

To **INSPIRE INNOVATION,**
TRANSFORM LIVES AND
CONNECT COMMUNITIES
THROUGH THE POWER OF EDUCATION.



The John Di Poce South Georgian Bay Campus

- Improving the lives of citizens through the power of education
- Addressing regional labour market gaps
- Expanding access to full-time and part-time studies
- Increasing retraining programs
- Attracting and retaining local students
- Providing an enriched and enhanced learning experience

GEORGIAN
COLLEGE

Georgian  Connects
Power of Education campaign

connected



Georgian College is South Georgian Bay's **connection** to economic growth

The John Di Poce South Georgian Bay Campus is the first permanent postsecondary institution in the South Georgian Bay region. It has become a source of inspiration for higher learning, which is the cornerstone of economic and social development within any community.

South Georgian Bay is undergoing an economic transformation from a region that historically thrived on manufacturing to a four-season resort that supports world class recreation, hospitality and knowledge-based businesses. There is currently a shortage of skilled knowledge workers to fill positions in emerging career markets. The new 20,000-square-foot facility is where our youth come to pursue their postsecondary academic journeys so

they can live, learn and work in their hometowns. It is also where mature workers come to retrain or upgrade their skills to ensure they are prepared for the industries and sectors that are most in demand. The new campus has the capacity for Georgian to triple the enrolment numbers of its previous regional campus in Collingwood.

The campus will be a catalyst for retention and growth of existing businesses. Employers now have a local solution to their corporate training needs and access to a large, qualified workforce. In addition, prospective businesses will see the thriving South Georgian Bay region as a desirable place to live, learn, work and play, helping to secure the region's long-term prosperity.



Developer John Di Poce (pictured centre, with his wife, Marie, and Georgian College Past President Brian Tamblyn) donated 10 acres of land, providing Georgian with a location for its first permanent campus in the area.

The John Di Poce South Georgian Bay Campus fundraising campaign

With an \$8-million investment into Phase One of this new campus, Georgian will take post-secondary education in South Georgian Bay to the next level. Phase One represents the 20,000-square-foot building which opened in September 2011. Georgian is working diligently through its Power of Education campaign to raise the funds necessary to make this facility the best it can be for students, employers and the communities it will serve.

To date, Georgian has raised 87 per cent of its \$750,000 community campaign from several generous individuals, businesses and organizations. In addition, Georgian received a gift of 10 acres of land from John Di Poce and \$4 million from the Community Adjustment Fund of the Federal Economic Development Agency for Southern Ontario.

The Power of Education campaign raises funds for college priorities including this new campus, the Sadlon Centre for Health and Wellness (Barrie Campus), the Centre for Sustainable Technologies (Barrie Campus), awards and scholarships and enhancements to the Midland, Muskoka and Owen Sound campuses. This campaign is supported by industry partners, community groups, individuals, college staff, students and alumni and every level of government. Our donors recognize that their contributions will have a positive ripple effect throughout the community and economy and in return, we recognize our donors for their leadership.



Members of the South Georgian Bay Campus Campaign Cabinet with Brian Tamblyn and the Di Poces.

(From left to right): Brian Tamblyn, Lynn Hynd, Patrick Coulter, Kris Menzies, Tony Miele, Marie Di Poce, John Di Poce, Barbara Weider and Peter Hodgson.



LOCAL CHALLENGES

- The region lags 13 per cent behind the provincial average for the number of 25-to-34-year-olds who have a high school diploma or less.
- The region needs a larger skilled workforce for the growing knowledge-based services sector. The Georgian Triangle's professional, scientific and technical employers expect 42 per cent growth in the coming years.
- Retaining and growing established businesses and attracting new businesses to the area.

