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## **MOHAWK COLLEGE REPORT - APRIL 2005**

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*Based on the 2004 – 2007 Strategic Plan  
and 6 Cornerstones for Achieving Our Mission*

### **THE COLLEGE OF CHOICE – THE CHAMPION OF STUDENTS**

- 1.1 Pat Kolodziejcki and Janice Shearer from the Marketing Program, together with members of the College's High School recruitment team, acted as judges at the DECA Provincial competitions held in Toronto on February 7th. DECA is a high school Marketing student association, and the event was treated as a possible student recruitment strategy. 3400 students were involved in the competition, with 246 winners heading to the next level of competitions to be held in Anaheim, California. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.2 Janice Shearer from the Marketing Program confirmed that so far 12 local high schools have committed to the Mohawk College Marketing Competition, which will be held at the Fennell Campus on May 18th, 2005. Janice is working hard to solicit financial and product support from the local community. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.3 The Ontario Insurance Adjusters Association invited the second year insurance students to their annual Job Fair and Trade Show at the Toronto Metro Convention Centre on February 2. Julie Ryan, Coordinator of the Insurance Program and Lloyd Hobbs, faculty member, accompanied 55 students to the event. The OIAA sponsored the transportation to Toronto and also invited Julie Ryan and Lloyd Hobbs to attend their executive lunch. The students met approximately 20 companies from the Industry at the Job Fair and enjoyed spending time at the Trade Show visiting the many booths of insurance related supporters. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.4 A successful First Year Orientation for February Intake for both Office Administration and Tourism & Travel was held on Monday, January 31st. Approximately 50 students attended and were welcomed by the President, Executive Dean, Dale Schenk, Student Life, MSA, and the Health Clinic. Students broke into their respective groups for program information and a chance to meet each other and their professors. A free pizza lunch was provided by the MSA. Tours of the College were conducted by students currently in both programs through Student Life. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.5 On Thursday, February 17th, Art Domenicucci, Chair of Business Management Programs, Julie Ryan, Coordinator of the Insurance Program and faculty members Lloyd

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Hobbs and Pat Harmer attended the Insurance Institute Hamilton/Niagara Chapter's annual awards dinner at Michelangelo's in Hamilton. Students who successfully completed their professional insurance designation, Chartered Insurance Professional, (CIP) were honored and received their certificates. There were 20 recipients and 8 were past Mohawk Insurance Diploma graduates. Lisa Jaklitsch, who was also a Mohawk graduate from the program, was one of the evening's prize winners being the runner up for top CIP graduate. The Institute held a 50/50 draw with proceeds going towards the CIP Society-Hamilton/Niagara Chapter Mohawk Scholarship.

[Submitted by Dale Schenk, Executive Dean, Faculty of Business]

- 1.6 During February, two Office Administration Legal classes attended scheduled visits to the John Sopinka Court House in Hamilton. Both classes observed a civil jury trial in progress, with His Honour Mr. Justice Nick Borkovich presiding. Justice Borkovich was extremely supportive and welcoming and he addressed the students in a question-and-answer period during the morning court recess. The Plaintiff and Defense counsel also discussed the material facts of the case at hand while the jury deliberated their verdict. This trial observation experience certainly put realism into motion, and brought the theory of classroom instruction to life for the students. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.7 As part of an emphasis on marketing and specifically promotion, Small Business Management students were invited to tour the following businesses: Joey's Only Seafood Restaurants, Pegasus Direct MailWorx, Moe-tion Picture Productions, Jackson Square Mall and Hamilton Bulldogs hockey team. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.8 Business Studies students recently attended several business networking events, including TEAMbiz, held at Hamilton's Small Business Enterprise Centre, and the Hamilton Chamber of Commerce's Business after Business networking events, held at various local businesses' locations. Several Business Studies students also attended the Canadian Restaurant & Foodservice Association's "Food & Beverage Show" on February 21 with Professor Mike Piczak. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.9 Program Coordinator Reid MacWilliam partnered with Rick Morgan of the firm Strategic Direction to involve Small Business Management students in a re-branding project, which so far has included questionnaire development and a telephone survey which yielded a sample of approximately 200 responses. The students who are participating in this project will share in the data analysis with Mr. Morgan and then present their

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findings to the class. The client is Rick Bullas, a former Advisory Committee member and long-time supporter of the program and owner of Bullas Firestone Automotive in West Hamilton. Rick Morgan, who maintains an office with Jan Kelly Marketing in Burlington, is a 38-year veteran of research and strategic consulting for blue chip firms across Canada. One of his early achievements was performing the research that led to the long-lived slogan for Dofasco: *“Our product is steel. Our strength is people”*.  
[Submitted by Dale Schenk, Executive Dean, Faculty of Business]

- 1.10 As part of the marketing element of their program, Small Business Management students recently had the opportunity to tour the Canadian Warplane Heritage Museum, Limeridge Mall and the Hamilton Spectator. Students learned how each organization marketed itself and discovered how Limeridge Mall and the Hamilton Spectator helped businesses to promote their products and services. Students reported that this was one of the most exciting trips this year. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.11 Guest speakers in the Business Faculty during March included representatives of the Small Business Enterprise Centre, the Ontario Ministry of Labour and the Business Development Bank of Canada. Mario Morel, President of the Toronto firm, ‘Your Privacy’, spoke to the class about new privacy legislation. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.12 Mohawk College Extramural Men's Hockey team, coached by Gary Sawchuk of the Faculty of Business are currently enjoying an impressive winning streak! The team recently played St. Claire College and Ridgetown College and won both games with an impressive score of 10 to 1. The Team also defeated the defending champions, St. Lawrence College in the final to win the St. Claire Hockey Tournament Championship. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.13 Fraud Investigators from the Insurance Bureau of Canada, Gary Robertson and Kate Ryan visited the College in March. First and second year Insurance students heard presentations on global organised crime in relation to auto fraud and fraudulent Accident Benefit claims. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.14 On March 16, Julie Ryan, Coordinator of the Insurance Program and Pat Harmer, faculty member attended the Insurance Brokers Association of Hamilton's monthly lunch meeting at the Chamber of Commerce. Four second year students were sponsored to attend and hear Bill Star, President of Kingsway General Insurance, speak on current insurance industry issues. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]

