

The Senecan

Tablet tryouts show promise



Professor Carol Carruthers' fingers are free of chalk dust and white board marker stains.

That's because she's been teaching on HP Tablet PCs for more than a year.

"There's no way I can survive without them," says the professor. "The problem with regular classroom boards is by the time you write your questions on them, half the board is gone. And students would have to write all that down. That really frustrated me."

When students walk into Carol's class, they pick up a tablet.

A tablet is, essentially, a standard-sized notebook computer, but rather than using a mouse for input, it uses a pen-like stylus that can write on the tablet's screen. Students use the tablets to take notes during class and can submit answers to sample problems, which Carol can then grade on-the-spot because all the tablets are wirelessly connected.

The tablet's interactivity help students pay attention in class and gives Carol immediate feedback about what students are learning.

"It's like being at the chalk board but you are facing the students," she says. "You can see whether or not they are understanding, and it makes the lesson come alive."

Since she started using the tablets for math courses in the *Applied Science and Technology Fundamentals* program, the feedback from students has been positive. In fact, students in a recent class enjoyed the experience so much they entered a national video contest on YouTube, discussing the classroom benefits of tablets. The video received the most views and earned the students the \$3,000 grand prize.

"The tablets really helped with my learning," says Depika Dev, one of the students featured in the video. "The only thing they didn't do, that I wished they could, was my homework."

The College's tablets are funded through the HP Technology for Teaching Grant, which aims to improve student engagement and learning in math and science.



PHOTO BY TOM BARTSIOKAS

iPhone app class gets first sale

Omid Najari Moghadam, a student in the Software Development degree program, displays the iPhone application he created called Squaree. The puzzle game was approved by Apple in January for sale at its online App Store. Omid learned how to develop "apps" through Seneca's Foundations of Apple Development course. For the complete story, please see Student iPhone creation first to sell with Apple on page 2.

Senecan Top 20 in TVO Best Lecturer Competition

Teaching is more than a profession. For Robert Winkler, it's his life's passion.

So when his students nominated him for TVO's Best Lecturer competition, it came as a touching surprise to this dedicated Seneca Professor.

"It's a great feeling to be nominated by your students," Robert says. "Experts' point of views may defer but students are my most honest, most incisive and most reliable critics."

More than 600 professors were nominated for TVO's annual competition, which celebrates the most engaging and intellectually stimulating lecturers in Ontario.

Robert, who teaches courses in the *Human Resources Management* post-diploma certificate program, made it all the way to the top 20.

The early part of the competition depended on student testimonials. In Robert's case, the support was truly genuine, as can be concluded from what this student had to say: "If Mr. Winkler teaches you a subject and you do not understand it, you can never understand that subject. He makes learning become something you'll love, by his simple, lively, funny, and yet serious way of teaching."

Robert has been teaching at Seneca since 2004 through the Faculty of Continuing Education. In the last five years, he has taught close to 2,200 students in approximately 80 classes.

He says every time he steps into the classroom he is always trying to improve the learning experience for his students.

"A lot of people walk into the class with the belief, 'I am the teacher and everyone is going to pay attention to me,'" Robert says.

"I walk into class and say, 'These people are coming to my class after a long day of work — most exhausted with family responsibilities.' The focus of the class is not what my preferred teaching method is. It's what works for my students and how I can reach them. That should be the guiding principle of every single learning experience."

Seneca topped this year's list for the most professors nominated from any participating post-secondary institution with 49. For the complete list of Seneca-nominated professors, visit <https://www2.senecac.on.ca/cmsadmin/media/media3.html>.



BIG in Nepal

Since graduating from Seneca's *Independent Music Production* (IMP) program, Astha Tamang-Maskey has become a singing sensation in her home country.

Her 2009 debut album *Sabai Thikai Huncha* ("Everything is Going to be Okay") generated two number one hit singles, a nomination for best rock vocal performance and rave reviews from Nepali music critics.

