

INITIATIVE: ESTABLISH THE MARKHAM CAMPUS

## Building for the future: Markham Campus transforms

BY BRODIE FENLON

The transformation of a Markham office building into Seneca's newest campus is underway with rezoning approved by the Town of Markham, a conceptual floor plan completed and a slate of academic programs ready to move.

Moffat Kinoshita Architects of Toronto has been hired to design the new campus, located at the former Canadian headquarters of Allstate Insurance Company near the intersection of Hwy. 7 and Hwy. 404.

The campus is scheduled to open to about 800 students in September 2005. This number could grow to about 1,500 students by 2006. When completed, the site will have a large cafeteria, student government office, book store, student activity centre, test centre, learning resource centre and a corporate training centre.

"We're on a very tight renovation schedule, but we still anticipate opening on time," says Ron Currie, Vice-President, Finance and Administration.

A construction steering committee co-chaired by Ron and Harold Brathwaite, Senior Advisor to the President and Acting Vice-President Student Success and Enrolment Services, has been guiding the development.

The first set of academic programs offered at Markham will include Business Computer Systems, Tourism, some Aviation & Flight Technology courses, and the Customer Contact Centre Management training program run by Seneca's Centre for Financial Services.

"The common thread linking this first set of programs is customer relationship management as it relates to e-business," says Cindy Hazell, Vice-President Academic.

"Other program clusters have been identified as potential candidates for Markham and we will continue to talk to faculty and staff about those possibilities," she says.

Also set to move into Markham by 2006 are the Continuing Education programs now offered at the Gordon Baker Campus.

While the bulk of the renovations involve the conversion of office space into classrooms and labs, a major project will be the installation of staircases, including a major convenience staircase from the main lobby to the fourth floor.

The heating and air chilling systems also have to be modified to meet the



PHOTO BY BRODIE FENLON / RICHARD DOUGLAS

Kevin Sullivan, project manager and design architect with Moffat Kinoshita Architects of Toronto, works on a scale model of Seneca's new Markham Campus.

increased student load and current building code requirements.

"It's a very large, very exciting project and an important expansion for Seneca," Ron says.

INITIATIVE: STUDENT ACCESS TO SUCCESS (PATHWAYS)

## Three new degrees proposed

Seneca students could soon have access to three new bachelor degree programs.

The Board of Governors has given the green light for the College to seek provincial approval for three degrees in the areas of human resources, accounting and informatics (the use of computer and statistical techniques to manage information).

The next step for the Seneca proposals is submission to the Postsecondary Education Quality Assessment Board (PEQAB), an arms-length advisory agency that evaluates and recommends which programs should be granted degree status by the Ontario Government.

If approved, they will bring to seven the total number of degree-level

programs offered by Seneca.

Developing new degrees is one of several key academic goals of the College's new strategic plan, but just as important is developing multiple entry points for students to access those degrees, says Cindy Hazell, Vice-President Academic.

"Our focus on increasing access and pathways allows us to balance our traditional role as a college of applied arts and technology with our newer mandate to push the envelope by also offering degrees," she says.

"We're going to help students develop the building blocks they need to access — and succeed in — our diploma and degree programs."

Every degree proposal submitted to the PEQAB is a major undertaking.

>> PLEASE SEE **DEGREES** ON PAGE 2

### SPECIAL EDITION: THE 2004-2005 BUSINESS PLAN

Welcome to a new semester at Seneca College.

In this special edition of *The Senecan*, you'll find a variety of stories related to the College's 2004-2005 Business Plan. Its ambitious agenda drives the goals and outcomes of Seneca's new five-year strategic plan. The key initiatives of this year's business plan are to:

- Establish the Markham Campus
- Enhance Student Success and Retention
- Increase Support and Interventions to Enhance Student Literacy
- Increase Student Access to Success (Pathways)
- Create an Integrated HR Plan for the College which demonstrates commitment to Seneca's Strategic Goals
- Enhance Capacity to Align Financial Resources with Strategic Goals
- Undertake Quality Assurance Program Across the College
- Increase and Enhance e-learning Opportunities
- Create Centres of Excellence

Read on to learn about the business plan in action, from the development of new degrees to renovations at the Markham Campus. As you'll see, Seneca is in for a very busy, very exciting year. ■



In order to remain a leader in post-secondary education, Seneca College continues to re-examine its goals and objectives. We have recently created our Strategic Plan 2004-2009 that outlines our direction for the next five years. Our objective is to transform post-secondary education in Canada by:

- creating a superior quality education experience
- providing access to success
- creating a national status
- providing the best international education and services
- promoting diversity and equity in employment
- building organizational capacity
- ensuring the College's financial health

Each year we will create a Business Plan as a way of ensuring that we continue to work toward these goals. Initiatives of this year's plan have been established to support one or more of these goals, and they will be measured to show how we are achieving the targets we have set for the College. The goals include:

**Establishing the Markham Campus:** This will involve the refinement of our plans for this campus to provide a progressive mix of programming and comprehensive services. With classes being planned for September 2005, this is the first step in creating a campus that will serve the students and local business community of Markham and York Region.

