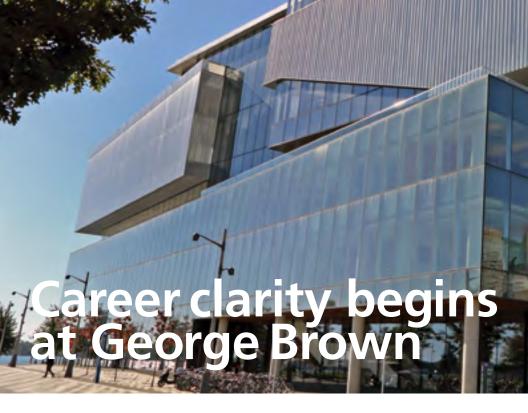
Future Focus

Annual Report 2014/15





Results from a recent Statistics Canada survey confirmed what post-secondary educators have long witnessed: career decision-making is "an ongoing process, occurring throughout adolescence and typically lasting well into adulthood." 1

The survey followed a group of Canadians from age 15 to 25, inquiring every two years about their career goals. Although some survey participants stuck with the goals they'd set in their teens, more than 13% remained undecided about their career goals at age 25, while more than 38% had changed their minds and decided to pursue a new career.

At George Brown College, we understand that career clarity is influenced by many factors throughout our lives. Our students come to us at all stages of their journey – for example, when pursuing a career change after spending time in the workforce, supplementing university education with hands-on experience, or beginning a new career path after immigrating to Canada.

No matter our students' age or stage, we provide tools for them to confidently choose an area of focus and become highly employable in that field. Developed in consultation with industry, our programs reflect the evolving needs of the labour market, ensuring that students build the job skills and people skills employers require – now and into the future.



As a supporter of George Brown, you play a vital role in helping our students develop the career clarity that enables their success and, in turn, the success of our city. Our employers help students and alumni learn from and connect to realworld work environments; our industry partners keep our academic programming relevant and involve students in solving business problems; and our donors provide students with access to financial resources to complete their studies.

Whatever role you play, you are transforming lives and bringing a brighter future into focus for the professional leaders and community builders of tomorrow. Thank you for your support.



az Indo

ANNE SADO President George Brown College



Kulo.

JAMES MCPHEDRAN Chair Board of Governors Executive Vice-President, Retail Distribution, Canadian Banking, Scotiabank

 [&]quot;Career Decision-making Patterns of Canadian Youth and Associated Postsecondary Educational Outcomes," Statistics Canada, January 2015.



Celebrating shared success

George Brown College is a key resource in shaping the future of Toronto as a leading global city. Our donors, employers and industry partners share our interest in contributing meaningfully to the city's economic, social and cultural vitality. With your support, we are generating impressive results.





applied research projects during the . 2014/15 academic year, giving them hands-on experience solving real-world business problems.3

advantage.

- George Brown was ranked as the #3 research college in the country for 2014, climbing 19 spots over the previous year's rankings.4
- in research funding from provincial and federal programs, which has been matched by industry investments.
- George Brown's Building Information Modeling (BIM) lab trains students in virtual building design practices and promotes industry innovation.
- Reflects organizations that were identified in the college's 2014 employer research as donors to the George Brown College Foundation, field education supervisors, desirable employers as identified by George Brown alumni, and/or were identified by the Globe and Mail as a top GTA employer in their 2014 report.
 George Brown College Office of Research and Innovation.
 Research Infosource, "Canada's Top 50 Research Colleges 2014," November 7, 2014
 OCAS Nov first-year enrolment counts.
 Based on information in the George Brown College alumni relations database, accessed May 2015.

- accessed May 2015.
- Key Performance Indicators, Colleges Ontario, 2014-15.
 Based on George Brown College Current Employer Research conducted by Ipsos Reid
 between March 21 and April 5, 2012. 792 employers were surveyed with a margin for error of +/- 3.5%.



Our growing student body is well-supported to succeed.