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- 1.15 The HB Insurance Group were on campus on March 17 to conduct interviews with first year insurance students seeking summer employment. The HB had 6 positions available and had offers for the students of not only summer employment but also part time employment during the school year. These students are frequently offered full time employment upon graduation. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.16 On March 23, Aviva Canada visited the College to interview first year Insurance students for part time positions in their claims call centre in Hamilton. This is an annual event and those students who are hired continue to work part time throughout the school year and secure full time positions with Aviva upon graduation. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.17 The Insurance Program's annual Mock Interview/Industry Night was held on March 24. Twenty five employers from all across the Insurance industry were in attendance and all had between 3 to 6 positions available for future graduates. The sixty, second year students who attended were required to dress formally for the interviews and to bring along their resume. They spent the evening visiting all the employers and discussing possible future careers. Julie Ryan, Coordinator of the Program welcomed the employers and Lloyd Hobbs, faculty member introduced special guest speakers, Al Hanks, Manager, Dominion of Canada Insurance Company and Domenic Tessone, partner, Dalton Timmis Insurance Brokers. Both were able to give the students helpful tips on how to write a professional resume and how to conduct a successful interview. Dale Schenk, Executive Dean of Business, also welcomed the guests and thanked them for their support of the program and the students. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.18 On March 30, Julie Ryan, Coordinator of the Insurance Program and Lloyd Hobbs, faculty member attended the Ontario Insurance Adjuster's Association monthly lunch meeting at the Royal Botanical Gardens in Burlington. Two second year students were invited to attend as special guests. Mr. Glenn Gibson, CEO of Crawford Adjusters Canada and also a Mohawk alumni was the special guest speaker. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.19 The Dominion Of Canada hosted an Open House at their Oakville location on March 30 and invited the second year insurance students to attend. Julie Ryan, Coordinator of the Insurance Program, accompanied approximately 30 insurance students to this event. The students were encouraged to bring resumes and meet with Dominion of Canada's

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HR people for future employment positions within their organization. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]

- 1.20 On February 10, 2005, 25 Human Resources Management Post Diploma Students accompanied by Professor Jill Leedham attended a dinner meeting of the Hamilton Chapter of the Human Resources Professional Association of Ontario. The meeting provided the students with the opportunity to network with HR professionals, learn more about membership in the association and to hear a presentation on Dispute Resolution in the Workplace. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.21 12 high schools from Hamilton, Dundas, Ancaster, Waterdown and Brantford will take part in the Mohawk College Marketing Competition, to be held at the Fennell campus on May 18th. A variety of events will take place on the day including, retail merchandising, retail display, marketing case analysis, sales presentation and a quiz bowl. This event will bring over 200 students to the College campus. Sponsors for the event include the Limeridge Mall / Cadillac Fairview, McGraw Hill Ryerson, Thompson Publishing, the Hamilton Spectator, Xerox Canada, and Pearson Publishing. The event is being organised by Janice Shearer from the Faculty of Business. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.22 The Business Studies Department Annual Awards Ceremony was held on March 23. This year the Department was fortunate to obtain four new awards: Dr. Lawrence Hewick Award, Executive Dean of Business Awards, Select Professional Award and the IAPP Quintus Chapter, Student Administrative Professional Award. During the evening Bob Kirkpatrick, a program graduate and owner of 'Don't Fret' Musical Instruments in Burlington, was awarded the Winners' Circle Award for Entrepreneurial Achievement sponsored by the Hamilton Chamber of Commerce. The evening was a great success and special thanks go to our 45 award donors, as without them this event could not happen! [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 1.23 The Child and Youth Worker Student Success Pilot Project has been initiated. A number of students from this program were referred to Counselor Heather Drummond, for assistance with their success in the program. As the project progressed, more students from the same class sought assistance for themselves. The referral process has been successful in making students aware of the counseling services available to them and has had a positive effect on student success and retention. [Submitted by Catherine Drea, Vice President, Student and Learning Services]
- 1.24 Over 40 students attended an information session conducted by Lakehead University's

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Dean of Engineering, Dr. Henri Saliba, on Sunday March 6, 2005. Dr. Saliba described how students from Mohawk's three year Technology diploma graduates, can obtain a Lakehead Bachelor of Engineering degree in Chemical, Civil, Electrical or Mechanical Engineering fields. Betty Chou, of our Recognition of Learning department, organized this event, with the assistance of Virginia Mowery of the Student Development Division, Linda Epplett of Mohawk's Faculty of Engineering Technology and Susan Childs of Lakehead's Faculty of Engineering in Thunder Bay. [Submitted by Catherine Drea, Vice President, Student and Learning Services]

- 1.25 A group of senior leaders from the University of Michigan in Flint (UMF) visited Mohawk College on Monday March 7, 2005. A delegation led by Provost and Vice Chancellor of Academic Affairs, Dr. Renate McLaughlin, and Dean D. J. Trela of the College of Arts and Sciences came to sign a unique partnership with Mohawk President MaryLynn West-Moynes, Executive Deans Rosemary Knechtel and Louise Bockner. This agreement would permit a Mohawk College graduate with a grade average of 75%, to complete UMF's Bachelor of Applied Science (BAS) degree in two-year program. Approximately 50 students, faculty and staff from both institutions attended the ceremony organized through the combined efforts of Mohawk's Betty Chou and Ron Holgerson along with UMF's Jennifer Hogan and Mel Serow. [Submitted by Catherine Drea, Vice President, Student and Learning Services]
- 1.26 Students from the Broadcasting Television and Communications Media Program interviewed Donna James, Coordinator, Peer Tutor Program about the new Peer Tutor Centre and the positive impact it was having on Mohawk students. During the weeks of March 14, 21 and 28, 2005, Peer Tutor Program surveys were completed by both tutors providing the service and tutees receiving the service. The number of students accessing the peer tutoring service is increasing steadily as students prepare for their final exams. [Submitted by Catherine Drea, Vice President, Student and Learning Services]
- 1.27 Martha Fox, Co-ordinator, Dispute Resolution and Human Rights held two in-class workshops for cooperative education students to provide them with an overview of conflict resolution skills and Human Rights awareness prior to the students beginning their work terms. [Submitted by Catherine Drea, Vice President, Student and Learning Services]
- 1.28 Poster and essay contests were held at the Brantford campus sponsored by the Brantford Campus Diversity Awareness Group. The contests focused on the theme, "Promoting Acceptance and Diversity Awareness" and marked the UN Week of Solidarity and Peoples Struggling against Racism and Racial Discrimination. Prizes for the contests were awarded at the Brantford Campus Awards Ceremony on Friday April 1,