**Enhancing Student Success and Retention:** This is a College-wide initiative directed at all students, with an emphasis on first-year students making the transition to college life. It will allow our staff to have the skills and programs to see that students are engaged and receiving the necessary support to succeed at Seneca.

**Increasing Support and Interventions to Enhance Student Literacy:** In order for our students to succeed, we need generic literacy skill standards throughout the College. This will involve appropriate curriculum, facilities and environments to assess student literacy levels and ensure that any barriers (related to technology, facilities, funding) are removed.

**Increasing Student Access to Success:** By providing more pathways to certificate, diploma and degree programs, and increasing access and retention, we will see greater student success. This will include assessing alternative delivery modes to meet the needs of a broad variety of learners and recognizing prior learning/workplace experience.

**Creating an Integrated Human Resources Plan that Demonstrates Commitment to the College's Strategic Goals:** As current employees reach retirement age, and as the nature of our programs change, we must plan ahead so we will continue to have the best faculty and staff in the country.

**Enhancing Capacity to Align Financial Resources with Strategic Goals:** Long-term financial planning will help the College to continue offering the best programming, help its fundraising initiatives, ensure financial health, aid planning and increase access to entrepreneurial opportunities.

**Creating a Quality Assurance Program Across the College:** We will look at the effectiveness and ongoing viability of College programs, services, facilities and resources with a goal of continuous improvement.

**Increasing and Enhancing e-learning Opportunities:** Increased access to e-learning will provide yet another pathway for student success.

**Creating Centres of Excellence:** This initiative will further identify areas where Seneca is a leader. Centres of Excellence will create and foster an intellectual community of students, academic and service staff and collaborative private and public agencies.

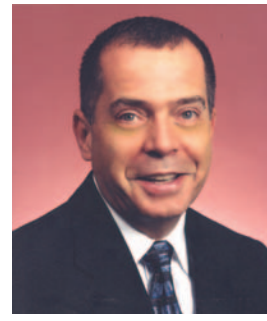
Ultimately, our strategic and business plans are created for one reason: We want to continue to offer the best in certificate, diploma and degree programs. I believe that all of our objectives are reachable, and by doing so we will transform the way post-secondary education is delivered in Canada. ■



PHOTOS BY BRODIE FENLON

Construction continues on the new Veterinary Technician building at King Campus. The 26,000-sq.-ft. building, set to open this year, will give students a chance to learn in a state-of-the-art veterinary clinic complete with kennels, an X-ray room, operating room, labs and an interior running path for dogs.

## Dave Cooke is new Chair



Seneca's Board of Governors has elected Dave Cooke as Chair for one year effective September 1.

**Dave Cooke** — takes over the position from Rajula Atherton, who left the Board at the end of her term in August. Mr. Cooke served as the Project Leader for the Task Force on Effective Schools, a major province-wide project. He has worked in the public service sector for 25 years focusing on social work, political action and education. He was a Member of Provincial Parliament from 1977 to 1997 serving in numerous capacities, including as

Ontario's Minister of Education. Mr. Cooke joined the Board in 2002.

Members elected as Vice Chairs are:

**Bruce Campbell** — is the Vice-President, Group Risk Management, Commercial Markets Canada at RBC Royal Bank. With more than 23 years of experience in financial services, he has worked in various senior roles with RBC Royal Bank in Saskatoon, Regina, Calgary, Winnipeg and Toronto. Mr. Campbell joined the Board in 2002.

**Colin Lock** — has held many positions with Ford Electronics Manufacturing Corp. He is currently the Technology Development Manager for Autoliv Electronics Canada Inc. He joined the Board in 2001.

