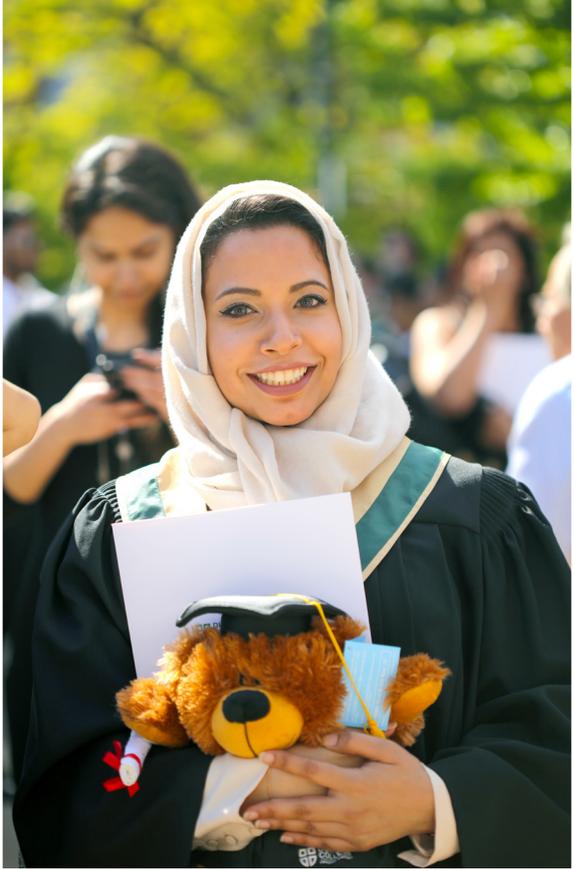




# Annual Report

2016-2017





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# LETTER FROM THE DURHAM COLLEGE ALUMNI ASSOCIATION PRESIDENT



With 2017 marking the historic 50th anniversary of Durham College (DC), the Durham College Alumni Association (DCAA) has been working hard to keep our alumni community, which I am proud to share is more than 81,000 alumni strong, connected to DC.

Working with the college's Office of Development and Alumni Affairs and the DCAA's dedicated volunteer Board of Directors, the association has engaged with a record number of alumni over the past year via initiatives such as:

- The DC Brewing Memories Coffee Tour, which is seeing the college re-connect with hundreds of DC graduates through 'pop-up coffee dates' at 50 employers across Ontario throughout 2017.
- The backpack to Briefcase program, an initiative designed to help students and alumni make a smooth transition from college to the workplace and succeed throughout their careers.
- A pledge of \$250,000 to kick off the college's fundraising campaign for the new Centre for Collaborative Education (CFCE), which is aiming to raise \$5 million over two years. The DCAA has helped 23 students through a \$21,000 contribution toward scholarships and bursaries.
- Several events throughout the year to bring DC alumni together including the annual DC at the Oshawa Generals Night, DC Night at the Toronto Blue Jays and the very first alumni networking event held at Brock Street Brewery in Whitby.

This past year also saw Alumni Relations Officer Lori Connor retire from the college following a distinguished 29-year career, including more than 20 years with the Alumni department, while welcoming Lisa McInerney, our new alumni development officer, to the team. McInerney brings experience and a fresh new perspective, helping to ensure the DCAA is well positioned to fulfil its goals over the next three years, as outlined in its new strategic plan.

Each day, our alumni take the knowledge and skills they acquire during their time at DC and use them to build successful careers while contributing to communities across Canada and around the globe, and we are excited to uncover some of those stories through our various outreach activities. As we bid farewell to our landmark 50th year, and look to create more history in the 50 years to come, I am confident that we will continue to connect and engage with a record number of alumni.

Sincerely,

A handwritten signature in black ink that reads "Chris Vale". The signature is written in a cursive, flowing style.

**Chris Vale**

2003 graduate, Web Developer program  
President, DCAA

# LETTER FROM THE DURHAM COLLEGE PRESIDENT



It has been an incredible year for Durham College (DC), marked by several major milestones including our biggest to date, ‘The Start of Something Amazing’ – a year-long celebration to honour our 50th anniversary in 2017.

