



PHOTO BY RICHARD DOUGLAS

Looking for trouble

Seneca Lab Technologist Hadi Majzoub puts things to the test using a Highly Accelerated Life Testing (HALT) chamber. This January, Seneca's Electronics and Computer Engineering Technology students will be the first students in Canada to use the state-of-the-art stress testing machine.

PROGRAMMING

HALT chamber moves stress testing forward

Starting in January, Electronics and Computer Engineering Technology (ECET) students will learn how to shake and bake; they'll also be freezing things.

They'll be doing all of this while using the Highly Accelerated Life Testing (HALT) chamber — a high-tech machine designed to rapidly age products using heat, cold and vibration.

"Seneca's ECET students will be the first students in Canada to get their hands on this technology," says Mario Boetto, Chair of the School of Electronics and Computer Engineering Technology.

The HALT chamber rapidly simulates product aging by subjecting products to a series of adverse temperature and vibration tests. Temperatures in the chamber can range between -100° Celsius to 200° Celsius in a matter of minutes. It can also subject test products to extreme vibration — up to 50Gs (gravitational force).

All of this is designed to see how much stress a new product can take until it breaks — invaluable information for creators of new products who need to know about vulnerabilities before going to market. HALT chambers are in great demand by the aerospace, military, medical and

commercial electronics industries.

"HALT testing is not prevalently known beyond industry," says Professor David Finlay, who teaches the HALT course at Seneca.

"Students, right now, are not exposed to this type of training in educational institutions and we are the first ones to hit the ground running to offer it to them."

There are only two other post-secondary institutions in the world that have this technology — one in the United States and one in China.

When the chamber is not being used by students and faculty, the School of Electronics and Computer Engineering Technology will make it available to industrial customers.

"This is a great opportunity for Seneca to build new relationships with industry," says Hadi Majzoub, the school's Lab Technologist and ECET graduate, who will be in charge of running the chamber. "Not only does the chamber give students practical experience, they'll be able to work with potential employers."

A few ECET students each semester will be chosen to help with testing and will receive unique practical experience.

For more information about the HALT chamber visit:
www.senecac.on.ca/electron

Project takes aim at guns and gangs

Seneca's Graphic Design students are lending their artistic talents to a new Toronto Police Service initiative aimed at keeping kids away from guns and gangs.

On July 13, the Toronto Police Service officially launched its PEACE Project (Public Education And Crime Eradication) — a two-year program that will see Toronto police reach out to youth across the city to prevent them from turning to a life of crime.

As part of the initiative, Seneca's Graphic Design students have been hand-picked by the Toronto Police Service to create all the public relations materials for the program.

"There is more to design than just selling dog biscuits and exercise equipment," says Professor Paul Shecter, who teaches Graphic Design at Seneca's School of

Communication Arts. "This project gives students the opportunity to work on something that will have a positive effect on the society and community we live in."

In 1998, Paul began teaching a course on non-commercial-based graphic design work. As part of the class, students offer their design expertise to community groups that can't afford to go out and hire an agency to create their marketing material.

"Seneca has worked with the Toronto Police Service for several years now and we were approached once again to help with this prevention program on guns and gangs," says Paul.

This summer, at the PEACE Project's official launch at Toronto Police Headquarters, the project's logo — which was the first part of Seneca's work on the initiative — was



>>PLEASE SEE **PEACE** ON PAGE 2

Seneca helps new Canadians

BY TOM BARTSIOKAS

When Miriam Polga decided to move to Canada with her family, she was determined to find a job in her field.

The Venezuelan born, married mother of two — who now calls Toronto home — worked as a civil engineer for four years before deciding to leave her country and job to give her kids "a better future"

But after months of searching for an engineering position in her new adopted city, the 33-year-old quickly realized that finding work

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



Seneca is all about student success. That's why we've created the role Vice-President of Student Success and Enrolment Services and hired experienced educational administrator Bernice Blackman to fill the position.