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2005. [Submitted by Catherine Drea, Vice President, Student and Learning Services]

- 1.29 Students at the Fennell Campus celebrated both Black History Month (February) and Anti-Racism Day (March 21, 2005) with poster and communication contests and celebratory ethnic dances. Prizes were awarded for the contest winners. [Submitted by Catherine Drea, Vice President, Student and Learning Services]
- 1.30 International Education recently held three Career Planning seminars designed to support students in preparing them for the job market. International students were encouraged to access College resources to support their cause. Many graduating students who cannot find jobs often consider applying to a Graduate Certificate Program. In addition to supporting their success strategies International Education also solicits their support as Alumni Ambassadors offering support to prospective students applying from their home countries. Four placements were facilitated and used as examples to the rest of the audience. [Submitted by Louise Bockner, Executive Dean, International Education]
- 1.31 The 3rd annual International Education Student Celebration was held on March 3, 2005. Approximately 225 people attended the event held to recognize the contribution international students make to Mohawk College by enhancing the cultural diversity of the College. Awards for outstanding achievements were given to some of the students. The evening also included an indigenous people's blessing, East Indian dancer, whu shu demonstrators, Latin dancers, Chinese lion dancers and African dancers. [Submitted by Louise Bockner, Executive Dean, International Education]
- 1.32 The Math Department donated two prizes to the Bay Area Science and Engineering Fair to be awarded to projects incorporating statistical analysis of data or mathematical modeling. John Kezys, Gillian Leek, and Tom Sutton professors in the Math Department judged and awarded the prizes. [Submitted by the Math Team.]
- 1.33 In support of Cornerstone 1, celebrating student success, the Math Department is pleased to congratulate Andrea Buzzard, a student in Chemical Engineering Technology, and Lacey Williams, a student in Enterprise Business on winning the Wilf Hodgson Mathematics Excellence Award. Both students had a minimum of A in all their math courses at Mohawk College. Congratulations, Andrea and Lacey. [Submitted by the Math Team.]

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- 1.34 Tom Sutton, professor in the Math department, attended the Western Canada Chemistry Student Conference held at SIAST (Kelsey Campus) in Saskatoon on March 18 and 19. He was invited to judge the presentations in his capacity as the President of the Canadian Society for Chemical Technology. There were over fifty students and faculty attending from SIAST and NAIT with thirteen presentations. This conference was similar to the one held here at Mohawk on November 5, 2004. [Submitted by the Math Team.]
- 1.35 Kathryn (Kate) Macnamara a McMaster Mohawk Conestoga BScN Student (Mohawk Site) was the first female across the finish line with a time of 1 hour 58 minutes and 7.6 seconds in the annual “Round the Bay” road race in Hamilton, Ontario, March 2005. [Submitted by Rosemary Knechtel, Executive Dean, Health Sciences and Human Services]
- 1.36 The Alumni Department distributed over 280 graduate packages during convocation ceremonies on Thursday, February 10, 2005, at the Fennell Campus. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.37 In support of the ACAATO advocacy campaign, the upcoming issue of the Alumni magazine “In Touch” includes an article and advertisement requesting Mohawk College Alumni to add their voice for increased government funding. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.38 The 2004 Premier’s Awards Banquet was held on Monday, February 21, 2005, at the Westin Harbour Castle Hotel in Toronto. Mohawk College alumnus, Dominic Agostino, was the recipient of a posthumous award in the Community Services category. Domenic’s brother and sister accepted the award in his honour. This is the first time a posthumous award has been presented. Four out of five of Mohawk College’s 2005 Premier Award nominees and their families attended the event along with Alumni Relations Manager, Wendy Makey, and Executive Director, Community Relations, Advancement, Alumni and Awards, Debbie Logel Butler. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.39 The Alumni Department joined in a partnership with Convocation Flowers to sell roses at the Fennell campus on Valentines Day, Monday, February 14, 2005. Assorted colours and pre-ordering were available to accommodate students and staff wanting to buy for their loved ones. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.40 Travel agency, *Tripcentral.ca*, donated a lovely decorative chest full of gourmet foods to the Alumni Department for a revenue generating opportunity. Tickets were sold and the

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gift basket was raffled on Valentines Day. Andrea Pearcy, Support Service Officer, (Humanities and Social Sciences Department) was the lucky winner of the gift basket. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]