These accomplishments are all the more remarkable given that Astha did this all on her own without the help of a music label.

"Being independent definitely comes with its struggles as well as its fruits," Astha says. "It was hard, but everything worked out."

Astha, who is originally from Nepal, travelled back to the South Asian country shortly after graduating from Seneca.

Her plan was to vacation there for a few months and visit family, but that all changed when she started performing around town.

With each show, Astha's audiences kept growing, and a buzz started to build about this young singer who had returned home from Canada.

Astha decided to take advantage of this momentum and sat down with her mother, who is also a singer, to write some Nepali songs.

Their collaboration proved fruitful and before she knew it Astha was in a studio recording her first album, which is best described as a mix of acoustic, live and electronic music.

"It was kind of tough to write Nepali lyrics," Astha admits. "My mom helped me a lot and served as my inspiration."

Once the album was complete, Astha's IMP training really took over.

Using her savings, she made thousands of copies of her CD, which she sold at all her shows and also bought some advertising time on radio stations to promote her gigs and album.

Needless to say, the strategy worked and soon enough fans were requesting her songs be played on the air.

"Everything I learned at Seneca helped me so much in this journey," Astha says. "It's really amazing what you can accomplish when you believe in yourself."

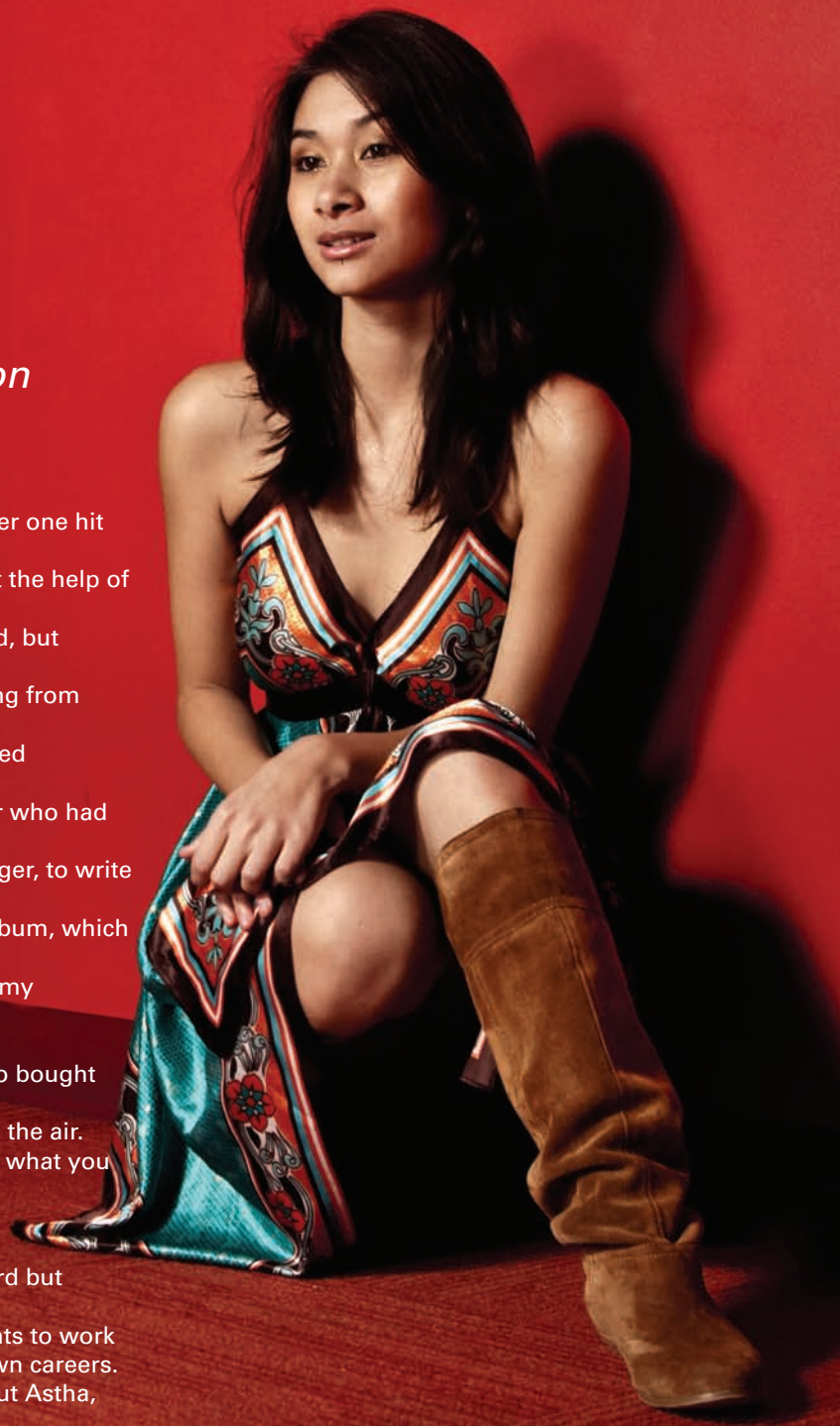
With her Nepali fan base fully intact, Astha has set her sights on the Canadian market.

