



# ST. CLAIR

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## COLLEGE

### ANNUAL REPORT

April 2009 – March 2010

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College and Community Relations*

## PRIORITY # 1

### QUALITY- FOCUS ON EXCELLENCE

This has been another year of growth and progression for St. Clair College.

Administrators, faculty and support staff continue to work together to develop a focused and strategic vision for the future. Our investment in high calibre programs, effective teaching methodologies, and staff development continues to contribute to the College's success.

- The College begins the fiscal year on April 1, 2009 with the projection of a balanced budget and reserves at \$1,000,000.
- The Centre for Construction, Innovation and Production had a first intake of students in Fall 2009.
- In October 2009, the College received a Gold Award for Working Towards Wellness in the Workplace. The award is presented by the Windsor-Essex County Health Unit for efforts made in workplace wellness.
- St. Clair College's Aquatic Services has been awarded the Kirk A. W. Wipper Cup for being recognized as the operator of the 3<sup>rd</sup> largest lifesaving program of all universities and community colleges in Ontario for 2009. The College has also been awarded the Arnold H. Morphy Cup for being named the 6<sup>th</sup> largest operator of a single facility with the largest lifesaving program. The Lifesaving Society recognizes Affiliate Members in Ontario who delivers the Society's training programs, promote "Water Smart" public education and those who raise funds in support of the Society's drowning prevention mission.

- Windsor and Essex County has been recognized as one of the top 21 most intelligent communities in the world by the Intelligent Community Forum (ICF), a global organization that studies the economic and social development of the 21st Century community. The ICF seeks to share the best practices of the world's Intelligent Communities in adapting to the demands of the broadband economy, in order to help communities everywhere find sustainable renewal and growth. When the ICF selects a community to be one of the top intelligent communities of the year it shines the international spotlight on the region and demonstrates that we are a community that is thinking forward and capable of collaborating to advance the well being of residents, businesses and organizations.

This year's application theme was the Educational Last Mile, which examines how the community is preparing its youth to enter the workforce. St. Clair College was featured prominently in the application, with highlights including the Ford Centre for Excellence in Manufacturing, the St. Clair Centre for the Arts, the Journalism Program, the MediaPlex and expanded offerings relating to alternative energy.

This award builds upon the previous successes of the *Connecting Windsor-Essex™* Smart Community. St. Clair College has been an active participant in the regional Smart Community initiatives since 1997. The College is currently represented on the *Connecting Windsor-Essex™* Board of Directors by Patricia France, Senior Vice President, College Operations.

- For the academic year of 2009/2010, St. Clair College initiated a new two-stage program review process aimed at ensuring that various aspects of each academic program are reviewed each year and the curriculum of each program is reviewed by a panel of employers on the basis of occupational relevancy. The annual review covers trends in applications, admissions, enrolments, attrition and graduation. It reviews the impact of demographics and other factors such as the

Program Advisory Committee activity, student grades, graduate employment, the results of the Instructional Feedback Survey, KPI results, financial data relating to the program, articulation agreements, ministry guidelines and requirements, the role of technology in the program, and a variety of other topics. This annual review ensures that faculty are aware of the factors impacting the program.

The external review of the occupational relevancy of program curriculum is undertaken on a cyclical basis with each program engaging in this review once in every 4 years or sooner in some cases. This review is focused on whether the curriculum meets the needs of employers who would typically hire the graduates. Based on the annual review and any external curriculum review, faculty develop an Action Plan that must be sanctioned by the Chair of the School. This Action Plan sets out what steps are going to be taken during the next academic year to address issues identified in the reviews. This review process is an important component in academic planning, ongoing improvement procedures and quality assurance development. The review process ensures that St. Clair College programs are current, relevant and attracting applicants.

- New programs were introduced, as part of the marketing and recruitment initiatives, for the Technology and Trades areas (FCEM and CCIP). The new programs, with intakes in January or September, are the home to more than 200 new students.

