Brown College has adapted to meet the evolving needs of students and employers, introducing new programs, partnerships and learning methods that support the economic engine of Ontario. As we enter our sixth decade, we're preparing for the biggest shifts yet.

Rapid technological advances are transforming every industry, from fashion to finance, construction to health. To thrive in a world of constant change, job seekers will need to be innovative, entrepreneurial and adaptable. So will Ontario's colleges.

At George Brown, we're reimagining how and what we teach, incorporating new technologies and reworking our learning environments. You'll see examples in this report, and many more will come in the months and years ahead as our new leadership team rolls out its strategic vision. At the heart of this transformation is the mandate that's always guided us: preparing a remarkably diverse group of learners for job success. Together with our partners, we're helping students build the skills they need to embrace change and to lead it themselves—in Toronto, across the province and around the world.

**Anne Sado**  
President  
George Brown College

**Joe Zenobio**  
Chair, Board of Governors  
George Brown College

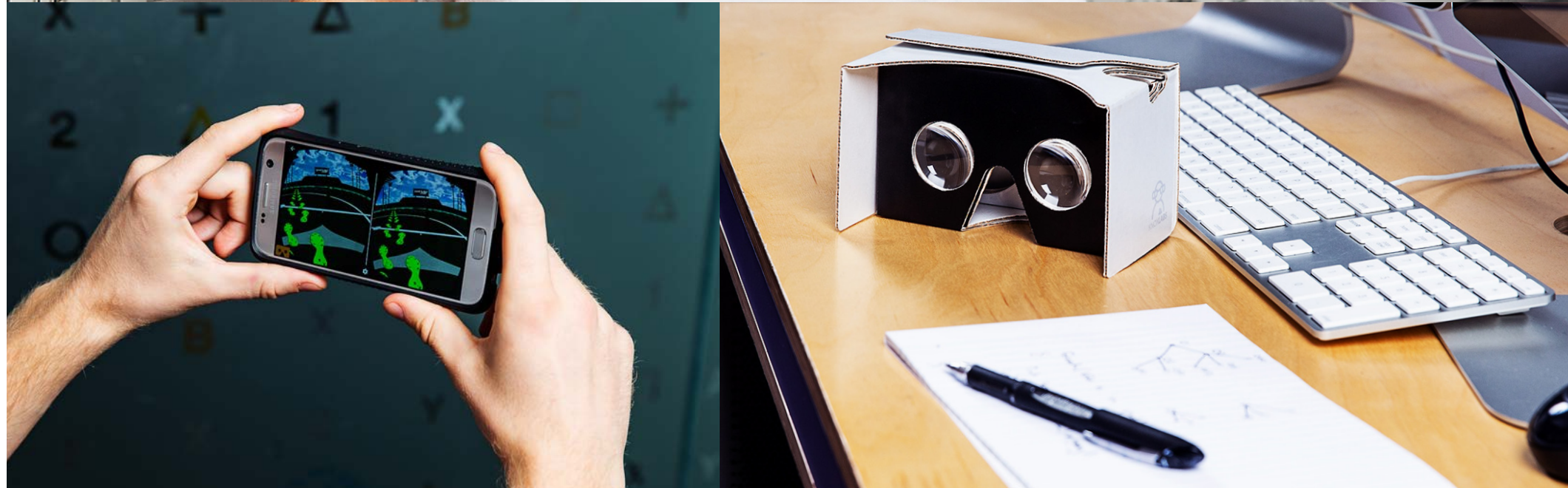


**Cover:** As an international student from Mexico, Pamela Estrada is no stranger to change. A member of the first graduating class of our Acting for Media program, she has learned to perform for online, game and interactive mediums, while building the adaptability and entrepreneurial mindset she'll need to stand out from the crowd.



