



PHOTO BY RICHARD DOUGLAS / BRODIE FENLON

SENECA'S ESTHETICS CLINIC EVOLVES WITH NEW BOUTIQUE

Heather Gayman, a student in Seneca's Esthetician program, stocks the shelves at the expanded cosmetic boutique "evolutions" at Newnham Campus. The boutique offers a wide selection of products and gives students in the Cosmetic Sales and Techniques, and Esthetics and Spa Management programs practical retail experience. Cosmetic students provide makeovers, make-up lessons, and sales help with product lines. For hours, call 416-491-5050, ext. 2680. ■

PROGRAMMING

Helping new Canadians find jobs, change lives

BY BRODIE FENLON

Birendra Mauji went from working night shifts at a convenience store to a day job in the IT department at Canadian Tire.

The 36-year-old immigrant from India is one of many success stories to come out of Seneca's Re-Employment Services for International Professionals Program (RESIP).

Based in Scarborough, the four-week RESIP program assists about 20 newcomers each month find work in their professional fields.

The program is funded by Human Resources and Skills Development Canada and co-ordinated by Seneca's Faculty of Continuing Education and Training. Canadian Tire has been an important partner with the program for more than two and a half years.

Birendra's story began in 2002, when he arrived in Canada with his wife and three-year-old son to build a better life. Despite having 11 years of IT experience with several multinational companies in Delhi, he had to take a night job at a local convenience store.

Birendra says that in the following two years, he sent out more than a thousand resumés only to be rewarded

with a single interview.

"It's very difficult to keep up your morale," he says of the job search.

Things changed after he signed up for the RESIP program. With the help of the program's counsellors, Birendra was able to identify his skills, aptitudes and interests. He learned the importance of networking and volunteer work, interview strategies and those "soft skills" valued by Canadian employers, such as attitude and interpersonal communication.

He also learned about subtle cultural differences: "In India, we don't use our resumé to boast. But here you must sell yourself," he says.

Within weeks, Birendra had regained the confidence and professional pride he had lost due to his fruitless job search.

"The counsellors were very positive and practical. They were always pulling us up and motivating us."

Birendra took that confidence into an interview with Canadian Tire, which has hired a number of RESIP clients for its technology division. He was rewarded with a contract on the service desk at the company's Toronto headquarters, providing technical

>> PLEASE SEE **RESIP** ON PAGE 2

Solar car at Jane: 'Built by many, powered by one'

Seneca's Centre for Precision Skills has volunteered to help build a solar car for a team intent on setting the world distance record this summer.

"It's a really exciting adventure," says Ken Ellis, Co-ordinator of the Skills Program at Jane Campus.

"It's been an added learning experience for our students. They see a real application for the skills they're learning."

The Senecans were approached late last year by the Power of One solar car project, a Toronto-based group of volunteers which has spent more than five years on the design and construction of a solar-powered car. They hope to cross Canada to set a new long distance record of 24,000 kilometres.

The Seneca crew, which includes faculty and students in the Mechanical Engineering Technician and

Mechanical Techniques programs, spent several days in March, April and May working on the futuristic vehicle. They helped to design and build a lift-arm mechanism that can remove the top half of the car from its chassis and tilt it toward the sun. Using the latest computer assisted design and manufacturing software, students also worked on making the car's rear wheel assembly.

"With so many people and companies involved in this unique project, I've coined a new slogan for it: Built by many, powered by one," Ellis says.

Marcelo DaLuz, the project leader for the Power of One, says Seneca's enthusiasm and support for the project is "priceless."

"It is a privilege to have Seneca involved in the project," he says. "The professors and students at Seneca



PHOTO BY MALCOLM ARCHER

interact like a big family. Seneca's enthusiasm is contagious — you want to take a course here just to be part of this big family."

The current solar car distance record of 13,055 kilometres was set in January

2002 by an Australian team. Marcelo and his team plan to drive the car from Toronto to Newfoundland to British Columbia and back to the East Coast. They hope to launch this summer. ■



A recent provincial survey by the Ministry of Colleges, Universities and Training, shows that Seneca graduates lead the way in employer satisfaction.

The survey, called the Key Performance Indicators, asks employers if they are satisfied with the college graduates they have hired.

In Seneca's case, 94.3 per cent of employers surveyed said they were satisfied. This is the highest approval rate in the province.