<b>PROGRAM</b>	<b>REGISTRANTS</b>
Power Engineering	86
Electrical Techniques	110
Welding Techniques	24
Plumbing Techniques	24
Carpentry Techniques	24

These programs now represent a new student component of nearly 5% of the total enrolment at the South Campus.

- The fiscal year ends with the projection of a balanced budget for 2009-10, a projected surplus of more than \$1M and a reserve amount of an additional \$1M. The budget for 2010-11 will contain the projection of a balanced budget, a surplus in excess of \$2M and a reserve amount of \$1M.

## **PRIORITY # 2**

### **DESTINATION COLLEGE – FOCUS ON EXCELLENCE**

St. Clair College continues to cultivate its reputation as a “destination college” marked by the calibre of students and faculty the College attracts. Student achievements in a variety of local, provincial and national competitions, accompanied by a readiness to serve and empower the local community, are just a few of the ways through which the College continues to expand its reputation as an institutional leader.

- The Academic Sector continues to evaluate potential degree offerings in respect to their fit to the community that the College serves and to the enrolment strategies already in place for the College. At this date a Bachelor’s Degree in Business Administration – Accounting for Fall 2012 and Health Sciences degrees in Sonography, Radiology, Forensic Science and Medical Laboratory Science for intakes in 2012 and beyond are all at some stage in our planning process.

One of the College’s initiatives was to develop a professional development program for faculty and academic administration by December 31, 2010. The program has two components– the first applies to newly hired faculty and is a joint program, The College Educator’s Development Program (CEDP), which includes six colleges from the Western

Region; the second is directed development that evolves from the newly instituted Instructional Feedback Survey.

#### COLLEGE EDUCATOR'S DEVELOPMENT PROGRAM (CEDP)

- CEDP is a professional development program for newly hired full-time faculty and is a cooperative effort of the six Western Region Colleges. CEDP is designed to focus on the skills related to instructional design and curriculum delivery where the experience of new college teachers is typically quite varied.
- This program offers new faculty an opportunity to add to and develop their teaching strategies and resources, engage in discussion with leaders in education, as well as network with newly hired colleagues from Mohawk, Conestoga, Fanshawe, Niagara, Lambton and St. Clair College.
- The program is offered to college faculty in three separate phases over a 21 month period after they are hired full-time.
- Each phase is delivered at one of the six colleges on a rotational basis. This year Phase I is being offered at Conestoga College from August 16 to 19. St. Clair College is offering Phase II from May 10-13 in 2011. Phase III is presented at Niagara College from June 1 to 3 in 2011.
- The cost of presenting each phase of this professional development process is shared by each of the 6 colleges. For the first time, Anishenabek Educational Institute is participating as part of the St. Clair College contingent starting with Phase I this August.

All programs now have Program Advisory Committees. The composition of the committees is contained in an Academic binder for easy reference by all staff.

An instructional feedback system has been initiated at St. Clair College. Measuring and analyzing the experience of our students in our learning environment is an important exercise that promotes ongoing quality assurance and improvement. Students are able to give feedback to every faculty member in every course and in every semester. The questions on the Instructional Feedback surveys relate to a variety of aspects of the course design, learning resources and teaching. There are currently two different surveys: one that measures the traditional teaching model and one for the clinical experience. Work is underway for the development of additional surveys for non clinical field or work placements and for apprenticeship.

- The instructional feedback process was implemented in the fall of 2009. For the implementation period of one year, the results were only available to individual faculty. Starting in the fall of 2010, the results will be provided to academic administrators for the purpose of collaboratively working with faculty to recognize areas where course and teaching improvements are required and to identify professional development needs. The feedback to faculty is done on a comparative basis so that faculty can compare individual results with program, school and College results. KPIs measure at the program level and are done only once a year. The IFS occurs every semester and for every course and for every faculty member. This is an important quality assurance initiative.

An internal assessment of College personnel, across all sectors is a continual process based on the growth and quality needs of the College. The College allocates 1.5% of full-time salaries (approximately \$500,000) each year for professional development.