**Jean Anne McLeod** — is the Chief Administrative Officer and General Manager at the Toronto office of Stikeman Elliott LLP, Barristers and Solicitors, one of Canada's largest business law firms. She has held senior executive positions within the Ontario Ministry of Finance, Ministry of Transportation and the Ontario Realty Corporation. Ms. McLeod joined the Board in 2002.

New to the Board this fall are:

**John Bodolai** — is the Regional Director at PeopleSoft Canada, leading a team of account executives in the commercial sector. PeopleSoft is the second largest enterprise application software company in the world and the single largest vendor of mid-market solutions. Mr. Bodolai has more than 18 years of business experience in the areas of sales, technology and accounting, along with industry experience in banking and the manufacturing industry. He is a member of the Institute of Corporate Directors and the Information Technology Association of Canada, and past president of the Huron Chapter of International Human Resource Information Management Association.

**Keith Farlinger** — is the Toronto Region Managing Partner for BDO Dunwoody LLP, Chartered Accountants and Advisors. Mr. Farlinger is responsible for the management and leadership of 10 offices and more than 75 partners throughout the region. He has more than 30 years of experience in the field and currently sits on the Council of the Institute of Chartered Accountants of Ontario (ICAO) and its Bylaws Review Committee. He has also served as the Chair of ICAO's Doctoral Studies Committee and Education Program Administration and Examination Committee, as well as on the Board of Directors of the Ontario Chamber of Commerce.

**Frances Lankin** — is the President and CEO of United Way of Greater Toronto, which celebrated its most successful fundraising campaign in 2004. Ms. Lankin has dedicated her life to social issues involving children, youth, the disabled, seniors, women and health, long-term care and her community. She was a Member of Provincial Parliament for more than a decade, serving in a variety of portfolios, including as Ontario's Minister of Health and Minister, Economic Development and Trade. She is currently a member of the Toronto City Summit Alliance Steering Committee and the Boards of Directors of Altruvest Charitable Services and the Canadian Club of Toronto.

Also joining the Board is Eugene Wilson as Support Staff Representative, and Student Representative Andrew McDonald. ■

### >> DEGREES, FROM PAGE 1

Ontario colleges must meet standards and benchmarks "far more stringent than anything the universities go through," says Dr. Katharine Janzen, Associate Vice-President of Research and Innovation.

Among the provincial requirements:

- all faculty teaching in the degree programs must have a master's degree; at least half must have the terminal degree in the field (usually a doctorate)
  - a fully planned four-year curriculum with learning outcomes, teaching and evaluation strategies identified, a research component, and courses in liberal studies making up at least 20 per cent of the program hours
  - letters from future employers to show the number of students they will accept for at least one paid 14-week co-op experience
  - letters from universities stating graduates will be eligible to be admitted to a master's degree level in related fields
  - demonstrated demand for the program by students and employers
  - evidence the degree doesn't duplicate programs offered at Ontario universities
  - \$5,000 application fee per program and up to \$12,000 for the PEQAB review
- "We have to go through many steps, but we've got a four-for-four record on our proposals, and that's a real testimony to the quality of our faculty and their commitment to excellence in education," Katharine says.

Last year, Seneca was granted differentiated status by the province, which allows it to offer up to 15 per cent of its programming at the degree level. ■



PHOTO BY BRODIE FENLON

Animation student Seon Yeung (Sonia) Choi poses for the ongoing “I Am Seneca” campaign, which features College students, staff, faculty and campuses on all recruitment materials.

INITIATIVE: CREATE CENTRES OF EXCELLENCE

## Centres of Excellence: Progress report from Ron Currie

Seneca is committed to creating Centres of Excellence that will be recognized across Canada for their vision, programs, policy development, applied research, partnerships, and financial sustainability. For a progress report, *The Senecan* checked in with Ron Currie, Vice-President, Finance and Administration:

S: How would you define a Centre of Excellence?

RC: A Centre of Excellence is an academic or research activity which promotes the core objectives of the Centre itself, supports the strategic plan goals and objectives of the College and attains national recognition and awareness for its successes.

S: Why are they important?

RC: Centres of Excellence allow us to focus energy and resources on areas in which we are an acknowledged leader, so we can further develop world-class programming, applied research and related partnerships with government, industry and other educational institutions.

S: What’s happening now?

RC: We’ve made some great progress. A Centres of Excellence Review Committee has been established to receive, review and approve proposals. We’ve already received two major draft submissions, which are now being reworked based on the committee’s recommendations. And the College has set aside in its budget a significant allotment of seed money for things like salaries, space and equipment to support these initiatives.