I want to congratulate everyone at Seneca for this result. It proves that our graduates have been given the proper tools to succeed. It is also a testament to the strength of our programs, our faculty and our staff. It has always been our goal to provide relevant career-focused education, and these results show we are doing that.

From animation to underwater skills, from business to fashion, our programs are second-to-none. We spend a great deal of time developing curricula for our certificate, diploma and degree programs and this commitment is producing the desired results.

The results also tell us our program advisory committees are a strong addition to our academic programming. Their "real world" input ensures our students are learning what is necessary for their careers. In fact, many members of these committees employ our graduates, so they have immediate knowledge of what our students should be studying.

Of course, our graduates must be recognized as well. It is their hard work and professionalism that are reflected in these findings. We may provide them the tools for success, but they put them into action.

It's when we see our graduates succeed — in this case, in the eyes of their employers — that we are reminded of the transformational power of an institution like Seneca. Lives are changed here, and we are playing a part in that.

According to employers, we're playing our part very well indeed. ■

Dr. Rick Miner is President of Seneca College. He can be reached by e-mail at president@senecac.on.ca.

Biz grad sees the world

Since leaving Chatsworth, Ontario, to come to Seneca, Jennifer Worrod's world has become much larger.

The 2003 International Business Management graduate has travelled to the United Arab Emirates, is living in Washington D.C., and is now preparing for a trip to Istanbul, Turkey.

Jennifer's travels began as a student last year when she was chosen to take part in the Education Without Borders student conference in Abu Dhabi. At the conference, she joined with students from around the world to discuss the future of technology and education.

"The conference brought together ideas, thoughts and perspectives about the future of online learning," she says.

Upon graduation in September, Jennifer went to Washington on a student internship with the Atlantic Council of the United States, an agency of NATO (North Atlantic Treaty Organization). The internship was arranged with the help and recommendation of Professor Maurice Platero.

During her time with NATO, she conducted research on transatlantic issues, wrote newsletters and media releases, and helped co-ordinate and manage small meetings.

However, when her supervisor left the department for another job opportunity, she was asked to take on additional responsibilities. These included co-ordinating the Pan Atlantic Student Summit in Istanbul June 27-30, which she'll be attending as one of the conference organizers.

Life in Washington has presented



Jennifer with many unique learning opportunities and experiences, including a visit to the White House where she saw United States President George W. Bush welcome seven new member countries into NATO.

"My experience has been nothing but wonderful, and I am developing new skills that will definitely aid and enrich my future career development," she says.

As a result of Jennifer's successful internship with NATO, she was hired on contract as a programs and publications manager at the European American Business Council. This U.S.-based business association promotes trade and investment with Europe.

Jennifer credits Seneca's program for giving her the skills necessary to excel on the job. "Seneca's International Business Management program had 'business-intensive' courses that were really practical. I learned how to be a team player, a leader, and how to take a project from start to finish." ■

Eugene Wilson's on Board



Eugene Wilson, Print Co-ordinator at Newnham Campus, will celebrate his 20th year as a Seneca employee by taking over the position of Support Staff representative on Seneca's Board of Governors.

Eugene was elected in March to a three-year term on the Board, replacing Career Services Co-ordinator Grace Cuff when her term expires at the end of August.

"I want to push forward an agenda of inclusion for support staff, because we're all Senecans," says Eugene, a journeyman printer who began his career in the

Newnham print shop in 1984.

"I want to look at incentives that Seneca, as a company, can use to boost the morale of support staff. Sometimes all it takes is a 'thank you' or a 'job well done' to give people confidence and a feeling of belonging."

Eugene has plenty of leadership experience, having served many years as chief steward and President of the Ontario Public Service Employees Union Local 561, as well as an executive board member for OPSEU.

"I'm not afraid to speak out. If staff has concerns, I encourage them to contact me and I'll take those concerns to the Board. That's what I'm there for," he says.

There are four elected positions on Seneca's Board representing students, faculty, administration and support staff. Terms vary from one to three years. ■

>> **RESIP**, FROM PAGE 1

support to the Canadian Tire e-commerce website.

"We were so impressed with Birendra that following his 13-week placement, we extended his contract," says Lance Wilson, IT Service Manager with the company.