*Innovating  
with industry*





## Jack Wiebe

Vitruvian Sport Systems co-founders Matteo Masucci and Glen Rapoport want to revolutionize soccer training, and thanks to an applied research partnership with George Brown, they're within striking distance of that goal. Developed with support from a team of faculty and student researchers, Zone360 is a digital training platform that brings the soccer pitch to players' smartphones, using virtual reality to deliver immersive drills and plays.

Working with George Brown has provided Masucci and Rapoport with crucial access to game development expertise, up-to-the-minute technology and funding from the Natural Sciences and Engineering Research Council of Canada, allowing them to develop a beta version of Zone360. At the same time, the partnership has created work-integrated learning and networking opportunities for our students. "We see this partnership as a pipeline for talent as we expand into a full-time development team," says Rapoport.

Researcher Jack Wiebe, a Game – Programming graduate, says working on the project has given him a broad range of experience, from building 3D environments to collaborating with artists. Best of all, his portfolio now includes a professional project that incorporates mobile technology, virtual reality and the artificial intelligence of IBM's supercomputer, Watson. "That's going to be hugely beneficial when I'm looking for jobs," says Wiebe.

Graduate 2018,  
Game – Programming

Software Developer,  
Vitruvian Sport Systems





Learning  
by doing





## Trudi Kydd

Practical Nursing graduate Trudi Kydd knows that in her profession, adaptability is key. “As a nurse, you have to give quality care regardless of your surroundings or the available resources,” she says. Fortunately, George Brown has prepared her for this. After honing her skills at our Simulation Centre, Kydd completed field placements in the rehabilitation department at Providence Healthcare and the acute care neurology department at North York General Hospital. But it was her month-long placement in Kingston, Jamaica that taught her the most about adapting to change.

Applying her skills at Maxfield Park Children’s Home and Hope Temple Basic School, Kydd learned how to support children and families in a community setting without costly equipment or supplies. One day this meant recommending aloe vera to treat a child’s burns when the family couldn’t afford medicated ointment; another day it meant reassuring a lonely little girl that her eczema wasn’t contagious to others.

Now back in Toronto, one of the most multicultural cities in the world, Kydd says the experience improved her cross-cultural communication skills and made her more resourceful. It also opened her eyes to the many career paths available in nursing, inspiring her new-found passion for community care. “It is incredible how a change of environment can increase your growth,” she says.

