GEORGE BROWN COLLEGE

Teaching Tomorrow’s Skills Today

IMPACT REPORT 2018 – 2019
As technological advances transform Ontario’s labour market, George Brown College is preparing the innovative, adaptable graduates our province needs to fill emerging jobs in new sectors. Blending theory with experiential learning, applied research and entrepreneurship opportunities, our programs deliver the skills industry needs most — both now and into the future — and prepare learners to thrive in a world of rapid change.

Our three campuses anchor neighbourhoods throughout Toronto, supporting the growth of our city and the success of its diverse communities. George Brown is integral to the social and economic success of Ontario.
A strong economy requires a highly skilled workforce. George Brown programs are developed in consultation with industry and designed to meet the rapidly changing needs of the labour market. We connect employers to top talent, train and retrain students to meet evolving industry needs, and help fill critical vacancies across the GTA and beyond.
of students plan to work in the GTA after graduation.\textsuperscript{[1]}

26,417 companies employ George Brown College graduates.

5,000 George Brown College has partnered with more than 5000 companies this year.

91\% of employers are satisfied with the George Brown graduates they've hired.

13\% to prepare for further post-secondary study

48\% to start their careers

15\% to advance in their current careers

22\% to change careers
To ensure a smooth transition into the labour market, we’ve made experiential learning a top priority. George Brown students have meaningful access to industry through work-integrated learning opportunities, industry projects, interactive simulations, capstone projects and more, enabling them to develop the technical skills and soft skills employers value most.
of George Brown’s career-focused programs* include at least one experiential learning opportunity. [9]
*Excludes upgrading and preparatory programs

These experiences matter greatly to our community:
Nearly 2/3 of students said the opportunity to get work experience is what makes George Brown stand out from other colleges and universities. [6]

George Brown students completed work or study abroad experiences in

27 COUNTRIES,

gaining valuable international experience. [7]

Interpersonal Capabilities
Self-awareness, self-regulation, stress management, resilience, interpersonal communication, empathy, social responsibility, openness and adaptability to cultural and other diversity, collaborative teamwork.

Adaptability
Flexibility, resilience, initiative, creativity, entrepreneurship, openness to continual lifelong learning.

Complex Thinking
Analytical and critical thinking, complex problem-solving, insight, resourcefulness, novel and adaptive thinking, data, digital and media literacy.
As one of Ontario’s top research colleges, we support small and medium-sized businesses in accessing the expertise, equipment and funding support they need to develop innovative products and services. Working with students and employees in state-of-the-art facilities, our partners conduct applied research projects ranging from food and beverage development to sustainable construction, while helping prepare job-ready graduates with the skills to innovate and lead.
118 partners worked with us to design, prototype or test new products and services.

8 micro businesses
92 small and medium-sized enterprises
18 large businesses

533 prototypes
51 new products
5 new services

were developed with support from our applied research teams.

$6,904,111 in applied research funding received this year.

$996,004 industry contributions

$4,296,058 external grant funding

$1,612,049 institutional funds

8 research areas of focus where industry and community partners access vital research and development support from the college’s academic centres.
At George Brown, we see entrepreneurship as a powerful way for students and graduates to build new skills, bring their creative ideas to life and prepare for success in the innovation economy. Our entrepreneurship hub, startGBC, offers a dedicated co-working space, mentorship opportunities, workshops and other resources for participants from all areas of study.
start-ups were supported by George Brown this year through startGBC, the Digital Media & Gaming Incubator, and Enactus.

startGBC clients brought 224 new products to market, launched 49 new services and incorporated 10 new companies.

The annual revenue of entrepreneurs supported by startGBC was more than $1.6 MILLION.

72% of students want to develop their entrepreneurship skills, and they’re finding the support they need at George Brown.

2,621 students were engaged through entrepreneurship-related workshops, outreach events and activities.

27 George Brown courses teach entrepreneurship and small business management skills.
Students come to George Brown at all ages and stages, from varied social, cultural and economic backgrounds. We’re committed to making post-secondary education accessible to all, through pathway programs and support services that meet the unique needs of our diverse learning community.
36% of students are the first in their family to receive post-secondary education.

80% of first-semester students were born outside of Canada or have at least one parent who was born outside of Canada.

4,128 people were supported by Community Partnerships Office programs focused on overcoming barriers to post-secondary education, including:

- Recent Immigrants
- Unemployed/Underemployed People
- Single Parents
- Mental Health Survivors
- At-Risk Youth

George Brown College Foundation raised more than $5 million in revenue for scholarships, capital and special projects and disbursed more than 1,250 scholarships worth $1.5 million.

These scholarships and projects were made possible by the generosity of our donors.
Our campuses are woven into the fabric of Toronto’s diverse communities, with many students providing services to our neighbours as part of their experiential learning. As the college grows, we’re helping our city grow – both by anchoring new communities along Toronto’s waterfront and by educating a new generation of nurses, early childhood educators, entrepreneurs, construction managers, chefs, gerontology workers, business and community leaders, volunteers and more.
This year, we expanded our Waterfront Campus with a new School of Design facility, adding more than 100,000 square feet of hands-on learning and industry research space. As the home of our Innovation Exchange – a living lab that tests commercial ideas, concepts and user functionality — this state-of-the-art facility is preparing students to become the design leaders of tomorrow, while helping businesses adapt to digital disruption and the smart economy.