While each year on our campus is special, 2017 has truly enabled us to reflect on how far we’ve come from our roots as a small community college to one of Ontario’s leading post-secondary institutions.

Our achievements over the past 50 years have set a clear direction for a successful future and the work of the DC Alumni Association (DCAA) continues to support our achievements as we strive to foster and maintain meaningful and long-lasting connections with our graduates – relationships that begin during their time on campus and continue well past graduation, helping us to shape the next chapter of DC.

There have been several highlights this year including the establishment of a full DCAA Board of Directors, a group of talented individuals committed to strengthening connections with our alumni; the introduction of an Alumni Guest Speaker program; and the opportunity to connect with graduates via the DC Brewing Memories Coffee Tour, which recently stopped at the Hockey Hall of Fame in Toronto and will visit Ottawa in October.

During our spring convocation ceremonies in June, we proudly recognized three outstanding graduates with Alumni of Distinction Awards including Brent Lessard, a 2014 graduate of the Mechanical Engineering Technology program, Joyce Hunter, a 2003 graduate of the Journalism – Print program and Richard Gauder, a 1984 graduate of the Marketing Administration program. From revolutionizing the future of travel to rebuilding Indigenous communities to leading the local charge on climate change – this year’s winners were truly deserving.

Looking forward, we plan to implement an alumni mentorship program that will enable students to build relationships with alumni while establishing a network designed to support their career development. In addition, DC will launch a new Honours Bachelor of Health Care Technology Management program in fall 2018, our first degree program and the first program of its kind in Canada.

As you read through the highlights for 2016-2017, you will see just how far the college and the DCAA have come. While I am always incredibly proud of our campus community, it has truly been an outstanding year for the college, our students, our alumni, our employees, and the community and this is only the beginning.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Don Lovisa', written in a cursive style.

**Don Lovisa**  
President, DC  
President, DCAA

# MISSION AND VISION

## Mission

- To encourage and develop mutually beneficial professional relationships between current students and alumni, and act as ambassadors for the college.
- To promote and encourage current students and alumni to fully participate in social and professional development activities.
- To generate funding for scholarships, bursaries and special projects.
- To contribute to the growth and prestige of the college.
- To build a sense of community among alumni by keeping them informed of college and alumni news and advocating on behalf of the alumni.
- To support activities which are in direct alignment with the Durham College mission statement.

## Vision

To promote the exposure of the Durham College Alumni Association and Durham College through an engaging and beneficial link between the college and its alumni community.

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# ALUMNI BY THE NUMBERS

81,000  ALUMNI

53,000  GRADUATES LIVING /WORKING IN DURHAM REGION AND THE GTA

2,931  FACEBOOK FOLLOWERS

601  TWITTER FOLLOWERS

3,680  LINKEDIN CONNECTIONS

341  INSTAGRAM FOLLOWERS

# ALUMNI EVENTS

2016-2017 saw a significant increase in the number of alumni attending events held by the Durham College Alumni Association (DCAA), both on and off campus. Highlights include:

The **DC Alumni Networking Night**, which saw a large group of alumni and their family and friends, community members and college employees come together to meet, interact and build connections. The successful evening included the announcement of our pace-setting commitment of \$250,000 toward the construction of the CFCE to continue to support students and future alumni. Scheduled to open in 2018, this new multi-level, 75,000-square-foot-facility will serve as an educational access point for students while bringing together local, Indigenous and global community groups and members of key business sectors.

**DC Alumni & Employee Night at the Oshawa Generals game**, a signature annual event, which served as the public kick off for DC's landmark 50th anniversary celebrations.

The first-ever **DC at the Toronto Blue Jays event**, which took place in July and saw 100 alumni and their family members connect with college employees and alumni board members during what is sure to become an annual event.



# STRATEGIC PLAN

The DCAA has outlined our goals for the next three years via our first-ever, strategic plan. Scheduled for release in late 2017, the plan will help guide the DCAA in building, growing and maintaining valuable relationships with alumni and current students.