GEORGIAN SOLUTIONS

- With a permanent college in the community, high school students and residents will see many barriers to post-secondary education lifted, providing an incentive for staying in school, or going back to school, to complete Ontario Secondary School Diploma requirements.
- The new campus allows Georgian to offer more programs for emerging employment markets. Since opening, the campus began offering a Business Fundamentals program and in fall 2013, it will launch Hospitality Skills and Technology Fundamentals programs.
- Small businesses are able to come to the new campus to use facilities, resources and staff expertise for training and skills development.

The history of the Georgian College Collingwood Campus

Georgian College has been present in South Georgian Bay since 1984. When we first opened our doors in the Collingwood Town Hall we had 23 students. Now we serve about 1,200 students annually.

Why did Georgian College need a new campus?

Georgian and the surrounding communities in South Georgian Bay had long identified the need for a permanent postsecondary institution. While Georgian is proud of the postsecondary education and corporate training opportunities it provided over the past quarter century, it encountered many capacity challenges due to relocating 10 times throughout its history.

Despite these space challenges, enrolment at the previous campus saw steady increases over the past seven years. Georgian College needed a permanent home in South Georgian Bay to meet the area demand for postsecondary education and grow its program offerings.

In 2010 an opportunity presented itself for Georgian to build a permanent campus, thanks to a significant land donation and federal funding. Georgian seized the opportunity believing it could raise the remaining funds to establish a campus where all programs could be delivered under one roof, as well as provide opportunities for future expansion.

ABOUT THE NEW CAMPUS

The new campus, which opened in September 2011, provides students and lifelong learners with the convenience and cost-effectiveness of learning close to home, as well as a more authentic campus experience.

Modern, fully equipped facility

When the doors opened for classes, students from The Blue Mountains, Clearview, Collingwood, Wasaga Beach and beyond began a more enriched learning experience in a modern and convenient location. The 20,000-square-foot building contains nine classrooms, including two computer labs, one e-learning lab, one multi-functional health sciences lab and one

community classroom. The balance is traditional classrooms, all equipped with multimedia services and fitted with movable walls for maximum flexibility in terms of space. There is also a student lounge and administrative offices.

Increased student capacity

The previous campus served approximately 80 full-time and 1,100 part-time students annually. The new facility has the **capacity to triple these enrolment numbers to approximately 250 full-time and 3,000 part-time students.** Twenty per cent growth is expected each year until Phase One capacity is reached within approximately five years.

Room to grow

This building represents Phase One of Georgian's **long-term vision** for its new 10-acre campus. Future phases of campus development could eventually double or triple Phase One capacity.



Programs

Learning opportunities consist of full-time certificate programs, continuing education (part-time), College and Career Preparation courses, the School Within a College program for college-capable high school students at risk of not graduating, and for the first time, the opportunity to work toward a university degree through e-learning facilities.

Georgian College uses data from the Ontario Colleges Application Service, as well as consultations with community partners, to select its program offering priorities. The campus currently **offers one of the top 10 college programs that Ontario students apply for**, as well as **four of the top 10 Second Career training program choices.** Future program development may include the areas of sustainable technologies, agriculture, hospitality and tourism, support for small and medium sized businesses and programs to meet the needs of an aging population.

Full-time

- Bookkeeping**
- Business Fundamentals
- Gas Technician**
- Hospitality Skills (starting fall 2013)
- Office Administration**
- Personal Support Worker**
- Pre-Health Sciences*
- Technology Fundamentals (starting fall 2013)

* Top 10 choice for students applying for college programs in Ontario
 ** Top 10 choices for Employment Ontario Second Career training, as per Colleges Ontario.

Part-time

This campus will offer a variety of courses, more than 100 each semester, from every school of study in Georgian's Continuing Education portfolio.