- George Brown has grown our first year student enrolment more than any of Ontario's other 23 colleges over the last 10 years.⁵
- More than 200,000 students have graduated from George Brown since 1967, and more than 62% of them have stayed in Toronto.⁶
- George Brown leads the GTA colleges in graduate employment rates at 82.8%.⁷

- Two-thirds of field education employers and 70% of grad employers are likely to hire a George Brown graduate in the next 24 months.8
- Our Foundation awarded 1,117 student scholarships in 2014/15 with a value of more than \$1 million.

Today's decision, tomorrow's career

Months before the first day of class, students put their career clarity to the test by choosing which post-secondary program to take. At George Brown, we're committed to supporting this decision-making process with concrete information and accessible tools and services.

LIAISON OFFICERS are often a prospective student's first point of contact with George Brown. Speaking at college fairs, Adult Learning Centres, high schools, community organizations and local recruitment and career events, our experienced liaison officers share tips on choosing a program and career, financing postsecondary education, preparing for college and much more. They also provide campus tours, and work with guidance counsellors to ensure high school students have access to the decision-making resources they need.



ENTRY ADVISORS help prospective students identify the program options that best align with their educational background and career goals, in addition to answering questions about educational pathways, academic upgrading and how to get credit for prior learning.

labour market information for the Greater Toronto Area, including salaries, employment growth projections, current ob opportunities and related programs offered at George Brown. Career Coach enables users to gain a clear understanding of the job prospects in a given field before they begin their postsecondary experience, so they cán choose their path based on real-world intelligence. Learn more at cc.georgebrown.ca



Engaging in local democracy

When George Brown hosted a mayoral debate in the lead-up to the 2014 municipal election, our students were eager to get involved. Students from across the college submitted questions for the candidates, while several instructors used the debate as a jumping-off point for class discussions about local government, accountability and civic engagement. Covering topics ranging from employment to transit, the debate offered a unique opportunity for students to engage with the issues that affect our city.





"Where do you see yourself in five years?"

It's a standard interview question, yet many job seekers struggle to answer it.

At George Brown
College, we help people
of all ages and experience
levels bring their
professional futures into
focus. Through industryinformed curriculum
and on-the-job learning
opportunities, our
students develop a
greater sense of career
clarity, while building the
technical and people skills
employers value most.

The result is a new generation of graduates who know where they're going – and have the full range of abilities to get there.

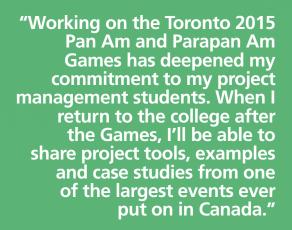




scovering

Starting over is never easy, but at George Brown, Hanan Atoufah found the support she needed to develop a new career plan. Hanan used to be a teacher in Saudi Arabia, where she completed her bachelor's degree in biology, but faced limited career prospects when she moved to Canada. A local social service agency referred her to Choices, a one-week program at George Brown that helps participants develop a plan for transitioning into post-secondary education.

Soon she was enrolled in the college's free Academic Upgrading program – funded by Employment Ontario through the Ministry of Training, Colleges and Universities – and taking full-time classes in math, communications, biology and English. Hanan says the helpful teachers and staff made her feel comfortable right away. Now she's well on her way to achieving her goal: completing George Brown's Health Information Management diploma program, with her sights set on a new career at a hospital or research company.

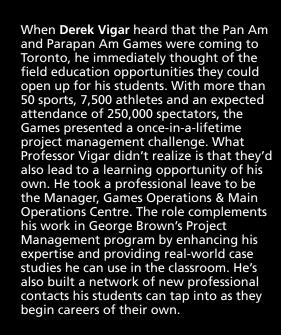


DEREK VIGAR

Professor, George Brown College; Manager, Games Operations & Main Operations Centre, Toronto 2015 Pan Am/Parapan Am Games

CONTRIBUTING TO A DYNAMIC NEW COMMUNITY

With the Games behind us, we'll soon be at work transforming the site of the Athletes' Village into George Brown's first student residence, set to open in 2016. Developed in collaboration with Infrastructure Ontario and Waterfront Toronto, the residence will provide over 500 living/learning spaces while breathing new life into Toronto's West Don Lands. "This residence will make a big impact on the experience we offer our students," says George Brown president Anne Sado. "We believe it will inspire a stronger sense of community within our student body, while anchoring a vibrant new neighbourhood in the downtown core." It's the start of an exciting new chapter for George Brown, our students and the city.



