



PHOTO BY RICHARD DOUGLAS
SOLAR CAR MAN

Marcelo da Luz, pictured inside his *Power of One* solar car, wants to break a world record. This summer, he plans to travel further than anyone else has in this type of vehicle. The car was built with the help of volunteers, including Seneca faculty and students. For the complete story, please see *Power of One* on page 2.

FACULTY SPOTLIGHT

Seneca Professor directs film examining Middle East education

BY TOM BARTSIOKAS

James Cullingham has never made a documentary he didn't feel passionate about.

To date, all of his films have been about social justice and his latest project is no exception.

Lessons in Fear — which is produced, written and directed by the Broadcast Journalism Professor, in association with Seneca — explores Israeli and Palestinian education from the ground up. The film asks if a solution to the conflict in the Middle East rests in the classroom rather than the streets.

"The conflict in the Middle East between Israelis and Palestinians is not exaggerated," says James, who has made more than 20 television documentaries. "It's deep, but I don't think it's as intractable as it is often portrayed."

Unlike other films on the Middle East that have focused solely on the

conflict, *Lessons in Fear* presents an unvarnished look at the struggle to make education a positive force in the lives of Israeli and Palestinian people.

James first became fascinated with the Middle East at the age of 18 when he volunteered to work on a kibbutz — a communal agricultural settlement in Israel. As his politics and sense of the world matured over the years, so too did his interest in the region.

In 2002, almost 30 years after his first visit to Israel, James came up with the idea for his film.

"I was very interested in how children are educated there," says James, who began shooting *Lessons in Fear* in 2003. "I got the idea for the film through a long period of gestation beginning with my first visit to Israel."

James says, however, his film could not have been made without the support of Seneca. In fact, the film was edited at Seneca's School of Communication Arts (SCA) and

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PHOTOS COURTESY OF TAMARACK PRODUCTIONS

ON CAMPUS

Project helps students with special needs

Siobhan Murley made a new friend last semester.

The second-year Early Childhood Education (ECE) major was one of eight students who participated in a new mentoring program for students with special needs in the College Vocational program (CVP), which helps students with learning difficulties enter the workforce.

The new mentoring program — a joint collaboration between ECE and CVP — matched 16 students since its launch in September. With more than 40 special needs students on campus, organizers are hoping the program will grow.

"These are students that would all profit from having a mentor, especially in September where some are really fearful of such a big place," says Bonnie Bacvar, a counsellor with Seneca's Disability Health Services. "It can be intimidating to come into such a new environment like Seneca."

The idea for the special needs mentoring program came from Cindy Smith, a Professor and second-year ECE Co-ordinator. Cindy approached her CVP colleagues who immediately endorsed the idea.

The ECE and CVP mentoring initiative is currently offered to all students studying in the College Vocational program, and is based on their individual needs.

For participating ECE students, the mentoring program counts as their field placement, which requires students to complete 40 hours and submit a final paper on their experience. The program runs for an entire semester and paired students are expected to meet for three hours a week. Activities can include going to lunch together, helping each other with homework, or just grabbing a cup of coffee.

"The feedback has been good," adds Bonnie. "Some of these students, because of their disabilities, have been very isolated. This is their opportunity to feel like every other student here at Seneca, and having that person makes them feel part of something other than their own classroom."

For Siobhan, who was paired with

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THE PRESIDENT'S FILE



The provincial budget announcement of more than \$100 million in operating funds for colleges for 2005-2006, is a good first step in meeting the needs of our colleges and universities. This money is a wise investment and shows that Ontario's government recognizes the important role that colleges like Seneca are playing in the province's continued prosperity: In short, the only way we can meet a growing need for educated and skilled workers is by supporting our post-secondary institutions.

The budget, which allots \$6.2 billion for post-secondary education during the next five years, includes \$447 million more for colleges and universities, \$192 million for student assistance and \$44 million in training, apprenticeship and other initiatives.

The funding provided in this budget gives Seneca the ability to focus on student success by increasing access opportunities, improving student services and hiring more full-time faculty and staff.

Post-secondary education will require further funding, but this allotment will help our educators meet their initial goals of guaranteeing a solid foundation for tomorrow's workers, employers and Ontario's economy and well being.