- 1.41 Plans are underway for a joint Mohawk College/Alumni Association first-ever golf tournament. Mark Saturday June 11<sup>th</sup> in your calendars. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.42 The award winners for a juried exhibition of ceramic work are: Chris Sora, Marlene St.Louis, Sarah Quinlan, Shoona Cook, Neva Grieg, Audrey Nimmo, Linda Tuddenham and Bonnie Comer. The Continuing Education Pottery students, Stoney Creek, were challenged to create ceramic work that would fit in a Cone Box (a small box that usually houses studio materials). Examples of the artists' work were showcased in F wing from March 18 to April 8. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.43 Continuing Education graduates of the Photography and Visual Arts Certificate Programs responded to employment opportunities such as: wedding photographers, group photographer, airbrush artist, mural painter and as an architectural draftsman. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.44 Continuing Education launched IntelliResponse® on the CE website at the end of March. IntelliResponse provides visitors to the CE website to ask natural language questions and receive immediate responses. This service provides a faster turnaround time for answers and should reduce the volume of email coming into the Continuing Education email account. Please visit <http://cecat.mohawkcollege.ca> [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.45 Helen Hardmeier, a student in the Continuing Education Floral Intermediate Level program, was declared First Place winner of the "Theme" category at the Annual Intercollegiate Floral Design Competition that is part of the Canada Blooms Garden Show held at the Metro Toronto Convention Centre held from March 9 - 13. The Ontario Flower Growers Co-operative in Mississauga sponsors the competition. Each year, five Colleges compete in two categories: Theme and Bridal. Our representatives in Theme section were Helen Hardmeier, Jessie Herdes and Kathy Fuller. Our representatives in the Bridal category were Robert Bates, Michelle Julian and Jennifer Kritzer. Joanne Webb instructs all students. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]

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- 1.46 Brian Middleton, a student in Continuing Education Floral Techniques Basic program was selected to display five pieces of Botanical Watercolours at the Canada Blooms Garden Show held from March 9 – 13. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.47 The Library and Information Technician Diploma Program offered through Distance Education, Continuing Education, continues to increase in popularity. In the Winter 2005 term. There are 467 student enrolments in the Library program courses in addition to registrations in non-library courses that are also required, such as computer, general education, and English courses. These enrolment numbers reflect the highest registration that has been experienced to date: a 6.9% increase over Winter 2004 and a 125% increase over Winter 2001. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.48 Seven hundred worthy student recipients will be selected to receive scholarships and awards at the Spring Awards ceremonies taking place in the months of March, April and May. Approximately, three thousand people will be in attendance at these celebrations including staff, faculty, donors, student recipients and their family members. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.49 The Chamber of Commerce Athena Committee held their educational breakfast on February 16 and announced a new joint Mohawk College/Athena Committee Bursary. This bursary is in support of mature female students in the pursuit of continuing their education at Mohawk College who are experiencing financial difficulties. Applicants must demonstrate volunteerism in the community and submit a maximum two-page submission explaining why she is deserving of the ATHENA Life-Long Bursary. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 1.50 **One-Stop Shopping Initiative for Student Services**  
The development team for the One-Stop Shopping initiative for Student Services have completed the task of identifying the customer service needs to be included in the one-stop initiative.

A subcommittee of the team has been established to implement a pilot project for September 2005 at the Fennell Campus. Some of the initiatives that are currently being worked on for the Fall 2005 pilot project include:

- X implementation of a core cashiering system in Room C07 so that student payments

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can be accepted in the Registration Centre.

- X training of staff with respect to understanding the student account, student photo ID and the core cashiering system.
- X streamlining of the parking permit registration and payment process. Initiatives currently being considered for implementation include: reduction in the number of permits available, on-line registration and payment; and mailing of parking permits to students during the summer months. In addition, in order to reduce potential parking permit line-ups during the start-up, students will be informed that they will not be ticketed during the first two weeks of class.
- X enhancements to the student locker rental system currently under consideration include: improving the user friendliness/interface of the existing system; providing maps, identifying locker location; and providing students with additional information for eliminating past issues/problems; e.g. full locker, half locker description.
- X the IntelliResponse web-based software module for full-time postsecondary and apprenticeship students has been purchased. IntelliResponse will provide students with the opportunity to ask questions and obtain answers on the web. The next step is to develop a database of potential questions and answers.
- X additional resources required to implement the Fall 2005 pilot project initiatives will be identified with cost estimates in the near future.
- X the final report on the One-Stop Shopping Initiative for Student Services will include a review of the initiatives undertaken for the Fall 2005 pilot project.

[Submitted by Dick Raha, Vice President, Finance & Administration]

- 1.51 Anthony D'Alessandro, Director of Facilities Planning and Property Services met with two student representatives of the Mohawk Muslim Students Association to discuss a proposal to use the existing large Muslim Prayer Room (TP6) as a non-denominational place of pause and reflection for all students and staff. The students have agreed to the use of TP6 as a non-denominational place of pause and reflection. A room usage policy and reservation system will be developed in time for the start of the Fall 2005 semester.

[Submitted by Dick Raha, Vice President, Finance & Administration]

- 1.52 On Wednesday March 23<sup>rd</sup>, another successful Popsicle Stick Bridge Building contest was held, coordinated mainly by Peter Olynyk and Paul Cronkwright of the Building and Construction Sciences department. Bridges were tested during the College competition during the day (including an entertaining Celebrity competition at noon) and at a highly competitive evening competition for secondary school students.

The AMAZEBOT programming competition was held in conjunction with the Popsicle Stick

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Bridge competition. Sun Microsystems awarded cash prizes of \$500, \$250 and \$100 cash to the top three competitors. Bonnie Kooistra of Sun Microsystems was in attendance to hand out the prizes. The three winners were: Aravin Duraikannan (1st), Guodong Zhu (2nd) and Dave Gill (3rd). A version of AmazeBot was held in the evening for high school competitors. Kyle Allison and Chad Fullerton students from Westmount high school received a \$250 cash prize from the Computer Science and Information Technology department.

In addition, Shannon Kyles, Professor, Building and Construction Sciences, ran a “Mad for Cad” Autocad competition during the day and evening. Marla Robinson, Professor, Motive Power and Stoney Creek Programming, with assistance from faculty and staff at the Stoney Creek campus, ran hydraulics and electronics competitions during the day, which were featured on simulcast at the “main event” in the Fennell gym. Congratulations to all participants, winners, and especially to the organizers of a highly successful technology showcase event. [Submitted by Cheryl Jensen, Executive Dean, Faculty of Engineering Technology]

- 1.53 As part of the Grand River Region School College Work Initiative, Mohawk College was pleased to host a tour of the Brantford and Fennell campuses that involved approximately 170 students attending Nipissing University in Brantford in the concurrent education degree program offered through Laurier/Nipissing University. This tour was part of various initiatives that have been offered under an umbrella project as part of the School College Work Initiatives program since a new Regional Planning team was formed in spring of 2004. This team is composed of representatives of the two School Boards in Brant Haldimand Norfolk, (Grand Erie District School Board and Brant Haldimand Norfolk Catholic District School Board), the two Universities in the area (Laurier Brantford and Nipissing University), and the two Colleges in the area (Mohawk and Fanshawe).

