

RED

A Publication for the Seneca College Community

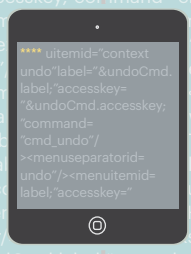
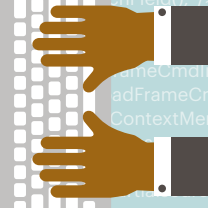


News.
Ideas.
People.

NetworkRED
Introducing an online mentoring community to help alumni find the right guidance to build their careers.
A New Strategic Direction
Seneca's new strategic and academic plans are rooted in excellence, innovation and community.

WELCOME TO AN OPEN SOURCE WORLD

A digital revolution has begun. Are you ready?



Seneca

BUSINESS

COMMUNITY

CREATIVE

EDUCATION

ENVIRONMENT

HUMANITIES

LANGUAGE

TECHNOLOGY

Seneca



Build on your success at Seneca. **In-class, online, anytime**, Seneca College part-time studies offers certificates, diplomas, graduate certificates and now... **degrees**. Check out our degrees in Child Development and Interdisciplinary Studies, and all our part-time studies offerings, at www.senecacollege.ca/ce.

PART-TIME STUDIES. FULL-TIME RESULTS.



2012

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“

Seneca was where I learned to match academics with career aspirations and personal brand. That's when it all started clicking for me.

”

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Fostering a new literacy for the digital age

Open source technology is changing how we use computers. Seneca is providing students with the tools to take ownership of the digital world.



News. Ideas. People.

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Board Chair Bill Hogarth leads by example when it comes to supporting students.

President's Message



David Agnew

“

We say we're a different kind of school, with a different kind of graduate, and you are living proof of that.

”

Without a doubt, the most joyful days at Seneca are convocations.

As I write, I'm preparing my remarks for our Fall Convocation ceremonies. Graduation is a wonderful achievement for our students, and we are privileged to celebrate it with their families and friends. Thinking back to our Spring ceremonies in June – our largest set ever with more than 12,000 graduates and guests on campus – the air was thick with pride from all of us at Seneca.

In my convocation speeches, I've never believed it necessary to talk to Seneca graduates about the “real world” as if they were leading sheltered lives either before or during their time with us. Not only were they exposed to the real world of work in their programs, but most had jobs while at school and many came to us with work or other post secondary experience already on their résumés.

But graduation is still a watershed moment, one which represents both an ending and a beginning. The ending is the successful completion of a program, whether degree, diploma or certificate. The beginning may be a new career, a better job, another educational opportunity, and it's also a new phase of the relationship with Seneca, now as an alumnus or alumna.

In our new Strategic Plan, we end the document with the simple words: “This is a great time to be at Seneca.” And in that spirit, this is a great time to be a Seneca graduate.

We say we're a different kind of school, with a different kind of graduate, and you are living proof of that. We're a college on the move, with bold and exciting initiatives underway to assert and extend our leadership in providing student-focused teaching and learning that is redefining how people think about post secondary education.

Through great teaching and learning, great student experiences and great foundations, we will continue to lead in creating pathways and opportunities for our students to achieve their academic goals and potential either here at Seneca or elsewhere. And I have every confidence that you, as Seneca graduates, are already achieving this aspiration we express in the Strategic Plan:

A different kind of school will produce a Seneca graduate with distinctive qualities: highly attractive to employers; ethical, engaged and confident; and, adaptable and capable of addressing the challenges of the future in a global context.

We're looking forward with confidence, eager to start construction on our King Campus expansion in partnership with the York Regional Police and our students, relocating our aviation campus to Peterborough and implementing the ambitious plans that are discussed in more detail elsewhere in this issue of *RED*.

In closing, thank you for staying in touch. Your engagement means a lot to us, but most importantly, it means a lot to our students and future alumni.

A handwritten signature in black ink, appearing to be 'DAVID AGNEW', written in a cursive style.

David Agnew
President

A

AGENDA

A full slate of success and innovation.



One of the 2011 Senecans of Distinction, alumnus David Flood, York Regional Police Marine Unit.



NEWS FOR ALUMNI AND FRIENDS

We are proud to celebrate leadership and generosity at Seneca. Inspiration is a daily occurrence.



Rudy and Rita Koehler are two of Seneca's leading philanthropic champions.



WELCOME TO the second edition of *RED*. We've been quite pleased with the positive responses we received from you about the magazine's new look.

RED allows us to celebrate the many people who make Seneca an exceptional place to learn. When you look through these pages, you'll see stories about Seneca's outstanding alumni, dynamic programs and generous donors. There are many Senecans who fly under the radar as industry leaders and innovators. Our job is to bring their stories to light.

Over the past year, we've seen an exciting new culture of philanthropy emerge at the College. Our Campaign for Students was an outstanding success, bringing Seneca employees and alumni together to raise funds for students in need. As well, a number of community leaders stepped forward to take advantage of the last round of government matching funds towards endowed bursaries.

Together, we raised more than \$3.3 million, including an amazing \$1.2 million commitment from the Seneca Student Federation!

This is just the beginning. As we look forward, there is still a great deal of work to do. Momentum is building quickly for our expansion at the King Campus; the College has introduced new strategic and academic plans; and financial need continues to be a detriment to student success.

We are particularly excited about the recent launch of our new online mentoring community, NetworkRED. This initiative will allow you to share your expertise with new grads looking for career guidance. You never know—a life changing connection may only be one click away.

It is inspiring for all of us at the College to know there are so many alumni so close to home. In fact, many co-op employers, program advisors and donors are proud graduates too.

Recently, we recognized some of these fine ambassadors with the inaugural Senecans of Distinction Award. And our second group of recipients will be fêted this fall.

I would like to thank our long-time partners, Johnson Inc., Manulife and MBNA, for their support in establishing a series of College-wide initiatives designed to connect students with alumni and industry leaders. I am pleased to report, that over the past year, we distributed \$56,000 towards 41 alumni-oriented initiatives.

Keep us posted on the latest in your life. Your success is a top priority for us. Stay in touch, and thank you for representing Seneca so well.

Krishan Mehta
Executive Director,
Marketing and Advancement
krishan.mehta@senecacollege.ca

\$1,200,000

SSF donation to establish the Seneca Student Federation Bursary Initiative.

SSF PRESIDENT'S UPDATE

Each year, more students approach us with innovative ideas to strengthen our community.



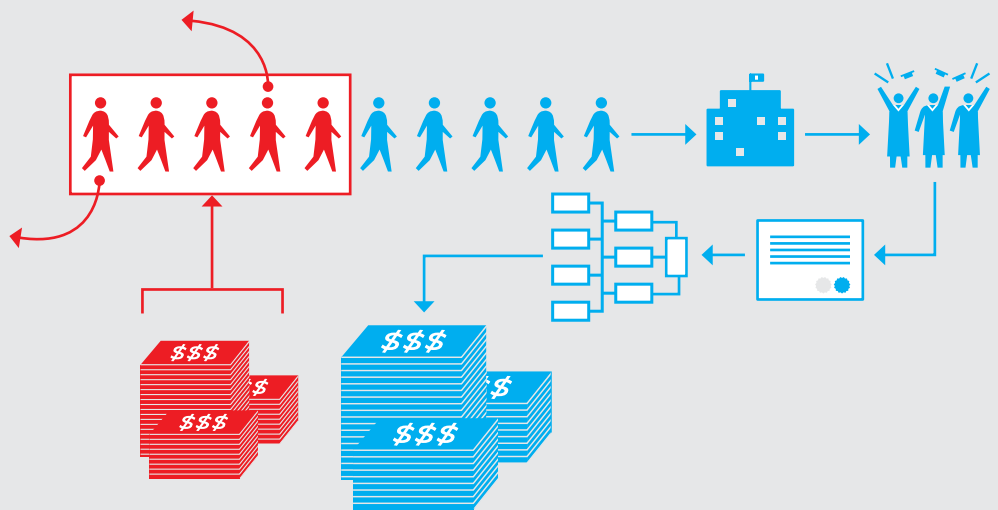
FELLOW STUDENTS AND ALUMNI: On behalf of the Seneca Student Federation (SSF), welcome to the second edition of *RED*.

It's been a busy and productive year for the SSF. While we continue to provide a range of services and programs for the College's 23,000 full-time students, the Federation has also hosted many exciting events and fundraising activities across our campuses.

In this magazine, you will read about the Campaign for Students (C4S), Seneca's first community-based fundraising program in support of financial aid. The SSF took a leading role in making C4S a success by providing a donation of \$200,000. And, as C4S co-chair, I worked closely with staff and students at each campus to promote this critical endeavour.

Many Seneca students face financial constraints: More than 50 per cent of our population has to borrow money to pay for

More than 50 per cent of Ontario college students have to borrow money to pay for school.



school, and almost half of those who leave Seneca before completing their programs do so simply because they run out of money.

At the conclusion of C4S, the SSF announced its ongoing commitment to keep students in the classroom. We pledged an additional \$1 million to support domestic and international students through bursaries and scholarships. A portion of these funds will also be used to match external donations from alumni and community partners towards the next C4S and other fundraising initiatives at the College.

Our contribution certainly turned some heads within the Ontario college system. This spring, Glen Murray, Minister of Training, Colleges and Universities, came to personally congratulate and thank us. We were pleased to host the Minister at our newly-renovated Senecentre.

This funding is just one way of letting our fellow students know they are not

alone. As alumni, you know better than anyone, the kind of hard work and sacrifice needed to complete your studies. It's always good to have someone in your corner during this important time.

Please know you have an open invitation from the SSF to return to campus anytime. You are always welcome here. If you can't make it in person, you can also connect with us and your fellow alumni through social media or our new online mentoring program, NetworkRED.

As I begin my second term as SSF President, I would like to thank our alumni and friends for their enthusiasm and encouragement. Please stay in touch.

Samir Abdi
President,
Seneca Student Federation
samir.abdi@senecacollege.ca

YOU

ARE NOW A STEP CLOSER
TO GETTING YOUR DEGREE

Are you a graduate of an Ontario college diploma program with a 3.0 grade point average?
Did you begin a university program and not get all the way through?

Seneca is now offering a degree that builds on the education you already have.

The College's new **Bachelor of Interdisciplinary Studies** allows you to put your previous professional studies or university credits towards a degree.

Courses provide a strong grounding in communications, humanities, mathematics and science. Programming also includes a co-op component and a strong emphasis on research.

This Bachelor of Interdisciplinary Studies is the first of its kind in Canada. It is designed to help you return to school and get that degree.

Don't put it off any longer. Get back in the classroom and earn the degree that will help you move forward in your career.

Learn more:
www.senecacollege.ca/fulltime/INS.html

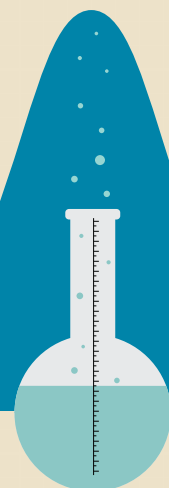
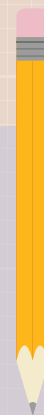
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"The Bachelor of Interdisciplinary Studies provides an innovative pathway for students to build on the education they've already received at college or university."

SENECA PRESIDENT DAVID AGNEW




Seneca



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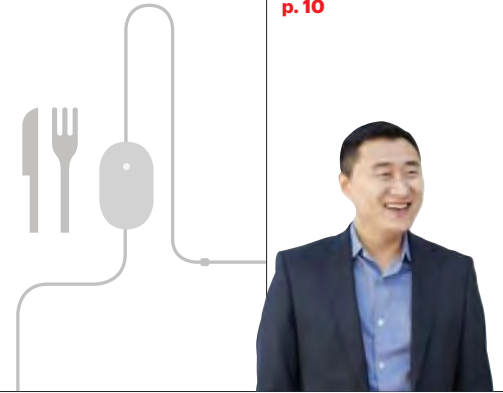
BEYOND THE CLASSROOM

Career Resources



Education options 24/7
OntarioLearn
p. 9

Henry Zhang
on experience:
An international
perspective.
p. 10



THE MENTORING NETWORK

New grads often do not have the networks or guidance they need.