"Having a field placement with Toronto 2015 gave me the upper hand when the organization was hiring. Although I didn't have any full-time work experience when I started, the tools and concepts I learned at school were transferable to the projects here."

AAMAN DUDANI Graduate 2013, Business Administration; Project Coordinator, Toronto 2015 Pan Am/Parapan Am Games

Like many recent high school graduates, Aaman Dudani was unclear about his career goals when he applied for college. His first year in George Brown's Business Administration program allowed him to explore many aspects of the field and by the time he completed his first project management course, he knew he'd found his niche. Aaman's passion for project management was obvious to Professor Derek Vigar, who suggested he pursue a field education placement with the Toronto 2015 Pan Am and Parapan Am Games. Before long, Aaman was using the skills he'd learned in class to help plan the delivery of Canada's largest multi-sport and cultural event. He made such a strong impression that when his placement ended, he was hired full-time as a project coordinator. Two years later, he's got a wealth of experience and a clear sense that project management in the sports industry is the right career for him.

"I love what I do, and I'm very blessed to be able to do what I went to school for. I know I'm affecting people's lives. I would not be where I am if it wasn't for my experiences at George Brown College."

DENISE BLAIZE

Graduate 2001, Child and Youth Worker;
Addictions Counsellor, City of Toronto

Givin

Denise Blaize has spent more than a decade helping Torontonians overcome their toughest challenges. A graduate of the Child and Youth Worker program, Denise started out as a Child Advocate and Children's Counsellor for the City of Toronto, providing one-on-one and group counselling for kids whose families lived in shelters. Now she's an Addictions Counsellor at a men's residential program, where she helps clients find housing, access financial support, reconnect with family and build a personal toolkit of skills for sober living. It's challenging work, but Denise had a clear picture of what to expect as a counsellor thanks to her studies at George Brown, which included hands-on learning in class and field placements at an elementary school, corrections facility and the Centre for Addiction and Mental Health. In fact, she's still applying a piece of advice from an instructor, who told her that counselling breakthroughs rarely happen when you're sitting across a desk from someone - they happen when you're washing dishes together or playing basketball. "I always think about that when I'm working with clients," she says. "I still use that every single day."





"Dan and I share a motivation to mentor current George Brown students looking to enter the sports marketing field. We want to encourage the next generation that's coming through."

JONATHAN CHANG

Graduate 2000, Sport & Event Marketing; Director, Marketing & Events, NBA Canada

Leacing

The future of basketball in Canada has never looked so promising, thanks in part to the leadership of two George Brown alumni. NBA Canada's current Vice-**President and Managing Director** Dan MacKenzie joined the organization in 1998, shortly after graduating from the Sport & Event Marketing program. A year later, he hired an intern from the same program, Jonathan Chang, who would go on to become NBA Canada's Director, Marketing & Events. Together, this dream team has led a marketing strategy that's engaged record numbers of fans across the country, ushering in what many call the "golden age" of basketball in Canada. Both Dan and Jonathan credit George Brown with helping them build the skills and professional networks that allowed them to succeed in the competitive field of sports marketing. Now they're passionate about supporting future generations through field education and employment opportunities. As Dan points out, "This business can be tough to break into, so it's great to be able to provide a doorway. But the benefits work both ways because recent George Brown graduates are ready to contribute."





As an international student from Korea still adjusting to life in a new country, Caroline Ahn was nervous about interviewing for a field placement at advertising agency Lowe Roche. But her George Brown instructor conducted mock interviews that helped her prepare, covering everything from handshakes to thank-you emails. Caroline got the field placement and soon discovered that the skills she'd learned in class made her a valuable asset to Lowe Roche's creative team – she even taught one of her coworkers how to build animations in Adobe After Effects.