Graduate 2018,  
Practical Nursing

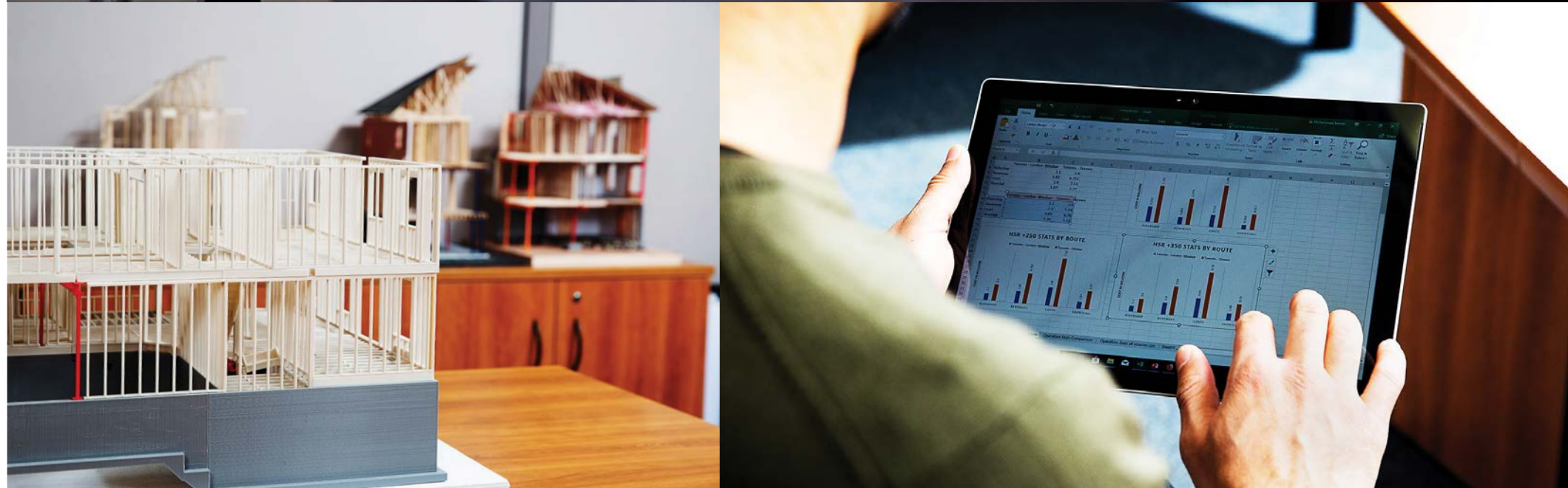
Graduate 2016,  
Pre-Health Science





Transforming  
lives





## Muhammad Bassah

When Muhammad Bassah immigrated to Canada in 2005, he didn't know anyone, spoke limited English and had only enough money to last a few months. Although he'd attended law school in Jordan, he wasn't accredited to practice in Canada, so to make ends meet he took a job as a construction labourer. Little did he know, this experience would inspire a fulfilling new career path.

Bassah spent the next several years developing journeyman skills in three trades, ultimately becoming a foreman for a drywall company. But, as he explains, "I wanted something more. I knew I had the capacity to grow into a more complex management position." This desire for growth led him to George Brown's Honours Bachelor of Technology (Construction Management), a degree program that prepares graduates with the technical and managerial competencies to lead change in the industry— from incorporating sustainability practices to applying innovative technologies such as Building Information Modeling.

Returning to school full-time has been financially challenging for Bassah, now a husband and father of two, but the student awards he's received through the George Brown College Foundation and support from the Ontario Student Assistance Program have allowed him to focus on his studies. Now he's graduating with a consulting job lined up and the skills to keep Canada's construction industry competitive, successful and sustainable.

Graduate 2018,  
Honours Bachelor of  
Technology (Construction  
Management)

Recipient,  
Technology Cabinet  
Scholarship; General  
Contractors' Section  
Toronto Applied Research  
Scholarship; Student  
Association Construction  
& Engineering Third and  
Fourth Year Student  
Scholarship



## Growing with our city

Throughout our history, George Brown has been woven into the fabric of Toronto. We're passionate about the role we play in supporting our city—not only by preparing the highly skilled workers our economy needs, but by helping our neighbourhoods thrive and grow. With the launch of our Waterfront Campus in 2012 and The George student residence in 2016, we brought an infusion of student energy to new communities in East Bayfront and Corktown. In early 2019, we'll grow again with the launch of Daniels Waterfront – City of the Arts, providing our School of Design students, staff and industry partners with more than 100,000 square feet of learning and collaboration space.

We're also embarking on our most ambitious project yet: The Arbour, Ontario's first tall-wood, low-carbon, net-zero energy building. As the site of the Mass Timber Institute, The Arbour will allow students and researchers to generate innovative ideas and research in low-carbon, mass-timber construction. Designed by award-winning firms Moriyama & Teshima Architects and Acton Ostry Architects, this facility will feature ecological innovation across its entire life cycle and open up new space for the School of Computer Technology and our 13<sup>th</sup> child care centre. Construction is scheduled to begin in 2021 at the southwest corner of Queens Quay East and Lower Sherbourne Street.

**“With more campus buildings in progress or planned, this might very well be George Brown's waterfront by the 2020s.”**

– Globe and Mail (June 9, 2018)

Images courtesy of Moriyama & Teshima Architects and Acton Ostry Architects.



## Programs that work

We're continually updating our program mix to meet the needs of Ontario's economy. Our programs are developed in collaboration with industry and community partners, ensuring that students build the skills they need to thrive in the rapidly changing labour market.