Her mandate is to ensure that our students have all the tools necessary for success, and I want to share with you some of the initiatives she is helping to co-ordinate:

1. Pilot Retention Study. Funded by Human Resources and Skills Development Canada, this three-year project, with a research component, began in 2004 and will

follow students through their time at Seneca and track the effectiveness of various retention approaches.

2. Student Mentoring in Life and Education. Commonly called SMILE, this program has been expanded to include more than 200 peer tutors for first-year students making the adjustment to college life.

3. Student Clubs and Student Life Programming. The aim is to involve students in college life from their first days at Seneca to ensure they are engaged and remain active while at Seneca.

4. Financial Aid Project. Improved online access to financial assistance will help those facing monetary hardship. In addition, a new work-study plan tries to engage students through on-campus employment opportunities.

5. Success@Seneca and Beyond. This pilot project provides a more structured approach to support services, including orientation before classes begin, staff coaching, and seminars/online help to boost academic, vocational and personal development.

6. Seneca Learning Centres and the Seneca Assessment and Brief Intervention Clinic. The Centres and Clinic provide valuable assessment tools and tutoring — both key factors in student retention.

7. Success Strategies for College. This program is offered to first-year students in most schools of the Faculty of Business. Students are taught time management, research techniques, listening and memory techniques, note-taking, reading and annotating skills and study techniques.

8. English for Academic Purposes. This non-credit English preparation program builds on reading, writing, speaking and listening skills.

9. College Math Project. A research project with assistance from the York/Seneca Institute for Mathematics, Science and Technology Education that will examine the factors affecting success and retention in first-year college math programs and engage secondary school teachers on this issue.

In each case, these projects are providing necessary student support and a source of new knowledge about how to best serve students. In a relatively short period of time Seneca has become a national leader in retention programming and research. ■

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

Parmalat gives \$50,000 towards student bursary

Parmalat Canada — one of the largest marketers of dairy and food products in North America — has donated \$50,000 to Seneca's Markham Campus.

The donation will be used to establish the Parmalat Canada Endowed Bursary for students enrolled in the School of Marketing and e-Business and the Business Computer Systems Program at Markham.

This contribution will be matched dollar-for-dollar by the provincial government's Ontario Student Opportunities Trust Fund, resulting in

an overall capital endowment value of \$100,000.

The contribution was facilitated by Marc Caira, President and CEO of Parmalat Canada and a 1977 graduate of Seneca's Marketing Administration program. Mr. Caira, who also sits on Seneca's board, is a member of the Markham Fundraising Cabinet for the Markham Campus.

Parmalat Canada has been an ongoing supporter of Seneca College, and most recently sponsored the Distinguished Alumni Awards Dinners in 2004 and 2005. ■

>> PEACE, FROM PAGE 1

unveiled. Designed by Seneca Graphic Design graduates Nelson Gouveia, Tanya Arsenault and Lyda Arévalo, the logo centres on a gun breaking into pieces.

All three graduates were personally thanked by Toronto Police Chief William Blair for their work.

"He came up to us and said, 'Great job,'" recalls Nelson. "We were all really proud to have been part of this campaign."

Over the next two years, Seneca students will continue to provide design and marketing support to the PEACE Project including posters, brochures and pamphlets.

"This is an opportunity for students to say, 'This is something I did that is making a difference,'" says Paul. "It also gives them the opportunity to add something to their portfolio that a lot of agencies would love to be able to do." ■

New faculty board rep begins three-year term

Jennifer Parker has been teaching computer programming for more than 20 years, and she has "loved every minute of it."

Jennifer, who began her teaching career in the early 80s, came to Seneca in 1998. Since her arrival, she has been an active member of the Seneca community, working on a number of projects and sitting on several different committees and councils.

This fall, Jennifer was given even more responsibility when she began her three-year term as the Faculty Representative for Seneca's Board of Governors.

Thanks to her past experiences, Jennifer feels she has a bit of a head start in her new Seneca role.

"As a member of the Steering Committee involved in piloting Seneca's new program review process, I gained tremendous insight into how the various schools and programs operate, and also some of the unique challenges they face," she says. "My experience as a faculty representative on Academic Council has also given me a broader understanding of how the College works."