BEFORE NETWORKING WAS all the rage, there was good ol' mentorship: individual relationships between people who can share life experiences with those looking for guidance.

Seneca promotes mentorship at every step of a student's career. This begins with Seneca Mentoring in Life and Education (SMILE), a peer mentoring program that connects new students with senior mentors, based on academic program interests. These mentors help transition students into college life, offering them a source of support and bolstering their confidence.

Seneca's mentorship offerings have recently opened up to alumni with NetworkRED—an online community for graduates and friends of the College. This is a free service offered by Seneca Alumni, which connects mentors and mentees virtually, based on industry, job function, skill set, experience and education.

NetworkRED is a natural companion for SMILE, which serves more than 1,600 students per year and continues to grow at a steady pace. NetworkRED is expanding rapidly as well. In just under three months, more than 300 alumni have created online profiles.

SMILE Coordinator and Professor Margie Bader has witnessed the merits of mentorship firsthand. She is excited that SMILE participants will now have the opportunity to build their support team by joining NetworkRED.

"New grads often do not have the networks that they need," says Margie.

Shawn Mintz, President of MentorCity, has revolutionized the mentorship process



NetworkRED helps grads find the ideal mentor.

PHOTO: SENECA COLLEGE

Mentoring at Seneca:
A strong tradition of helping peers achieve their goals.



NetworkRED

by developing an online framework. MentorCity provides the infrastructure for NetworkRED. Mentees can search for their ideal mentors by indicating the kinds of skills they would like to develop through the relationship. After a connection has been established, NetworkRED guides users through the mentoring process by providing tips and recommending ways to develop a beneficial mentor-mentee relationship. Shawn wholeheartedly believes in the merits of mentorship. "You never know where your mentoring relationships can lead you," he says. "Or the transformative impact that they could have on your life."

Become or find a mentor. Join NetworkRED at <https://seneca.mentorcity.com>

Four-out-of-five new labour market entrants come from college or university.



Co-op student of the year Kijeong Kim.

PHOTO: JOANNE RATA JCAK

A FOOT IN THE DOOR BEFORE GRADUATION

Co-ops provide students critical experience in their chosen industries.

"DO YOU HAVE ANY WORK EXPERIENCE?" is one of the first questions asked at a job interview. For more than 1,200 Seneca students, the answer is a guaranteed "Yes."

Forty-three programs across the College's faculties include a one-semester, full-time cooperative learning opportunity, or "co-op." This approach incorporates a practical work placement into students' academic experiences and helps them understand the day-to-day of their chosen fields.

The growing number of Seneca co-op placements has made Susan Soikie, Manager, Co-Operative Education and Internships, more than busy. Since joining Seneca in December 2011, she's become an expert in mapping career destinations for thousands of students and connecting them with the

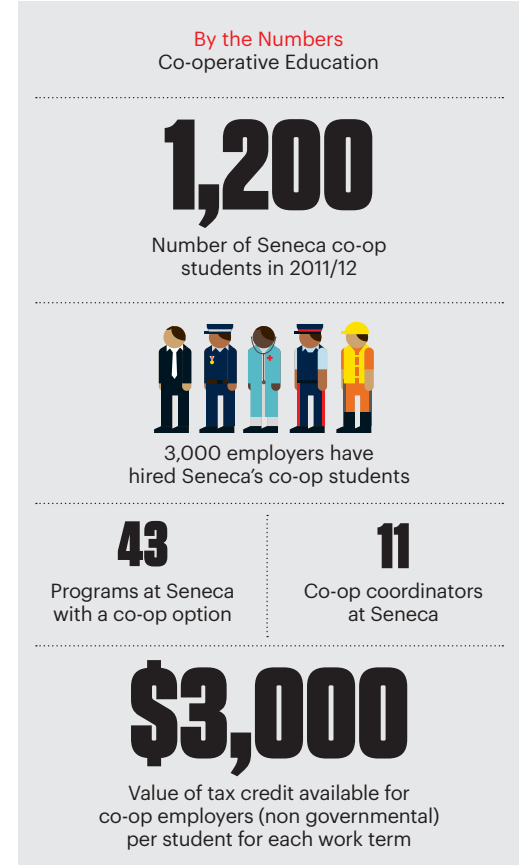
right employers. And with new degree programs in Business Management and International Business, the co-op portfolio is expected to grow by 40 per cent. Susan's only going to get busier, but she doesn't mind.

Seneca is a known leader in co-operative education. Historically co-op placements have been concentrated in technology-based programs. Now, all faculties are recognizing the value.

"A co-op placement is invaluable for students," says Susan. "It gives them an advantage because they receive tangible work experience and networking opportunities."

For employers, providing co-ops is a win-win. "Employers are almost always interested," says Susan. "For them, it is a short-term hiring solution, and they meet innovative students, who can offer a fresh perspective on the latest happenings in the industry."

Seneca supports students throughout the entire co-op placement process, treating it like a formal job search. All students participate in a mock interview and have their résumés critiqued prior to meeting potential employers. Placements are posted, stu-



dents apply and are formally interviewed. By the time they begin their co-ops, students will have developed career-finding skills, which will benefit them for the rest of their working lives.

Seneca enjoys a very high retention rate of students in co-op programs, and employers will often hire students after they graduate. A strong co-op program is also a critical selling feature for prospective college students. "With universities, student choice is often based on brand recognition," says Susan. "With colleges, co-op opportunities rank very high. Students know a co-op experience is what will differentiate them when they graduate."

Seneca's 2012 co-op student of the year, Kijeong Kim, was thrilled with the experience and networks he obtained during his co-op with Research in Motion. "My experience gave me great insight into the Canadian job market and helped me develop many connections," he says.

Are you an alum looking to hire a co-op student? Just call (416) 491-5050 x33063 or email us at cooperative.education@senecacollege.ca

More than 8,100 Seneca students are enrolled in online courses.



LEARNING AT ALL HOURS

Anywhere you can find an Internet connection.



IT'S 10:30 PM. The kids are in bed. The dishes and laundry are done. It's time to flip open the laptop and go to class.

This is the reality for more than 8,100 Seneca students, and tens of thousands more across the province, who are enrolled in online courses through OntarioLearn.

OntarioLearn is an innovative educational partnership among the province's 24 colleges. This initiative began in 1995 and has made a considerable impact on students' online learning options. No matter where you live, you can register for courses offered at any college in Ontario. Course work is generally completed online, and final exams take place at the college nearest to you.

"OntarioLearn helps all the colleges pool their resources and expand their academic offerings," says Rick Fortier, a co-ordinator with Seneca's Faculty of Continuing Education and Training. "Now each college doesn't have to develop the same course on its own. Over time, the number of courses we offer has grown—exponentially."

OntarioLearn promotes flexibility in

learning, whether a student is looking to complete a single course or obtain a specific credential. In 2011/12, Seneca hosted 15 per cent of OntarioLearn's offerings: that equals 370 courses, taught by more than 100 professors.

Seneca students have jumped at the opportunity to continue their studies online. The College is always in the top three when it comes to OntarioLearn enrolment figures. As well, Seneca-developed courses are consistently popular choices among online learners.

Isolation is one of the biggest challenges online learners commonly face (due to the lack of face-to-face interaction with fellow students and instructors). Online discussion boards help connect students with one another, and email is also a critical communication tool for students and professors.

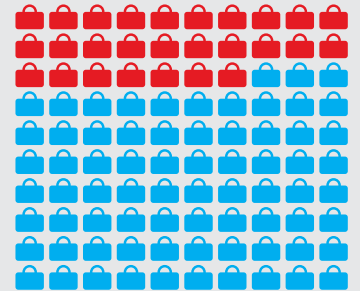
Along with the flexibility of when and how students complete their courses, Rick stresses that one of the major benefits of OntarioLearn is that it gives students access to parts of the learning inventories from every college in the province.

"Our greatest strength lies in the breadth of courses that we can offer," says Rick. "Each course is designed to be as interactive as possible to ensure students receive the best learning experience. They love the flexibility and can finish programs a lot faster."

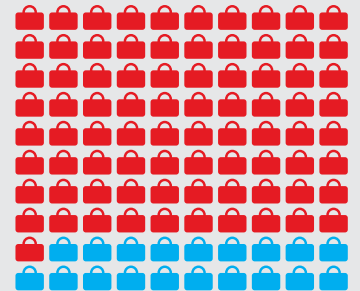
Want to add to your credentials? Do it online, on your schedule. Get started at ontariolearn.com

**ONTARIOLEARN
BY THE NUMBERS:**

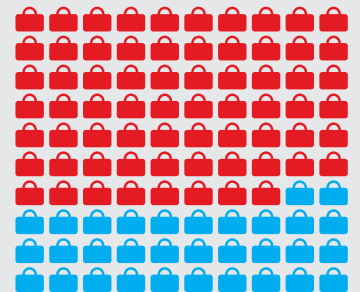
27% of Seneca OntarioLearn students study for a new career.



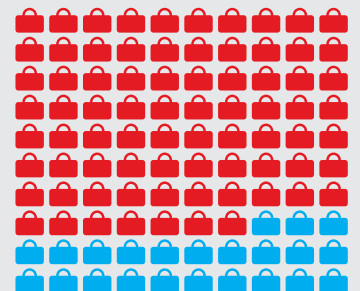
81% of Seneca OntarioLearn students are working towards a post secondary credential.



68% of Seneca OntarioLearn students are 25 or older.



77% of Seneca OntarioLearn students are female.



The ELI graduates approximately 400 students per year. Most continue post secondary studies at Seneca.



ON EXPERIENCE

Henry Zhang
An international perspective on career success.

Fourteen years ago, Henry Zhang came to Canada from China to study at Seneca's English Language Institute (ELI) *because his girlfriend insisted on it.* Shortly after receiving the (unofficial) "boyfriend-of-the-year" award, Henry enrolled in the College's Computer Networking and Technical Support program. Currently, he is the Vice President of Landpower Real Estate Ltd. in Markham. And even though the relationship didn't work out, he's glad he settled in Canada. Henry offers some advice about language, real estate and finding the ideal employee.

Your start at Seneca was at ELI? Yes. I didn't know a word of English when I got to ELI. I studied there for 14 months. I met so many friends and we would talk about our futures.

What was the hardest part about learning English for you? I started from scratch. It was a lot of studying. Plus, because there were so many Chinese students around me, I had to remind myself not to speak Mandarin all the time.

How did you become interested in selling real estate? I used to work for Seneca helping international students find accommodations. That gave me a sense for real estate. In 2002, I was able to buy my very first house, and I rented it out to students. That was near Newnham Campus.

As an executive, what qualities do you look for in employees? I'm looking for honest people. Honest and professional.

What is the most important thing a new Seneca grad can do to get into an industry like real estate? Start with the basics. You can't expect to be the top salesperson within two months. This is the same for any job.

What has working with homebuyers taught you? The most important thing is to be up front and straight forward. When you keep it simple, the result is better.

If you could go back in time and do it again, would you still come to Canada? At that time, I probably wouldn't have considered it. But if I had known Canada was so good, I would have come earlier, for sure. Canada changed my life for the better. I have worked extremely hard, and all that I have, I earned myself.

What advice do you have for international students? Take the time to learn English. No matter what field you are in, being a strong communicator is critical. If you do well at ELI, then the door is wide open. You can go anywhere you want.

Learn more about Seneca's English Language Institute:
senecacollege.ca/international/eli/



CAMPUS NEWS

The Latest from Seneca



A nod or two from Oscar
Just one of many accomplishments worth repeating.
pp. 12-13

Building a Great College
Planning for Seneca's future.
pp. 14-15



SHINING ON THE FIELD, COURT AND PITCH

It's been a year of success for Seneca athletes and coaches. Sting passion runs deep, and the medals keep rollin' in.

