

Seneca PARTNERS

A Donor Newsletter from the Office of Resource Development

Winter 2009

Permanent echoes of donors' generosity

SENECA INSTALLS RECOGNITION WALL TO HONOUR THOSE WHO INVEST IN CHANGE

I was fortunate to get a scholarship when I went to Lehigh University and Princeton ... Somebody was kind enough to spend their money to educate people they would never get to know. That's what I think philanthropy is all about... – Lee Iacocca

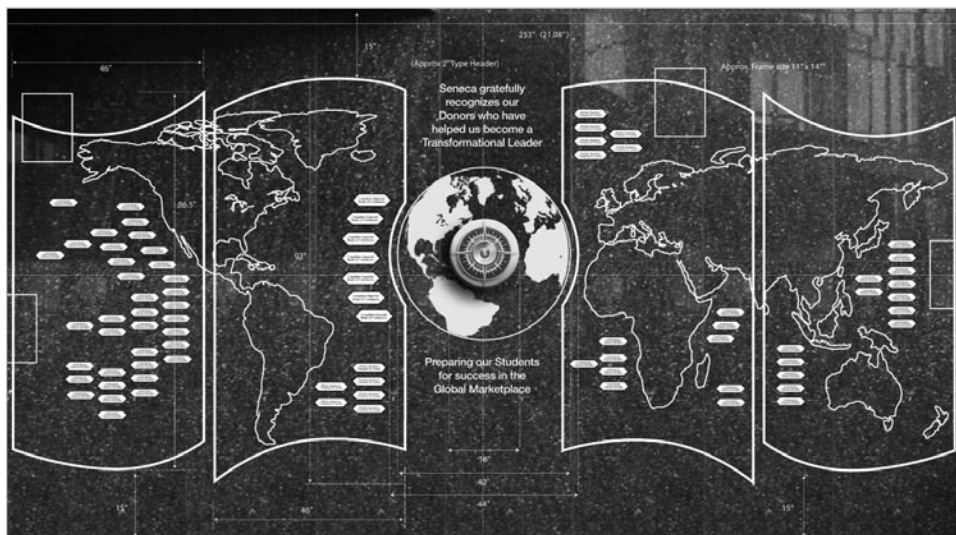
Each day at Seneca, silently and without ceremony, there are those who travel with our students on their academic journey. They are present in the technology in the classroom. Their whisper of encouragement is heard as scholarships and bursaries are awarded. They are Seneca's donors.

In recent years, Seneca and our students have been the fortunate recipients of the generous philanthropic support of individuals, corporations and various associations. Many donors are new to the College. Many have been making donations for years. Regardless of the size of their gift, what they share is a depth of commitment to our students and our College; a passionate belief their gift will make a difference.

As each donation continues to echo in the lives of those it touches, Seneca is proud to honour this charitable support with the installation of a permanent donor recognition wall. This uniquely designed wall will stand as a lasting testament and acknowledgement of donors' loyalty to our students and a Seneca education. Through this visual recognition, students will be reminded there are people they may never meet investing in their potential and their futures; others will be inspired to join in lending their philanthropic support to the College.

To anchor the importance of Seneca's donors to the life of the College, we began the development of permanent recognition with the creation of a unique donor icon – a compass rose. A symbol of exploration, the compass rose guides travellers to new opportunities and new horizons. It symbolizes growth, conveys a journey and represents new discoveries in learning. It symbolizes how donors help create opportunities for new and better futures for our students.

Moreover, this exclusive donor icon embraces the international scope of the College and our students. Seneca welcomes over 2,000 international students, and we share articulation agreements with higher education



Initial artist's rendering of Seneca's Donor Recognition Wall; unveiling at the Markham Campus, March 12, 2009.

institutions across Canada and around the world. There are endless possibilities available to students to steer a course to the future with a Seneca education.

Part of a larger donor recognition and stewardship program that has been in development for the last 18-months, the recognition wall will be permanently installed in the main lobby of Seneca's Markham Campus – the first post-secondary institution in York Region and home to Seneca's Board of Governors and College leadership. The inaugural unveiling is scheduled to take place on March 12.