She is in Toronto and is set to release an all-English EP independently.

"Since I have established a name now in Nepal, I want to try to do the same here. It's going to be hard but hopefully I'm going to get to where I need to be."

Seneca's *Independent Music Production* program is a one-year graduate certificate that trains students to work as independent musicians, capable of writing, performing and recording, as well as promoting their own careers.

To learn more about this program, visit <http://www.senecac.on.ca/fulltime/IMP.html>. To learn more about Astha, visit <http://www.asthamusic.com/>



The Spine nominated for Genie Award



Courtesy of the National Film Board of Canada.

Oscar®-winning filmmaker, Chris Landreth's film, *The Spine*, made with the creative participation from Seneca's Animation Arts Centre, has been nominated for a Genie Award for Best Animated Short.

The film, produced by the National Film Board of Canada in association with Copperheart Animation and C.O.R.E. Digital Pictures, with the creative participation of Autodesk Canada CO and Seneca College's School of Communication Arts, tells a poignant story of redemption that takes viewers into the relationship between a man and a woman trapped in a spiral of mutual destruction.

This isn't the first time Seneca has worked with the Oscar® winner. In 2004, some of Seneca's best animators helped create *Ryan*, the groundbreaking computer animated film that told the "riches to rags" story of Canadian animator Ryan Larkin, a film that won the director both an Oscar® and a Genie.

"We are proud that our students have had the opportunity to work with such a leader in the industry and that the calibre of the skills they have acquired at Seneca is being recognized

with such a nomination," says David Agnew, Seneca College President. "It also speaks to the exceptional, real-world experiences that contribute to the top quality graduates Seneca produces."

Fifteen Seneca Animation students worked alongside the award-winning director to bring this film to life. For 16 weeks they were involved in all stages of modeling, effects, lighting and rendering.

"I worked with Seneca College students on *Ryan* and was excited to collaborate with the institution again," said Landreth in an interview with CreativeCOW.net. "It was great to work with such a talented team of students. For some of them, *The Spine* was their first real-world project."

The 30th Genie Awards, Canada's equivalent of the Oscars, will take place on Monday, April 12 in Toronto.

For more information on the film and Seneca's involvement, visit www.nfb.ca/thespine.

Student iPhone creation first to sell with Apple

If you own an iPhone you probably discovered there's an application, or app, for just about anything. There are apps to help you with your homework, apps to record music and even apps for working out—and more will be on the way if Peter McIntyre has his way.

The Seneca Professor's new course, *Foundations of Apple Development*, is teaching students in the School of Computer Studies how to get an application developed and sold on Apple's App Store.