SENECA CELEBRATED ANOTHER YEAR of outstanding athletic achievements in 2011/2012. For the first time in the College's history, four Athletes of the Year were recognized, and Seneca took home Ontario Colleges Athletic Association (OCAA) medals in curling, basketball, rugby, as well as a Canadian College Athletic Association (CCAA) medal in badminton.

Sanjay Ashokkumar (International Accounting and Finance) and Patricia Lau (Early Childhood Education) were named Co-ed Athletes of the Year, after the mixed doubles badminton pair won an OCAA Championship gold medal and bronze at the CCAA Championships.

Fourth-year basketball guard Samantha Evans (Recreation and Leisure) was named Female Athlete of the Year after a season in which she earned OCAA first-team all-star and OCAA Championship all-star nods and East Region Defensive Player of the Year honours. Samantha also led the Sting to an OCAA Championship



The Varsity Women's Basketball squad celebrates during the double-overtime OCAA final, hosted at Seneca. The Sting went on to claim a silver medal.

PHOTO: JOSE ARMANDO VILLAVONA

silver medal and an appearance at the CCAA Championships.

Rugby player Matt Raguseo (Business-Marketing) was named Male Athlete of the Year and OCAA Player of the Year after leading the Sting to a perfect 5-0 record and an OCAA Championship silver medal.

With all these notable varsity student-athlete accomplishments, it is no wonder that Seneca remains the Ontario college with the most championship medals in the history of the OCAA.

To round out the academic year, Katie Jones, Student Athletic Association president, was the winner of the Wayne Norrison Leadership Award and the President's Gavel in recognition of her tireless contributions to the quality of student life at Seneca.

Seneca Alumni looking to reconnect with their fellow former student-athletes, or to learn more about upcoming Athletics and Recreation events, can visit SenecaSting.ca, like [Facebook.com/SenecaSting](https://www.facebook.com/SenecaSting) or follow @SenecaSting for more information.

Athletics and Recreation Stats

For:

2011-2012

7 OCAA Championship Medals Won
 2 | 5

5 Number of times rugby coach Bob McArthur has won OCAA Division I Coach of the Year.

8 New Members Inducted into the Seneca Hall of Fame

- Basketball** Tamara Nembhard, Samantha Evans
- Soccer** Kailen Murphy, Sabrina Henry
- Volleyball** Peter Christian
- Rugby** Matt Raguseo
- Curling** Matthew Lowe
- Badminton** Sanjay Ashokkumar



80 Steals by Athlete of the Year Samantha Evans

350 Digs Recorded by Sting volleyball captain, Clare Weisser



Five for five: All of the films nominated in the Academy Awards special effects category featured the work of Seneca graduates and professors.

WORTH REPEATING

Throughout the academic year, the events and activities at Seneca are constant. These student-driven initiatives and accomplishments bring a great deal of excitement and pride to the College. Here are just a few worth repeating.

COMPILED BY NATALIE SAROYA



1 A nod from Oscar
Hugo, the Academy Award winner in the special effects category, featured designs from faculty, students and alumni in the Visual Effects for Film and Television program.



Seneca launched its Political Staff Training course, with curriculum developed by a panel of advisors, including Denise Cole, Hon. Frances Lankin, David Lindsay, John Tory, David Tsubouchi, Peter Wilkinson and Seneca President David Agnew.

For more on the latest news, photos and events at Seneca, visit our website senecacollege.ca/media You can also friend Seneca on Facebook or follow @Seneca on Twitter.

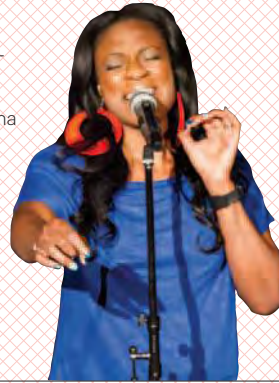
2 Bright future for creative director

Creative Advertising grad Ryan Bannon was named one of *Marketing's* "30 Under 30." Ryan is the Creative Director and Managing Partner of the creative agency Playground Inc.



5 TEDxSeneca College

Last spring, Seneca hosted its first-ever TEDx event, featuring a compelling group of community leaders, students and alumni, including award-winning recording artist and alumna July Black.



9 New Aviation partnerships

Students in Seneca's Bachelor of Aviation Technology program can now enrol in the Jazz Aviation cadet program, and aspiring Royal Canadian Air Force pilots can earn a Seneca degree and their military wings certification in four calendar years.



6 Ready to support young people in need

Seneca Alumni welcomed the inaugural graduating class of the Child and Youth Worker three-year diploma program.



10 HDTV Studio launch

A new broadcast-standard high definition television studio and post-production facility was unveiled at Seneca@York. It is considered to be the best of its kind in an academic institution.



3 President joins Governor General in Brazil

Educational leaders from across Canada joined Governor General David Johnston in Brazil to promote Canadian post secondary education. The delegation included Seneca's David Agnew, the only college president invited to take part in this trip.



7 A strong government presence

Throughout the year, more than 20 government representatives visited Seneca, including Minister of Training, Colleges and Universities Glen Murray.



11 Record support for the United Way

In the most successful United Way campaign in Seneca's history, students, faculty and staff raised \$151,000—That's 45% more from last year.



4 Standing out in a tough job market

A group of students from the Corporate Communications program attracted media attention and job offers when they took to the streets in Toronto's financial district. Promoting your credentials at the ground level can pay off.



8 Accolades for designing Barbie's new look

The Toronto Fashion Incubator and Mattel recognized Fashion Arts student Sarah Nichol with a \$10,000 award for her "Play with Barbie" garment design. Sarah's work will be featured on a Mattel Barbie doll.



LAUNCHING A STRATEGY FOR ACHIEVEMENT

Building a great college with leadership, vision and unwavering dedication to student success.

Seneca's senior leadership team is acutely aware that the College is operating in an environment of rapid change. To make sure Seneca is positioned to respond to change and to achieve its goals, the College has launched a new Strategic Plan that sets out its objectives and priorities for the next five years. With the recent arrival of Dr. Joy McKinnon as Vice President, Academic and Amy Tong as Vice President, Finance and Administration, the senior leadership team is focused on implementing that plan and building a different kind of school, with a different kind of graduate.

The new Strategic Plan is rooted in Seneca's values: excellence, innovation, community and diversity. These values connect the College with its students and the greater community. In putting the Strategic Plan together, Seneca consulted extensively and heard from alumni, students, staff, faculty and a wealth of external stakeholders. Town halls and individual interviews were held. As well, the College reviewed numerous studies and conducted an online survey, in which many alumni participated.

Looking forward, Seneca will continue to change the way people think about colleges with a commitment to:

Great Teaching and Learning

The new Academic Plan will guide the College in maintaining a leadership role in post secondary education and making new advances. It will emphasize: focused areas of specialty; cross-disciplinary learning; global perspectives; experiential learning;



Seneca's Senior Executive (l to r): Vice Presidents Daniel Atlin, Joy McKinnon, Amy Tong and President David Agnew.

PHOTO: JOANNE KLIMASZEWSKI

a revamped set of Seneca core literacies and flexible delivery of education to meet student needs. Seneca will be the preferred partner for colleges and universities, offering the most innovative pathways for students in Ontario.

Great Student Experiences

Seneca wants students to experience the best of what the College has to offer. This means support inside and outside of the classroom, relevant and integrated services and an array of co-curricular and extra-curricular opportunities. The College will continue to celebrate success and create an environment that makes students proud to have chosen Seneca.

Great Foundations

The College's status as one of the Greater Toronto Area's Top Employers and Canada's Best Diversity Employers is proof positive about the commitment to Seneca staff and faculty. Seneca believes in its people and will support them with continuing infrastructure improvements and strong partnerships. The College will create stronger connections with industry and alumni and continue to invest in our local communities. All graduates and community partners are critical to the success of this process. Your input is always welcome.



Read the Strategic and Academic plans: senecacollege.ca/about/reports/strategic-plan/strategic-plan-2012-2017.html

The College's fleet of 18 planes will be housed in a new state-of-the-art facility in Peterborough with space for classrooms, aircraft maintenance, storage and a student lounge.



PHOTO: SENECA COLLEGE

The new walkway outside the A+ Building at Seneca's Newnham Campus.

A GREAT COLLEGE, CAMPUS BY CAMPUS

How do you provide a great student experience for over 20,000 full-time and 70,000 continuing education students, at 10 locations across the City of Toronto and York Region? By building a great foundation and creating a dynamic learning environment.

As you read in the 2011 edition of *RED*, Seneca has developed its first-ever campus master plans, which were approved by the Board of Governors in late 2011. With these blueprints, the College is now moving full speed ahead with a number of significant infrastructure projects across its various campuses.

Aviation programs moving to Peterborough

With the impending closure of Buttonville Airport, the School of Aviation & Flight Technology did not have to look far to find their new program home. Chair Lynne McMullen and faculty investigated a number of relocation options, finally settling on the Peterborough region.

The College has agreed with the City of Peterborough to host Seneca aviation programs at the Peterborough Municipal Airport. The College's fleet of 18 planes will be housed in a new state-of-the-art facility with space for classrooms, aircraft maintenance, storage and a student lounge.

Expansion at the King Campus

Planning for Phase One of the King Campus expansion is well underway. This project will allow the College to welcome an additional 1,450 students and provide much-needed renovations to Garriock Hall, the campus's main building.

In addition to the \$43 million pledged by the provincial government, both the Seneca Student Federation (SSF) and the Seneca Athletic Association have committed \$20 million to add new student life space, including a fitness and recreation facility, an expansive student lounge and accommodations for King's various student clubs and associations. The College is also working with the York Regional Police to build a shared facility that would support professional training and recruitment activities.

More space to learn, see and be seen

With an increased focus on enhancing student space, the College has improved lounges and collaborative working areas across its campuses. Students now have more places to study, plan club activities, conduct group work and relax with classmates.

The recent renovation of the Senecentre at the Newnham Campus in January 2012 is a prime example of the SSF's commitment to improving student life. Newnham students can now enjoy modernized facilities with upgraded food services and an outdoor seating area in the courtyard. This area has quickly become one of the most popular hubs for students at the Newnham Campus.

See the complete Seneca master plan at senecacollege.ca/about/masterplan/index.html

Text by **Corey Long** Illustration by **Leo Jung**

FOSTERING A NEW

LITERACY FOR THE

Open source technology is changing how we use computers in our everyday lives. Seneca and industry partners, like Mozilla and Red Hat, are leading the charge in providing students the skills to take ownership of the digital world. One code at a time.

DIGITAL AGE



(dfn.) Coding (v): the process of designing, writing, testing, debugging/troubleshooting, and maintaining the source code of computer programs.

R

ECENTLY, MARK SURMAN, the Executive Director of the Mozilla Foundation, delivered a talk at TEDx Seneca College. He said he wanted to build a movement where a new generation would take over the Internet.

For Mark, the Web is a canvas to be painted upon, not a product to be consumed. This outlook mirrors Mozilla's "open source" mandate to keep the Web accessible for change. Open source programs allow users to change and redistribute information found within them, basically letting them see under

the hood of the software *and* fiddle with the engine.

The end game of an open source approach would see everyone—fashion designers to accountants—having the skills to take ownership of the digital world to express their ideas, strengthen their businesses or just have fun.

Mark's dedication to this philosophy comes from his love of punk rock.

"I have always been interested in the idea of everybody being able to shout from the rooftops and communicate freely," says Mark. "Punk is very much a do-it-yourself kind of epic. Then the Internet comes along, and it's punk rock on steroids."

To be in a punk band, you have to know how to play an instrument or scream. With the Internet, you have to speak the language: computer programming code.

This is where Seneca comes in.

The College has been at the forefront of teaching coding and working with open source technology since the early 1990s and the days of the Don Mills Campus. By 2001, all Seneca's computer labs included open source software.

Today, Seneca@York is home to the Centre for the Development of Open Technology (CDOT), which is a physical and virtual environment for building and researching open source software. CDOT is part of the School of Information and Communication Technology, which also is home to Seneca's Software Development degree.