As a faculty member with the School of Computer Studies, Jennifer has had the opportunity to be involved in a number of initiatives, including creating and teaching an online computer programming course and assisting in the development of two Computer Studies degree proposals.

Outside the classroom, she has been active as co-chapter leader of the first joint university/college chapter of IBM-Women in Technology, a group whose goals are to build awareness of career opportunities for women in technology and to show that technology can be fun.

Despite all her experience, Jennifer is first to admit that she will have to work hard to stay on top of the issues. She plans to do that by getting out to the various campuses, meeting with Senecans regularly and just listening.

"Hopefully, my background in technology will be an asset to the Board. My goal is to make Seneca an even better place to work and study." ■

Jennifer can be reached by e-mail at jennifer.parker@senecac.on.ca



Jennifer Parker

>> RESIP, FROM PAGE 1

in her field wasn't going to be easy.

"I didn't know beforehand that it was going to be so hard," says Miriam, who applied for more than 20 engineering jobs without any callbacks. "I sent out resume after resume and it didn't get me anywhere"

Miriam's luck eventually changed when she heard about a program offered through Seneca College that helps newcomers to Canada find work in their chosen field.

In fact, the Re-Employment Services for International Professionals Program (RESIP) assists about 20 newcomers in finding jobs each month. The four-week program, which is funded by Human Resources and Skills Development Canada and co-ordinated by Seneca's faculty of Continuing Education and Training, has enjoyed a 75 per cent success rate since its launch in 1992.

"We help clients get to know their profession in the Canadian context," says Valerie Sealy, RESIP co-ordinator. "Through the program, we give clients a better understanding of what the Canadian job search process is all about."

For many professional newcomers to Canada finding a job can be daunting.

Through the RESIP program, counsellors work with clients to help eliminate those barriers by identifying their skills, aptitudes and interests. The first two weeks of the program are dedicated to self-assessment, career options and labour market information, while the

second half is devoted to resume building, cover letter writing and interview skills.

After completing the four-week program, Miriam developed a new found confidence in herself and her abilities.

She used that confidence to begin calling engineering companies about possible positions and was rewarded with an interview, and, eventually, a job as an engineering designer with KMK Consultants.

"The RESIP program gives you the confidence and self esteem to really go out and get the job you want," says Miriam, who is currently studying to become a licensed professional engineer in Ontario. "They [RESIP counsellors] always insisted that you had to find a job in your field."

The program's clients include newcomers from around the world who have worked as engineers, IT professionals, architects, teachers, financial analysts and university professors.

Recently, the program changed locations to help even more professional immigrants and is now co-located with the North West Scarborough Employment Resource Centre.

The new location gives clients increased access to job coaches and print and computer-based equipment such as faxes, phones, computers and the Internet.

For more information on RESIP, visit: www.senecac.on.ca/resip or call 416-299-6625. ■

Seneca paves way to water run-off solution

A Seneca initiative is paving the way – literally – to a new environmental approach to prevent water run-off.

A 200-square-metre section of the student parking lot at King Campus, overlooking the wetlands, has been resurfaced as part of the Porous Pavement Project — a three-year joint initiative between the College and the Toronto Region Conservation Authority to better manage storm water.

“If all parking lots had been lined with porous pavement, the flooding back in August would not have been so severe,” says Christine Doody-Hamilton (right), a Professor with Seneca’s Centre for the Built Environment and Civil Engineering Technology, who is Seneca’s lead on this project. “More of that flood water would have gone into the ground.”

Other known benefits of porous pavement include an increase in groundwater replenishment and an overall reduction in storm water pollutants.

The \$10,000 project, which is funded by the Ontario Ministry of the Environment, began in June.

A monitoring station has also been set-up to compare the amount of storm water that is running off the new porous section as opposed to the adjacent regular pavement.