S: What is the Committee looking for in each Centre of Excellence proposal?

RC: We’re looking for a well-developed business case that clearly identifies the mandate, timelines, marketing strategies, human resources plan, infrastructure requirements, benchmarking strategies, and a financial plan including risk analysis. ■

INITIATIVE: ENHANCE CAPACITY TO ALIGN FINANCIAL RESOURCES WITH STRATEGIC GOALS

## Fundraising for success

Seneca’s new Markham Campus is one in a series of special project appeals aimed at securing major donations from the private sector, as part of Resource Development’s 10-year, \$100-million private support strategy.

Earlier this year, the College completed a fundraising planning study in consultation with a number of stakeholders, including alumni, business leaders, community members and Senecans. They endorsed several fundraising priorities based on the new Seneca vision, capital and other funding needs.

Resource Development, which was formed by the merger of Seneca’s Government Relations, Alumni Affairs and the former Seneca College Foundation, has divided this initiative into distinct phases of fundraising. Each phase focuses on specific Seneca communities, constituencies, faculties and programs.

“All of these special project appeals, from the development of our Markham Campus to student bursary support, address the various goals and outcomes of Seneca’s strategic plan,” says Shirlene Courtis, Vice-President, Resource Development.

“We’re fundraising to improve access for our students, to support applied research, to build Centres of Excellence, and to make sure we have the infrastructure in place to offer a superior quality education experience.”

Phase One involves fundraising for:

- Centre for Financial Services (up to \$5-million)
- Centre for the Built Environment (up to \$5-million)
- New Veterinary Technician building at King Campus (up to \$1-million)
- New Markham Campus (up to \$10-million)
- Student Bursary support to take advantage of the Ontario Government’s Ontario Student Opportunities Trust Fund (OSOTF) matching funding program

For more information or to make a donation, contact Resource Development at 416-491-5050 ext. 6414 or by visiting [www.senecac.on.ca/partners](http://www.senecac.on.ca/partners) ■

### Highlights of recent fundraising success

- \$500,000 from **Canadian Imperial Bank of Commerce** for Centre for Financial Services Banking Sector Room and endowed bursary
- More than \$230,000 in OSOTF eligible contributions from **various donors** which, when matched dollar-for-dollar, will be valued at \$460,000 for Student Aid
- \$239,779 from **Sun Microsystems of Canada** for Learning Commons at Newnham & Seneca@York
- \$160,000 from **Essilor Canada Ltd.** for Essilor Centre for Opticianry Studies at Newnham Campus.
- \$150,000 from **Safedesign Apparel Ltd.** for School of Fire Protection Engineering
- \$93,500 from **Con-Drain Company (1983) Ltd.** for Centre for the Built Environment
- \$40,000 from **Pearson Education Canada** for new learning technology and methodologies
- \$25,000 from **Aramark Canada Ltd.** for endowed bursary support for students in Visual Merchandising Arts
- \$20,000 from **Apple Canada Inc.** for Seneca’s School of Communication Arts
- \$58,000 from **various donors** for the York/Seneca Institute for Math, Science & Technology Education

### Alumni has new Executive Director

Resource Development has hired Linda Hendy as its new Executive Director for Seneca Alumni.

Linda’s career spans private, public and charitable organizations.

She spent 10 years in the life insurance industry as a branch administrator, followed by three years as Manager of Administration and Customer Service for Sensormatic Canada, a provider of electronic security solutions for merchandise, assets and people.

A long-time political volunteer, she worked for 10 years in provincial campaign organization and fundraising in British Columbia and Ontario, then five years at the national level. Linda also served as executive director of the Canadian Diabetes Association – Ontario and the Tourette Syndrome Foundation of Canada, and as acting executive director of the Etobicoke General Hospital Foundation. She joins Seneca from the PC Fund of Ontario, where she worked as Director of Development managing Individual Giving and Sponsorship. ■

INITIATIVE: UNDERTAKE QUALITY ASSURANCE PROGRAM

## Ensuring Seneca experience is current, relevant, best

What goes on outside the classroom has a significant impact on student success.

That’s the idea behind a new comprehensive quality assurance policy currently under development which will see all aspects of the students’ experience undergo formal evaluations: from the quality of student services such as the cafeteria and financial support, to the availability of computers and the safety of the residences.

While Seneca’s academic programs have always been subject to ongoing evaluation, the new policy builds on the current program review process and takes a

more comprehensive, college-wide approach — a first for an Ontario college, says Dr. Katharine Janzen, Associate Vice-President, Research and Innovation.