The Centre has become a hub of knowledge transfer within the open source community, thanks to faculty connections with organizations like Mozilla and Red Hat (the latter is behind the Fedora open source operating system), as well as financial support from the Natural Science and Engineering Research Council (NSERC) and the Canadian Foundation for Innovation.

In May 2012, this support was bolstered significantly when CDOT Professor Chris Tyler was named one of the first NSERC Industrial Research Chairs for Colleges.

The \$1 million renewable five-year grant will help to fund personnel and equipment. Chris and fellow professor David Humphrey have been key architects of CDOT and the primary links between Seneca and its industry partners—Chris with Red Hat, David with Mozilla.

"Initially, CDOT was nothing more than a Web presence running on a cast-off server," says Chris. "Now we have between

20 and 30 students and graduates working as research assistants with faculty and industry partners."

What makes the CDOT experience unique for students (and beneficial for the broader open source community) is that their projects include real-world coding issues. Their contributions in the classroom live on in applications used across various industries. Work this sophisticated is generally reserved for masters or PhD level students at universities.

"It's been our experience that students who have several semesters of deep technical knowledge can go right into open source projects and do high levels of development before they leave," says Chris. "It's nice when they can walk into a job interview and say to an employer, 'The application on your desktop? I helped develop that.'"

It is fitting that Chris is one of the leaders at CDOT. Beginning in the early 1980s, he became part of an earlier version of an open source community of programmers, who would write, share and trade homemade software on cassette tapes and floppy discs. Their priority was always to help colleagues improve their work.

A self-trained programmer, Chris developed his skills by working with computers and writing his own software as a young boy. It was his passion. He was even contracted to redesign a company's IT system while still in high school.

Chris remembers when you used to turn on a computer, it would say, "Ready." For him, that meant "ready" to explore and create. He instills this approach in his students.

One of Chris's recent projects, which involves CDOT and Fedora, is software development for Raspberry Pi, a credit card-sized \$35 computer. The new software is officially called Raspberry Pi Fedora Remix 14.

The Raspberry Pi computer was developed in Cambridge, England to combat the dwindling number of young computer engineers. The idea was to build a cheap computer that would give young people their own mini programming lab. The concept caught on. The Raspberry Pi Foundation was established, and tens of thousands of units have been produced. Chris expects more than 300,000 units to be produced by the end of 2012.

"Raspberry Pi is a device that's so cheap, it can be an impulse buy," says Chris. "You can get a computer that's yours—not mom and dad's. You can program it, wire stuff to it, use it as a media player or hack displays into your eyeglasses. There are all sorts of applications."

Chris's hope for Raspberry Pi is that it will help people realize that computer technology is accessible for all. You can change it. It can be customized, and you can make things work in ways that suit you. This is a departure in thinking, considering how much of what we receive from companies like Facebook and Apple is pre-packaged and templated. Many of us don't realize these companies are providing us with a one-size-fits-all solution. Users don't have the power to customize the software for their own purposes—a complete contrast to the do-it-yourself philosophy Mark Surman preaches.

Again, it comes back to being able to speak the language. And



Chris Tyler, Seneca's NSERC Industrial Research Chair for Colleges

7.6b

7.6 billion ARM processor computer chips are produced annually. In 2013, the rate of production is expected to exceed 1 million per hour.

20K

The number of software packages available in the Raspberry Pi Fedora Remix 14.

300k

Since launching, more than 300,000 Raspberry Pi units have been ordered for production.

11

CDOT has hosted 11 annual Open Source symposia, which bring together global industry leaders in open source to workshop ideas and network.

even though there are more computers than ever and more smartphones in people's pockets, there are fewer people who understand code or how to write it.

Seneca is doing its part, connecting students with industry leaders, or what Mark calls "the Harvard of developers," and presenting them with real problems to solve. Yet, as the digital world continues to expand, the need for code literacy will move beyond just software development students.

"The world is constructed by decisions that we make, which are then executed by computers," said Mark during his TEDx talk. "I believe everyone—whether you're in fashion, design, hospitality, or if you want to be poet—needs to know a little bit of code. It's also something that could be an incredible source of creativity and joy."

Tapping into that joy means getting young people excited about understanding code and using it to further their passion—be it science or punk rock.

"You change behavior by helping people do something that excites them and feels good," says Mark. "That's where open source has been successful."

The success of open source is also revolutionary in that it challenges 150 years of locking down intellectual property. The premise in capitalistic societies has been that selling ideas was necessary for economic prosperity. The trillion dollar open source industry flies in the face of this approach, showing that money can also be made through community-based problem solving, creating tailor-made products and offering customized IT consultation services.

And it's about more than money. Open source is creating a path to a digital future that is less taxing on the environment with smaller, more energy efficient computers. The move to more efficient hardware won't happen until the corresponding software is available. Chris and the team at CDOT are on it, adapting open source software for low-energy Advanced Reduced Instruction Set Computer Machine or "ARM" chips. These chips combine a high level of functionality with extremely low power consumption.

"We want to provide the software for Web and database servers to be migrated into new hardware," says Chris. "ARM systems provide the potential to reduce computer energy, space and cooling requirements by up to 90 per cent."

As the economic and social impact of open source continues to grow, it is appropriate for Mark Surman that a significant portion of the innovative work is happening in Toronto and at Seneca. Both have a strong history of the do-it-yourself experimentation and development that fosters big change.

"Toronto is a place where culture and technology have been fused," says Mark. "What we're seeing at CDOT is an emerging tradition of applied research that reconnects education to work that matters. That's going to have an impact on people's lives."

The movement is in full effect and is open for all to join: so long as you can read the code. ✨



Learn more about CDOT at
http://zenit.senecac.on.ca/wiki/index.php/Main_Page

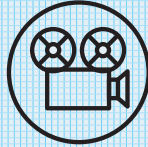
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Melissa Grelo
The face of
Toronto's mornings



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Rob Silvestri
Giving life to a hapless,
adorable pig



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Melanie Fiona
Music megastar
is all business



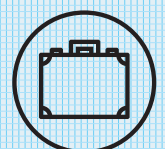
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Ellen Reeves
Event management
with heart

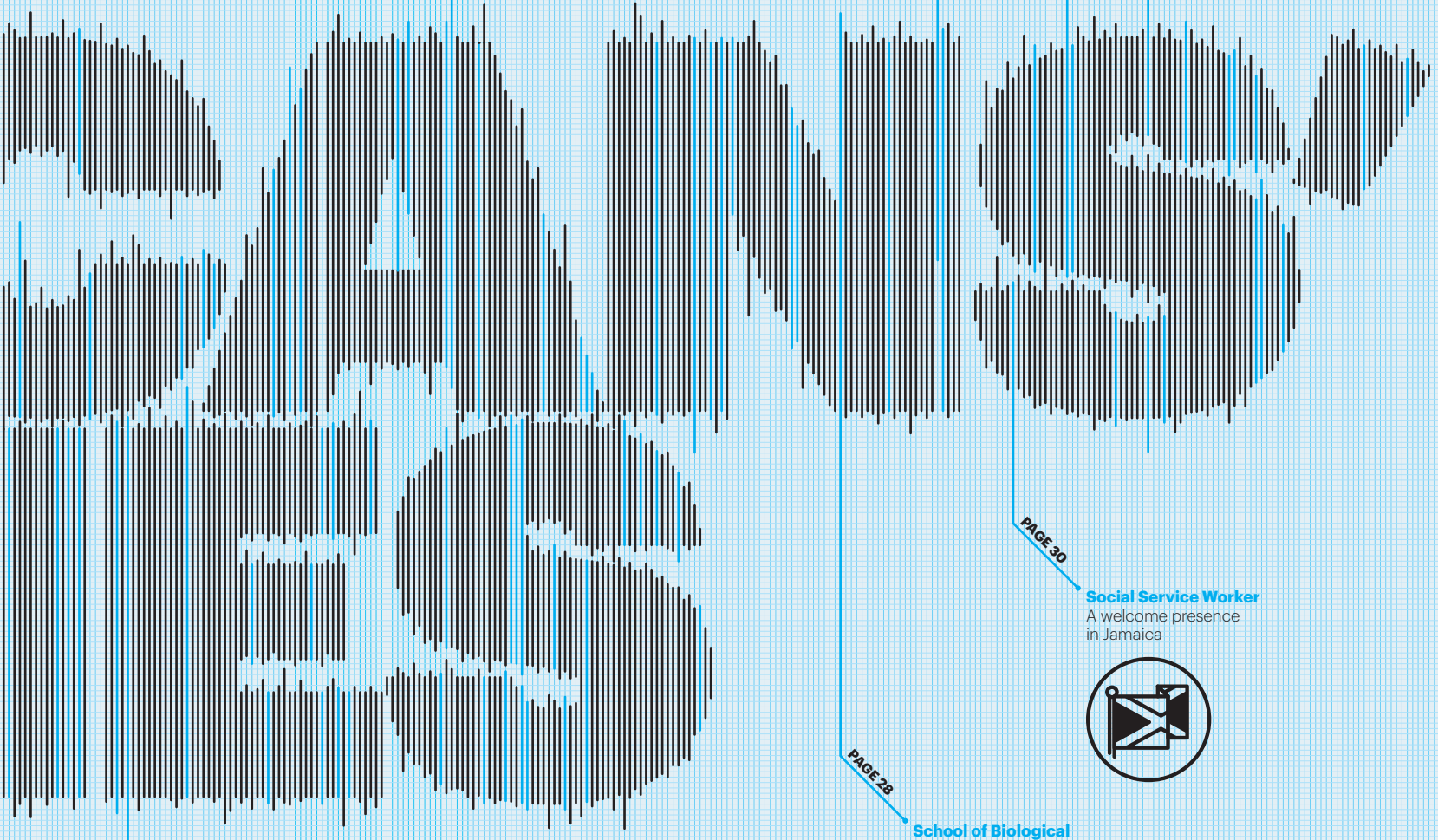


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Andrew Bowins
"Career courage" makes
a PR master



Seneca produces leaders. It starts in the classroom, with programs and professors that inspire students to see beyond what they thought was possible. From there, graduates take their unique skills and experiences into the workplace and the community, making changes for the better.



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Tessrah Baptiste
Finding your place through volunteerism



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Confucius Institute
Confucius comes to Seneca



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Brian Price
Determination, perseverance, courage



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Social Service Worker
A welcome presence in Jamaica



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School of Biological Sciences & Applied Chemistry
Choose your own academic adventure



IN INDUSTRIES RANGING FROM entertainment and bio-technology to broadcasting and social services, you will find Seneca alumni innovating, learning and giving back.

Our grads are the College's best ambassadors. They are the end-game for what faculty, administrators, staff and industry partners work towards each day. And their investment in Seneca students pays invaluable dividends for years to come.

During his convocation addresses, President Agnew emphasizes the importance of engagement outside the workplace—as citizens and community members. He talks about how volunteering, mentorship and democratic engagement are critical to leading

a fulfilling life and creating an optimal place to live in Canada (and globally) for future generations.

He asks our alumni to “engage” with the utmost confidence. Time and again, you will see Senecans at the forefront of a charitable initiative, a groundbreaking project or a community-building activity.

The stories that follow are just a sampling of what heights Seneca alumni are reaching and how the College is continually looking to develop programs that challenge students to become tomorrow's leaders. It is clear that this is a challenge they are gladly accepting.



Melissa Grelo
Co-host of CP24 Breakfast and CP24's "Breaking News"

The face of Toronto's mornings



EACH WEEK, almost four million television viewers across the GTA welcome Broadcast grad Melissa Grelo into their homes. As co-host of "CP24 Breakfast," as well as CP24's "Breaking News," Melissa has become as much of a morning staple as that first cup of coffee.

A former elementary school teacher, Melissa has always been a self-described "news junkie." Her desire to pursue this lifelong passion as a career led her to Seneca.