The tour was part of these initiatives and intended to familiarize the young students who will become teachers in the Elementary or Secondary panel, with the opportunities that the College system can offer to young people. Starting at the Odeon with an orientation to the day, the tour progressed to the Brantford campus where a total of 10 tour group leaders showed the students the facilities including both the post secondary and the skills and apprenticeship areas. The tour then progressed to Fennell campus where additional tour guides through our High School liaison department helped to supplement the other tour group leaders. The tour was completed with a meeting to debrief and for questions and answers in F118.

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It was felt by all that this event was a huge success, and feedback from the participants indicated that the students were amazed at the size and scope of the College's facilities and programming, and most impressed with the variety of options available within the College's array of post secondary and trades options. This familiarization will be a great bonus for these teachers in their efforts to make young persons aware of the variety of post secondary options and encourages the promotion of the College as an equal partner with Universities in the education and training of our youth. A special thanks is extended to the faculty and staff of the Brantford campus who were involved in this initiative that included planning and preparation in an event that is quite different than their normal duties. All participants tackled it however with much enthusiasm and commitment.

Other initiatives that have been now offered through the Grand River Region School College Work Initiative included partnering student teachers with their School mentor and a College teacher, and two other projects which involved participation in Career Fairs to highlight and encourage more males to consider careers in the Human Services sector. The special funding for these special events is primarily targeted toward the bussing required for the students to attend these events and the supply teaching costs to back off the teacher participation.

[Submitted by Douglas Baker, Executive Dean, Brantford & Applied Arts]

- 1.54 During the week of March 14<sup>th</sup>, recruiters from the Edmonton Police Services came to Mohawk College in conjunction with the Public Safety and Security Recruiting Fair conducted on campus Friday, March 11, 2005 came specifically to see the soon-to-be graduating students the Public Safety and Security Department. Don Vail, professor in the PS&S program, provided this forum for the outside employer to try and recruit students from our programs. 75 students from the Public Safety and Security Department listened to their sales pitch and 63 stayed to write five hours of tests to see if they'd be eligible for one of the new positions. [Submitted by Douglas Baker, Executive Dean, Brantford & Applied Arts]

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### ACADEMIC EXCELLENCE AND INNOVATION

- 2.1 Representatives, Pat Anderchek and Linda Munro, from the department of Innovation and Applied Research, attended the “Assessing Teaching in Higher Education: Practices, Problems, and Progress” at the University of Guelph on February 21 and 22, 2005. This conference focused on the critical examination and debate of issues around the assessment of teaching. It included the various tools and mechanisms used to gauge teaching effectiveness and the “scholarship of teaching”. The conference afforded the opportunity to network with colleagues from Sheridan and Fanshawe, where teaching and learning quality initiatives similar to Mohawk’s Learning Excellence project are underway. [Submitted by Catherine Drea, Vice President, Student and Learning Services]
- 2.2 The 2005 Innovations Conference hosted by the League for Innovation in the Community College, took place in New York City during the second week in March. The League, an international organization representing more than 750 colleges and 120 corporate partners, brings together some of the most progressive teachers and leaders in colleges. Members of our own Innovation and Applied Research department were in attendance, and engaged in over 60 forums, roundtables and other sessions, which will positively influence teaching and learning at Mohawk College. [Submitted by Catherine Drea, Vice President, Student and Learning Services]
- 2.3 Innovation and Applied Research hosted Worldwide Instructional Design System (WIDS) workshops in March that included Mohawk staff as well as participants from George Brown College, Niagara, Durham and the Mitchener Institute. These participants are now certified by WIDS to deliver additional training resulting in revenue generating opportunities with external constituents. [Submitted by Catherine Drea, Vice President, Student and Learning Services]
- 2.4 On Tuesday February 22nd, Chris Blackwood, Chair, Building and Construction Sciences department and Corinne Ethier, Chair, Computer Science and Information Technology department represented the Faculty of Engineering Technology at Lester B. Pearson’s high school career evening. Hundreds of students, parents and teachers attended the career fair to learn more about careers available to them. [Submitted by Cheryl Jensen, Executive Dean, Faculty of Engineering Technology]
- 2.5 Sharon Scollard, Professor, Computer Science and Information Technology department attended the Association of Computing Machinery - Special Interest Group, Computer

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Science Educators conference during study week. This 4 day conference for post-secondary Computer Science Educators included 1200 participants from 23 countries. Some of the many topics discussed were copyright and trademark laws, teaching techniques in Software Engineering, retention strategies and attracting women and minority students into Computer Science. Other interesting discussions included the new field for computer gaming and new software for introducing programming concepts to students. [Submitted by Cheryl Jensen, Executive Dean, Faculty of Engineering Technology]