### New programs launched in 2017 – 18

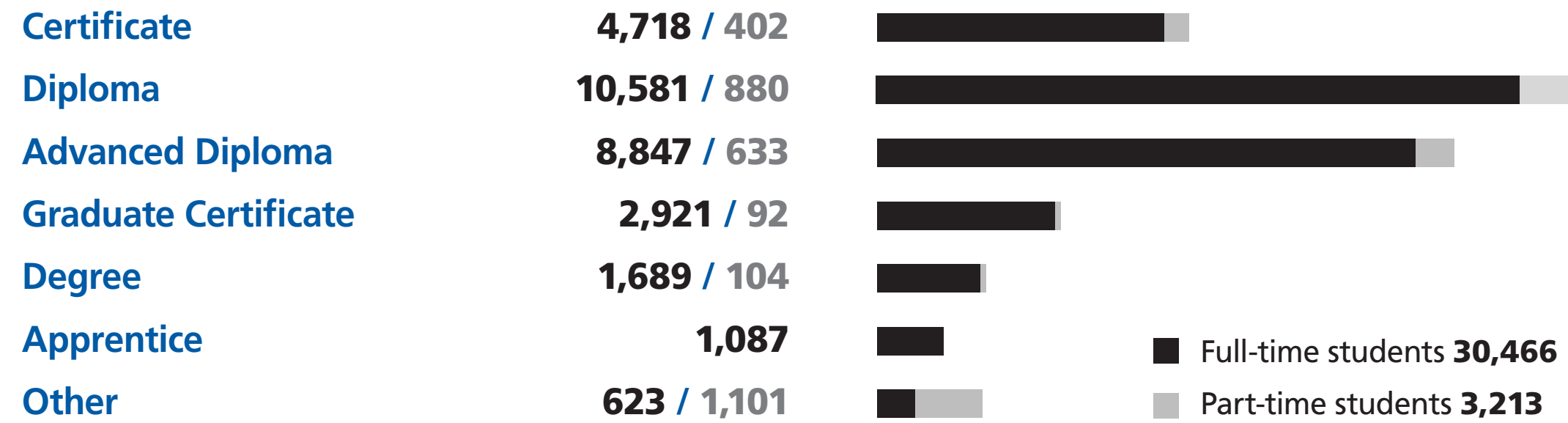
- **Apparel Technical Design** (one-year graduate certificate) provides students with the skills to translate garment designs into technical specifications for manufacturing.
- **Honours Bachelor of Commerce (Culinary Management)** (four-year honours degree) prepares graduates for kitchen, operations management or food management positions in the ever-changing food and beverage industry.
- **Media Acting – Graduate Intensive** (seven-week certificate) enables theatre school graduates to enhance their on-camera acting skills in order to move confidently between stage and screen.
- **Sound Design and Production** (one-year graduate certificate) teaches students how to design and create soundscapes for film, television and game industries.
- **Sustainable Fashion Production** (one-year graduate certificate) prepares students to manage the production of small batch apparel products using sustainable product development and manufacturing practices.
- **Video Design and Production** (two-year diploma) merges traditional filmmaking techniques with new mediums, preparing video designers to work in film, television and interactive storytelling.
- **Career Development Practitioner** (one-year graduate certificate) gives students the skills necessary to provide information, advice and guidance related to career exploration, skill acquisition, job search and maintenance.
- **Honours Bachelor of Digital Experience Design** (four-year honours degree) aims to produce designers who can solve problems using human-centred, socially conscious and economically viable digital solutions.

### New programs launching in September 2018

- **Career Development Practitioner** (one-year graduate certificate) gives students the skills necessary to provide information, advice and guidance related to career exploration, skill acquisition, job search and maintenance.
- **Honours Bachelor of Digital Experience Design** (four-year honours degree) aims to produce designers who can solve problems using human-centred, socially conscious and economically viable digital solutions.