In 2021, we’ll grow again with the construction of Ontario’s first mass-timber, low-carbon institutional building. The Arbour will be home to our School of Computer Technology, School of Architectural Studies, a childcare centre and a research hub focused on mass-timber construction. The modern, sustainable design by Moriyama & Teshima Architects and Acton Ostry Architects is already being recognized for its innovation:

- Sustainability Prize at the 2019 MIPIM/Architectural Review Future Project Awards
- First Award in the Institutional Concept category at Rethinking the Future’s 2018 Architecture, Construction & Design Awards
- 2018 Canadian Architect Award of Excellence
George Brown College
AT A GLANCE
STUDENT ENROLMENT 2018 – 2019

31,557 full-time students (including 922 apprentices)

2,988 part-time students

65,828 Continuing Education registrations

27% international students
# Programs Offered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Number</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Full-time programs</td>
<td>171</td>
<td>Ontario's only College Vocational program, a job-readiness program designed to support people with mild intellectual disabilities. A unique Interdisciplinary Design Strategy program that enables graduates to continue their studies with a Master of Arts at Institute of Art, Design and Technology in Dún Laoghaire, Ireland.</td>
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<tr>
<td>Continuing Education Certificates/Designations</td>
<td>200</td>
<td>Canada's first Honours Bachelor of Interpretation (American Sign Language - English) program. Canada's only Orthotic/Prosthetic Technician program, operated in partnership with Sunnybrook Health Sciences Centre.</td>
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<tr>
<td>Centre for Preparatory &amp; Liberal Studies programs</td>
<td>19</td>
<td></td>
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<tr>
<td>Centre for Community Services &amp; Early Childhood programs</td>
<td>19</td>
<td></td>
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<tr>
<td>Centre for Arts, Design &amp; Information Technology programs</td>
<td>44</td>
<td></td>
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<tr>
<td>Centre for Health Sciences programs</td>
<td>25</td>
<td></td>
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<tr>
<td>Centre for Hospitality &amp; Culinary Arts programs</td>
<td>17</td>
<td>Internationally focused programs such as Culinary Arts – Italian and Advanced French Patisserie, which allow students to build their skills in Toronto and then gain experience abroad.</td>
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<tr>
<td>Centre for Construction &amp; Engineering Technologies programs</td>
<td>22</td>
<td>An Architectural Technology program that offers a pathway to earning a bachelor's degree from the Copenhagen School of Design and Technology in Denmark.</td>
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<td>Centre for Business programs</td>
<td>25</td>
<td>Sport and Event Marketing, which has developed industry leaders such as Shannon Hosford, Chief Marketing Officer of Maple Leaf Sports &amp; Entertainment, and Dan MacKenzie, President of the Canadian Hockey League.</td>
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George Brown was named one of Greater Toronto’s Top 100 Employers for 2019.

REVENUES & EXPENDITURES 2018 – 2019

OPERATING REVENUE BY SOURCE

- $141M Ontario Government
- $21M Federal Government
- $225M Student Fees
- $34M Ancillary
- $12M Other
- $433M

OPERATING EXPENDITURES

- $248M Salaries & Benefits
- $90M Supplies and Other Expenses
- $57M Plant, Property and Capital Amortization
- $7M Scholarships & Bursaries
- $402M
FOOTNOTES

1. GBC Student Poll #3, Nov. 27–Dec. 7, 2018, Institutional Research, George Brown College
2. George Brown College Alumni Relations Raiser’s Edge Database, results as of March 2019
3. GBC Student Poll #6, March 26-April 1, 2019, Institutional Research, George Brown College
4. Key Performance Indicators, Ministry of Training, Colleges and Universities, Nov. 19, 2018
5. Enrolment Planning and Reporting Department, George Brown College
6. GBC Student Poll #1, Sept 27-Oct 8, 2018, Institutional Research, George Brown College
7. International Centre, George Brown College
8. Research & Innovation, George Brown College
9. GBC Student Poll #2, Oct. 26-Nov. 4, 2018, Institutional Research, George Brown College
10. startGBC, George Brown College
11. startGBC, Digital Media & Gaming Incubator, Enactus GBC, George Brown College
12. Campus Linked Accelerators and Ontario Centres of Excellence Annual Client Metrics 2018-19, George Brown College
13. 2018 Student Characteristics Study. Research & Evaluation, Office of the VP, Student Success
14. Centre for Preparatory and Liberal Studies, George Brown College
15. Community Partnerships Office, George Brown College
16. George Brown College Foundation
17. Centre for Health Sciences, School of Early Childhood, George Brown College
18. Theatre School, George Brown College
19. Centre for Hospitality & Culinary Arts, George Brown College
20. Centre for Arts, Design & Information Technology, George Brown College
21. School of Makeup & Esthetics, George Brown College

This Impact Report was designed by Graphic Design student LEE JONG and Interaction Design and Development student GWEN CHIASSON, as part of the experiential learning initiative at George Brown’s IN design studio.