"When I discovered the Broadcast program at Seneca, I knew it would be a perfect fit," says Melissa. "It is geared toward people in my position, who have some life experience and a fulfilling career, yet want something more."

Melissa considers her time at Seneca to be some of the best years of her education. The hands-on training she received in all aspects of television and radio complemented the theoretical learning she acquired at university.

"I had wonderful teachers," she says. "Many of them still worked in the industry—passionate people who fed my own particular passion."

Melissa has been with CP24 since 2006. She brings a wealth of diverse experience to the airways having served as a reporter, writer, anchor and commuter specialist. Melissa has been on the front lines for many

Melissa was Seneca's 2011 nominee for the Premier's Award for College Graduates in the Creative Arts category.



local and international events, including the 2008 TTC strike and the aftermath of Hurricane Katrina.

During the 2010 Winter Olympics, this Premier's Award nominee was chosen to co-host CTV's "Olympic Morning" with Seamus O'Regan. She was the go-to news source from the mountains of Whistler for millions of viewers across Canada.

Melissa's popularity continues to grow, and she has become a fixture within Ontario's media landscape. Last fall, she participated in a series of promotional videos for Seneca, which were screened in movie theatres across Ontario.

When Melissa is not in the newsroom, she is an avid supporter of the Ontario Society for the Prevention of Cruelty to Animals and the Community Association for Riding for the Disabled—a charity dedicated to improving the lives of people with disabilities through quality therapeutic horse riding programs.

Looking back on how her career has unfolded, Melissa can easily see how Seneca got her to where she is today.

"Seneca gave me all the training that I needed," she says. "And I got a job. Just like that!"



Rob Silvestri
 Director and Animator, Arc Productions

Giving life to a hapless, adorable pig



To watch Ormie and other Arc projects, visit arcproductions.com



FROM SITTING ON THE COUCH as a cartoon-loving child, to sitting in the director's chair as a cartoon-loving adult, Rob Silvestri is living every animator's dream.

Rob has always been fascinated by the classic Warner Brothers character, Wile E. Coyote, who went to absurd lengths to try and catch his arch nemesis, the Road Runner.

After graduating from Seneca's 3D Animation program, Rob was given the opportunity to direct his first animated short film for the Canadian animation studio Arc Productions. He drew inspiration from the cartoon characters of his childhood to develop his own memorable character — a hungry little pig named "Ormie."

Ormie channels all of his energy into trying to get hold of a jar of delicious cookies that is just out of his reach. But he is constantly disappointed when his efforts yield zero results—just like Wile E. Coyote.

The little pig that "couldn't" won the hearts of audiences and critics alike, receiving eight different film festival awards. *Ormie* has been picked up by Alcon Entertainment, and there are now plans to develop it into a feature film.

"The very first version of *Ormie* was created at Seneca," Rob says. "I just wanted to develop a fun character that I could use for my demo reel. I kept drawing



him and coming up with new ideas. He just wouldn't go away."

For the last five years, Rob has been working as a senior animator and director for Arc Productions. During his studies at Seneca, Rob's professor presented his demo reel to Arc's management. They were immediately impressed with his work and hired Rob for a one-year contract to work on the animated TV series *Chop Socky Chooks* and the feature film *Veggie Tales: The Pirates Who Don't Do Anything*.

Once his contract ended, Rob was offered a full-time position as an animator, and shortly thereafter, he resumed work on *Ormie*.

Rob wanted other students to gain some hands-on experience at a production studio. He encouraged Arc Productions to hire a small group from the Seneca Summer Animation Institute to work specifically on *Ormie* for three months.

"They just blew it out of the water," Rob says. Not surprisingly, Arc snapped up many of these students to work on additional projects.

Ormie has given Rob the opportunity to direct more. Most recently, he directed the pilot for a series called *Lite Sprites*. He also has been selected to direct a special episode of the popular animated television program *Thomas & Friends*.



Melanie Fiona
Grammy and Juno Award-winning R&B artist

Music megastar is all business



WHEN GRAMMY AND JUNO AWARD-WINNING R&B artist Melanie Fiona attended Seneca, she led a double life. During the day, she was a dedicated student in the School of Business. After class, she was busy performing, recording and transforming into an international musical force.

Only her professors and close friends knew of her secret identity. Now, the whole world knows about Melanie, the rising star who has toured with Kanye West and Alicia Keys and collaborated with Cee Lo Green, The Roots and John Legend, just to name a few. She has also co-written songs with Rihanna and Kardinal Offishall, and her second studio album, *The MF Life*, was released in March 2012.

Melanie's parents knew from quite early on that she was a gifted singer. Her father, who is a guitarist (and accountant), would play along with Melanie while she dazzled friends and family with her vocals.

"When I was two-and-a-half, we were at a picnic and my dad was playing 'The Greatest Love of All' by Whitney Houston, which is a tough song," Melanie remembers. "I was able to keep pace, and I think my parents realized then I had an ear for music."

Melanie grew up in Toronto's Jane and Finch neighborhood and the City of Vaughan. She excelled at school, and was all set to go to university, when she

was presented with an opportunity to record as part of a girl band. Shortly after that, she went solo. By age 21, Melanie found herself in the United States, her career moving ahead full steam.

"I had a team that believed in me and helped my development as an artist," says Melanie.

Melanie made the difficult decision to take a break from full-time school and concentrate on performing. Still, post secondary education was a priority for her. Even though her career was blossoming, Melanie made time to continue her studies at Seneca. Now, as an artist and businesswoman (by the way, she also owns a touring company), her accounting and business background is definitely serving her well.

"People forget: Music is a business," says Melanie. "My academic background really gives me an advantage."

Yet Melanie's drive to complete her education went deeper than having a strong understanding of the music industry. It was part of a larger goal to balance her life with the things that matter most to her: education, career, love and family.

"It was important for me to stand up and tell other artists, 'I graduated,'" says Melanie. "I feel proud knowing that I fulfilled that part of my life."

Discover tracks from
The MF Life at
melaniefiona.com





Ellen Reeves
Executive Director, Polo For Heart

Event management with heart



FOR AVID POLO PLAYER Ellen Reeves, work is very close to play. And close to home. As the Executive Director of Polo For Heart, she plans the charitable organization's largest annual event, raising thousands of dollars for the Heart and Stroke Foundation.

It is a lot of pressure, but nothing this graduate of Seneca's Event Management – Event and Exhibit Design program (and horse enthusiast) can't handle.

Three years ago, Ellen's world came to a screeching halt when she was diagnosed with cancer. She had been battling chronic fatigue when a battery of tests discovered a tumor the size of an orange on her left kidney. Surgery was required, and after a year of grueling treatment, Ellen's doctors declared her cancer-free.

Feeling lucky to be alive, Ellen decided to pursue a career that allowed her to give back. A conversation with a career counsellor at Seneca led her to enrol in the Event Management – Event and Exhibit Design program, which trains students to plan, organize and design décor for social and charitable events. The program was everything Ellen thought it would be and more.

"It really gave me insight as to what was going on in the events industry right now," she says. "When my studies were over, I didn't want to leave."

Ellen, a long-time volunteer at Polo for Heart,

To learn more about Seneca's Event Management – Event and Exhibit Design program, visit senecacollege.ca/fulltime/EVT.html



was first hired by the charity when they found out she was completing the Event Management program. Once she graduated, the board of directors offered her the organization's top job as Executive Director.

Since then, Ellen has worked around the clock on Canada's largest polo tournament. The three-day competition, now in its 34th year, is held each June at the Gormley Polo Centre in Richmond Hill.

Ellen is responsible for every aspect of the event, including marketing, sales, media, sponsorship and logistics. It may seem overwhelming for one person to take on so much, but that's just the way Ellen likes it. The event has taken on even more meaning for Ellen since her father, an accomplished artist, suffered a stroke.

"I'm happy where I am," she says. "I feel like I'm in the business of saving lives. When you are doing something that you love, it never feels like work."



Andrew Bowins
Senior VP, MasterCard Worldwide

“Career courage” makes a PR master



MASTERCARD WORLDWIDE SENIOR VP and Group Head, External Communications Andrew Bowins is a graduate of Seneca’s Corporate Communications program. Each day, it’s Andrew’s job to work with his team to promote MasterCard’s value for consumers, merchants and governments globally. The goal is to tell the MasterCard story in real time, across 43 markets, in 26 languages.

No problem for this public relations expert, whose CV includes some of the world’s largest companies, such as Dell, Nokia, Sony, Amazon and Oracle. With each new idea Andrew presents, he draws on the pearls of wisdom he gathered from his Seneca professors. One in particular, Nick Douloff, was a major influence on Andrew during his studies.

“Nick was a classic PR guy,” says Andrew. “He called it straight, taught us how to think on our feet and look at problems from various perspectives, or ‘peel back the onion,’ as he called it.”

Andrew came to Seneca with a psychology degree in hand, after spending a year working for the Canadian Mental Health Association. He realized the best way to utilize his gifts as a writer and storyteller was as a public relations professional. At a major turning point in his life, Andrew had to decide whether to relocate to Vancouver in search of a career, or come to Seneca to build his PR knowledge.

“I signed up and never looked back,” says Andrew. “Seneca was where I learned to match academics with career aspirations and personal brand. That’s when it all started clicking for me.”

After 10 years working with Toronto PR firms like National, Fleishman Hillard, Maverick and The GCI Group, he felt a strong hunger to prove himself on the global stage. Andrew knew his options were Asia, Europe or the United States. An opportunity arose with Dell, leading him to Texas, where he met the love of his life. Today Andrew and his wife, along with their daughter, make Pleasantville, New York their home (just a 30 minute train ride from NYC). Born in Lindsay, Ontario, Andrew still has close ties to his Canadian roots and experiences.

“I think growing up in Canada and starting my career there exposed me to a diverse group of global clients; it helped develop my chops as well,” he says.

Andrew also attributes a great deal of his career success to his embracing of new media and learning how to meld the art of storytelling with technological innovation.

“The convergence of technology, business acumen and storytelling—these are all things I learned at Seneca,” says Andrew. “That’s what keeps me relevant today around the boardroom table and in the executive suite.”

Andrew’s tips for career success in PR (inspired by Seneca Professor Nick Douloff):

- Understand your audience and sell a solution that will move your business forward.
- Test and play: Don’t be afraid to fail when confronting new media.
- Crazy is good, but crazy with purpose is better. Be a great business person first.
- Earn your seat at the table. Then bring creativity into solving business problems.
- Don’t fake it and don’t force anything on your audience.
- You have two ears and one mouth. Do twice as much listening before you start to speak.
- Develop multiple skill sets and look at the big picture.
- Always have your hand up: Be willing to expand your responsibilities and take on any role.
- Bring creative energy to what you do and you’ll grow.
- Have “career courage” and build your brand.



Tessrah Baptiste
 Graphic Design graduate and former Seneca Student Federation member

Finding your place through volunteerism



TESSRAH BAPTISTE knows a lot about adapting.

When she was five, her parents packed up their family of six from their Scarborough home and returned to Trinidad & Tobago. This proved to be a tough transition.

“My accent was different, and I was the ‘rich’ Canadian kid,” says Tessrah. “Two years later, we were back in Canada.”

Back home, but still feeling like the “new girl,” Tessrah found a passion for drawing and began experimenting with her art using computer technology.

“I had no idea what I was doing,” she says. “I was pretending to make my own websites.”

At age 16, Tessrah applied to a performing arts school to develop her skills as an artist and designer. This was another difficult transition, as most of her classmates had started there much earlier. The entrance process was nerve-racking. Tessrah was put on the spot: “I was told to take off my shoe, put it in front of me, and draw it,” she remembers.

But she nailed it, and the experience was a great primer for when she discovered Seneca’s Graphic Design program. She was attracted to Seneca because of the field placement that would give her the hands-on experience of working with a design firm.

While Tessrah excelled at her studies, she felt some-

Learn more about the many SSF projects taking place across the College: ssfinc.ca

thing was still missing. She would attend class at Seneca@York, then head straight home. Tessrah wanted something more from her college experience.