## Student enrolment 2017 – 18



**23%**

International students

**68,579**

Continuing Education registrations

## Enabling the innovation economy

George Brown has made innovation one of its core priorities and successfully built applied research and advanced training capacity across five strategic areas:

- Design for the Smart Economy
- Sustainability and the Built Environment
- Community Health, Wellness and Education
- Food and Beverage Innovation
- Business/Social Innovation and Entrepreneurship

George Brown was ranked the **#1 research college in Canada for 2017.**

(Source: Research Infosource Inc.)

In 2017 – 18, we offered **1,429 student research experiences, including 190 research projects with industry and community partners.**

George Brown has prepared more than **225,000 graduates for job success.**

**98%** of our qualifying programs offered field education in 2017 – 18, and we plan to boost that to **100% by 2020.**

George Brown has **45 international academic and industry partnerships spread across 17 countries.**

Our Foundation awarded **983 scholarships** in 2017 – 18 with a value of more than **\$1.2 million.**

## Programs offered

Certificate	30
Diploma	37
Advanced Diploma	32
Graduate Certificate	40
Degree	9
Pre-College	8
Apprentice	11
<b>Total full-time programs</b>	<b>167</b>

Continuing Education Certificates/Designations **191**

**92% of employers are very satisfied with the George Brown graduates they've hired.**

(Source: Key Performance Indicators, Ministry of Advanced Education and Skills Development, April 19, 2017)



## Board of Governors 2017 – 18

### Joe Zenobio (Chair)

Executive Director,  
Call2Recycle

### Paul Clifford

Former President,  
UNITE HERE Local 75

### Kevin Costante

Former Deputy Minister,  
Government Services, Education,  
Government of Ontario

### Julia Deans

Founding CEO,  
Canadian Children's  
Literacy Foundation

### Mark Guslits

Principal,  
Mark Guslits & Associates Inc.

### Kevin King

Legal Counsel,  
MAG Civil Law Division Citizenship  
and Immigration Branch

### Bob Richardson

Senior Counsel,  
National Public Relations

### Pradeep Sood

Chairman,  
Highbury Canco Corporation

### Martha Tory

Former Senior Partner,  
Ernst and Young

### Stephen Upton

Director,  
Special Projects, Tridel

### Laurel Walzak

Board of Directors, Fitneff Inc.  
Assistant Professor, RTA Sport  
Media, Ryerson University