## Key objectives:

1. Increase the accuracy of our alumni database and maintain contact with our graduates annually to foster relationships through communication and events.
2. Incorporate the DCAA into the student lifecycle to raise awareness, increase engagement and build relationships through strategic communication and events.
3. Measure usage of benefits to strategize and responsively improve member services annually.
4. Measurably elevate the perceived value of the DCAA to students, alumni, employees and the DC leadership team.

# ALUMNI INITIATIVES

## Durham College Brewing Memories Coffee Tour

As part of the college's 50th Anniversary celebrations, the Office of Development and Alumni Affairs launched the DC Brewing Memories Coffee Tour in early 2017. The initiative is seeing the college bring coffee, treats and college swag to 50 workplaces that employ DC graduates, enabling the DCAA to re-connect with graduates, learn about their career paths to date and celebrate their successes.

Tour stops include:

- Durham Regional Police Service.
- Lakeridge Health (five locations).
- Hockey Hall of Fame.
- City of Oshawa.
- Region of Durham.

## Alumni speakers highlight spring convocation

In June 2017, DC celebrated as more than 3,700 students walked across the stage to receive their credentials at spring convocation with several alumni in attendance to deliver the keynote address to graduates, including:

- Shelley Jones, lawyer and registered trademark agent and graduate of the Legal Administration program.
- Rob Leth, Global News sports anchor and graduate of the Journalism program.
- Brent Lessard, co-founder of the online think tank rLoop and graduate of the Mechanical Engineering Technology program.
- Nancy Shaw, chief executive officer and general manager of the Oshawa Chamber of Commerce and graduate of the Nursing Assistant program.





## backpack to Briefcase

Designed to help students and alumni make a smooth transition from college to the workplace and succeed throughout their careers, the backpack to Briefcase (b2B) initiative, which is offered in partnership with the Office of Development and Alumni Affairs, Career Development and the Office of Student Diversity, Inclusion and Transitions, provides students and new alumni with access to insight, skills and networks in addition to the expertise they gain in their academic programs.

b2B events include the opportunity to:

- Connect with employers.
- Learn how to build a comprehensive, relevant and appropriate social media presence.
- Gain valuable leadership skills.

Events held as part of the b2B program include:

### **ALUMNI IN THE PIT**

A large in-person and online audience was captivated at the college's annual Alumni in the Pit event as John Hotts, associate creative director, OneMethod design shop, and Brent Lessard, technical co-ordinator, International Leak Detection (ILD) and co-founder of rLoop, returned to campus to share their experiences following graduation. Their interactive session answering questions and providing guidance to students about to embark on their own career paths.

### **ETIQUETTE DINNER**

The Alumni office, with support from the DCAA, sponsored three very successful Etiquette Dinners throughout the 2016-2017 academic year with more than 130 graduating students taking part.

Held at Bistro 67, the events saw Fatima De Valentin, an etiquette consultant, walk guests through a full three-course meal with tips and do's and don'ts, for a fun-filled social learning experience.

### **STUDENT LEADERSHIP SUMMIT**

The 2017 Student Leadership Summit, which took place in February at the Oshawa campus, was based on the idea of breaking the mold and focused on the importance of creating change and testing limits now to build a better future for tomorrow.

The action-packed two-day event featured presentations and interactive sessions to help attendees develop leadership skills and successfully transition from the classroom to the workforce.

# 2017 ALUMNI OF DISTINCTION AWARD WINNERS

The Alumni of Distinction Awards honour the extraordinary contributions DC graduates make to society while achieving career success. This year we welcomed three new Alumni of Distinction including:

## Brent Lessard, Alumni of Distinction Award (2017 Premier's Award nominee)

### Mechanical Engineering Technology, 2014

After graduating from DC's Mechanical Engineering Technology program at the top of his class in 2014, Brent Lessard co-founded rLoop Inc., a non-profit online think tank and talent resource company focused on developing and launching world-changing technology. One of the first projects rLoop worked on was the Hyperloop. The brainchild of Elon Musk at SpaceX, the Hyperloop is a ground-based method of transportation designed to take people from one place to the other in a matter of minutes. rLoop was one of the more than 1,200 teams that competed in an open-source competition to help bring the project to life with Lessard, along with his collaborators, making a name for himself with SpaceX by winning the Hyperloop Pod Innovation and Best Non-Student Hyperloop Design awards. He also won the Best Hyperloop Design, Drama and Excitement Award in a competition held by Asite and the Dubai Future Foundation. In addition to these pursuits, Lessard simultaneously found time to work as a technical co-ordinator and sales representative at International Leak Detection, which provides roofing and waterproofing integrity testing. He has generously given back to DC by serving as an advisor on the President's Panel, representing the School of Science & Engineering Technology, and appearing as a 2017 speaker at the college's Alumni in the Pit event.

## Joyce Hunter, Alumni of Distinction Award (2017 Premier's Award nominee)

### Journalism – Print, 2003

After receiving her Journalism – Print program diploma in 2003, Joyce Hunter began her career at The Daily Press in Timmins, Ontario as a general assignment reporter/photographer. She then moved on to the Aboriginally-owned and operated Wawatay News to work as a reporter before being promoted to editor. She has spent more than 10 years working as a journalist and has won national and provincial awards for her work. This includes a 2008 Canadian Community Newspaper Award for Best News Story, a 2006 Ontario Community Newspaper Association's Award for Best News Story and the Canadian Ethnic Media Association's Innovation Award in 2013. Hunter has a deep and personal connection to the legacy left by residential schools due to her older brother's sudden death while attending St. Anne's Residential School in Fort Albany, Ontario including successfully lobbying for his repatriation to her community many years later. Hunter is currently the Aboriginal liaison strategy co-ordinator for the City of Thunder Bay where she continues to develop the city's relationships with the Indigenous community.

## Richard Gauder, Alumni of Distinction Award

### Marketing Administration, 1984

Originally from Pickering, Richard Gauder has held many challenging positions since graduating from DC's Marketing Administration program in 1984. He is currently president of CMS Web Solutions, which specializes in web development and design, WordPress, Woo Commerce and web accessibility. Gauder has been very active in the community and is a past board member and president of the Whitby Chamber of Commerce, a former president and international committee member of the Rotary Club of Port Perry and currently chairs the Durham Region Roundtable on Climate Change. He is also the founder of the Durham Business Advisory Group, a group of 25 business and community leaders who advise each other while also supporting an orphanage in India. Gauder has also mentored young entrepreneurs and has supported DC as an advisor for the School of Business, IT & Management. He is the founder and a member of the 100 Men charitable groups in Scugog, Oshawa, Whitby and Clarington.



# 2016 PREMIER'S AWARD NOMINEES

## Hannah Elkington

Police Foundations, 2014

Currently a constable with Durham Regional Police Service (DRPS), after graduating from the Police Foundations program in 2014, Hannah Elkington was hired as a police constable with York Regional Police Service. Elkington spent five years working in the DRPS' Youth in Policing program, including two years as program co-ordinator, and in 2014, she received the prestigious Public Hero Award from the Intercultural Dialogue Institute.

## Melody Gaukel

Public Relations, 1998

Melody Gaukel saw her career take off rapidly after graduating from the college's Public Relations program in 1998. Starting as a senior consultant with a Toronto-based public relations firm shortly after graduation, she quickly moved into several senior positions in larger agencies before rising to her current position as vice-president, Corporate and Finance, at Environics Communications, one of Canada's largest public relations and marketing firms.

## Philip Pritchard

Sport Administration, 1985

A 1985 graduate of the Sport Administration program, Philip Pritchard, as keeper of the Cup, has visited more than 35 countries and attended many key amateur and pro hockey events, including the Olympic Games and World Championships, promoting the Hockey Hall of Fame (HHOF) and Museum as well as exhibits in its collection. In addition to his responsibilities with the HHOF, he has served for many years on the board of directors for the International Sports Heritage Association as well as the Canadian Association of Sport Heritage.