“My cousin told me about the Seneca Student Federation,” says Tessrah. “It was great to work with students from different backgrounds, and I formed some lifelong friendships.”

Tessrah served as Coordinator of International Students and Coordinator of Clubs and Associations, arguably two of the SSF’s busier roles. Her proudest accomplishment was the overhaul of The Hive, the Seneca@York student pub. With a new stage, big screen TVs and pub-style seating The Hive has become the centre of activity on campus.

Tessrah’s hard work in the classroom and in the broader Seneca community, along with her outstanding GPA, were recognized with the Student Government Leadership Award.

Tessrah is open to all of the possibilities that may come after graduation: Maybe it will be an internship with a graphic design firm or some freelance work as a painter. No matter what new situation arises, she’ll adapt and excel.

“I am grateful for what I’ve gone through,” Tessrah says. “What matters most is learning from your experiences.”



School of Biological Sciences
& Applied Chemistry

Choose your own academic adventure



Biotechnology Technologist Research grad Patricia Power

Seneca is Ontario's college leader in university pathways with more than 270 individual degree pathways for graduates at 59 partner institutions in Canada and around the world.

To learn more about degree pathway opportunities at Seneca, visit senecacollege.ca/degreetransfer

IN THE FIRST EDITION OF RED, Professor Peter Meehan's cover story discussed the collaborative programs amid colleges and universities, which have become commonplace in Ontario. In this environment, Seneca has emerged as a provincial leader in developing academic pathways for students across various programs.

These new academic options have opened the door for Seneca students to build on their credentials by transferring their college credits to university. They are often able to receive advanced standing in master's, MBA and even PhD programs.

"Everything I have achieved is based on that one choice I made to attend Seneca," says Patricia Power, who is currently completing a master's degree in Health Sciences at McMaster University. "It made a huge difference and put me so far ahead."

Patricia graduated from Seneca's Biotechnology Technologist Research program before going on to earn her bachelor of science degree as a result of a long-standing transfer agreement the School of Biological Sciences & Applied Chemistry has with a number of universities, including Guelph and York.

Patricia received advanced standing at Guelph, which allowed her to enter the third semester of the degree program. Her master's work has her leading a study on bone cancer at the Juravinski Cancer Centre in

Hamilton. She is nearly finished her research and will be defending her thesis soon.

"There's still a lot of work to be done," she says. "But I'm proud of what I have been able to accomplish so far."

Xiang Li, who came to study at Seneca from China, went on to earn his degree at York University. In just four years, he was able to earn both his diploma and degree.

After he graduated, Xiang returned home to work as an assistant researcher at the Chinese Academy of Sciences before deciding to pursue a master's and PhD in biology.

With that goal in mind, he applied and was accepted into the University of Queensland in Australia. Xiang earned his master's in Molecular Biology and is now a PhD candidate at the university's Brain Institute. There, he is conducting a research study to determine how our DNA contributes to the development of psychiatric disorders, such as post-traumatic stress disorder.

"If you are a student who wants to fast-track from a diploma to a PhD, the Biotechnology Technologist Research program really helps save you time," Xiang says. "Thanks to my Seneca training, I was a step ahead of other university undergraduates."



Confucius Institute

Confucius comes to Seneca



LAST FALL, SENECA MADE HISTORY with the opening of the Greater Toronto Area's first Confucius Institute at the Markham Campus. The opening ceremonies included Chinese cultural activities, with a tea and Taiji presentation, Taiji Shan performance, calligraphy demonstration, traditional lion dance and performances by members of the Multi-Culture & Folk Arts Association of Canada.

Confucius Institutes promote Chinese language and culture around the world, support Chinese language training and facilitate cultural exchanges. These non-profit institutions are affiliated with the Ministry of Education in the People's Republic of China. The Institutes are developed through partnerships between Chinese post secondary institutions and international associations.

There are currently more than 300 Confucius Institutes around the world. Seneca's partnership with Northeast Normal University in Changchun has resulted in the ninth Confucius Institute in Canada.

"We are delighted to officially open Seneca's Confucius Institute to provide businesses and our community with programming that promotes Chinese language and culture," says Seneca President David Agnew. "From programming that can be custom-designed to help Canadian businesses develop better

Visit the Confucius Institute:
[senecacollege.ca/
 confucius-institute/
 index.html](http://senecacollege.ca/confucius-institute/index.html)



relations with Chinese businesses, to after-school programs to teach children Mandarin, the Institute furthers Seneca's commitment to our community and our partners."

Confucius Institute programming at Seneca meets market demands beginning with the establishment of the Confucius Institute Mandarin proficiency tests.

In addition, the Institute identifies corporate needs and develops programming for the business sector. As well, community needs for Mandarin teacher training in the public and private sectors are assessed, and training programs developed in co-operation with Northeast Normal University.

Since its opening, the Confucius Institute has been investigating the development of an academic stream for students wishing to obtain a Seneca certificate.

The Institute is such a great avenue through which Seneca can strengthen relations in China, expand Chinese education options locally and build upon the relationships that have been established through shared academic programming and student recruitment.



Social Service Worker Alumni

A welcome presence in Jamaica



SSW alumni (l to r): Tricia Richens, Jenny Robbins, Jo Gomes, Kelty MacVicar and Joseph Akindolire

Agencies SSW alumni support:

Muirton Boys Home
Victim Support Unit
Portland Police Department
Child Development Agency
Portland Rehabilitation Management Centre
Women's Centre of Port Antonio
School of Hope
Infirmary of Port Antonio

PORTLAND PARISH, located on Jamaica's rural northeast coast, is known as a choice destination for wealthy tourists because of its gorgeous beaches and posh resorts. Portland's capital town of Port Antonio has also become a draw for alumni of Seneca's Social Service Worker (SSW) program—but for very different reasons.

For the past five years, a collection of these grads, led by professor and SSW alumna Jo Gomes, has spent two weeks each February providing social service programming to Portland's children and young adults, many of whom have no access to proper educational, health or counselling resources.

While a great deal of wealth passes through Portland Parish, next to none of it is channelled into the local communities of poor farmers and their families who grow bananas, coconuts, coffee and mangos for consumption globally.

"This experience gives alumni a firsthand glimpse into how poverty and inadequate health care affect people living in developing countries," says Jo. "In this environment, our goal is to implement social service programs that can be sustained over the long term by the community."

The SSW alumni Jamaica Project marks an extension of the work that Seneca has been doing across Jamaica for more than 10 years, primarily through the

Social Service Worker, Nursing, Early Childhood Education and Travel & Tourism programs.

The Seneca alumni group worked with eight agencies in Portland this year, including the Victim Support Unit, which helps those affected by crime. Their contributions included workshops on domestic violence and sexual assault, as well as outreach and one-on-one counselling for those affected by drug addiction, mental health issues and homelessness.

Preparation for the Jamaica project is extensive and begins in October each year. The participants juggle their work schedules to meet for five Saturday workshops, including a session with the York Regional Police. They also pay for much of the travel expenses.

When SSW professors Kevin Kennedy and Felicity Morris approached Jo about starting this Jamaica trip back in 2008, she jumped at the chance. Since then, she has even volunteered on her own during the summer.

"It's life changing for all of us," says Jo. "It makes us better at what we do. It humbles you."

Because of their positive impact, the SSW alumni now have an open invitation to continue their work in Jamaica. The CEO of Muirton Place Boys Home, Norma Hill, told Jo they can come whenever they want.

"As soon as you land, you are welcome," Norma told Jo. "Seneca alumni are always welcome."



Brian Price
Olympic medalist

Determination, perseverance, courage



BEIJING, 2008: Civil Engineering Technology grad Brian Price reaches the pinnacle for any amateur athlete, leading the Canadian Men's Eight rowing team to an Olympic gold medal.

At age 32, with an Olympic gold and three world championship golds under his belt, you'd think Brian would call it a day. He had also begun a career as a motivational speaker and started a family.

But Brian wasn't quite ready to give up his spot in the boat. The veteran Beijing team had turned over to a new group of hungry young rowers that needed his guidance.

"I could see the new group was very committed, and they needed direction," says Brian. "And part of it was my own ego. I wanted to see how good I was."

In 2012, he was back on the Olympic stage at the London games. With Brian's guidance, the upstart Canadians took home a hard-earned silver. For Brian, this medal was just as gratifying as the gold.

"This silver medal means more in some senses because of the role I played," he says. "There was more groundwork needed to develop this team."

As the boat's coxswain, it's Brian's responsibility to execute the race plan, steer the boat and motivate the rowers. While he doesn't have an oar in his hands, Brian uses his voice to keep the boat on track and the team inspired. It's a job he knew was suited for him

Learn more about Brian at brianpriceonline.com

from an early age.

Brian is a cancer survivor, having beaten leukemia as a child. However, the battle took its toll. The heavy doses of chemotherapy negatively affected Brian's thyroid, and limited his growth. At 5'4" and 120 pounds, he did not stand out athletically, but he was a huge fan of the Olympics. In 1992, he saw something that would change his life.

"At the 1992 games, Canada had a great rowing team," Brian remembers. "When they won, I saw a 'little' guy jump into the arms of a 'big' guy. And I thought, 'I could do that.'"

The "little" guy was the team's coxswain. With that, Brian found his role.

While at Seneca, he balanced his schoolwork with early morning practices at the Argonaut Rowing Club. He loved that Seneca had a co-op, which he took full advantage of, working for a surveying firm in his hometown of Belleville.

Although cancer dealt Brian a brutal hand, through his fight he developed the traits that would define him as an Olympian.

"Determination, perseverance and courage are the positives I took," Brian says. "At the starting line of an Olympic competition, these are three great traits to have." ❁

2012

PREMIER'S AWARD NOMINEES ✨

Seneca is honoured to announce that six outstanding alumni have been recognized with a nomination for the Premier's Award for College Graduates.



JULLY BLACK

(Law Enforcement)

Jully is a world famous rhythm and blues singer, songwriter and performer. Her commanding stage presence and soaring vocals have secured her two Juno awards. Growing up in a tumultuous part of Toronto, Jully was motivated to take the Law Enforcement program at Seneca in hopes of fueling positive change in society.



MARIO IUSI

(Building Environmental Systems, Class II)

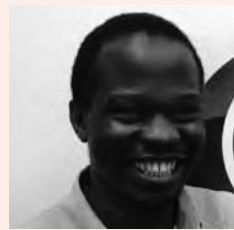
Mario is the President of Ameresco Canada, an energy management company that provides asset planning. Mario has also served as the President of DukeSolutions Canada, and as a Partner, Chief Operating Officer, Shareholder and General Manager for Tesco Energy Services – Canada's most successful energy services company.



JO GOMES

(Social Service Worker)

Jo is a Professor with Seneca's Social Service Worker program. Over the course of her 23-year career, she has held several positions in the social service field. Throughout the years, she has volunteered with the Centre for Housing and Accommodations; the Anti-Racism/Anti-Oppression Committee for Yellow Brick House; Pride York; along with Take Back the Night and International Women's Day events in York Region.



GRACE BATUMBYA

(Computer Engineering Technology, Co-op)

Grace came to Canada from Uganda to enroll at Seneca. As a student researcher at the College's Centre for Development of Open Technology, he is involved in developing open-source software in collaboration with industry partners and open source communities around the world.



CATHERINE MAYERS

(Nursing)

Catherine is a registered nurse at Princess Margaret Hospital and a Seneca professor. She has worked at Princess Margaret for the past 30 years and taught at Seneca for the past 11 years. A published author and respected health commentator, Catherine has served on the board for the Registered Nurses' Association of Ontario and as President of the Provincial Nurse Educators Interest Group.



COLE MACKIN

(Creative Advertising)

Cole is the President of Keele UX Inc, a cutting edge user-experience design and development shop based in Vancouver. With a focus on large community sites, as well as web and mobile apps, Cole and Keele UX have worked with some of the world's largest brands.