In fact, Seneca has already been approached by other colleges asking to view and adopt the new proposals, she says.

The policy will involve a formal review at least every seven years of all academic programs, student support services and residences by internal and external committees as appropriate — in addition to the ongoing informal reviews.

The evaluation will include feedback from faculty, staff, students, graduates, employers and advisory committee members. A review of performance indicators, current trends and the best practices of other colleges and universities will also be put in place.

“We are committed to ensuring that the Seneca experience is current, relevant, and that our students are successful,” Katharine says. ■

## New Seneca employment centre serves Markham

President Rick Miner officially opened the doors to Seneca's new Youth Employment Services location at 6061 Highway 7 East in Markham.

Supported by the provincial and federal governments, this new facility offers three programs to assist Markham-area youth seeking employment: Job Connect and Summer Jobs Services programs, funded by the Ministry of Training, Colleges and Universities, and the Kick Start Program, a pre-employment program funded by Human Resources and Skills Development Canada.

On hand for the opening ceremonies and reception June 16 were Markham Mayor Don Cousens, the Hon. John McCallum, Markham MP and Revenue Minister, and Brent Russell of Cleanphone Commercial Telecommunication Products.

## Forensic Science program

Seneca's new Applied Forensic Investigative Sciences Program offers professionals in law enforcement the opportunity to obtain a graduate certificate in this growing field through part-time studies.

Offered in partnership with British Columbia Institute of Technology (BCIT), the program includes courses on Forensic Anthropology – Rural Crime Scenes, Forensic Interviewing, Behavioural Science, Video Technologies Science and Law.

Students can complete the program in one to two years.

## Pop culture conference II

Toronto Star urban affairs columnist Christopher Hume was the keynote speaker at the second annual New Perspectives on Popular Culture, Technology and Society conference June 24 at Newnham Campus.

New Perspectives is an interdisciplinary gathering of faculty and staff from a wide range of divisions and disciplines.

This year's event included sessions and lectures on a variety of subjects, from the urban environment, hockey, gender, and online role-playing, to criminal insanity and psychoanalysis.

The conference was organized by Senecans Mark Moss, John McIntyre, Bill Humber, Rhonda Roth, Maria Vasilodimitrakis, and Aleksandar Janicijevic.

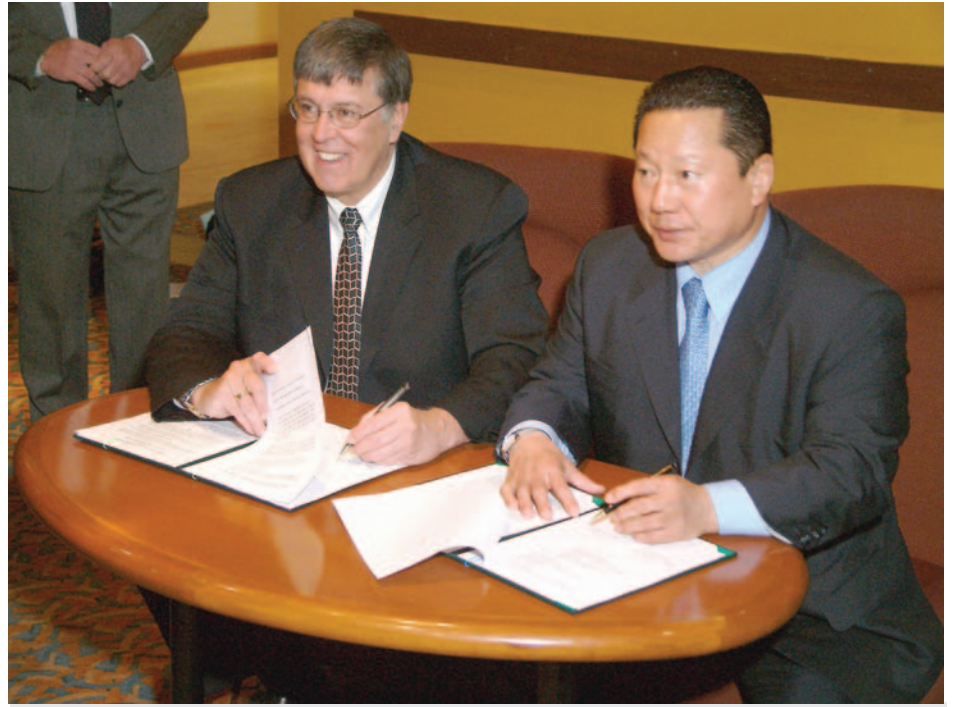


PHOTO BY RICHARD DOUGLAS

## Korean delegation visits Seneca, signs memorandum

President Rick Miner and Kim Jung-Haeng, President of Yong In University in Korea, signed a memorandum of understanding June 1. The agreement will allow the two institutions to explore opportunities for joint programming. A delegation from the University toured Newnham Campus and its residence building, as well as the Markham and Buttonville campuses.