“I think we are really spearheading something new and different,” adds Christine. “We hope the results will show the environmental benefits of porous pavement.” ■

How it works

1. Water doesn’t collect on porous pavement. Unlike regular pavement, it runs off the brick onto the porous gravel where it is absorbed into the ground.
2. Drains collect the storm water that runs off the new porous section and the adjacent regular pavement. The ground’s natural slope directs the run-off to the drains, which are located at the North end of the parking lot. The quality and quantity of water from each section will be compared.
3. A wind turbine and a solar panel produce all the electricity for the monitoring equipment.



To learn more about the Porous Pavement Project visit: www.sustainabletechnologies.ca

PHOTOS BY RICHARD DOUGLAS

GRADUATE SUCCESS

Biz grad lends his export-ise to Ontario firms



PHOTO BY TOM BARTSIOKAS

Trevor McPherson, who graduated from the International Business Management program in 1997, helps Ontario companies gain access to U.S. markets.

BY TOM BARTSIOKAS

Trevor McPherson came to Seneca to pursue a career in international business and within one-year he landed his first job, and found himself on a foreign trade mission with the Prime Minister of Canada.

“It was quite a thing for someone my age at the time to be on a chartered plane with virtually all the Premiers and the Prime Minister,” recalls the 34-year-old International Business Management (IBS) graduate. “I remember the Prime Minister going up and down the aisles and mingling with all the student delegates.”

In 1997, Trevor enrolled in Seneca’s one-year IBS graduate certificate program, which ultimately set the course for his international business career. That year, he was one of five students selected from across Canada to participate in a Team Canada Trade Mission to South Korea, the Philippines and Thailand.

The 10-day mission, which was led by former Prime Minister Jean Chretien, was to promote business relationships between Canada and the three countries. During the mission, Trevor got a first-hand look at international business, and how international trade partnerships are established.

“It was a privilege to represent Seneca College on the mission and a tremendous hands-on opportunity to learn about international business. After that trip, I was much more determined to find my place in an international business career.”

Thanks to the experience he gained from the mission and his Seneca training, Trevor applied for and received a summer contract position with Ontario Exports Inc. — the province of Ontario’s export development agency.

He has been with the agency for eight years and in his current role as International Marketing Consultant, he assists Ontario companies seeking to develop new business in the U.S. automotive and environment industry markets.

Trevor works mostly with small-and mid-sized companies, facilitating information and new business contacts, consulting with them on marketing strategies and identifying potential sales opportunities.

Trevor says that even today he is still applying the practical skills he learned at Seneca.

“In that one-year, students conduct a number of market research assignments that build real-world, international marketing skills required to provide the high level of service expected by clients of Ontario Exports Inc.”

Seneca’s IBS program prepares graduates for successful careers in the importing and exporting trade. Over the years, students have gone on to establish careers within trading houses, banks, multinational corporations, transportation companies, governments, and international institutions.

“Seneca provided the practical element that I needed after university. If I can say anything about my experience at Seneca, it certainly did prepare me for what I’m doing now.”

For more information on the International Business Management program visit: www.senecac.on.ca/fulltime/IBS.html ■

Former Senecan moves to an international role

Seneca graduate and former administrator, Alvin Curling, has moved into a new role.

In August, Mr. Curling was named ambassador to the Dominican Republic.

His new appointment is the latest in a long list of accomplishments for the former Liberal MPP (Scarborough-Rouge River).

An immigrant from Kingston, Jamaica, Mr. Curling, 65, made history last year when he became the first black Speaker of the Ontario Legislature.

Prior to that, in 1985, he garnered the highest vote total of any politician ever elected in Canada and went on to be the first black cabinet minister under then Premier David Peterson.

A graduate of Seneca's Municipal Administration program, Mr. Curling worked at the College for over a decade.

Seneca launches joint research project

Seneca's Centre for Financial Services and the Financial Consumer Agency of Canada (FCAC) are collaborating on a unique applied research project.

The two partners, who have been working together since July, are developing curriculum and course materials to enhance educational opportunities for staff of financial institutions and financial regulators who work in the compliance field and

deal with consumer-protection.

The joint research project is expected to be completed next March.

Seneca's Centre for Financial Services works to develop industry leadership and global career opportunities for financial services professionals through quality education integrated with the newest technology.