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DONORS

Building a Culture of Philanthropy



Bill Hogarth

Educator, volunteer, donor.
p. 34

Donor Listing

Our thanks to Seneca's donors and friends.
pp. 40-41

TAKING A STRONG PARTNERSHIP INTO ACCOUNT

CGA Ontario invests in the next generation of accounting and finance professionals.

IT IS QUITE A RARE OCCURRENCE when a young man leaves high school knowing exactly where he wants to live and what he wants to be when he “grows up,” and then goes on to make it happen. This was the case with Doug Brooks.

Doug is the CEO of the Certified General Accountants of Ontario (CGA Ontario). He knew he wanted to be a professional accountant and work in his hometown of Exeter, Ontario (just north of London). Doug went right from high school into the CGA program of professional studies.

Indeed, he has come a long way since the early days of his career, working at an Exeter accounting practice. As Doug notes, it's his CGA designation that has led him into a myriad of roles in operations, sales, marketing and now senior leadership. Previously, he worked with companies like Coca-Cola Canada, CBC Television and NHL Enterprises.

Doug is passionate about supporting future accountants. That's why, under his leadership, CGA Ontario recently made a significant gift to Seneca's School of Accounting and Financial Services. CGA Ontario funds will be designated for specialized tutorial services, an industry expert speaker series and the establishment of the CGA Ontario Learning Centre. The Centre will provide Accounting and Financial Services students space where they can work collaboratively on class projects, seek assistance from peer tutors and host networking events.



Doug Brooks,
CEO of CGA Ontario.

“One way to get students passionate about their careers is to connect them with professionals already established in their fields,” says Doug. “The 21,000 certified general accountants in Ontario do an excellent job sharing their expertise. I am so pleased we will be continuing this tradition at Seneca.”

Currently, there are more than 2,500 full-time business students enrolled in accounting and finance programs at Seneca, along with 2,300 students registered in CGA program equivalent subjects with the Faculty of Continuing Education. These aspiring accounting professionals stand to

gain tremendously from the CGA Ontario-Seneca partnership.

“Students can readily transfer credits from their post secondary studies to the CGA program,” says Doug. “The designation gives them the opportunity to pursue their own career passions, and provides the flexibility to work in every sector—from public accounting and treasury to controllership and finance.”



Interested in learning more about the CGA designation? Visit cga-domore.org



CHAIRMAN OF GIVING BACK TO EDUCATION

Lifelong educator,
volunteer and donor.

DURING HIGH SCHOOL, Bill Hogarth had a summer job at Ford. He started in the warehouse and worked his way into the office. It came as a surprise to Bill that the general manager at the time would not hire him full-time. Instead, he insisted that Bill stay in school to keep his options open.

This was an important turning point for Bill, who, after a brief period studying law, realized his true passion lay in teaching. He has been in the field of education ever since.

Bill began teaching in elementary school and went on to become a superintendent of schools in the former North York Board of Education. He retired as Director of Education for the York Region District School Board in 2009. Bill has served Seneca's Board since 2007 and is in his second year as Board Chair. He recently established the *Bill Hogarth Award for Student Success*.

Bill points out that education is about both personal and collective growth.

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Education prepares you and inspires you. It allows us to see a broader world and how that world is open to us.

”

“Providing for students is a way to support our community and our society,” he says. “I think we have to realize that more and more students need help.”

Countless students from across Toronto and York Region can thank the former general manager at Ford for his good intuition. Bill has become an invaluable ambassador for education, who continues to share his passion for lifelong learning with students and colleagues at the College.

“Education prepares you, inspires you, and allows us to see a broader world and how that world is open to us,” he says. “All that we do at Seneca is focused on student success.”

With his award, Bill wants to do his part to keep students in the classroom and on the road to a better future. Over the past year, under Bill's leadership, each member of the Board of Governors made a donation in support of Seneca students—further strengthening the culture of philanthropy that has become prevalent at the College. *The Board of Governors Entrance Scholarship* goes to academically promising high school graduates who have made Seneca their first choice. The Board's endowment fund has surpassed \$200,000 and continues to grow.

“I am so pleased that all 21 Seneca governors have shown their support,” says Bill. “We need to do whatever we can to allow students to continue to learn. This is how to build a strong society.”

DONORS

Natalee Johnson created the *Passion 4 Dreams College Opportunities* awards. These awards support single parents, who demonstrate financial need and a strong work ethic.



Natalee Johnson and her son, JeSean.

DREAMS WITHIN REACH FOR ECE ALUMNA

“Passion 4” helping children and parents succeed.

NATALEE JOHNSON LEADS BY EXAMPLE, inspiring others to follow their dreams with the story of her own faith, passion and perseverance.

An alumna of the Court Tribunal Agent program, Natalee worked in the legal industry for three years before recognizing her true calling: working with children. With the support of her church, Natalee followed her heart and returned to Seneca.

Natalee received financial support to pursue Seneca’s Early Childhood Education

(ECE) diploma. This program is a perfect fit for those, like Natalee, who have a desire to work with children. Students learn about facilitating healthy development for youngsters, while obtaining the observation skills needed to monitor properly a child’s progress.

Even though the ECE program was ideal for her, Natalee’s academic journey wasn’t easy. A single mother living in Brampton, Ontario, it took three hours each

way to get to school via transit. Expenses posed a consistent challenge.

“There were times that I wasn’t able to come to class because I didn’t have the resources to get there,” remembers Natalee.

In the end, she managed—all the while juggling courses, a part-time job and raising her son, JeSean. The hard work paid off, and Natalee is now an early childhood educator at an elementary school in Mississauga, doing exactly what she had dreamed when she decided to return to school.

Through it all, Natalee never lost her determination. She feels that she went through those challenges to understand the financial need that so many other students face. She sees it as part of her path to help those who struggle in the same ways she did.

To assist others in seizing their life passions, Natalee recently created the *Passion 4 Dreams Colleges Opportunities* awards, named after the organization she founded in 2008. These awards support single parents in the ECE and College Opportunities programs, who demonstrate financial need and a strong work ethic.

“I’m hoping that this scholarship can help someone out there that really needs it,” says Natalee.

Passion 4 Dreams provides tutoring to elementary school children and motivational speeches for parents. Future projects include youth conferences and partnerships with community recreation groups to reduce participation fees for low-income families.

This project was born from Natalee’s faith and unwavering commitment to providing an educational pathway for all children.

“My education helped me to be a better parent and educator and to understand the importance of child development,” she says. “I feel responsible for making sure that children get the best possible education.”

Having followed her own dreams, Natalee is teaching those around her to have no regrets and that your dreams really are within reach.



A VISION FOR THE FUTURE OF EYE CARE

Long-time industry partners set sights on student awards.

IT WASN'T LONG AFTER DR. DARYAN ANGLE, Vice President Professional Relations at IRIS the Visual Group, joined Seneca's Opticianry program advisory committee that a wonderful relationship between IRIS and the College's eye care programs emerged.

Seneca was thrilled to have Dr. Angle and IRIS as part of the Opticianry team. IRIS is a ground-breaking innovator in the Canadian eye care industry. It is also the country's largest eye care provider, with

more than 170 locations across the country and a network of 500 optometrists, opticians and ophthalmologists.

At the same time, Dr. Angle was excited about the quality of Seneca's eye care programs and the unique skills students and graduates possessed.

"Seneca has a very strong program, which is producing outstanding, workplace-ready graduates," says Dr. Angle. "The Seneca culture is collegial, open and

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The Seneca culture is collegial, open and friendly. The faculty immediately made me feel included and that my opinion as an industry partner counted.

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friendly. The faculty immediately made me feel included and that my opinion as an industry partner counted.”

IRIS has established the *IRIS the Visual Group—Experience Better Vision Awards*, which benefit graduates of both the full- and part-time Opticianry diploma programs. The IRIS award recognizes the academic performance of one graduate from each program.

The option to study either full- or part-time is very important to Dr. Angle, who understands that many students require flexibility to be successful. Students taking classes in both streams develop a broad knowledge base, as they combine invaluable on-the-job experience with more theoretical studies. The curriculum is designed for students to learn how to dispense contact lenses and eyeglasses and obtain an overview of the science of sight and optics.

IRIS employs several students and alumni at various locations across the province.

"It's really exciting to be a part of a new generation of opticians coming into the eye care industry in Canada and to reward excellence in education," says Dr. Angle. "These students are the future leaders of our industry, and we want to support them as they learn to help improve Canadians' vision."

1,200

Scholarships and bursaries
awarded in 2011/2012

A MENTOR WHO ASKED, "WHY NOT?"

Paying tribute to a guiding hand.

MOTIVATED BY THE DEATH OF her beloved high school guidance counsellor, mentor and friend, Patricia Kemp, Denise Cole is making education more accessible for individuals facing financial barriers.

For six years, Denise was a dedicated volunteer with Seneca's Board of Governors, bringing her extensive experience in the municipal, provincial and federal governments to the Board's work. Yet Denise's distinguished career almost ended

before it began. She attended high school at Vaughan Road Collegiate—a long commute from her family's home at Jane and Finch. As a young adult, she felt post secondary education was beyond her reach because of a lack of financial resources. If it were not the stern yet compassionate support from "Mrs. Kemp," Denise may not have even graduated.

When Patricia passed away suddenly in 2010, Denise's tribute was to create an

endowed fund in her name for students in Seneca's College Opportunities program. With the support of Patricia's husband, Anthony, and daughter, Nicole, Denise founded the *Patricia Kemp Student Opportunities Fund*.

"I wanted to recognize Mrs. Kemp with an award focused on making post secondary education more accessible," says Denise. "Seneca felt like the right place to do it. I have tremendous respect for the College—its focus on student excellence, creating opportunities and providing accessible pathways."

Denise remembers Patricia as someone who supported her, but would never coddle. "She somehow knew whether I needed a hug or a swift kick in the pants, and she never hesitated to give me either." Patricia firmly believed in the power of the word "yes." Her response to so many challenges faced by her students was a simple, but powerful, "Why not?" Could Denise go on to university? Why not? Patricia had faith in Denise's abilities, and cheered her on when she graduated from McMaster.

Denise has brought Patricia's spirit of positivity to a unique initiative that helps students obtain skills to enter the workforce through an apprenticeship or to pursue higher education. Funds will be distributed to those who require help covering tuition, as well as the incidental costs that come with being a student. Sometimes these expenses are what break students' resolve and force them out of the classroom.

"Certainly many students are eligible for government assistance, but there are students who cannot even afford the fee to apply," says Denise. "Many stop attending classes because they don't have bus fare, they can't afford to buy food or they are couch surfing. These are all barriers to a better education, which I hope Mrs. Kemp's award will help to alleviate."

To establish an endowment in recognition of a family member or colleague, please contact Tan-Ling Yeung: (416) 491-5050 x77191 or tan-ling.yeung@senecacollege.ca

\$200K+

Amount added to Seneca's endowed bursary fund through the Campaign for Students.



(L to r): Russ Chalmers, Jody Waltho, Andy Gearing and Louise Chen.

STOKING THE FIRE FOR CHARITY

Pre-Service Firefighter students put giving back on the course curriculum.

THE SUCCESS OF SENECA'S recent Campaign for Students (C4S) was due to an outpouring of support from across the College over a six-week campaign where students, faculty, staff and alumni implemented 20 fundraising initiatives, including bake sales, book drives, auctions and even a frigid February dip into Lake Seneca.

These activities, along with 276 individual pledges, helped the College surpass its \$70,000 fundraising goal by more than

\$30,000. With provincial government matching funds, this total was doubled, making C4S the most successful faculty-staff campaign for student aid in Seneca's history.

The Pre-Service Firefighter Charity Committee was but one of the many instrumental student organizations that helped throughout the campaign. This group of second-year students, led by Professor Russ Chalmers, coordinates many fundraising activities on- and off- campus.

The Committee's mandate is to include philanthropy and community service in the academic experience at the School of Fire Protection. Activities recently included C4S, the United Way campaign and a number of sporting events in support of many charitable causes.