"Canadian Tire has a long tradition of building relationships with key partners in the communities where it does business, and we are especially proud of our partnership with the RESIP program," he says.

While many clients have exemplary professional training, their job search is hindered by a lack of self-confidence, says program Co-ordinator Valerie Sealy. Other hurdles include poor English language skills, a lack of Canadian experience, and difficulty getting foreign professional credentials

recognized in Canada.

The program maintains close contact with Canadian Tire and other large professional employers who make regular visits to the Centre.

Many of the program's clients are engineers, IT professionals, architects, teachers, financial analysts and university professors, she says.

The re-employment centre, which shares its location and resources with the YMCA, also offers a mobile workshop program called JUST — Job Search, Understanding, Strategies and Training. The program is offered in-house and at community agencies and employment centres throughout the Greater Toronto Area.

For more information on RESIP, visit www.senecac.on.ca/resip. ■

SERVICE CENTRE

LEARNING COMMONS ONLINE (LCO): The LCO website offers online access to full-text books, newspapers and journals through the many research databases and print resources of the Seneca Library Catalogue. Users can book tutoring appointments and audio-visual materials, or access writing style guides, quick links to directories, dictionaries, academic honesty and copyright specific sources. An "Ask Us Now" real time chat service provides virtual support from Learning Commons library staff. Visit <http://learningcommons.senecacollege.ca>

E-STORE: Don't wait in line when you can shop online. Seneca's E-Store allows you to buy textbooks, computers, software, school supplies and other merchandise found in the College's four campus stores from the comfort of your desktop PC. Textbooks can be searched by faculty and course code. All parcels can be delivered by Canada Post or picked up at the nearest campus store. To shop, visit <https://www.senecac.on.ca/estore>

CAREERLINK: Looking for work? Hoping to hire? Seneca students, graduates and employers are encouraged to use CareerLink, an exclusive career gateway for the Seneca community maintained by the Career Services department. Students can browse through lists of full-time, part-time, summer and on-campus jobs. Employers can post jobs free of charge and target graduates from specific programs. For more information visit: www.senecacareerlink.com

PHYSIO SOLUTION: The Physio Solution, a physiotherapy centre at the Newnham Campus Health Centre, offers access to registered physiotherapists accredited by the National Sport Centre. A wide range of treatments and therapies are available, including athletic taping, braces, splints, gait analysis, acupuncture, custom orthotics, and rehabilitation for sports, workplace and repetitive strain injuries. For more information, call 416-491-5050 ext. 2969. ■



PHOTOS BY BRODIE FENLON

SENECA FASHION & MERCHANDISING SHOW — REDEFINING DESIGN 2004

Hundreds of Senecans, their friends and family members filled The Carlu April 13 for *Redefining Design* — a showcase of creations by Seneca College's graduating design students. The collections of 46 Fashion Arts students were modeled in a runway show. *Redefining Design* also featured a Visual Merchandising Arts exhibition, a Floral Design show, and a display of historical garments selected from Seneca's 10,000-piece Fashion Resource Centre. A raffle for top-line cosmetic gift baskets helped raise funds for student bursaries. ■

From Ottawa to Seneca: Visiting prof lends expertise to College



A senior official with the federal government is helping to build the curriculum and national reputation of Seneca's Centre for the Built Environment.

Jean Bilodeau, a Director General at Environment Canada, has

been "loaned" to the College as a visiting professor through a one-year executive interchange program.

Jean has been designing curriculum, liaising with senior levels of the federal government on behalf of Seneca, and sharing his 34 years of experience in public service with students, faculty and the College's administration.

"I am very interested in how we link environmental management principles to practical education and training," he says.

"The next generation is going to save the environment and we need to give them not only the knowledge, but the practical tools to do so."

Jean has done his own part to save the environment through a long list of "green government" policy initiatives.

Chief among them is the development and implementation of Ottawa's strategies for sustainable development for its operations, green public purchasing and the reduction of green house gas

emissions in its operations.

He also co-authored a training kit for the United Nations to help all levels of government around the world — especially local authorities — improve their management of energy, water, waste, transportation, green house gas emissions and other procedures that impact the environment.

Jean is adapting this international training program for a 13-week course he's developing for Seneca's Building Systems Engineering Technology program. It will train students how to better manage the impact of a building on its environment using a systematic approach and international standards.