Recognition on the wall begins with a cumulative giving history of \$10,000. Additional recognition will be provided to Seneca's annual donors in the electronic touch screen kiosk. Over time, Seneca will implement complementary satellite recognition at its Newnham, Seneca@York and King campuses.

It is said that "What we do for ourselves dies with us...what we do for others remains and is immortal." On behalf of the students, who are ultimately the beneficiaries of your charitable giving, today and into the future, thank you.

For more information, contact Lisa Mills, CFRE, Executive Director, Resource Development at 416.491.5050 x6414.

IN THIS ISSUE:

- A fitting tribute to a beloved professor
- The search for a president: an update
- Building a second career at Seneca
- IBM gives students real-time experience

Thank you donors!

"Education is simply the soul of a society as it passes from one generation to another."

– G. K. Chesterton, journalist (1874-1936)

Everyone at Seneca is grateful to all donors who help keep students learning, improving and reaching their academic and career goals. Donations to student financial awards, the establishment of permanent endowments and contributions of supporting technology and infrastructure help create an academic environment that encourages students not only to succeed but excel. Thank you to all those donors who made a gift to Seneca in the past year, investing in students and providing opportunities for their futures. **To find out how you can support Seneca's students, please contact Lisa Mills, CFRE, Executive Director, Resource Development, at 416.491.5050 x6414 or lisa.mills@senecac.on.ca**

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The enduring legacy of a beloved professor

THE CATHY JAMES MEMORIAL ENDOWMENT

"What we do for others and the world, remains and is immortal." – Albert Pine



In 2007, Seneca lost gifted Liberal Arts professor, **Dr. Cathy James**, after her courageous battle with cancer.

Dr. James began teaching liberal arts in 2004 and was also an author and tireless advocate for education, women's equality and social justice. She is deeply missed by her colleagues and the many students whose lives she touched with her encouragement, openness and compassion. Dr. James was just 49-years-old.

"Cathy was one of the nicest, most sincere and gracious people I have ever met," said Dr. Mark Moss, Chair of Seneca's Liberal Arts program.

"She inspired a wide array of students who might not have otherwise dedicated themselves to a postsecondary education."

Dr. James's own experiences as a mother, and as someone who pursued her academic goals after 10 years outside the classroom, made her a role model for students unsure of their academic paths, or who were looking to take alternative approaches to postsecondary education.

Cathy's husband, York University professor Bill Westfall, led the effort to honour Cathy by establishing a permanent endowment available to Seneca liberal arts students pursuing degree programs. Thanks to the generous support of many donors, whose gifts were matched by the Ontario Trust for Student Support, the Cathy James Memorial Endowment is now valued at \$60,000 and will produce annual scholarships for generations to come.

This past May, relatives, colleagues, friends and students gathered at York's Vanier College to honour Cathy and

the first recipients of her scholarship: Stacey Costa, Meagan Houston and Susan Menczel, all of whom have gone on to pursue degrees at York University. Megan and Stacy had both studied under Dr. James.

Megan recalled her professor's fairness, patience and support, as well as her skills as a writer and her ability to articulate the writing process clearly to her students.

"Professor James was the kind of teacher I am aspiring to be," said Megan. "She encouraged me to take the path less traveled with my writing; she wanted her students to strike out and really explore something that interested them."

"It was a truly wonderful moment – listening to her students speak so passionately about Cathy's teaching, and knowing that her vision and impact will continue," said Professor Westfall.

If you wish to make a gift in honour of Cathy or someone close to you, please contact Lisa Mills, CFRE, Executive Director, Resource Development, at 416.491.5050 x6414 or lisa.mills@senecac.on.ca.

Seneca students join forces with IBM

W.B. Yeats said that education is not the filling of a bucket, but the lighting of a fire. That kind of inspiration has been given life with a recent grant from IBM Canada for students in Seneca's Centre for Development of Open Technology (CDOT). These students now have the opportunity to work on a major industry project called "Eclipse Web Tools Platform."

The \$50,000 grant will support the development of tools for creating Web applications, developed at IBM's software lab in Markham and industry partner labs around the world.

"Seneca's relationship with industry leaders, like IBM, gives students the opportunity to work on industry projects even before they graduate," said Seneca President Dr. Rick Miner. "It is a great example of career-focused education in action."