I'm pleased to report that construction has begun at our Markham Campus. Although the College received the support of the Ontario Municipal Board to rezone the building, formerly owned by Allstate, for educational use, there were concerns raised by commercial tenants already in the building.

The resolution of this matter delayed our plans somewhat, but now all matters between Seneca and the tenants have been resolved, and we are proceeding rapidly to provide the necessary accommodations.

Currently, the plan is for our Tourism program to begin classes at the campus in September with the Business Computing Systems program moving there next January. ■

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

ibox suggestion funds new library collection

BY JOLIE CHEN

An *ibox* suggestion inspired a new collection in the Library and Computer Commons at Newnham Campus.

Items for the English Language Skills (ELS) collection appeared on the shelves last September after receiving approval and funding from the *ibox* committee in July. It includes abridged readers, audio books, DVD/screenplay kits, and student and teacher resource books.

ibox — short for idea box — is a suggestion box that students, faculty and staff use to share ideas to improve life at Seneca or enhance its visibility and reputation. Selected *ibox* applicants receive up to \$2,500 to help implement their projects.

"I felt that a wide range of students could benefit," says Paula Ogg, Contract Professor, English Language Institute, who proposed the idea of an ELS collection. "Students who are new learners of English, students who grew up here in Toronto but need to polish their skills, and students with various learning styles and abilities would be able to use this new collection."

Abridged readers and audio books are written in simplified English with a limited vocabulary. Books are available in modern or classic literature from beginner to advanced reading levels.

"Before the *ibox* grant, we had only a few abridged readers and no audio

books," says Library Technician Carole Noble, who helped implement the new collection. "Now we have approximately 150 abridged readers, many with accompanying audio books, shelved in a separate location and organized by reading level so students can easily find a book."

Money from the grant also made it possible to create DVD/screenplay kits. This brand new tool offers a unique method of teaching and learning the English language. "DVDs are a great way to study the English

language because we can see the visual cues that are such an important part to communication," says Paula. "Students can use the kits for self study while instructors can prepare lessons on vocabulary, content or historical/cultural information before and after viewing the DVD."

Since its introduction, the collection has been enthusiastically supported by teaching staff and heavily used by students.

Many materials are still being processed for the collection and more could be added in future. Reference materials, such as encyclopedias and dictionaries are on the 'wish list.'

ibox projects are suggested by students and Seneca employees and should be aimed at improving life at Seneca or enhancing/increasing the College's reputation.

ibox can be accessed by students and employees through the top banner of My.Seneca. ■