"Jean is truly a real find for us," says Centre Chair Bill Humber. "Having a visiting professor expands the intellectual range of our academic delivery and ideas. He is also an important ambassador for our work at the Centre for the Built Environment."

Jean says the Centre plays a crucial role in environmental education because it trains the people who put theories of sustainability into action.

"More and more, I am convinced that we are not doing enough training of the 'doers,'" he says.

"There's a real demand for this practical knowledge. The possibilities for the Centre for the Built Environment to expand the sustainable urban environment are endless." ■

"The possibilities for the Centre for the Built Environment ... are endless"

WINNER'S CIRCLE

SLAVA CORN WINS INTERNATIONAL SPORT LEADERSHIP AWARD

Slava Corn, Seneca's Director of Sport and Recreation, is the second recipient of the Carol Anne Letheren International Sport Leadership Award. The award was announced April 17 during the Canadian Olympic Committee Congress in Montreal. It recognizes a Canadian woman who has made an outstanding contribution in the area of international sport leadership and who has had a profound impact on sport and physical activity. Slava has spent more than 30 years developing and promoting the sport of gymnastics at the national and international level.

ATHLETES HONOURED AT BANQUET

Seneca hosted the 26th Annual Athletic Awards banquet April 14 at the Moonlight Ballroom in North York. More than 230 student athletes, coaches and administrators were in attendance as Seneca honoured top achievers from the 2003-2004 season. Among the winners was Sting Ski Team member Britton Bureyko, once again named Seneca's female athlete of the year. She shares the honour with Sandra Wright of the Women's Fastball Team. Greg Hyde, a leader on the Sting Volleyball Team, was named male athlete of the year.

BROADCAST STUDENTS WIN NATIONAL STUDENT NEWSCAST AWARD

Students in Seneca's Broadcast Journalism program have won top prize in the Best Studio Newscast category of the annual Broadcast Educators Association of Canada's (BEAC) annual National Student Awards. About 40 Seneca students spent three weeks on their own time preparing for the BEAC contest, which involved a live-to-tape evening newscast recorded after a full day of story meetings, news shoots and editing. Professors Barbara Caines and Greg Davis guided students through the real-life newsroom experience. ■

Community safety

Seneca President Rick Miner and Senior Advisor Harold Brathwaite joined the presidents of three other metro Toronto colleges for a meeting April 22 with members of Mayor David Miller's Advisory Panel on Community Safety.

The meeting at Osgoode Hall was convened by the Chair of the Mayor's Advisory Panel, Chief Justice Roy McMurtry, and the Hon. Mary Anne Chambers, Minister of Training, Colleges and Universities. In attendance were the presidents of Seneca, Centennial, Humber and George Brown colleges, and Sylvia Searles from the Mayor's office.

They discussed ways in which the colleges can work together to utilize their expertise and resources to address community safety and support youth initiatives.

Gaming at AAC

Seneca's Animation Arts Centre (AAC) is involved in two major video game projects. Digital Extremes, the maker of the hugely successful video game series *Unreal*, signed an agreement to have the AAC and its students produce all the motion capture for its next offering, *Pariah*. The designers of the highly anticipated game, two actors and the Seneca crew spent a week in the motion capture studio at Seneca@York in early April creating game sequences.

Meanwhile, Seneca's 3D Gaming students have, on their own time, created an *Unreal* "mod" — a modification of the original game with new characters and settings. Titled *Arrgh!!!*, the Seneca mod involves pirates battling each other on land and on the

open seas in rich and colourful environments. The Seneca game won first place at Toronto's Computer Game Technology Conference in early April and has been entered in the 2004 *Unreal* Tournament, which boasts several cash prizes.

SMILE mentors

More than 20 student mentors in the Student Mentoring in Life & Education (SMILE) program at Seneca@York were honoured at a reception April 14 for their participation and training in the program. SMILE pairs new Seneca students with peer mentors to offer support and guidance during the transition to college life. The program began as an Ibox project and was expanded this year. The students were presented with certificates by Seneca President Rick Miner and SMILE Co-ordinator Angela Spiers.

Ryan dominates festivals

Ryan, the animated documentary made by director Chris Landreth in association with Seneca, won three awards at the International Critics' Week section of the Cannes Film Festival in mid-May.