## College teams with Rogers for training

Seneca and Rogers Cable College have established an accreditation program between Seneca's Electronics Engineering Technician — Broadband Cable diploma program and the Rogers Cable College training program. The agreement gives Seneca students who complete the College's cable technician program, and are later employed by Rogers, the opportunity to receive credit for their education, thereby decreasing their training time.

## Graphic Design grad wins industry scholarship

Graphic Design graduate Bryan Ishiguro was selected as a final candidate and winner of a student scholarship award from the Association of Registered Graphic Designers of Ontario (RGD Ontario). Bryan was chosen to receive an Adobe GoLive Award and RGD Ontario Award worth \$3,200. He was one of only 10 scholarship award winners selected from 115 entries. Bryan will receive the award at a ceremony Sept. 20 at the Design Exchange.

## Seneca's marketing recognized by industry

Seneca's Marketing and Communications department was presented with a Unisource Litho Award (ULA) in the Booklet and Brochures category at a ceremony June 10 at the Liberty Grand Entertainment Complex. Seneca won the award for its 2003/2004 Viewbook and Graduate Certificate Programs brochure. The ULA is an industry award that recognizes Toronto's graphic arts community for outstanding achievement in both design and print production.

## Profs honoured for use of Educational Technology

Professor Darrell Nunn of the School of English and General Education and Professor David Finlay of the School of Electronics and Computer Engineering Technology won two of three annual awards from the Educational Technology Committee (ETC) of the Association of Colleges of Applied Arts and Technology of Ontario. Darrell was named winner of the ETC's Impact Award for his leadership in the exploration and use of educational technology at Seneca. David was winner of the Learning Object Award for his Resistor Colour Code object, an interactive online tool for students which combines animation, audio, video, text and graphics.

## Senecan wins Continuing Education award

Barbara Silver, Program Co-ordinator in Continuing Education, was recipient of the inaugural awarding of the J. David Stewart Memorial Leadership Award June 17 at the annual provincial Continuing Education Conference. The award recognizes an individual member of a continuing education operation who has made an outstanding contribution or has taken a leadership role in their respective area of responsibility.

## Distributed Learning

OntarioLearn, a consortium of 22 Ontario colleges that develops and delivers online courses, has won the "Excellence and Innovation in Partnership/Collaboration" award from the Canadian Association for Distance Education. Seneca is an active member of OntarioLearn, which offers 570 courses, certificate and diploma programs to thousands of online college students each semester. ■

## STUDENT FOCUS

# Soccer is 'great' in China

The word "great" can get a bit tired on a trip to China.

But that's how the Seneca Women's Soccer Team describe their recent trip playing exhibition games in Beijing, Hong Kong, Guangzho and Shanghai: There was The Great Wall, great competition and great rewards in learning more about the culture and people of China.

"The competition was very fierce," says Desiree Silva, goaltender. "Because their plays were faster and better, my game improved. I definitely learned a lot playing against them."

The players also learned that soccer is very popular in China, with players learning the game when they are children. As a result, there are many soccer fans in the country, and every game the Senecans played was well attended.

"It was amazing to see the support," says Lindsay Turnbull, midfielder. "We had more fans in Asia cheering us on than we get back home."

The trip was organized by Seneca's International Student Development department to promote Seneca abroad and increase student understanding of Canadian college life.



Desiree Silva



Lindsay Turnbull

"This trip will bring further opportunities for co-operation with our Chinese partners," says Patrick Zheng, Associate Director, International Student Development. "We discussed various opportunities for visiting each other and generating co-operative programs."

In between games, the team was able to take in the sights of China including The Great Wall, Tiananmen Square, the Forbidden City, Beijing's silk market, and Shanghai's Oriental Pearl Tower, ranked as the third tallest tower in the world.

"It was a great combination of making new friends, learning about the culture and being able to visit places and try things you wouldn't normally be able to do," says Lindsay. ■



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:

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# Seneca