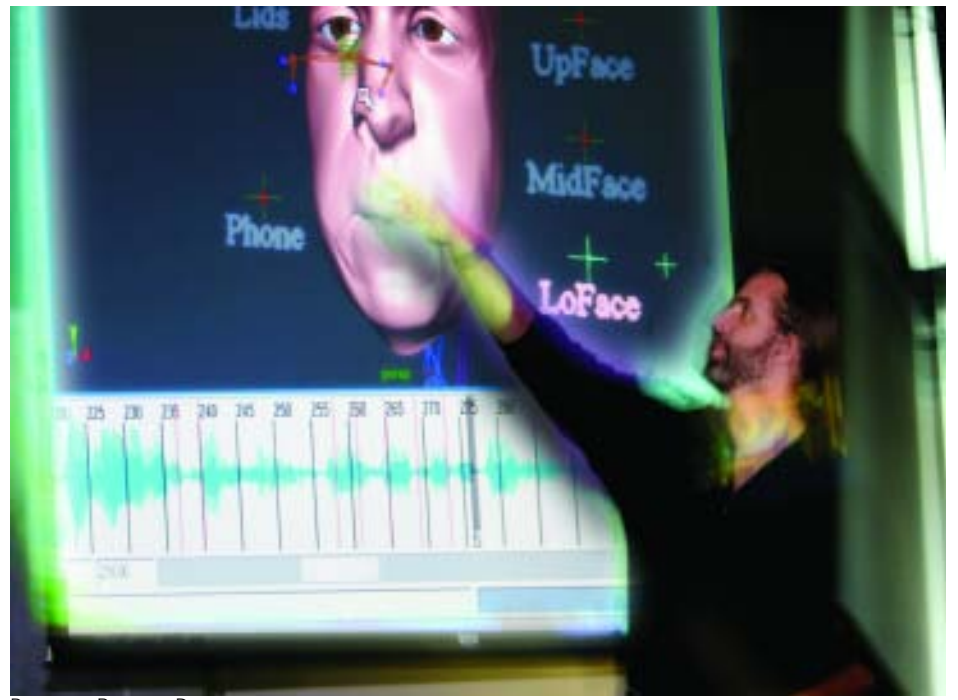


PHOTO BY RICHARD DOUGLAS

MAKING FACES

Academy Award® winning animator Chris Landreth recently returned to Seneca's Animation Arts Centre as a guest lecturer. Chris talked about the complex work of creating a character on computer and animating its mouth to realistically match recorded dialogue. Chris received an Oscar® in February for the animated film *Ryan*, which was made with the help of Seneca students, graduates and faculty.

Power of One solar car set to go the distance

A solar car that was built with the help of Seneca faculty and students is revving up to break the world long distance record.

This summer, after five years of designs, tests and construction, the *Power of One* solar car project will travel across Canada — twice — in an effort to set a new long distance record of 22,000 kilometres.

"The goal is to drive whatever distance is necessary to break the record," says Marcelo da Luz, the project leader of the *Power of One*, a Toronto-based group of volunteers established in 1999 to break the solar car long distance record. "I am confident we will be able to do it."

The current solar car long distance record is 13,055 kilometres, which was set by an Australian team in 2002. To date, the longest run Marcelo's solar car has done is 6.2 kilometres.

That test run, however, was conducted on a lake instead of a road.

"To my knowledge no one had ever attempted to drive a solar car below freezing temperatures on an ice road," says Marcelo, who drove his car on a frozen Lake Simcoe.

"We wanted to do something unique that no one had ever tried, so we set a world first."

Marcelo plans to run the solar car through at least one proper long distance test before his team's attempt to break the record this summer. The record breaking drive will begin in Toronto.

Since last year, Seneca students, faculty and staff from the Centre for Precision Skills at Jane Campus have been helping Marcelo and his team get their solar car road-ready. In fact, the Seneca crew, which includes faculty and students in the Mechanical Engineering Technician and Mechanical Techniques programs, designed 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 software, students also worked on making the car's rear wheel assembly.

"Students had the opportunity to work on something that is futuristic," says Ken Ellis, Co-ordinator of the Skills Program at Jane Campus. "The parts they were making could have been used on anything, but the fact that they were used on this futuristic vehicle made it more exciting for them. Now, we are all just looking forward to Marcelo breaking the world record." ■

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CVP student Domenic Di Benedetto, the experience has been just as rewarding.

"Not only are you helping a fellow student, but you are also learning from them," she says. "Domenic helped me realize there are other things that are more important in life."

But the program has been equally rewarding for Domenic, who has a visual disability. In fact, the program has helped the 23-year-old become more self assured.

"I think it's a good program. It has helped me meet new friends, become more confident, and enjoy all the activities Seneca has to offer," says Domenic.

Initially, when she signed up for the program, Siobhan didn't know what to expect. In fact, the last thing she expected was to make a new friend. But now that the program has come to an end, she will continue to remain in contact with Domenic.

"Just because the program is over doesn't mean our friendship is," says Siobhan. "We still talk on a regular basis." ■

RFID could change your life, Seneca a leader

BY TOM BARTSIOKAS

Growing up, Adam Hanna would take apart anything he could get his hands on. His favourite things to dismantle were televisions, radios and computers — “especially computers.”

“Sometimes, I got them back together, other times I didn’t,” says Adam. “But everything was just a learning experience.”

Today, Adam is still taking things apart to learn how they work as an Electronic Engineering Technology (EET) student. His favourite things to study these days, however, are any products that use Radio Frequency Identification or RFID.

In January, Adam was one of 19 students introduced to the growing technology when Seneca became the first college in Canada to offer a course on RFID.