- 2.6 On March 3<sup>rd</sup>, Bill Brimley, Chair, Mechanical and Industrial Engineering Technology and Chemical and Environment Technology department, Sandy Willett, Co-ordinator, Student Recruitment, Cindy Mehlenbacher and Dan Wilson, Professors, Chemical and Environmental Technology department met with Klaas Walma from the Hamilton-Wentworth District School Board to discuss pathways from area high schools into Mohawk College's Biotechnology Technician program. This is part of the Faculty's larger initiative to develop pathways for every program within Engineering Technology, from the secondary school curriculum. [Submitted by Cheryl Jensen, Executive Dean, Faculty of Engineering Technology]
- 2.7 Bill Brimley, Chair, Mechanical and Industrial Engineering Technology and Chemical and Environment Technology department and Dan Wilson, Professor, Chemical and Environmental Technology department attended the March 7<sup>th</sup> luncheon with representatives from the University of Michigan-Flint. The articulated pathway permits any Mohawk College graduate with a 75% average to enter the University of Michigan-Flint's 4-year Bachelor of Applied Science program and complete the Bachelor of Applied Science degree in two years' time. [Submitted by Cheryl Jensen, Executive Dean, Faculty of Engineering Technology]
- 2.8 On March 10<sup>th</sup>, 35 Pre-Technology students, together with Professors Jane Farwell and Jane Wang, of the Mechanical and Industrial Engineering department toured Toyota Motor Manufacturing Canada in Cambridge. The students had a great time and found this trip to be a wonderful learning experience. It was a unique opportunity to witness state-of-the-art high volume production, which was complemented by the class discussions about assembly, material handling and automation technologies. Bill Brimley, Chair, Mechanical and Industrial Engineering Technology and Chemical and Environment Technology department made a presentation to these students on March 16<sup>th</sup>. He described the different Engineering Technology programs, which the students could commence in Fall 2005, upon successful completion of this program. [Submitted by Cheryl Jensen, Executive Dean, Faculty of Engineering Technology]
- 2.9 Mohawk College and Lambton College are working together to submit a joint proposal for

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Phase II of the Ontario Human Resources Chemical Sector Committee (OHRCS) initiative. The two colleges will create a proposal that shares the responsibility of the project, drawing on the expertise of both schools. Lambton College will undertake the review of the Chemical Operators and Instrumentation/Electrical Maintenance focus of Phase II and Mohawk will undertake the Laboratory & Quality Assurance Personnel and Mechanical Maintenance portions. We look forward to creating this submission and hope to have an ongoing role in this valuable project that promises to respond to the anticipated challenges in Ontario's Chemical Sector. [Submitted by Cheryl Jensen, Executive Dean, Faculty of Engineering Technology]

- 2.10 The Mohawk College, Public Safety and Security Program hosted an Educational Summit at the Brantford Campus from March 8<sup>th</sup> to 11<sup>th</sup> inclusive. The major thrust was to provide a conference type format for approximately 700 students in the program. The event was also opened to an additional 100 participants from the Law Enforcement and Security sectors. Many professors from the Public Safety and Security Program were involved in the development of the summit under the direction of Don Vail who coordinated the events taking place offering workshops to students in SPCA Investigations, Forensics Investigations and Parole hearing etc.

[Submitted by Douglas Baker, Executive Dean, Brantford & Applied Arts]

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### THE EMPLOYER OF CHOICE – EXCEPTIONAL PROFESSIONAL STAFF

- 3.1 Reid MacWilliam, Co-ordinator, Small Business Management, attended several events in February in order to “fly the Mohawk flag”: The Rotary International Centennial Gala Event at Liuna Station, February 23<sup>rd</sup>; Junior Achievement’s Business Hall of Fame Power Breakfast on February 24<sup>th</sup>; the Canadian Friends of Hospital Albert Schweitzer’s “Haiti Happening” at the Scottish Rite February 26 (the latter is a fundraiser for ongoing relief efforts in Haiti). [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 3.2 Reid McWilliam, Co-ordinator, Small Business Management made a presentation on entrepreneurship to students of Westdale High, taking with him Joe Camillo a “guest entrepreneur”. Mr. Camillo is a former Mohawk Small Business Management Professor and Olympic rowing contender, who now operates several globally competitive businesses including Regatta Sport and Niko Apparel. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 3.3 Reid MacWilliam, Faculty of Business attended the Hamilton Chamber of Commerce’s Outstanding Business Achievement Awards on March 30, 2005. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 3.4 Martha Fox presented Human Rights workshops for staff at all campuses during the month of March 2005. These workshops will continue to be offered on a monthly basis at each campus. [Submitted by Catherine Drea, Vice President, Student and Learning Services]
- 3.5 The Student Success Symposium, “Supporting the Success of Our Students”, will take place April 25 and 26, 2005 in the i-wing of the Fennell campus. The symposium is a professional development opportunity for all college staff. Keynote speakers include Robert Aitken of Vancouver Community College, Robert Barnard, President of D-Code Research Inc. and Jon Olinski of College Student Alliance. The format will include keynotes whose topics are pertinent to current educational issues, understanding our students and supporting the success of our students; and, open forums, workshops and luncheons to facilitate cross college discussion and the sharing of current college practices supporting the success of our students. Please see [www.mohawkcollege.ca/succeed/sss](http://www.mohawkcollege.ca/succeed/sss) for agenda and registration details. [Submitted by Catherine Drea, Vice President, Student and Learning Services]

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- 3.6 Wendy Makey, Manager, Alumni Relations, Jackie Jones, Director of Development, Laura D'Alessandro, Coordinator, Advancement and Awards, and Debbie Logel Butler, Executive Director, Community Relations, Advancement, Alumni, and Awards attended the College Committee for Advancement Conference in Toronto from February 21-23, 2005. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 3.7 On March 3, Ronald Holgerson and Cheryl Wrixon conducted a Professional Development session for CE Staff. The topic was Guidelines for Creating Concise Course and Program Descriptions. The goal was to reduce the size of the catalogue yet make the offerings more attractive to the public. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 3.8 Continuing Education and Human Resources Computer Coaches co-operated to deliver computer workshops on Using Your PC Effectively, Excel Spreadsheet and PowerPoint Presentations. These workshops were designed specifically for Continuing Education faculty. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 3.9 Anthony D'Alessandro, Norm Gill, Planning Officer and Dana Cavarzan, Planning Technician attended a seminar at Steelcase Canada Limited regarding the changing landscape of education and the impact on space.
- 3.10 Anthony D'Alessandro and two Mohawk College Muslim students visited Sheridan College to see their nondenominational prayer room facilities.
- 3.11 Neil Little, Property Services and Dave Miller, Grounds Crew attended a one-day symposium on Integrated Pest Management. [Submitted by Dick Raha, Vice President, Finance & Administration]
- 3.12 Wendy Kam and Mary Murphy (Campus Stores) attended the Eastern Association of College Stores (EACS) trade show in Calgary on March 19-22. Representatives from colleges and universities across Canada attended. Our buyers participated in seminars to facilitate sharing business and product information between schools. The tradeshow itself introduced new vendors and all companies were showing the newest products for Fall.  
[Submitted by Dick Raha, Vice President, Finance & Administration]