- | | |
|------------------------|-------------------------|
| Business | Computers |
| Design and Visual Arts | Engineering Technology |
| Health and Wellness | Hospitality and Tourism |
| Liberal Arts | Lifelong learning |

Apprenticeship

Early Childhood Educator

College and Career Preparation

This campus of Georgian College is recognized as a **benchmark site for College and Career Preparation courses** by Employment Ontario. This program changes lives. Each student has an individualized training plan and schedule to reach their goal, whether it is to prepare for the job of their choice, to advance in their current job, or to gain acceptance into a college or skilled trades program. Approximately 300 students complete the program annually, with more than 80 per cent of them going on to employment or other postsecondary studies.

Distance Learning

The new facility allows the college to increase access to online training through a dedicated e-learning lab. It provides students with the computer resources to **connect with colleges and universities from around the world**. In addition, through Georgian's University Partnership Centre (UPC), the new campus may serve to facilitate the delivery of courses related to degree completions originated at other Georgian campuses through either online delivery, or in cases where student numbers make it possible, onsite delivery. And through the UPC's extensive list of articulation and transfer agreements, numbering more than 400 with 35 institutions around the world, local students will have access to a wide array of undergraduate and graduate degree opportunities.

Increased access to the entire Georgian College network

The permanent campus allows residents and businesses in the South Georgian Bay region increased access to services primarily offered at Georgian's main campuses. These services include **corporate training, applied research and co-op education**. Georgian staff will be able to deliver these services, or at least provide a one-stop shop for clients to access more information about them, with the resources that are available in the new building.

ECONOMIC IMPACT OF THE NEW CAMPUS

This new campus will have a significant economic impact on the South Georgian Bay region through: ongoing expenditures on salaries and operating expenses, student spending, the workforce potential of students, and most importantly, attracting and retaining business investment in the area.

- The annual economic impact of each full-time Georgian student in 2007-08 was approximately \$23,640 (as determined in the most recent economic impact study Georgian completed under the leadership of Economics Professor Chris Sarlo from Nipissing University). This accounts for the economic spinoffs of student enrolment at a postsecondary institution – employee payroll, benefit return, local purchases, full-time student spending and visitor spending. If the 2007-08 figure is applied to the student capacity of Phase One of the new campus, then the **approximate annual economic impact of 250 full-time students to the community is \$5.9 million**.
- The total economic impact of the main campus of Georgian College on the regional economy was about \$143 million in 2007-08. Its impact on the provincial economy was about \$294 million that same year.
- Georgian College employs approximately 750 full-time and 1,450 part-time staff. This campus currently has two full-time and five part-time employees and 40 part-time faculty. All but two faculty live in the South Georgian Bay region. Within five years of the new campus being operational, staff growth is projected to be four full-time and six part-time employees and 75 faculty.
- A local post-secondary institution is a **catalyst for retention and growth of existing businesses**. Employers will have a local solution to their corporate training needs. Since most businesses in the South Georgian Bay area are small to medium in size, it is critical that they have the option for part-time training so that working while training is possible.

- A local post-secondary institution is a **major attraction for new business to the area**. It helps position the area as a place to live, learn, work and play. Businesses and entrepreneurs are more likely to invest in areas where they and residents can find all the services they need and want in one location. These potential investors will not only have access to the John Di Poce South Georgian Bay Campus but also to the expertise in the entire Georgian College network, one of the fastest growing colleges in Canada.

- Gaps in the regional labour market will be addressed. It is important that local residents be prepared for the emerging knowledge-based services sector (finance, insurance, professional, technical and business services). Georgian College will continue to work with industry partners to design and deliver College and Career Preparation, corporate training and certificate and diploma programs to **meet the needs of employers and to help individuals succeed in new employment markets**.

SOCIAL VALUE OF THE NEW CAMPUS

- This campus will serve to **improve the region's overall educational attainment**, which lags 13 per cent behind the provincial average for the number of 25 to 34 year-olds who have a high school diploma or less.
- A local postsecondary education institution lifts many of the barriers to higher learning. **Georgian is committed to working with local high schools**, including Jean Vanier Catholic High School, Collingwood Collegiate Institute and Stayner Collegiate Institute to deliver a dual credit program through the School/College/Work Initiative, funded by the Ministry of Education and the Ministry of Training, Colleges and Universities.
- Georgian will continue and grow its programs to **work hand-in-hand with local employment resources centres**, including TRACKS Youth Employment and Resource Centre and the Career Access Centre, to provide at-risk youth and displaced workers with career preparation

certificates and employment- ready programs.