“Seneca is the only institution in Canada to offer a course specifically designed to teach the intricacies of RFID,” says Adam, who graduates from the EET program this June. “The course is an important introduction to the technology that I think will change the way business is done in almost every facet of every industry.”

Adam had very little knowledge about RFID, like most people, until he took the course. He had heard of the technology, but he had no idea how it was being used.

Today, RFID technology can be found all around us.

Some of the most common RFID applications include vehicles traveling



PHOTO BY RICHARD DOUGLAS / TOM BARTSIOKAS

Graduating Electronic Engineering Technology student, Adam Hanna, holds RFID technology right in his hands in the form of a 407 transponder and a car immobilizer key. In January, Seneca became the first college in Canada to offer a course on RFID.

on Highway 407, which use transponders to transmit information for automatic billing. The Shell *easyPay*™ and Esso *Speedpass* key-chain tokens, which let drivers pay for their purchases wirelessly, right at the pump, use RFID. Other common applications include car immobilizers, office building entry systems and pet identification — all of which have microchips imbedded into them and act as transponders, allowing an electronic reader to collect their data.

Industry experts are predicting a massive RFID roll out in the next couple of years, with future applications that may include tracking individual items in stores, credit card

purchases — which currently rely on magnetic stripes to process data — and even humans.

“ID injections into humans have already been done,” says Bob Moroz, President of R. Moroz Ltd. (RFID Canada), a company that provides solutions, integrating systems and distribution of RFID technologies. “Imbedding RFID right into something gives you permanent identification for life.”

In fact, Bob says imbedding has already started on U.S. Alzheimer patients to identify them in case they go missing.

But RFID’s future consumer use doesn’t stop there.

Because RFID is designed for a

variety of purposes, eventually, Bob says, consumers will be able to purchase items using their cellphones, which will be imbedded with personal credit chips.

“If you want to pay for a product, all you have to do is put your cellphone down,” he says. A cellphone could also be used as a reader to collect data on a product like the expiry date. “There are a multitude of applications.”

Seneca’s new course on RFID was created with the support of Bob, whose company provided curriculum guidance, hardware, equipment and equipment training.

Offered to students studying in the School of Electronics and Computer Engineering, the course explores the technology behind current RFID systems, including radio frequency transmission as well as the coding, modulation, security and data communications parts.

“RFID is exciting for us because it is an encapsulation of a lot of what we teach in the program,” says Professor Jeremy Clark, who teaches the new course, and was instrumental in bringing it to Seneca. “Students are learning various types of RFID. They are learning how to handle the hardware, software, to interface with it and all of its principles. Every business is going to need RFID — that’s why I think this is a great opportunity to teach it.”

The course is already paying off.

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PHOTOS BY TOM BARTSIOKAS

ON THE CATWALK

Thirty-six graduating Fashion Arts students had their designs on display at Seneca’s annual Redefining Design fashion show in April. The show, student-driven from concept to design, was held at The Carlu and featured some 200 original student pieces, a visual merchandising exhibit and a floral design display. Seneca’s three-year fashion program prepares graduates for careers in the industry as designers, pattern makers, sample makers and assistants.

Independent Music Program launches second CD

The Independent Music Program (IMP) unveiled its second compilation CD.

On May 25, a release party was held at The Reverb to showcase the musical talents of students graduating from the second IMP class.

Nine acts covered a variety of genres from rap to blues, ballads to rock.



Seneca receives \$500,000 gift

Seneca has been given a major contribution from BMO Financial Group to expand student opportunities.

A \$500,000 gift established the BMO Customer Contact Centre Lab to prepare students to take advantage of the growing demand for skilled contact centre employees as well as student bursaries.

BMO Financial Group provided \$350,000 to establish the lab for professional development and hands-on training for students in the areas of customer relationship management, leadership, operations, financial and human resources management and project management principles. The remaining funds will be used to establish two bursaries in honour of BMO, which will be matched through the Ontario Government's Ontario Student Opportunity Trust Fund.

SMILE honours its mentors and expands

Seneca students were honoured for their contributions to the Seneca Community at the annual Students Mentoring in Life and Education (SMILE) Mentor Appreciation Ceremony.

On April 5, SMILE Mentors were applauded for their initiative in seeking leadership training and their dedication to the program, which pairs new Seneca students with peer mentors to offer support and guidance during the transition to college life.