Senior Art Director Yasmin Sahni has worked with many interns during her time in advertising, but Caroline really stood out. According to Yasmin, Caroline had the ideal combination of hard and soft skills, including a strong work ethic, excellent time management abilities and a comprehensive knowledge of design software. In fact, Yasmin credits Caroline with helping the agency win new business, thanks to animation work she contributed to a pitch. Now that Caroline's placement and studies are complete, she'll be putting her job interview skills to use once more, but this time with an enthusiastic reference from Yasmin

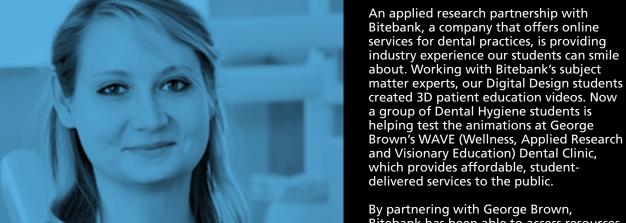
Experience of the second of th

"For career clarity, these internships are paramount. You can give a student 100 class projects but they will never understand the pulse and energy of an agency unless they're in it." **YASMIN SAHNI** Senior Art Director, Lowe Roche; Field Education Supervisor "My field placement at Lowe Roche inspired me to think about what kind of designer I will be when I enter the graphic design field." **CAROLINE AHN** Graduate 2015, Graphic Design ANNUAL REPORT 2014/15 "Having research experience on my resume will help me stand out to employers. I'm not sure where else I would have had an opportunity like this!"

LYNN BAILEY

FUTURE IN FOCUS

Graduate 2015, Dental Hygiene; Research Assistant, Bitebank



Bitebank has been able to access resources that would otherwise be costly for a small or medium-sized business. At the same time, the company has created meaningful learning opportunities for students like Lynn Bailey. In her role as a student researcher, Lynn has been showing the animations to clients at the dental clinic and logging their feedback. She says the experience has allowed her to hone her communication skills while adding valuable research experience to her resume. It's also opened her eyes to the wide range of career opportunities she could pursue outside the dentist's office, from researcher to educator.

uiring

"Architecture is really fast paced and you never know where a project is going to take you. Studying abroad showed me what my career is going to be like. It gave me an advantage."

BOJAN KARANOVIC Graduate 2015, Architectural Technology

EXP

A career in architecture can take you anywhere in the world, and **Bojan Karanovic's** journey has already begun. Thanks to a partnership between George Brown and the Copenhagen School of Design and Technology (KEA), the Architectural Technology student spent a semester studying in Denmark. Not only was it a chance to challenge himself personally as he learned to thrive in a new environment and culture, he also gained professional insights from living in a country known for its leadership in sustainable and modular design. Bojan says his study-abroad experience opened his eyes to different ways of approaching architectural challenges, and enhanced both the job skills and people skills he'd developed at George Brown. Best of all, it helped him discover his passion for prefabricated modular housing – an area of career specialization he plans to pursue by bridging into KEA's bachelor degree program through an agreement with George Brown.



For as long as she can remember, Sina Tokhy has wanted to work in a labour and delivery ward. "It's the best part of a hospital because that's where families are created," she says. This career goal is what led her to the Bachelor of Science in Nursing program at George Brown. And thanks to the generosity of our donors, she's able to spend more time on her studies and less time worrying about how to pay for them. Sina was a 2015 recipient of the De La Salle Bursary, founded by retired teacher Vince Thomson in the name of Jean-Baptiste De La Salle, a 17th century priest who spent his life establishing schools for the poor. What started as a personal donation has grown to an endowment fund worth over \$1.3 million through contributions from Vince's friends, family and other supporters. Each year, this fund helps dozens of students like Sina achieve their educational and career goals in the Centre for Health Sciences & Community Services and the Augmented Education programs in the Centre for Preparatory & Liberal Studies. As a former teacher, Vince knows first-hand that education has the power to change lives, and his commitment to George Brown enables him to continue building his legacy of supporting students.