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- 3.13 During the week of March 21<sup>st</sup>, the Celebrity Popsicle Stick Bridge Building contest took place and Brantford Campus's Public Safety and Security Team beat out other hopefuls. The team was lead by the Public Safety and Security Department's own Don Vail and Susan Hawley and Helena Russell. The contest prize of \$500 was donated to the Juvenile Diabetes Foundation on behalf of the Public Safety and Security Team.  
[Submitted by Douglas Baker, Executive Dean, Brantford & Applied Arts]

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### **ECONOMIC GROWTH AND PROSPERITY**

- 4.1 22 Business Management Faculty recently attended a session in the Procor lab. This was an opportunity to give further feedback and comment on the Faculty's ongoing 'Change Management' initiative. [Submitted by Dale Schenk, Executive Dean, Faculty of Business]
- 4.2 Louise Bockner, Executive Dean, International Education recently returned from a trip to China, Hong Kong and Malaysia. During her trip Louise met with partners in China and Hong Kong to continue to build on promotion and recruitment. While in Malaysia Louise represented Mohawk College's International Development Institute (IDI) as part of the Malaysian Trade Mission where she explored areas where Mohawk College could transfer skills and expertise in Biotechnology. [Submitted by Louise Bockner, Executive Dean, International Education]
- 4.3 A delegation of teachers from Xi'an Siyuan Vocational University visited Mohawk College during the month of March. They shadowed Mohawk College's faculty in the following 3 areas: Network Engineering & Security Analyst, Business Administration and Industrial Engineering Technology – Management. On March 2nd they met with Mohawk College's President, Senior Officials and faculty members, followed by a tour of the College. [Submitted by Louise Bockner, Executive Dean, International Education]
- 4.4 Leo Barsony returned from an international recruitment trip where he focused on Korea and Taiwan. He met with recruitment representatives in each country, giving seminars to students and their parents. Mohawk College had a booth set up at an education fair in Taiwan where a total of 6,000 students attended. Hamilton's twin city of Maanshaan, China was also visited where discussions took place regarding the opening of an information office for the City of Hamilton with information about education in Hamilton. [Submitted by Louise Bockner, Executive Dean, International Education]

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### CAMPUS RENEWAL AND EXPANSION

- 5.1 Anthony D'Alessandro and Cheryl Jensen, Executive Dean of Engineering Technology, attended the March 1, 2005 meeting of the City of Hamilton Planning and Economic Development Committee to hear the College's application for a change in zoning for the Stoney Creek Campus. City Council approved the zoning change and passed a by-law to facilitate the future development of the Stoney Creek Campus.

Anthony D'Alessandro, along with other College staff, met with City of Hamilton representatives to discuss the disposition of the Auchmar Estate to the City and the possible use of the estate by the College.

New corridor seating was installed in the A, C and E Wings at the Fennell Campus.  
[Submitted by Dick Raha, Vice President, Finance & Administration]

- 5.2 On Tuesday, March 8<sup>th</sup> Mohawk became the first College in Ontario to officially open its own courtroom in the West Building at the Brantford Campus that will provide mock courtroom settings for students in the Law & Security and Police Foundations Programs. A ceremony took place for the official opening coordinated by Don Vail, coordinator of the Security Summit and professor in the Public Safety and Security Department. Ontario Superior Court Justice Jane Milanetti officially opened this educational facility.  
[Submitted by Douglas Baker, Executive Dean, Brantford & Applied Arts]

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### QUALITY FRAMEWORKS

- 6.1 Discussions have begun to explore this year's partnership opportunities with the Hamilton Tiger-Cats. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 6.2 The Steeltown Friends of Mohawk Jazz are holding their fourth gala event, which is being called the "Black Tie Gig" for 2005. This fundraising event is a gentlemen's dinner that includes vintage wine and brandy tasting and is held at the Tamahaac Club in Ancaster. Proceeds from the event are in support of Mohawk College's Music program. Tickets are \$275.00 per person. For more information, please contact Bob Millar at 905-572-7856. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 6.3 Mohawk College will be hosting a Hamilton Chamber of Commerce 'Good Morning Hamilton' members' breakfast meeting on September 13, 2005. MaryLynn West-Moynes is the guest speaker. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 6.4 Ongoing work in the area of scholarship and awards continues. To date, 120 scholarships have been secured from 90 donors for the upcoming spring faculty award ceremonies. The names of all past award donors are being entered into the Raiser's Edge donor base. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 6.5 Receipts and thank you letters are being produced for all donors who have donated gifts in-kind (property) to the College. To date, \$46,737.82 has been received during 2004-2005. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 6.6 A meeting was held to brainstorm around a future 'signature' event for Mohawk College for 2006. This event would target the internal and external communities and would raise funds in support of scholarships and other College priorities. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 6.7 The new brochure display cases have now been installed at all campuses. Currently they display the following brochures: Special Occasion Giving 'Life's Special Moments' and Planned Giving, along with the "In Touch" Magazine and a scholarship notice.

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[Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]

- 6.8 A flyer announcing the Annual Giving Program was attached to all pay stubs and posters are also on display at all campuses. The flyer is also on the Announcements section of MoCoMotion and on the College's website. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 6.9 A college-wide email was sent announcing the new In Memoriam program at the College and the ability to establish Named Scholarships through cumulative memorial donations. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 6.10 A representative from Scotiabank has been recruited to assist in the promotion of the new Planned Giving Program. They will also assist in the organizing of planned giving seminars and workshops that are planned for 2005. [Submitted by Carolyn Gray, Vice President, Community Services and Economic Development]
- 6.11 Facilities Planning submitted a list of part-time courses to the Ministry for special approval for the 2004/2005 enrolment audit. All courses submitted were granted a special approval number for funding.