- **FACULTY** – The largest percentage of the professional development funds are normally allocated to the faculty as a unit. This is not surprising considering the fact that this group is the largest unit (approximately 275) in the College. With each passing year the qualification that the College seeks in new faculty candidates increases. The CEDP, as previously noted, has now been instituted

for all new faculty members and the Instructional Feedback Survey will, over time, strengthen the ability of our faculty to ensure the success of our students.

- Each year, before the end of the Academic year, the Faculty Union meets with College Administration to discuss the composition and number of new hires. St. Clair does have a large portion of senior, well-qualified faculty. The release of the recent “sunshine” list for public employees indicates that St. Clair College has the largest ratio of faculty/administrators over \$100,000 in all the Colleges in Ontario.
- **SUPPORT STAFF** – an assessment of the support staff in 2008-09 resulted in a significant stability process and the re-assignment of dozens of support staff workers. The process was not an easy one for the support staff. In the end very few people were laid off and the process did allow the College to assess growing needs versus, in some cases, decades of status quo. The challenge in the months ahead will be to determine the new jobs needed in a College that has grown by more than 50% in the last decade and to address the potential for growth of our current employees.
- **ADMINISTRATION** – The administration team at St. Clair College is one of the smallest in the College system in Ontario. In the past ten years the College has grown in enrolment by more than 50%, added the St. Clair Centre for the Arts and actually decreased the number of administrators. In 2000, the College was over-staffed in the administrative sector. An analysis by the Senior Operations Group has been done on the leadership potential of the current staff. Some of the staff will move to new positions as retirements occur in the next twelve months while others will be encouraged to continue their current educational path or to acquire specific skills that align with a career path.



- Nearly 1,900 students graduated at the 42<sup>nd</sup> Annual Convocation ceremonies held at the Chrysler Theatre in Windsor and the Chatham Arena in June, 2009.

### **PRIORITY # 3**

#### **ENROLMENT**

- Enrolment increased by 7% in September 2008 and increased from 6853 to 8201 (November 1<sup>st</sup> Audit date) in September 2009 for an additional increase of 19.7%. The overall intake of 19.7% for St. Clair College in September 2009 included a 25.4% increase at the Thames Campus. Since Fall 2000 St. Clair College has experienced a 57% increase in enrolment.

Articulation agreements with other post secondary institutions are vital to the long term success of St. Clair College. The agreement (not including International agreements which are highlighted in the President's Report) signed in the past two years include the following:

- **Eastern Michigan University**, Ypsilanti, Michigan (degree completion at EMU and online) Graduates of Five of our Engineering Technology Programs can earn an EMU Bachelor of Applied Technology degree.
- **University Canada West**, Vancouver Island, B.C. (degree completion at UCW and online) St. Clair College Business graduates can earn a Bachelor of Commerce degree.
- **Algoma University**, Sault Ste. Marie, Ontario (degree completion at Brampton campus) St. Clair College Business graduates can earn a Bachelor of Business Administration degree. St. Clair College Computer Systems Technician and Technology graduates can earn a BSc.

- **Algoma University**, Sault Ste. Marie, Ontario (degree completion at main campus) 2 and 3-year St. Clair College diploma graduates can earn a variety of Algoma bachelor degrees.
- **Cape Breton University**, Sydney, Nova Scotia (degree completion at CBU and online) Graduates of seven of our Engineering Technology Programs can earn a CBU Bachelor of Engineering Technology degree.
- **Lawrence Technological University**, Southfield, Michigan (degree completion at LTU) St. Clair College Architectural Technology graduates can earn LTU Bachelor of Science in Architecture and Master's degree in Architecture.
- **Davenport University**, Grand Rapids, Michigan (degree completion at Davenport) 2 and 3-year St. Clair College diploma graduates can earn a baccalaureate degree at Davenport University - applies mainly to St. Clair College Business graduates.
- **Walsh College**, Troy, Michigan (degree completion at Walsh) St. Clair College 3 year Business and IT graduates can earn a Bachelor of Accountancy or Bachelor of Business Administration degrees or a Bachelor of Business Information Technology at Walsh.