Empower

"Supporting George Brown has been very fulfilling for me. These students are compassionate and want to make the world a better place."

VINCE THOMSON Donor



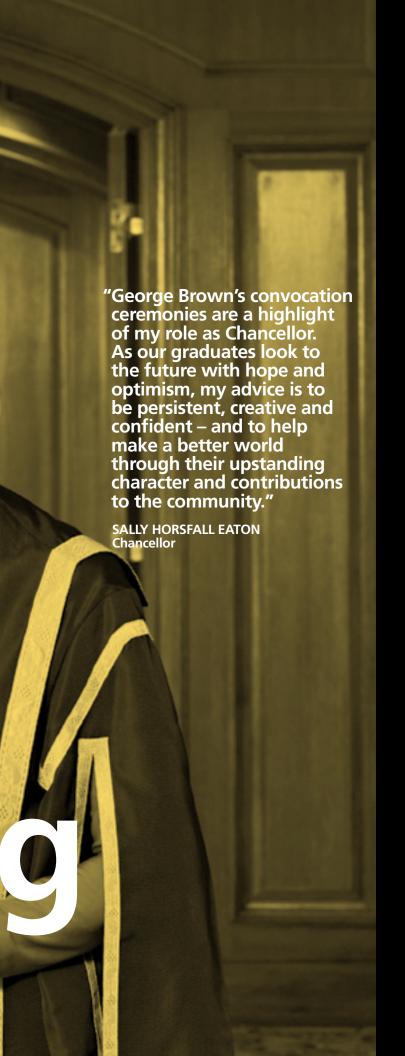


novating

How can design innovation help a city overcome its social, economic, environmental and cultural divisions? This question is at the heart of Connecting Divided Places, the project Michael Esteras and his Interdisciplinary Design Strategy classmates have been working on at George Brown's Institute without Boundaries. This unique postgraduate program brings together students from across the academic spectrum - and, in many cases, around the world - to collaboratively design and realize a large-scale research project. This year's class explored the causes and effects of divisions felt in Chicago, Detroit and Toronto, and identified ways to stimulate new relationships, economies and knowledge networks. Their proposed solutions varied from creating street-level access to Toronto's ravines to hosting farmers' markets on the median green spaces between Detroit's roads.

For Michael, this program was a way to supplement the theoretical knowledge from his political science degree with real-world experience in a multidisciplinary studio. In just nine months, he's filled roles ranging from creative director to project manager, designed public exhibits and worked with community partners in all three cities. He's seen how design can be used to improve our cities and our lives, and can't wait to bring this new clarity to a career in the not-for-profit or international development sector.





Six years ago, Nick Edwards had earned a post-secondary credential, but despite this achievement, he felt lost. Not only was he unsure about what to do next, he wasn't certain he had chosen the right field to begin with. After taking some time to reflect and explore his interests, he decided to change directions, ultimately enrolling in George Brown's Food and Beverage Management program with a greater understanding of his career goals. This clarity grew as he gained hands-on experience at the student-staffed Chefs' House restaurant, and completed a field placement at a busy Queen West eatery, where he was exposed to the dayto-day realities of running a restaurant. Even before convocation, Nick's professional skills were in demand: his part-time employer Bier Markt selected him to help launch a new location, where he trained servers on everything from health and safety procedures to how to pour a beer. Now Nick is graduating with a broad foundation of skills – from cost control to human resource management – and feeling confident about entering the restaurant business full-time. "I'm excited to see where the Class of 2015 is going to take this industry," Nick says. "I think we're going to make a big impact."



The George Brown College Foundation



Some of our 2014-15 student award recipients. Pictured from left to right are students Karen Barbalat and Kiwayne Jones, Foundation President Cindy Gouveia, and students Megha Saini, Ho Fai Chau and Budoor Alharazi. They are all grateful for your support!

"The Food and Nutrition Award has given me the head start I needed to flourish in my career. It has helped me stay dedicated and inspired to strive for excellence in everything I do. I am gleaming with gratitude!"