"There's a lot of interest in this course," Peter says. "Apple is not going away and this is a great opportunity for our students to learn something new and market-relevant."

The 14-week course teaches students how to write programs for the iPhone and iPod Touch using Apple's programming language, called Objective-C. By the end of the course, students gain all the skills and knowledge to develop their own app.

"Before this course I had tried and failed to develop an application," says

Omid Najari Moghadam, who is in Seneca's *Software Development* degree program. "Now I think Apple programming is much easier, and I like it."

Omid has the honour of being the first student from Peter's course to have an app sold on Apple's App Store. His mind puzzle game — *Squaree* — is available to download for 99 cents.

It took Omid less than a week to develop the game, and even less time for Apple to approve its sale.

The aspiring software developer is already planning his next app, which will be an action/adventure game.

He is confident more students from the course will have their apps approved and sold by Apple.

"To be honest, it's only a matter of time," says Omid. "My app was approved because of all the programming knowledge I gained from the course and Peter."

To learn more about the *Foundations of Apple Development* course, visit <https://scs.senecac.on.ca/course/apd601>.

Seneca launches new bachelor's degree

Seneca's new *Therapeutic Recreation* degree program, which begins in September at King Campus, gives students the opportunity to turn their passion for helping people into a profession with a program that focuses on recreation, counselling and health sciences. It includes course work in occupational therapy, social work, physiotherapy, psychology, addictions, community development, vocational rehabilitation and restorative care.

"This degree program provides students with specialized skills and experience to transform their lives," says Program Co-ordinator John Struthers. "With an education that combines recreation and clinical therapies, graduates will be well-equipped to succeed in the field."

The *Therapeutic Recreation* program offers students one of six employment-enhancement streams. The streams are addictions, community development, mental health, physical rehabilitation and wellness. There is also an interdisciplinary stream. To learn more about the program, visit <http://www.senecac.on.ca/fulltime/DTR.html>.

International Business diploma travels with grad around world

Paola Zuluaga is proof that a Seneca diploma can go a long way.

A graduate of the College's *International Business* program, her hard work recently paid off with a job as senior sales representative for a firm in the United Arab Emirates.

Working overseas had always been Paola's goal, and it's what led her to Seneca in the first place.

"Seneca gave me the wings to fly," Paola says. "I discovered the program, immediately enrolled and it's honestly been the best decision of my life."

Shortly after graduating from Seneca, she went to work as a sales executive for a commodity trading company.

In this role, she was responsible for finding potential suppliers of scrap metal and exporting the goods to other countries — predominantly in Asia.

Coming into the position, Paola admits she knew nothing about the scrap metal business, but was confident she could do the job thanks to the knowledge she gained from her studies.

"I was taught by amazing professors who had global experience," she says. "They prepared us and gave us the tools to succeed."

Since moving to the Emirates, Paola is now selling health insurance.

She is enjoying the change, and is looking forward to the next destination her Seneca diploma may take her.

Seneca's two-year *International Business* program gives students all the basics of international business, as well as specialized knowledge in the movement of goods and services across the globe.

During their studies, students have the opportunity to travel and network in international arenas. Once they graduate, a wide array of global employment opportunities awaits them in areas such as international trading, logistics and marketing. To learn more about the *International Business* program, visit <http://www.senecac.on.ca/fulltime/IBU.html>.



International Business graduate Paola Zuluaga works as a senior sales rep for a firm in the United Arab Emirates.

Helping homeless a great reward for graduate

Ask any social worker about his or her job and they'll tell you there is nothing more rewarding than helping others.

Katie Keating couldn't agree more. Since graduating from the *Social Service Worker* program, Katie has dedicated her career to helping the homeless.

Today she works for the City of Toronto as part of its Streets to Homes program — an initiative that helps homeless people find long-term housing.

Katie supervises the program's operations to ensure the client's needs are being met and to achieve the ultimate goal of ending homelessness in the city.

"Homelessness affects people of every race, age, creed and social status," says Katie.