The film won the Kodak Discovery Award, the Young Critic's Prize and the Canal + Prize for Best Short Film. It also picked up \$25,000 and the Sun Life Financial Award for Best Canadian Short at the Canadian Film Centre's Worldwide Short Film Festival that ran in Toronto May 11-16.

Ryan tells the riches-to-rags story of noted Canadian animator Ryan Larken and was made with the help of students in Seneca's 3D Animation program.



PHOTO BY BRODIE FENLON

President Miner speaks at tuition announcement

President Rick Miner represented Seneca College at a media conference held April 8 at York University by the Hon. Mary Anne Chambers, Minister of Training, Colleges and Universities. The Minister officially announced a two-year tuition freeze for all post-secondary students in Ontario. President Miner welcomed the news for students but cautioned that colleges will need additional investments to maintain their level of quality and to meet the changing needs of students and the nation's employers.



PHOTO BY ELAINE BRODIE

First annual Distinguished Alumni Awards Dinner

Seneca's first annual Distinguished Alumni Awards dinner at the Markham Hilton Suites April 15 was a major success. Organized by the Resource Development department, the sold-out dinner honoured six outstanding Seneca alumni and included a silent auction to raise money for Seneca student bursaries.

Among those who attended the evening were the Hon. Mary Anne Chambers (left), Minister of Training, Colleges and Universities, Don Cousens, Mayor of Markham, several members of Seneca's Board of Governors, keynote speaker Gordon Cressy, President of the Canadian Tire Foundation for Families, and John Colthart, President of Seneca College Alumni. The award recipients were:

- The Hon. Alvin F. Curling (centre), Speaker of the Ontario Legislature
- Josephine D. Harlow, Executive Director of Upper Canada Child Care Centres of Ontario
- Angela James, Canadian and international women's hockey player and senior Recreation Co-ordinator at Seneca@York
- Major Lee-Anne Quinn, practice leader for nurse practitioners in the Canadian Armed Forces and chief instructor for the Basic Nursing Officers course
- Kevin Kennedy, Social Service Worker with the Transitional and Supportive Housing Services of York Region and a professor at King Campus
- Vincent Timpano, President and CEO of Coca-Cola Ltd. ■

Students author anthology

Pecking at the Little Things, the 14th annual anthology of short fiction by Seneca students, was launched April 5 with readings and a celebration at Seneca@York. The anthology's 18 stories were written by students in Professor Brian Flack's Creative Writing Seminar in the School of English and General Education. Five writers from this year's edition were also invited to share their stories at a reading series at Toronto's Eastern Front Gallery.

New joint Professional Writing Program

President Rick Miner has signed an agreement with York University to officially launch the Seneca-York BA program in Professional Writing. Students in the joint three-year program will explore the analytical, critical, and procedural aspects of professional writing for future careers in communications, writing and publishing. Students will take foundation courses at York for two years, followed by a year of study at Seneca in one of three specialized program streams: Book, Periodical, or Institutional Communications.

Grad chosen for Hot Docs

Seneca graduate Igal Hecht was selected for the Mentorship program at Toronto's Hot Docs documentary festival that ran April 23 to May 2. Igal, a graduate and part-time professor at Seneca, was one of five applicants chosen for the program, which provides emerging documentary makers a unique opportunity to work with acclaimed producers in the field.

Asian Heritage Month

Guest speaker and Seneca alumna, Senator Vivienne Poy, helped the College launch its inaugural celebration of Asian Heritage Month May 10. Senator Poy spoke to a large number of employees and students at Newnham Campus about the important contributions Canadians of Asian heritage make to the country.

Graphic Design on display

The designs of 28 graduating students in Seneca's three-year Graphic Design Program were placed on exhibit at Toronto's Design Exchange. Titled ANONYMITY, the exhibit ran April 19-24 and included corporate and book designs, packaging and social marketing campaigns. ■



The Senecan is published by the Marketing and Communications department of Seneca College of Applied Arts and Technology.

For questions about circulation of The Senecan, call 416.491.5050 ext.2350. Submissions or questions about articles in The Senecan should be sent to:

Brodie Fenlon
Seneca College
Marketing and Communications
Newnham Campus
1750 Finch Ave East
North York, ON M2J 2X5
416.491.5050 ext.6458
Brodie.Fenlon@senecac.on.ca

Seneca