"IBM believes educational programs like Seneca's Centre for Development of Open Technology are extremely important for the continued development of Canada's skilled workforce," said Dan McPhee, client manager, Higher Education and Research, IBM Canada. "Our development team looks forward to working with talented students on challenging software projects."



Second career. Second chance.

SENECA HELPS ONTARIO'S WORKERS GET BACK ON TRACK

Workers across Canada have felt the negative effects of the current global financial crisis.

Analysts predict that Canada will have lost 100,000 jobs in the first three months of 2009 and that the country's jobless rate will rise from 6.2 to 7.2 per cent.

Nobody understands the situation better than Seneca student Janice Rennick. A mother of five, Janice worked for 15 years as a lift-truck driver, but she was laid off when the company downsized. She knew she had to upgrade her skills to begin a new career and support her family.

Janice approached Employment Ontario, where she learned about a new government assistance program called Second Career. This program now supports her studies in Seneca's Law Clerk program.

Eligible Second Career participants can receive up to \$28,000 to help

pay for tuition, travel, books and other training costs.

Seneca is helping spread the word about Second Career across Ontario. Premier McGuinty launched the program from the College's Centre for Advanced Technologies, and, in December, Seneca hosted a Second Career information fair at the Newnham Campus. This event was attended by more than 300 people, like Janice, looking to re-start their careers and their lives.

"As a community leader, Seneca has the opportunity to connect people with success," said Seneca President Dr. Rick Miner. "The Second Career information fair provided valuable guidance to individuals who are in need of a positive change in their lives."



Seneca student Janice Rennick

Financial support from Second Career starts with a visit to an Employment Ontario assessment centre, where a counsellor helps potential students prepare a training plan and postsecondary application.

For more information about Second Career, call 1-800-387-5656 or visit www.ontario.ca/secondcareer.

Save the date to celebrate Seneca's alumni



On Wednesday, May 20, 2009, join Seneca Alumni in congratulating our outstanding graduates at the 2009 Distinguished Alumni Awards Dinner.

SENECA'S 2008 DISTINGUISHED ALUMNI ARE:

Judy Cameron (FAS '74-Double Senecan)
James Cresswell (LCD '69)
Suzanne Marshall (RFM '83)
Dale Peers (CRM '76-Double Senecan)
Phil Russo (BAD '86)
Winston Stewart (LCD '92)

We will also honour our nominees for the 2008 Premier's Award for College Graduates:

Justin Howe (CET '99)
Azra Rashid (JBC '05)
Philip Sparks (FAA '03)
Christopher Torti (ECE '00)

This year's Dinner will take place at the beautiful Palais Royale Ballroom (1601 Lakeshore Boulevard West, Toronto). Tickets are \$80 each or \$800 for a table of 10.

Reserve your seats early as space is limited: 416.491.5050 x2960 or alumni@sencac.on.ca.

Sponsorship opportunities are also available.

Search committee to begin interviews for new president



In preparation for President Rick Miner's retirement in September, 2009, Seneca's Presidential Search Committee is pleased to announce that the active candidate review phase of Seneca's presidential search is now underway.

Ray & Berndtson/Lovas Stanley Inc., the executive search firm assisting the Presidential Search Committee, has experienced extremely positive feedback in its networking and outreach efforts. The response to national and international advertisements, as well as to online and print postings, has also been very positive. Ray & Berndtson reports that Seneca is widely recognized as having an excellent and singular profile within the higher education community and beyond. There is also widespread recognition of the important role that Seneca will play as Ontario and Canada face the economic challenges of the coming year.

A number of outstanding candidates have been identified, and the Committee is engaged in an active review of candidates. We will follow shortly with the interview process.

The Presidential Search Committee would like to thank all of the internal and external stakeholders and friends of Seneca who have participated thus far in the search process; your input and assistance have been invaluable to our progress.

Sincerely,

Jean Anne McLeod

Chair, Presidential Search Committee

Seneca celebrates community partnerships

This past November, Seneca paid tribute to its positive relationships with partners in the public and private sectors with its fourth annual Board of Governors' Success in Partnership Awards.

"These partnerships represent success stories in our local, national and global community," said President Miner.