Katie first started helping the homeless as a student at Seneca.

As part of her program, she had the opportunity to complete a field placement with the Transitional and Supportive Housing Services of York Region, where she worked directly with people who lived on the streets.

Her hard work and commitment to those she was assisting earned her a full-time position as a residential counsellor.

After several successful stops at a number of other community homeless agencies, Katie accepted the position of Shift Leader in 2008 with the Streets to Homes program.

This City of Toronto initiative has seen more than

2,400 people find homes and nearly 91 per cent of them still housed.

Katie and her team work with a number of non-profit groups, ranging from street outreach teams and missions to employment and mental health services.

"The model we use to guide our service is based on the belief that housing is a basic human right," she says.

Despite the long hours and the stress that comes with her line of work, Katie says she wouldn't change careers with anyone.

"I get paid to do something I love everyday, which is help people. What a gift."

Seneca's *Social Service Worker* program provides students with the knowledge and skill development required to help people in the human service field.

Graduates of the program go on to find employment in youth, women's, and disability programs, as well as in housing, community development, rehabilitation, mental health and many other settings. To learn more about the *Social Service Worker* program, visit <http://www.senecac.on.ca/fulltime/SSW.html>.



Getting people off the streets is Katie Keating's job. Since graduating from Seneca's *Social Service Worker* program, she has spent her entire career helping homeless people find long-term housing.

On-campus travel agency offers world of opportunities to students

Students in Seneca's *Tourism and Travel* program will now get work experience without even having to leave campus.

A new partnership between Merit Travel Group Inc. and Seneca has brought a full service travel agency to Seneca's Markham Campus.

From this on-campus location, the Merit travel agency will act as a valuable learning resource for students who will participate in the daily operations of the travel company, which includes researching and booking air, hotel and tour packages.

"Our partnership with Merit will give students real world experience throughout their education with vital input from an industry leader. This is an advantage we are proud to give to our *Tourism and Travel* graduates," says David Agnew, Seneca College President.

The partnership will also see Merit representatives join the *Tourism* program Advisory Committee and work with Seneca to expand opportunities and resources for students in the College's School of Tourism.

"The travel industry is strong in Canada, and this is not just with online agencies. Travel professionals continue to serve the majority of travelers, will

always be at the core of our industry and will continue to be sought after for their consultancy, insight, problem solving, and years of relevant experience," says Michael Merrithew, Chairman & CEO, Merit Travel Group Inc.

"At Merit our employees are truly experts, and we are looking forward to becoming part of the education process. Seneca wants to ensure that graduates from the *Travel & Tourism* program enter the industry with the foundation of skills necessary to become the service oriented experts that Canadians need to get the travel experience of a lifetime."

Merit, founded in 1991, has grown to become the largest privately-held specialty travel company in Canada.

The combined Merit Travel Group Inc. serves more than 500,000 individual and group travellers, with a staff of more than 450 travel professionals, located at 56 offices across Canada.

To learn more about Seneca's *Tourism and Travel* program, visit <http://www.senecac.on.ca/fulltime/TIS.html>.

NEWS DIGEST



Sting soccer players receive their national championship rings

The Seneca Sting men's soccer team officially received their 2009 Big Kahuna/adidas CCAA National Champion rings on February 11 at the Newnham Sports Centre. In front of family and friends, the Sting received their much-anticipated rings, which were presented to them by Seneca President David Agnew. Following the ring ceremony, the team's championship banner was raised to the rafters. The Sting hosted the championship tournament and defeated the F.X. Garneau Elans 3 - 2 to win the gold medal on November 7. The Sting finished the tournament 3 - 0. Each win was seen as an upset victory over higher-ranked opponents.

College raises funds for Haiti

Responding to the devastation in Haiti following the January 12 earthquake, Seneca students and employees have contributed more than \$42,000 to a variety of agencies that are on the ground providing emergency assistance and will be engaged in the massive rebuilding that will take place in the months and years ahead.