- **The best social program is education**. Education is one of the largest contributors to sustainable development. Employees with postsecondary education are found to have greater productivity within the workforce, possess increased consumer spending dollars, generate increased tax revenues at all levels and show a decreased dependence on government support.

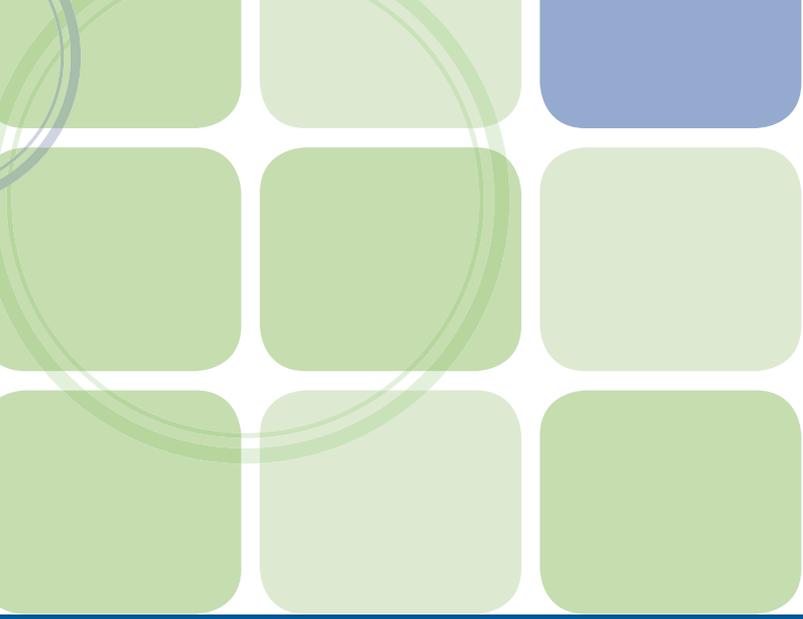
- Research shows that the majority of **students end up living and working in the city where they graduate**. More than 90 per cent of the students at the previous campus had a home address in South Georgian Bay. Historically, the South Georgian Bay area has experienced troubling youth migration as students relocate to college communities. This results in jobs not being filled and contributes to the aging of the workforce.

- Convenient, affordable postsecondary education is **important to local residents**.

"I think it is very important and exciting that this area now has a permanent college campus with more education opportunities. I believe that anyone can make a decision at any moment to change their life but if they don't have the resources to act on that decision, they might ignore it and never realize their dream. The Collingwood Campus was critical in helping me go from my 'ah-ha' moment to my current career as a nurse."



Deborah, Georgian alumna
Academic Upgrading – Collingwood Campus
Bachelor of Science in Nursing – York University@
Georgian's Barrie Campus



In closing

Key reasons to support this new campus

- Education is the cornerstone of economic and social development within any community.
- The region needs a larger skilled workforce.
- Georgian is, and will continue to work closely with community partners and leaders to deliver programs that local residents and businesses want and need.
- Your support will ensure the campus is viable and quickly reaches its growth potential. Without community support, the rate at which Georgian can expand this campus and its programs will be delayed.

It is important that we have well-educated, skilled people to strengthen the economic and social prosperity of our region. Georgian College is dedicated to working in partnership with community stakeholders to ensure this new campus meets the needs of the area identified by those who have an intimate connection to it. The John Di Poce South Georgian Bay Campus is the newest priority in Georgian's Power of Education campaign. Your support of this project and students of today is an investment in your community's future.

www.georgiancollege.ca/giving

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