Karen Barbalat Graduate 2015, Food and Nutrition Management

Access to education. This goal motivates everything we do at the George Brown College Foundation – and it's shared by our donors, who are changing students' lives every day. Your support enables access in numerous ways, providing quality education, innovative learning models, state-of-the-art technology and the financial support many students need to be successful at school and work.

Thanks to your generosity, we raised over \$4.5 million in 2014-15, which means that George Brown students received the maximum support available from donors through scholarships, bursaries, awards, programming and other initiatives that enhance access to education. With your help, we can raise the bar even higher in the coming year.

Students and prospective students face a range of barriers – including financial, academic, geographic and socioeconomic – that can affect not only their ability to access post-secondary education, but also their success during their studies. Your support of our *Success at Work Campaign*, *Family Campaign*, and other Foundation initiatives helps to ensure that more students have the resources they need to achieve their goals, such as tuition assistance, academic upgrading or support programs.

Together, we'll bring a brighter future into focus for a new generation of George Brown graduates.

The George Brown College Foundation thanks our donors

LEADING GIFTS

The George Brown College Foundation is pleased to acknowledge the following individuals, corporations and foundations who have pledged gifts to the *Success at Work Campaign* with a commitment of \$100,000 or more. The generosity of our donors makes it possible for the Foundation to help the college achieve its goal that no student is denied an education at George Brown due to financial constraints.

\$1,000,000+

Scotiabank
Student Association of
George Brown College
The Helderleigh Foundation
The John C. and Sally Horsfall
Eaton Foundation
Tridel Corporation

\$250,000 TO \$999,999 BMO Financial Group CIBC Concert Properties & Partners Royal Bank Foundation

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Vince Thomson

\$100,000 TO \$249,999

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ANNUAL GIFTS

The George Brown College Foundation proudly recognizes the generosity of the following donors who made cash gifts of \$5,000 or more during the fiscal year April 1, 2014 to March 31, 2015.

\$500,000+

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\$250,000 TO \$499,999

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Foundation (PL)

\$100,000 TO \$249,999

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\$50,000 TO \$99,999

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The Counselling Foundation of Canada (PL)
The Slaight Family Foundation

\$25,000 TO \$49,999

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Roy Foss Motors Ltd.
The William & Nona Heaslip Foundation (PL)

\$10,000 TO \$24,999

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The letters **PL** appear in brackets after donors whose gift is part of a multi-year commitment (pledge).

The letters **CC** appear in brackets after donors who have joined our Chancellor's Circle.

We greatly appreciate each gift given in support of the George Brown College Foundation, and we have made every effort to ensure the accuracy of this listing. Due to space limitations and cost, our donors are also recognized online. Please notify us of any inaccuracies or omissions by contacting 416-415-5000, ext.3083. We regret any errors.

Students

	FULL-TIME ENROLMENT	PART-TIME ENROLMENT
Certificate	4,497	390
Diploma	9,398	909
Advanced Diploma	8,192	629
 Graduate Certificate 	2,314	36
Degree	1,550	112
 Apprentice 	1,327	42
Other	767	1,024
TOTAL	28,045	3,142



International Students: 3,939 Continuing Education Registrants: 64,525



Programs offered

	FULL-TIME
 Certificate 	30
Diploma	34
 Advanced Diploma 	31
 Graduate Certificate 	31
Degree	6
Pre-College	5
 Apprentice 	12
TOTAL	149

FULL-TIME PROGRAMS

Continuing Education certificates/designations: 224

Staff

	FULL-TIME EMPLOYEES	PART-TIME EMPLOYEES
Faculty	533	952
 Administrative Staff 	188	43
Support Staff	618	1,297
 Continuing Education Faculty 	/ N/A	352
TOTAL	1,339	2,644





Revenues & expenditures

OPERATING REVENUE BY SOURCE Ontario Government	2014-15 125
Federal Government	4
Student Fees	149
Ancillary	22
Other	21
TOTAL	\$321 million





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OPERATING EXPENDITURES

CHANCELLOR Sally Horsfall Eaton

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Your support today will provide George Brown students with scholarships to further their studies.

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