It should be noted that additional efforts have been expanded in this area in recent years and these efforts will continue for the near future as part of the strategic planning process of the College.

- At our Thames Campus, four programs including Border Services (40 registrants anticipated), Police Foundations – Fast Track (40 registrants anticipated), Office Administration Medical (40 registrants anticipated) and Developmental Services Worker – Apprenticeship (25 registrants anticipated) are now accepting first intakes for Fall 2010.

On the heels of the largest first year intake in the history of the college in September 2009, (thanks to Second Career students), the Recruitment Office launched into high gear in order to meet our first year enrolment projections for 2010. Our activities included:

- 135 high schools totalling some 6,500 students.
- Explore Design education fair in Toronto that focused on design related programs (Graphic Design, Animation, Interior Design and Architectural Design). More than 3,500 students attended this show.
- Toronto College Information Program (CIP) education fair that drew more than 6,000 high school students, their parents and teachers.
- Campus tours including individual tours and group tours exceeded 120 from early February to the end of June.
- Thanks to the School to College to Work Initiative we invited Grade 10 career studies students to the -college for an in-depth look at a variety of programs. More than 1,000 Grade 10 students and their teachers explored numerous programs in the gym and then got some hands on experience with specially designed labs including Chemistry, Culinary, Music Theatre and more.
- St. Clair College was an exhibitor at the first of its kind Enviro Expo in the community. Thanks to the support of the Skilled Trades and Engineering Technology faculty, the booth was a hit, complete with gardens, water reclamation system and more.

- Development of the “here to career” advertising campaign that saw more 16 individual videos produced promoting a wide variety of our programs. These videos are posted on our college web site, a special “heretocareer.ca website and on YouTube.
- Created a St. Clair College Facebook fan page that as of June 30<sup>th</sup> boasted over 1,300 fans.
- In September, St. Clair College experiences the largest percentage enrolment growth in the Province of Ontario (approximately 20%) and has the largest intake of “Second Career” students in the Province.
- In March, the College receives the most recent Key Performance Indicator (KPI) data which indicates that the College is one of only two Colleges (Northern is the other college) that showed an increase in Student Satisfaction numbers this year and that St. Clair College has the highest percentage of improvement in the Province in Student Satisfaction and, for the first time since the survey started in 1999, that the College has moved above the Provincial average in Student Satisfaction.
- St. Clair College introduces the Internationally Trained Immigrant (ITI) Resource Centre in January 2010. The ITI Resource Centre is designed to assist internationally trained immigrants with programs and services with a view to helping secure employment in their field of experience or a related field.
- The St. Clair College Horticulture program was granted approval to become an integrated delivery agent for the Certified Landscape Technician (CTL) program offered by the Canadian Nursery Landscape Association (CNLA). This professional certification requires successful candidates to challenge a lengthy written exam and also complete a series of practical tests in order to receive the credential. The first wave of testing will occur in October for students from the St. Clair College program

and/or from the community. The "CLT" credential is recognized across Canada and the United States.

## **PRIORITY # 4**

### **COMMUNITY PARTNERSHIPS**

In these uncertain and changing times, St. Clair College recognizes it's vital role of providing value to the community manufacturing sector with increased contract training on new skills development programs and initiatives.