At the Committee's helm are Louise Chen, Andy Gearing and Jody Waltho. Throughout the campaign, all three took part in coin collection drives, a bowling fundraiser and an exciting staff vs. students hockey game.

"We all like volunteering so we jumped at the opportunity to join C4S," says Louise. "Our idea was to organize the hockey game. It was a really good way to get our whole class involved."

The Committee met on several occasions during C4S to plan the game. More than 40 staff and students took part, and many more cheered on their colleagues and favourite professors. Some even made signs. Professor Chalmers was a particular favourite. One sign dedicated to him read, "In Russ We Trust."

"The Committee is not just about fundraising," says Russ. "It also encourages communication between students in different semesters. I love to see their enthusiasm when they take an idea and run with it—like they did with the C4S hockey game."

Fellow Pre-Service Firefighter students now turn to the Charity Committee to see what activity is up next. Andy points out that every event is a good excuse to get together and help those in need.

"Bursaries alleviate so many of the stresses that students have," says Andy, who is a financial aid recipient. "The help that I got from Seneca was essential to my educational experience."

Learn more about C4S: senecacollege.ca/c4s



COLLEGE BUILDERS STILL LENDING A HAND

Seneca Retirees establish new award.

ONCE A SENECAN, ALWAYS A SENECAN. There is always a home at the College for valued faculty and staff members once they retire, thanks to the Seneca Retirees Association (SRA).

The SRA was founded in 1994 by retirees Jack Routh, Dick Grannan, Mike O’Driscoll, Marie Wenman, Shirley Blain, Jean Hoult and Harold Atkins. The organization grew quickly and, in 1999, it officially became a chapter of the Seneca Alumni

Association. Today, former Dean Bill Riddell proudly serves as SRA president.

The Association’s mandate is to keep members up-to-date on news and events at the College and serve as a central hub for networking and social activities for retired faculty and staff. This includes monthly luncheons and the annual holiday reunion each December.

Last year, members of the Association voted to establish the SRA Bursary Fund. In

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With just a little support from each retiree, we can change the future for many students at the College we helped to build.

”

one short year, the endowment has grown to more than \$14,000. This is a great accomplishment for a first-time fundraising venture. In recognition of their generosity, the Retirees were honoured with a Senecans of Distinction Award in 2011.

“Our bursary fund will provide significant financial support to students who have successfully completed the first year of a Seneca program and have demonstrated financial need,” says Bill. “With just a little support from each retiree, we can change the future for many students at the College we helped to build.”

The first recipient of the SRA award was Business Administration – Information Systems student Volha Spirydovich. Volha received her award at the Association’s executive meeting, where she was able to personally thank those involved in establishing this fund.

“The SRA has eased my financial burden,” says Volha. “This has allowed me to focus on the most important aspect of school: learning. Their generosity has inspired me to help others and give back to the community. I hope, one day, I will be able to help others achieve their goals just as the SRA has helped me.”



Are you a retiree looking to reconnect with Seneca? Visit senecacollege.ca/retirees/

\$3.3M

New money raised for Seneca student aid in 2011/12.

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Thank you to the generous donors who are committed to supporting Seneca students. This list recognizes receipted gifts, pledges or gifts-in-kind of \$100 and above from April 1, 2011 to March 31, 2012.

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FLEXIBILITY WITHOUT COMPROMISE
Cindy Hazell
Seneca's Professor Emeritus

Recently retired Senior Vice President and Seneca's first-ever Professor Emeritus Cindy Hazell has enjoyed a distinguished 32-year career. Throughout this time, Cindy has been a teacher, curriculum developer, coordinator, chair and dean. This lifelong educator reflects on the value of self-directed learning, and Seneca's evolution from a "community college" to a globally renowned degree-granting institution.

When did you realize you wanted to be a teacher? Even as a little girl, I was an academic. It drove my brothers and sisters crazy. I would convince all my cousins to play school—whether they wanted to or not—and I was *always* the teacher.

What was your first position at Seneca? I joined the Centre for Independent Learning (CIL) as a faculty member in 1980. I left my job at the CN Tower and wrote curriculum for CIL's new Tourism (Hospitality) program.

What is the biggest difference in how students learn today? The use of new technologies that allow students to self-direct their studies, while accessing curricular resources anytime, anywhere. These same pedagogical principles were there when I started at CIL. We just didn't have the technology to support them.

You've been at the forefront of so much change during your tenure.

What stands out? One of the biggest changes has to do with our institutional

mandate. In 1967, we were created as a community college, where "community" meant local. Now, the definition of "community" for Seneca is global.

Are there certain moments that have stayed with you? In 2001, I was appointed Vice President, Academic one day after Dr. Rick Miner became president. Soon after, the government issued a call for proposals for institutional differentiation. It's pretty exciting when the government says, "We've decided that some colleges may be ready for a broader mandate with degree granting authority. Send us your vision."

Who is your mentor? When I was a young teacher, my mentor was Bill Riddell, the founder of CIL. In one of my early performance appraisals, he told me I had the potential to become the Vice President, Academic. He likes to tell that story!

You coined the phrase "flexibility without compromise." What does that mean to you? As a College, we must recognize that we have the creativity and resources to assist our students through almost any circumstance—that's the flexibility piece. Without compromise has to do with academic integrity. That's non-negotiable.

What's next for you? I'm sure I will go back to the classroom to teach at some point. I don't know where or when. First, I'll focus on finishing my PhD.

It must be fun to be a student again Oh, I love that. As I've been going through my doctorate, I've been the "matron" of the class. When people are talking theoretically, I'm providing the applied learning—the real life examples.

How optimistic are you about Seneca's future? Very. It's difficult to walk away when there are so many amazing things happening. People recognize the value of a Seneca education, and that's something in which all Senecans should take pride.



In recognition of her remarkable tenure at Seneca, the College has established the Cindy Hazell Award, which will support non-direct students in financial need. To contribute, visit senecacollege.ca/donate



NITISH VERMA ELECTED STUDENT BOARD REPRESENTATIVE

Nitish Verma has been elected the new student representative on the Board of Governors.

Nitish is an international student who is in his third semester of the Computer Networking and Technical Support program at Seneca@York. He is also currently serving as an ambassador with the Seneca Student Federation. His one-year term on the Board began September 1.

The Board of Governors would like to thank all of the student candidates who ran in the election.

ARRIVALS

Dr. Joy McKinnon is Seneca's new Vice President, Academic. Joy joins the College from Algonquin College, where she served as Vice President, Business Development. She also held the positions of Vice President, International and Applied Research and Dean of Technology at George Brown College.

Amy Tong has joined Seneca as Vice President, Finance and Administration. Most recently, Amy was Chief Operating Officer at the United Way of Toronto. She has also held vice-president positions in finance and administration at UNICEF Canada, TrizecHahn/CN Tower and the Addiction Research Foundation.

Jody Boxall is Seneca's Director of Finance. Previously, Jody was at Appleby College, where she was responsible for finance and administration. Jody has also held positions at McMaster University, where she provided senior level financial leadership and expertise within the Faculty of Health Sciences and for the University at large.

Kelly Jackson is Seneca's new Director of Strategic Planning and Public Affairs. Prior to joining Seneca, Kelly was Director of Policy for the Ontario Minister of Education, having previously served as Senior Policy Advisor to the Minister of Training, Colleges and Universities, and Research Project Manager at the Centre for International Governance Innovation.

Dan Sibley has joined Seneca as Director, Human Resources. Most recently, Dan was Vice President, Human Resources at the Canadian Diabetes Association. He has also held senior positions at the City of Brampton, Sheridan College and the Children's Aid Society (Toronto and Hamilton).

RETIREMENT

After a 36-year career at Seneca, **Stan Talesnick** has retired as Dean, Faculty of Workforce Skills Development. Stan began as a faculty member in the Outdoor Recreation program in 1976. He has worked in several areas of the college since then, spanning multiple campuses and community sites. For his philanthropic contributions, Stan received the 2011 Senecans of Distinction Award.

Martha Lowrie retired after more than 30 years of service with public agencies, including the Ministry of Industry and Tourism and the Addiction Research Foundation. Martha started at Seneca as Assistant Director of Marketing and Communications in 1997. Since then, she has held a number of senior roles, including Executive Director of Alumni Affairs and, most recently, Director of Marketing and Communications.

With more than 29 years of service to the Seneca community, **Paul Sloggett** has retired as a Coordinator and Professor with the Real Property Administration program. He is a graduate of Seneca's Municipal Administration program and has served as President of the Alumni Board of Directors. In 2006, Paul received the College's Distinguished Alumni Award.



IN MEMORIAM - LYNN CARUSO

The Seneca community was deeply saddened by the loss of Professor and Coordinator Lynn Caruso, who died after a valiant fight against cancer.

Lynn started her career in 1999 as a part time teacher in the School of Early Childhood Education (ECE). In 2002, she was hired full-time.

The project that became Lynn's legacy at the College was the "Students Crossing Borders" program. This gave students the opportunity to volunteer in poverty-stricken areas of Jamaica, providing training and services to children and educators.

Lynn's enthusiasm for supporting students came across in all her activities as a first-year academic coordinator. If she wasn't teaching, Lynn's office door was always open to students, helping them with course work, as well as relationships, health and money.

She made time for everyone, even when she returned to work after completing her last chemotherapy treatments.

Lynn taught us some important lessons: Say yes more often; commit to things 110 per cent and follow through; always say thank you; celebrate others' successes; and be the last one in the room to stop clapping.

Her accomplishments continue to resonate across the College. She will be deeply missed. - Dale Long, Professor, School of Early Childhood Education

An endowment has been established in Lynn's honour in support of Student's Crossing Borders. Make a contribution at senecacollege.ca/donate

BACK IN THE DAY

A pioneering vision for post secondary education

Dr. Frederick W. Minkler (right) breaks new ground with Seneca's founding president Dr. William T. Newnham.



IT ALL STARTED IN 1968 with a pioneer, a pair of shovels and a vision.

A vision that great things were going to happen on the farmer's field that we would eventually call Newnham Campus. Two shovels instead of one turning the sod at 1750 Finch Avenue to signify the magnitude of that vision. And a pioneer in education who had the foresight to know the campus would be a vibrant and exciting place, anchoring the growth of Seneca into Canada's largest college.

That pioneer, the first chair of Seneca's Board of Governors, was Dr. Frederick W. Minkler. And four decades later, when the number of students at Seneca has grown from less than 2,000 to 100,000, Seneca honours this architect in education.

On April 12, 2012 Seneca held a dedication ceremony hosted by President Agnew to name the atrium in the new A+ Building at Newnham Campus the *Minkler Atrium*. Among the many guests were former Canadian ambassador, speaker of the Ontario Legislature and Seneca alumnus Alvin Curling; David Zimmer, MPP of Willowdale; Claire Westcott who worked for the Honourable William G. Davis and helped set up the Ontario community college system; and three former Seneca presidents, including founding president William T. Newnham.

In 1968, Dr. Newnham broke ground on the site of what would be called the Finch Campus, alongside Dr. Minkler (the campus would later be re-named in Dr. Newnham's honour). During a touching speech at the Atrium dedication ceremony, Dr. Newnham said, "We have this site because of Dr. Minkler. It was due to his efforts that we settled in this spot – with traffic lanes beside us and 62 glorious acres to fill." Dr. Newnham recalled Dr. Minkler's words from that historic day: "Great things are going to happen on this site and in this building."

Sadly, Dr. Minkler died shortly after the campus opened.

The name "Minkler Atrium" was selected from among hundreds of entries in a naming contest. Since it opened last fall, the three-storey Minkler Atrium has become a popular hub at the Newnham Campus, with much-needed study space, a student lounge, computing commons and a café.

The Atrium is adjacent to where the Minkler Auditorium was located. It closed in 2001 to make room for classroom space, an expanded library and a larger computing commons.

– *Renata Dinnocenzo, Executive Director, Office of the President*

To view the Minkler Atrium Dedication Ceremony and montage of photos:
senecacollege.ca/event/atrium-dedication-ceremony/photos.html

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