SMILE has also arrived at King Campus, with mentors participating in a recent three-day training session.

"Race for Race" event a great success

Seneca's Resolution, Equity and Diversity Centre hosted 'Race for Race' in collaboration with Toronto Police Services 33 Division.

High school students and teachers from across North York participated in activities that were organized and supervised by Seneca staff and students to promote anti-racism.

Students were given a special anti-racism presentation by Lew Golding of the Centre for Addiction and Mental Health.

Seneca recognizes student leaders

Seneca students were honoured for their volunteerism, dedication and outstanding contributions to student life at the annual Student Government Recognition Awards event.

On April 7, students received awards for their work in student government,



HAMILTON TI-CAT GETS ANIMATED

Hamilton Tiger-Cats quarterback Danny McManus dropped by Seneca's Motion Capture Studio to get animated. The CFL veteran, along with some of his line mates, had their gridiron moves captured by students and faculty in the Animation Arts Centre to create a 3D character that will be displayed on the Tiger-Cats' jumbo tron.

the Student Athletic Association and for leadership.

The W.T. Newnham Leadership award was given to Lenny Isayev, President, Newnham SFC.

Two new scholarships were created this year by the Seneca Student Federation and the Student Athletic Association to recognize Wayne Norrison, Vice President, International and Business Development, for his outstanding leadership and support of student leadership. The Wayne Norrison Leadership Award was presented to Karthiga Muthuthevar, and Melissa Wiseman, Student Athletic Association President.



Lenny Isayev



Melissa Wiseman

Colleges Athletic Association Hall of Fame.

Former Seneca Women's Hockey and Canadian Hockey Team member Angela James, and Mary Zettel, a Seneca alumnae and former Athletic Department staff member, were both inducted.

Former Seneca Men's Hockey Coach Nick Harbaruk, who spent five years in the NHL, was inducted in the Coaches Category.

Broadcast students rewarded for newscast

Seneca's Broadcast Journalism and Television students earned first place in the Newscast Category of the Broadcast Educators Association of Canada's 5th Annual National Student Awards.

This marked the second year Seneca's School of Communication Arts students earned the honour for their S@Y News at 5 newscast.

The Broadcast Educators Association of Canada (BEAC) National Student Awards Program recognizes and rewards the creativity and technical excellence of students.

Three inducted into OCAA Hall of Fame

Two Seneca College Varsity Alumni were among those joining the Ontario

>>RFID, FROM PAGE 3

At a recent RFID conference, hosted by R. Moroz Ltd., Adam received four job offers from RFID industry leaders. Adam, however, wasn't able to accept any of the jobs offered to him because he is attending university in September. If he wasn't, the future engineer would have jumped at the opportunity to finally get paid to take things apart.

"Everyone who took the RFID course at Seneca benefited from it by increasing their knowledge of something that is in our everyday life and is just going to get bigger. As an acronym right now no one knows RFID, but it's going to be a common one." ■

>>EDUCATION, FROM PAGE 1

student volunteers helped with the film's transcribing, translating and audio recordings.

"Working with people and making the film here has been a wonderful experience," says James. "I can't say enough about the support we received. Having the significant moral support of the SCA and the expertise of students, staff and faculty really helped us."

One of those lending a helping hand was Professor and Broadcasting grad, Igal Hecht, the film's co-producer and editor.

"To the credit of the film this is not your typical Middle Eastern film," says Igal, who graduated from the SCA in 2002. "The film is extremely objective, and paints a hopeful picture that a lot of broadcasters don't touch upon."

James is hoping audiences who see his latest film walk away with a tempered measure of optimism.

"I think the film does not try to gloss over the real divide that is there. But I also think it points very legitimately, and in a very human way, to potential for reconciliation. I think there is always a chance for peace. Having been in South Africa during the apartheid transition not many people would have predicted in the late 1980s that there was going to be a solution there."

The film, which was funded by the Canadian International Development Agency through its Development Information Program, has been pre-sold to two television broadcasters: Télé-Québec and ichannel.

A full theatrical version has also been created and submitted for consideration to several film festivals. ■



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