### Mike Williams

General Manager,  
Economic Development  
& Culture, City of Toronto

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#### Anne Sado

Ex Officio,  
President

#### Wing-Ki Chan

Professor/Co-ordinator,  
School of Fashion

#### Gerard Hayes

Director,  
Student Experience  
& Business Services

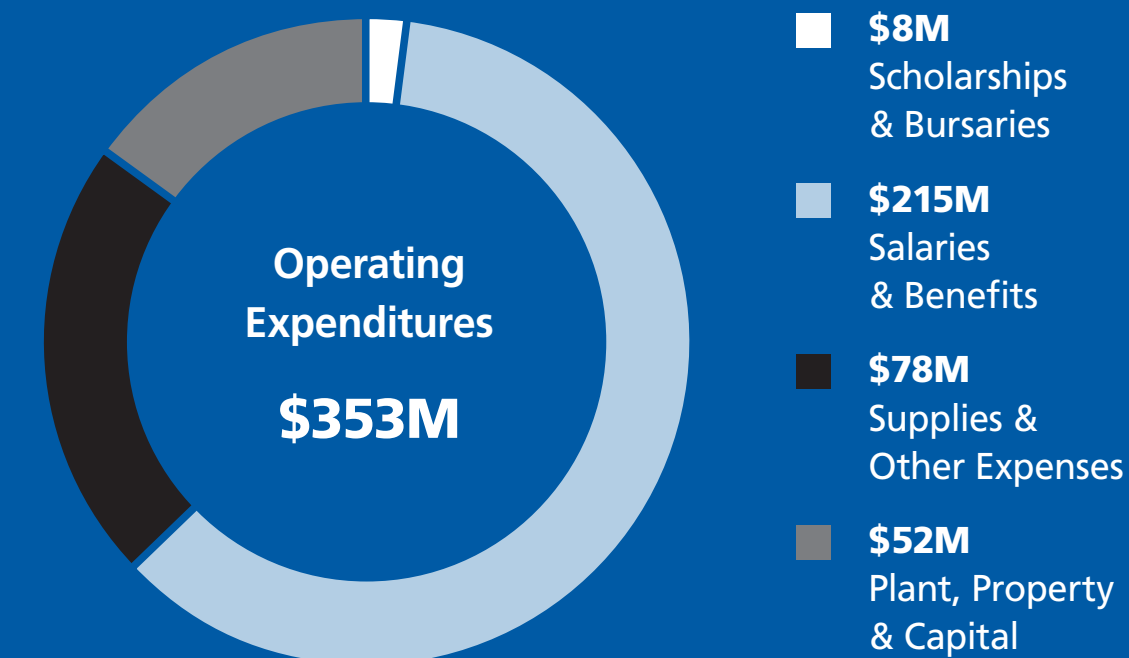
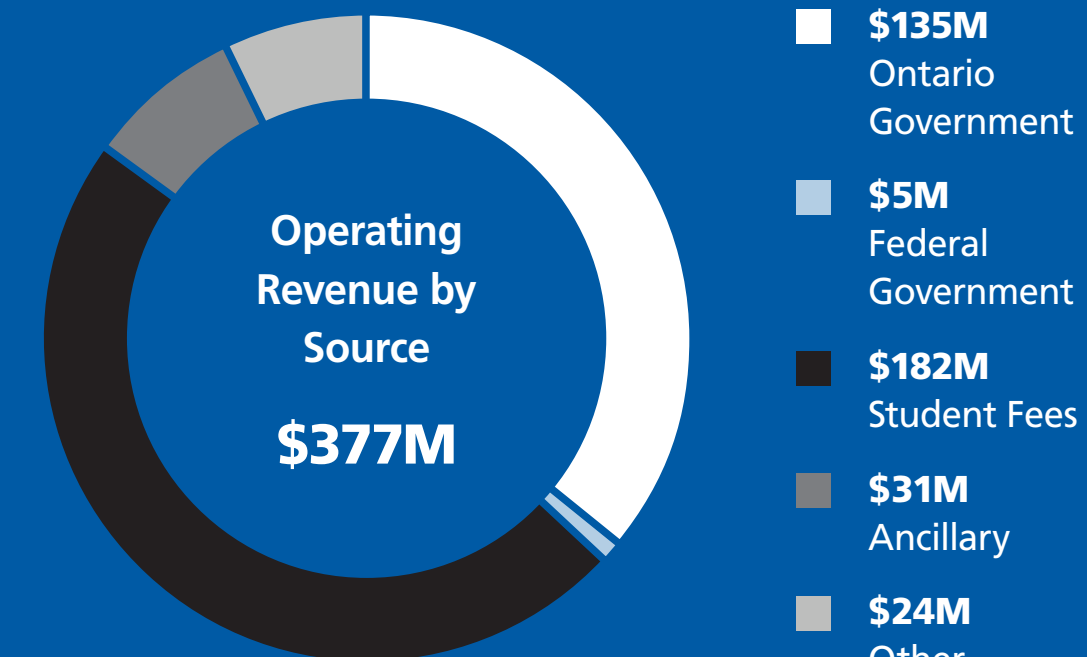
#### Nureisse Khan