- St. Clair College – Contract Training experienced significant growth from the 2006-07 fiscal year, with revenue of \$1,500,007, to 2008-09 when training revenue grew to \$2,017,960. The majority of the customized training was contracted with large automotive firms including Ford Motor Company, Chrysler, Volvo Motor Graders and International Truck. Training focused on “demarcation” activities and skills-upgrading required to achieve corporate efficiency targets
- Significant gains were made in the manufacturing sector offerings in Contract Training during this period. The following contracts were awarded to St. Clair College to provide manufacturing sector training:

Ford Motor Company	\$ 1,167, 700
Chrysler Canada	\$ 336, 195
Volvo Motor Graders	\$ 489,436
International Truck/Navistar	\$ 1,286,710

- In 2009-10, training in this sector became much more volatile. Ford's training plans were suspended for a 5 month period and the Volvo and International Truck training contracts concluded. However, Labour Adjustment training for employees laid off in the manufacturing sector grew 68% and the department is expecting substantial training in this area for 2010-11.
- The College continues to uphold a positive public image by maintaining active partnerships with local organizations. A variety of events and activities were initiated, this year, in an effort to strengthen and maintain connections between the College and the community.
- St. Clair College and the Alumni Association hosted Family Fun Day 2009 and approximately 2000 people came out to the College to enjoy the day. The event included; clowns, a dog show, kids' activities, live entertainment, a classic car show, a barbecue, magicians, meet & greet with some of the Memorial Cup Champion Windsor Spitfire Hockey Players, free swimming and Windsor's largest garage sale. The College will host the 3rd Annual Family Fun Day on Sunday, August 22, 2010.
- St. Clair College hosted the 2009 Canadian College Athletic Association Golf Open Championship at the Ambassador Golf Club in October 2009. The Professional Golf Management program and the College's Athletic Department hosted the event for the 2<sup>nd</sup> time in 5 years. It was met with incredibly positive reviews from all 17 colleges from all over Canada.
- The Alumni Association partnered with the Windsor Spitfires as a sponsor of the 2009 Memorial Cup Champion Windsor Spitfires. The Association was able to offer discounted tickets to St. Clair College Alumni & friends for special Spitfire games.
- Thames Campus partnered with the local Health Unit, in Chatham, for a free Yuk Yuks Comedy/ Health Information night, held in November 2009.

- St. Clair Centre for the Arts hosted the Annual Salvation Army Dinner on December 8, 2009. There were over 1,500 people in attendance. All of the staff donated their time for this event.
- St. Clair College has partnered with the Softech Alliance Network (SAN) – Windsor Essex's Technology Accelerator. SAN is an industry-led, non-profit organization focused on driving the growth and success of technology centric companies and entrepreneurs in Windsor Essex through leadership, connections and promotion. SAN strives to identify, find solutions and foster the development of the technology industry in Windsor Essex. SAN is also supported by the University of Windsor and nearly 100 others organizations within the Windsor Essex Region. Dr. John Strasser currently sits on the Board of Directors of SAN.
- The Horticulture students and staff, working closely with the Plant Services department, were able to completely landscape the new CCIP building on South Campus. Student designs were reviewed and amended with complete irrigation systems, hardscape and softscape was installed by Horticulture students.
- Students in the Journalism program are now being accepted for internships locally at the Windsor Star, A News, CBC and Blackburn Radio. They are also interning at newspapers across the country and in September a student will intern with a magazine operation in New York City.
- The Alumni Association is proud to continue their corporate partnership with Johnson Insurance to offer preferred rates, better coverage and excellent service to Alumni of the College.
- The St. Clair College Alumni Association was a sponsor for our local newspaper The Windsor Stars' Canwest - Canspell 2010 Regional Spelling Bee. We also hosted the "Breakfast of Champions" for the finalists in February 2010 at the St. Clair College Centre for the Arts. Over sixty schools competed from Grades 4-8.