"It is through them that we have been able to create new educational opportunities, conduct important

research, and find new ways to address community needs."

The College recognized the generosity of the following partners:

Mozilla Corporation, which has connected with the Faculty of Information Arts and Technology to create an educational liaison position at Seneca; support numerous research and academic projects; guide curriculum development; mentor students; and sponsor the Free Software and Open Source Symposium.

Jane Finch Concerned Citizens Organization's collaboration with the Faculty of Workforce Skills Development supports newcomers and residents of northwest Toronto and creates pathways for their success.

College Mathematics Project: The Ministry of Training, Colleges and Universities and the Ministry of Education are Seneca's partners in research to improve the success of college students in mathematics. The College Mathematics Project won the 2008 Colleges Ontario Award for significant achievement in advancing college education in Ontario.

Former Markham Mayor **Don Cousens** has played a key role in bringing Seneca to Markham. He has served as the honorary chair of the fundraising cabinet for "Leading Through Excellence: the Campaign for Markham Campus" and was instrumental in the Town of Markham's \$500,000 donation to the Markham Campus.



Seneca honours its community partners: (l to r) Kirsten Parker, Ministry of Education, Don Cousens, former Markham mayor, Michael Shaver, Mozilla Corporation, James Gordon, Ministry of Training, Colleges and Universities and Winston LaRose, Jane Finch Concerned Citizens Organization.

Vice President's Message, Resource Development

WEATHERING THE ECONOMIC STORM WITH COMPASSION AND EDUCATION



Shirlene B. Courtis, CFRE
Vice President, Resource Development

their future your bequest

ESTABLISH A LEGACY OF LEARNING

Contact Seneca's Office of Resource Development to make a lasting gift that will change a student's life.

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Seneca

Seneca PARTNERS

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The Office of Resource Development adheres to codes of ethics and accountability of the Association of Fundraising Professionals (AFP) and Imagine Canada.

We do not sell, trade or otherwise share our donor list. Information is gathered in accordance with Canadian Revenue Agency guidelines for the purpose of receipting, communication and recognition.

If you wish to be removed from this or any other mailing, please contact Lisa Mills, CFRE, Executive Director, Office of Resource Development at 416.491.5050 x6414 or lisa.mills@senecac.on.ca

Charitable Registration No. 10796 7168 RR0001

People give to people. Donors hope their giving will change lives. Today, there are people in need around every corner, locally and globally. Over the last few months, we've all become familiar with the terms of a global economic crisis: bailout, downturn, recession, layoffs, market crashes, deficit and bankruptcy.

Seneca's strong and growing donor network has never been more important to the future of our students and our College. For in the midst of this economic instability, many laid off workers are returning to the College to upgrade their skills and re-train for new careers. However, the costs of postsecondary education continue to rise.

In the past, many students supported themselves with part-time jobs. Now these opportunities are harder to find, and it's not unusual for students to have two or three jobs just to stay ahead. Parents who were able to help with tuition fees and book costs are now scrambling to keep their families afloat.

Economic prosperity depends heavily on a rich supply of well-educated employees, and investment in education is one of the best ways to stimulate a lagging economy. Our communities and our businesses need graduates with skills in information technology, health care, financial management and business administration to get us back on track. Donor support brings Seneca students a step closer to contributing to the revitalization and future growth of our communities, industries and economy.

All contributions, regardless of size, can help change a student's life. Together we will rise to the challenges ahead and enhance the opportunities available for our students, your children and our future.

Why and how Canadians give is a personal decision. It may stem from the need to remember a loved one, to change a life, to better society, to stop injustice, to heal or to educate. There are as many reasons to give as there are people who do and people whose lives are touched as a result.

One reason to give to Seneca is to offer today's students the support they need to become tomorrow's leaders. That is what your gift to Seneca will do. If you would like to discuss a renewal of your philanthropic gift personally, please do not hesitate to call me. I would be pleased to speak with you.

Warm regards,

Shirlene B. Courtis, CFRE

Vice President, Resource Development
416.491.5050 x2034
shirlene.courtis@senecac.on.ca

PS:

With our new online donation form, you can give directly from your computer. Visit www.senecac.on.ca and click on "Donate to Seneca" to get started.