Leading the way on many of these initiatives was the Seneca Student Federation (SSF), who worked with various areas of the College to organize events, from concerts to bake sales.

Through their efforts and dollar-for-dollar matching \$29,214.68 was raised for agencies such as the Red Cross, UNICEF and Doctors Without Borders.

Funds from each of these SSF-led initiatives will be matched by government funding.

Senecans receive ASHRAE awards

Four Seneca graduates from the *Mechanical Engineering Technology - Building Sciences* program and their professor travelled to Orlando, Florida recently to pick up their awards for winning first place in the Sustainable Building Design category of the American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE) 2009 Student Design Competition. The prize winners (from left to right) are Edward Wood, Ivan Fernandes, Troy White, Professor Filimon Tsionas and Jaime Gonsalves.



For finishing in first place, the students received \$1,500 and an invitation to attend ASHRAE's winter meetings.

Seneca receives \$3.5 million for equipment

On December 14, it was announced that the College will receive \$3,508,220 as part of Ontario's College Equipment and Renewal Fund, a government initiative to modernize and purchase education-related equipment and learning resources.

The funding will be used by Seneca for high/medium fidelity patient mannequins for Nursing, an inverter welding machine, underwater camera equipment for the *Underwater Skills* program and "Whisper Rooms" which are stand-alone sound proof recording booths for a variety of programs in the School of Communication Arts.

Town of Markham Services showcased at Seneca

Markham Mayor Frank Scarpitti visited Markham Campus to highlight many of the services available to students in the growing municipality. His visit was part of the Live, Work and Play in Markham event, which was hosted in the campus atrium. The event featured a number of information tables, and several Town of Markham Services staff were on hand to answer questions about Markham's recreation programs and community centres, the Markham Public Library and the Markham Museum. To learn more about Town of Markham Services, visit <http://www.markham.ca/Markham/>.



Markham Mayor Frank Scarpitti with Seneca President David Agnew.

Giving credit where credit is due

Seneca students can now receive an official record of their participation and achievement outside the classroom with the launch of the College's new Co-Curricular Record (CCR).

CCR documents a student's on-campus activities and accomplishments while completing an academic program. It can include Activity Participation, Awards, Leadership Experience, or Professional Development. Once all activities have been verified, the student can request to have the CCR printed.

"This new service gives students a great addition to their resumes, portfolios and transcripts," says Christine Blake-Durie, Director of Student Services. "It will allow students to provide potential employers with a more complete picture of their post-secondary success."

For more information on the Co-Curricular Record, visit <http://www.senecac.on.ca/student/student-life/co-curricular.html>.

Students to benefit from new accreditation agreement with CGA Ontario

Officials from the College and CGA Ontario gathered at Newnham Campus on February 4 to officially announce CGA Ontario's accreditation of Seneca's *International Accounting and Finance* degree.

From left to right: Frank Mensink, Vice Chair, CGA Ontario; Stephanie Palisek, Business Development Manager, CGA Ontario; David Agnew, President, Seneca College and Karen Murkar, Chair, School of Accounting and Financial Services, Seneca College.



The accreditation will provide graduates with the requirements for direct entry into CGA's program at the Professional Applications and Competency Evaluations level. CGA Ontario is a self-governing body that grants the exclusive rights to the CGA designation and controls the professional standards, conduct and discipline of its members and students in the province of Ontario.

New Sign on Newnham Residence Building

The College has replaced the aging illuminated Seneca signs on the north and south sides of the Newnham Campus Residence and Conference Centre.

The new energy efficient LED signs spell out Seneca's name in our signature font.



Live Newnham Construction Cam

As construction moves forward on the new 150,000-square-foot-building at Newnham Campus, the College invites you to watch the building take shape. Throughout the process, a camera overlooking the site will provide a live snapshot of all the activity. To view the progress, visit <http://www.senecac.on.ca/about/kip/updates.html>.