Student Representative

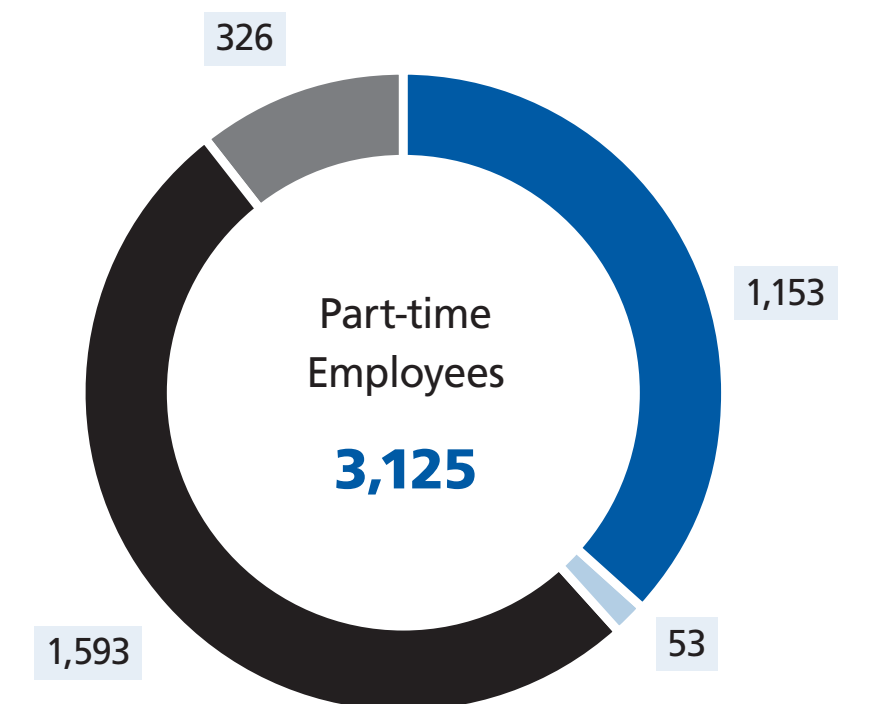
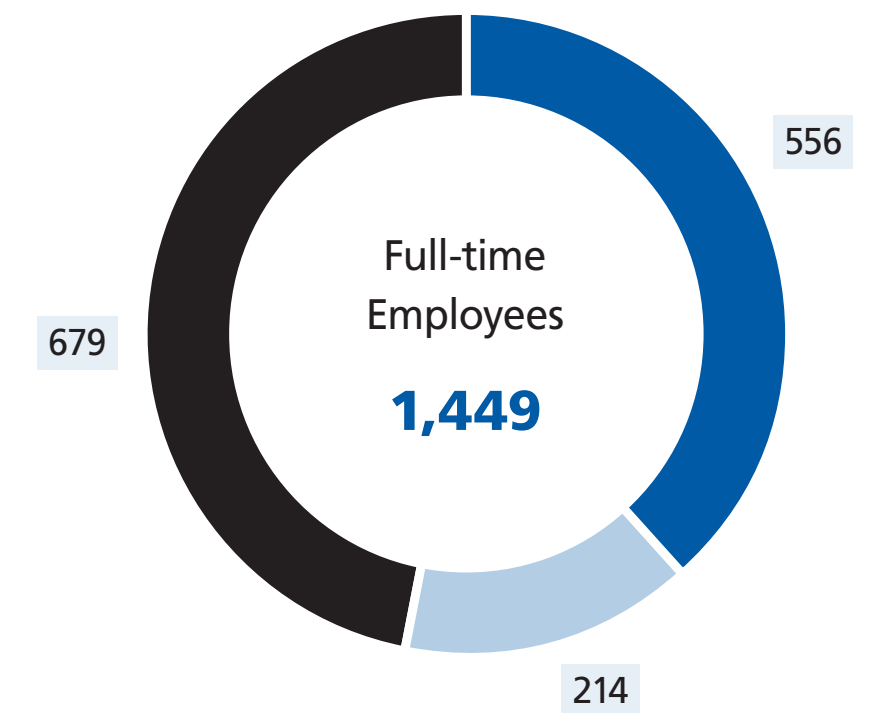
#### Joshua Li

Marketing and  
Events Co-ordinator,  
Centre for Business

## Revenues & Expenditures 2017 – 18



## Employees



■ Faculty      ■ Support Staff  
■ Administrative Staff      ■ Continuing Education



### Sally Horsfall Eaton, Chancellor

As Chancellor from 2012 to 2018, Sally Horsfall Eaton has played a key role in advocating for the college's vision and in expanding its visibility and reputation. She is widely recognized throughout the city for her volunteerism, philanthropy and advocacy for social issues.