- St. Clair College hosted the Association of Canadian Community Colleges National Workshop in March 2010 at the St. Clair College Centre for the Arts. The workshop, entitled “Building Bridges for Economic Recovery and Growth” was to help build bridges for economic adjustment. Mayor of Windsor Eddie Francis & CAW President Ken Lewenza were the keynote speakers.
- Law and Security students at the Thames Campus partnered with the Ontario Provincial Police to raise over 130,000 pounds of food for local food banks between January and March 2010.
- Thames Campus partnered up with Much Music and Indestructible Entertainment to bring Much Music’s DisBAND to Chatham on several occasions in February and March 2010. The events were very successful and were enjoyed by sold-out crowds.
- The College received over \$5 million in funding from the Federal government for the Journalism Program to renovate an existing building in Windsor’s downtown to create a state-of-the-art Convergence Newsplex – the first in Canada and only the third in the world. Students will begin studying and working in the MediaPlex in September 2010.
- The Alumni Association was proud to be a major sponsor of the local Raise-A-Reader Campaign in Windsor – Essex on Wednesday, September 24, 2010. Locally, with the assistance of many volunteers, the event raised more than \$135,000.



## PRIORITY # 5

### RECREATION CENTRES

- On Saturday, November 7, St. Clair College welcomed visitors to “Get Skilled” – the grand opening for the new Centre for Construction Innovation and Production at South Campus. Attendees had an opportunity to explore St. Clair College’s newest facility, participate in interactive activities, as well as meet with skilled trades professionals for the latest information about the industry.
- In December, the College acquires a building valued at nearly \$1M from the City of Windsor. The building, the site of the MediaPlex, is transferred to the College at no capital cost to the College.
- In February, the College is informed that our successful working relationship with the Government of Ontario in the Self Employment Assistance Program (SEA) has resulted in a request from the Government to expand our services to Wallaceburg and Amherstburg.
- Announcements from the Provincial and Federal Governments allocate nearly \$50M to our capital campaign - \$32M for a Health Science Centre, \$7.8M for the HealthPlex in Chatham, \$4.5 M for the Trades and Technology Addition in Chatham and \$5.1M for the MediaPlex.
- While the general configuration of a new Health Sciences Centre was known and contained in the Architects’ conceptual drawings prior to March 31, 2009, no concrete evidence of success occurred until early in the new fiscal year. The College is, at this date, well on its way to erecting a Centre for Applied Health Sciences which will be a signature building on the Campus. The first intake of students is still scheduled for Fall 2011.

The pledges (outlined below) for the 10-year campaign for the Recreation-Wellness Centre in Windsor have surpassed 50% of the estimated construction costs of fourteen million (\$14M).

<b>SECTOR</b>	<b>10 YEAR PLEDGE AMOUNT</b> (interest not included)
Student Referendum (based on Windsor registration of 6750 per year)	\$10,000,000
Faas Foundation	\$500,000
Alumni Association	\$350,000
Staff *	\$130,000
Baker Foundation	\$75,000
Retirees *	\$5,000
Community *	\$97,000
<b>TOTAL</b>	<b>\$11, 157,000</b>

\*Approximate amount at March 31, 2010.

In 2008-2009 a fundraising strategy was developed for a Recreation – Wellness Centre in Chatham with an objective of securing pledges totalling 50% of construction costs by May 1, 2009.

- This project was submitted for consideration under the Community Adjustment Fund that was introduced by the Government of Canada. The College received 7.8 million dollars for the project that, including furniture and equipment, will likely have a completed cost slightly in excess of 10 million dollars. The student referendum will provide 1.5 million dollars over the ten year pledge (excluding interest) and the Municipality of Chatham Kent have both waived some development fee charges and passed a motion to contribute 1.2 million dollars to the project over a ten year period.
- The construction of the Centre for Construction, Innovation and Production (CCIP) was initiated before March 31, 2009. The first intake of students occurred in September 2009. Both of our local M.P.P.'s, Ministers Duncan and Pupatello have visited the site with Premier Dalton McGuinty. The creation of the complex compliments the Ford Centre for Excellence in Manufacturing (FCEM), in that, the manufacturing and skilled trades has a distinctive site presence on the Campus. With the St. Clair College Centre for the Arts serving as the downtown focal point for Hospitality and Tourism and the new Health Sciences building ready to serve as the focal point for the Health area the one remaining area of the four College cornerstones in need of a distinctive College site presence is the Business and Information Technology sector.