Anthony D'Alessandro has initiated an appeal process with the Municipal Property Tax Assessment Corporation and the Assessment Review Board to acquire exemption status with regards to the Realty Tax Bill received for the 340 Leaside property.

[Submitted by Dick Raha, Vice President, Finance & Administration]

- 6.12 Mohawk was successful in our application to Sun Microsystems for a matching hardware grant. Under this arrangement, we will buy an upgraded Banner/MoCoMotion server and receive from Sun an identical unit for free. The new Sun server is an 8 processor machine with 32 Gb memory. With two of these operating in tandem, we should see greatly improved response times from Banner, particularly during peak usage periods such as start of term.

Mohawk is partnering with other Banner colleges on locally-developed utilities and modules. This month we implemented a letter-generation module developed by Georgian College. Georgian is interested in using the locker rental system and student election module developed by our Business Systems department.

Business Systems is preparing for an upgrade of Banner to version 6.2. This upgrade

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has been installed into a test environment for extensive testing prior to moving it to production.

[Submitted by Dick Raha, Vice President, Finance & Administration]

- 6.13 Year-end activities are well underway with the assessment of physical inventory count results and organization of deadline dates for purchase orders, receiving reports, Mastercard purchasing card, cash receipts, cashier reports and accounts receivable activities.

An important schedule of 2004/05 fiscal year-end deadlines for the Finance areas was circulated to financial managers as a reminder in mid March.

College insurance policies are finalized for the 2005/06 fiscal year with a premium rate decrease of 15% for the majority of the policies.

Financial reports were submitted to the Ministry for the following activities:  
Apprenticeship Enhancement (Competitive)  
Apprenticeship Co-op/Diploma  
SSI Process Automation

Joanne Lack has worked with several departments to incorporate some mandatory fees on the students Fall 2005 fee statement. These fees were being charged manually in the past as a Miscellaneous Fee, usually after the start up of classes. Including these fees upfront will give the student a better picture of the total fees owing for a program, and provide the College with quicker payment as well as eliminate the administration of staff processing manual fees/payments. These include Laptop Fees, Recreation and Leisure Fees, Early Childhood Education Program supply fee and digital print fees.

An updated commodity tax (GST & PST) status listing for the sale of goods and services by a public institution is now available on the College's website (MoCoMotion Employee tab-Accounting Services information section). Goods and services that are currently or may potentially be sold by the College are listed in alphabetical order. Each good and service has a particular GST and PST status.

[Submitted by Dick Raha, Vice President, Finance & Administration]

- 6.14 After having extremely successful inventory results with shrinkage of .1% at the end of February, the Campus Stores are preparing for 2005/06.

[Submitted by Dick Raha, Vice President, Finance & Administration]

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- 6.15 On March 4<sup>th</sup>, 2005 Mohawk College launched the state-of-the-art Industrial/Process Automation Training & Applied Research Centre. This Centre, supported by the project's 18 industry partners and the Ministry of Economic Development and Trade, Province of Ontario, is designed to meet the education and training needs of manufacturing and process industries in implementing Advanced Manufacturing Technologies. As a long term goal the Centre will also be undertaking applied research projects in collaboration with the industry partners.

On this day some of the high-technology equipment acquired, and training models and curriculum developed in the first phase of this estimated \$10.1 million were displayed and demonstrated by Mohawk College faculty and students. The equipment and resource list included the following: DeltaV Digital Automation System, Industrial IT 800xA, PCS7, and ControlLogix Controllers for automation and process control, Industrial Drives for motion control in heavy industries, Feeder Terminals and Relays for power station management, XYZ Training Cells designed and developed by the project team, Robotics System, 3-D Printer for building 3-D models for prototyping in manufacturing industries, and a Laser Scanner for new product development. This equipment is already being used by the students and will help them in obtaining full-time and co-op jobs where they will be able to apply their newly learned high-tech skills in improving the productivity of the companies they work for.

This event held in the newly opened Information Technology Centre in Mohawk College was attended by dignitaries from the City of Hamilton, Province of Ontario, industry partners and Mohawk staff. President MaryLynn West-Moynes and Mr. Rick Sterne, Chair, Board of Governors welcomed the guests. The following speakers at this function congratulated the staff of Mohawk College for this achievement in establishing this centre - Raymond Myler, Process Automation Applied Degree student, Stan Wachon, Omron Canada, Chair of the Project Steering Committee, Mr. Ted McMeekin, M.P.P., representing the Ministry of Economic Development and Trade, Hamilton Mayor His Worship Larry Dilanni and Mr. Jeff Leal, M.P.P. representing the Ministry of Training, Colleges and Universities.

[Submitted by Cheryl Jensen, Executive Dean, Faculty of Engineering Technology]

- 6.16 The Children's Safety Village of Brant, located at the Brantford Campus, is nearing its target completion date of mid-April 2005. This spring, police and fire services personnel will begin setting up classroom resources and doing "dry runs" with the curriculum. Schools in Brantford, Brant County and Six Nations will be invited to register for visits in the 2005-06 school year, and a grand opening will be scheduled for late September/early October.

[Submitted by Douglas Baker, Executive Dean, Brantford & Applied Arts]

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- 6.17 A contingent of students from the Public Relations Program, partnered with the Canadian Blood Services Brantford division to create a “Spring to Life” theme for Blood Donor Clinic which was held on March 10<sup>th</sup>. The partnership was mutually beneficial and the results of the clinic prove that. This campaign with the work of the Public Relations Students, created a positive reinforcement within the community and has helped foster two more sponsorships for future clinics which stemmed from the exposure of the posters that were created by our P.R. students. [Submitted by Douglas Baker, Executive Dean, Brantford & Applied Arts]