## Thanks to our donors

### Leading Gifts

The George Brown College Foundation is pleased to acknowledge the following donors who supported the Success at Work Campaign with pledged gifts of \$100,000 or more.

#### \$4,000,000+

Jack Cockwell and Brookfield Partners Foundation  
Student Association of George Brown College  
The John C. and Sally Horsfall Eaton Foundation

#### \$1,000,000 to \$3,999,999

Scotiabank Group  
The Helderleigh Foundation  
Tridel Corporation

#### \$250,000 to \$999,999

BMO Financial Group  
CIBC

Compass Group Canada  
Concert Properties Ltd.  
EllisDon Corporation  
Estate of Mr. John Arnet Pentland  
Estate of Mrs. Mabel Dorothy Pentland  
Legacy Private Trust Foundation  
Pinball Clemons Foundation

RBC Foundation  
Redpath Sugar Ltd.  
Residential Construction Council of Ontario (RESCON)  
TD Bank Group

#### \$100,000 to \$249,000

B.O.L.T. Charitable Foundation  
Building Industry & Land Development Association (BILD)  
Centre for Hospitality & Culinary Arts Students  
Children's Aid Foundation  
Ecolab  
Hal Jackman Foundation  
JOEY Restaurant Group

John C. and Sally Horsfall Eaton  
JP Morgan Chase & Co.  
Knowledge First Financial Inc.  
Mandarin Restaurant Franchise Corporation  
Maple Leaf Foods Inc.  
Mary Ann and Peter Lee  
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Noella M. Milne

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R. Howard Webster Foundation  
Rita and Rudy Koehler  
TBM Service Group Inc.  
The Coca-Cola Company  
The Counselling Foundation of Canada  
The Janes Family  
The Slight Family Foundation  
The William & Nona Heaslip Foundation  
Unilever Food Solutions  
Vincent T. Thomson

### Annual Gifts \$25,000 +

The George Brown College Foundation is pleased to acknowledge the following donors who made annual gifts of \$25,000 or more in fiscal 2017 – 18.

#### \$100,000+

BMO Financial Group\*  
Building Industry & Land Development Association (BILD)\*  
CIBC\*  
Concert Properties Ltd.\*  
Dana & Doug Turnbull\*  
Joey Restaurant Group\*  
Mandarin Restaurant Franchise Corporation\*  
Noella Milne\*  
Pinball Clemons Foundation\*  
RBC Foundation\*  
Redpath Sugar Ltd.\*  
R. Howard Webster Foundation\*

Scotiabank Group\*  
Student Association of George Brown College\*  
TBM Service Group Inc.\*  
TD Bank Group\*  
The Daniels Corporation\*  
The Helderleigh Foundation\*  
The Janes Family\*  
The John C. and Sally Horsfall Eaton Foundation\*

#### \$50,000 to \$99,999

Alan Dean and Kathy Kinnear\*  
Canadian Football League\*

#### \$25,000 to \$49,999

B.O.L.T. Charitable Foundation  
Freed Developments  
Gordon Cressy & Joanne Campbell\*  
Heavy Construction Association of Toronto (HCAT)\*  
Heritage Educational Foundation  
Knowledge First Foundation

\*Signifies gifts that are part of a multi-year commitment (pledge).

## George Brown College Foundation

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Managing Director & Head, CIBC Wood Gundy & Private Wealth Management Canada

**Gary Teelucksingh**  
(Chair of Finance Committee)  
Partner,  
Wealth & Investment Management, Capco

**Alan Dean**  
President & Executive Director, Brookfield Partners Foundation

**Karen Foss**  
President,  
Roy Foss Motors Ltd.

**Cindy Gouveia**  
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