Terry Fox Run succeeds at Seneca

More than 100 Senecans ran, walked, strolled, biked and bladed in support of the annual Terry Fox Run at Newnham Campus.

On Sept. 18, Seneca hosted the community run and raised \$11,500 for the Terry Fox Foundation's cancer research.

Seneca has been a proud supporter of the run for the past 12 years.

Seneca offers new Coaching for the Workplace program

The Faculty of Continuing Education and Training has launched a new interactive coach-training program.

Performance Coaching for the Workplace, launched this September, is designed to develop strong coaching skills in individuals interested in business, corporate or personal coaching.

Through the program, individuals will learn to employ coaching skills to help others to set tighter goals, re-frame beliefs, eliminate frustrations,



PHOTO BY RICHARD DOUGLAS

Follow the leader

Federal NDP Leader Jack Layton stopped by Newnham Campus on Sept. 19 to speak with students and take a tour of the College campus. During his visit, Mr. Layton spoke to students in the Centre for the Built Environment programs about the challenges facing college students and how the federal government must make funding post-secondary education a priority. He also discussed environmentally progressive building methods and how business, government and educators must work together to combat the ever present risks associated with climate change.

take more focused action, make better decisions and fully use their natural strengths.

This hands-on coach-training program is being offered in partnership with Coach U, Inc., a global virtual training company and the Interdevelopmental Institute of Boston, Massachusetts, an organization that promotes the advancement of human potential through self development.

For more information visit: www.senecac.on.ca/performance-coaching

Seneca College student earns scholarship from United Achievers' Club

First-year Seneca Electronic Engineering Technology student Yaw Antwi was named a recipient of a scholarship from the United Achievers' Club — a Brampton non-profit organization that provides social programs to the African Caribbean community.

Sixteen scholarships were presented to students from Peel Region to help finance their post-secondary education.

Before attending Seneca, Yaw was a student at Central Peel Secondary School where she was a classroom

assistant in the business studies program, and on the student activity council. She also volunteered with the Salvation Army and her church.

To qualify for the scholarship, students must have a strong academic record, be accepted into a post-secondary program, be involved in the community or extracurricular activities and be of African or Caribbean heritage.

Seneca student wins Canadian scholarship

Gregory Van Loenen has been awarded The Garfield Weston Merit Scholarship for Colleges — Canada's most prestigious undergraduate scholarship for colleges.

Gregory, a fifth semester student in Seneca's Bachelor of Applied Technology - Flight Program, is one of 43 students to win the scholarship, which is awarded to students that demonstrate a promise of leadership, a strong dedication to their field of study and a commitment to making positive contributions in their communities.

Through The W. Garfield Weston Foundation, each of the 43 scholars receives \$8,000 annually and up to \$3,500 in summer enrichment funding over the duration of their program.

Do you have an idea that will make Seneca an even better place?

ibox

ibox — short for idea box — is a suggestion box with a difference. The difference is up to \$2,500 to help you make your idea a reality. I'm encouraging students, faculty and staff to oversee projects that will improve life at Seneca or enhance/increase Seneca's visibility and reputation.

Help make a difference. Send in your suggestions today. With your ideas, Seneca will be an even better place to work and learn.

For more information, submission criteria and an electronic submission form, click the ibox link on My.Seneca or call ext. 2637.



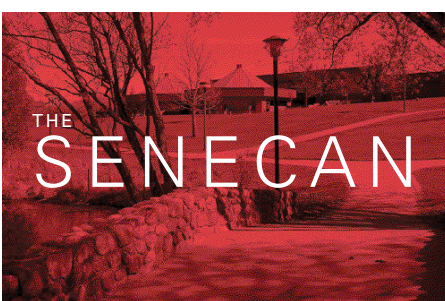
Regards,

Rick Miner
President

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:

Tom Bartsiakos
Seneca College
Marketing and Communications
Newnham Campus
1750 Finch Ave East
Toronto, ON M2J 2X5
416.491.5050 ext. 6458
Tom.Bartsiakos@senecac.on.ca



Seneca