# CAMPUS NEWS

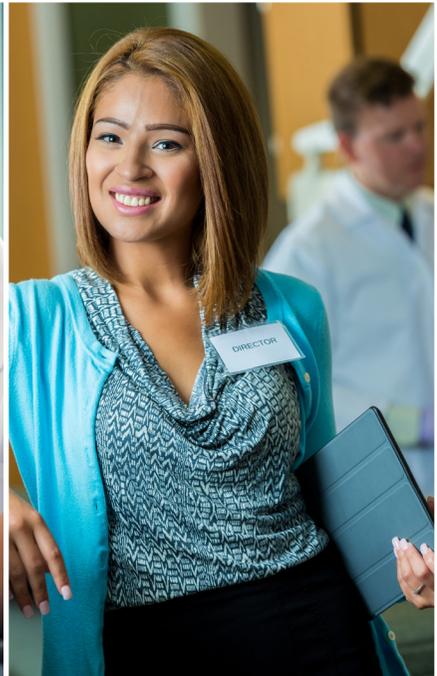
## Legacy project: Centre for Collaborative Education

In 2016, one of the most exciting projects in DC's history was announced – the Centre for Collaborative Education (CFCE). Being constructed at the Oshawa campus, the building is a legacy project tied to the college's 50th anniversary that will replace the aging Simcoe building, which opened as a temporary structure in 1969. A multi-level, 75,000-square-foot-facility, the CFCE will bring together local, Indigenous and global community groups along with members of key business sectors while providing a new home for several of the college's new and ground-breaking programs and initiatives.



## First-ever degree program

A new Honours Bachelor of Health Care Technology Management, the college's first degree program, has been approved by the Ministry of Advanced Education and Skills Development for launch in fall 2018. The program is designed to develop knowledge in the principles of health care management and business practices and the management of biomedical technology, safety, regulatory and legislative requirements to support industry standards and positive patient outcomes. Graduates will be qualified to find employment with hospitals, clinics, Local Health Integration Networks, biomedical vendors or suppliers; provide consulting services in the biomedical and health-care sectors; or pursue post-graduate level studies.



# GIVING TO DC BY THE NUMBERS (2016-2017 FISCAL YEAR)

Total amount raised:	\$2,665,535
Capital contributions:	\$2,021,885
Student awards:	\$643,650
New pledges:	\$3,394,641
<b>TOTAL ENDOWMENT:</b>	<b>\$17,194,287</b>

STUDENTS WHO  
RECEIVED FUNDING:  
**444**



SCHOLARSHIPS AWARDED:  
**161**



BURSARIES AWARDED:  
**283**



# APPENDICES

## 2016-2017 Board of Directors

Position	Name	Graduation Year	Program
President	Chris Vale	2003	Web Development
Vice-president	Elaine Garnett	1990	Advertising Administration
Director	Debby Allbon	1998	Public Relations
Director	Nicole Blackman	2004	Registered Nursing
Director	Heather Bulman	2015	Public Relations
Director	Kevin Campbell	2011	Renewable Energy Technician
Director	Shane Cicchine	2012	Pharmaceutical and Food Science Technology
Director	Meredith Dodge	2015	Project Management
Director	Matisse Hamel-Nelis	2015	Public Relations
Director	Vanessa Hughes	1990	Human Resources Management
Director	Jonathan Hurter	2004	Court and Tribunal
Director	Robert Kowal	1981	Food and Drug Technology
Director	Michele Roberts	2006	Biomedical Engineering Technology

## 2016-2017 Staff

Position	Name
Associate Vice-President	Linda Flynn
Senior Alumni Development Officer	Sally Hillis
Alumni Development Officer	Lori Connor / Lisa McInerney



# DCAA FINANCE REPORT

Revenue	Budget	As of July 31, 2017	Budget Variance
<b>AFFINITY PARTNERS</b>			
TD Meloche Monnex	\$110,000	\$104,612	95%
MBNA	\$3,000	\$1,525	51%
Manulife	\$1,200	\$1,509	126%
<b>EVENTS</b>			
Etiquette Dinner	\$3,600	\$2,610	73%
Oshawa Generals	\$2,700	\$2,220	82%
Networking Event (Brock St. Brewery)		\$199	
<b>MERCHANDISE</b>			
Alumni Jackets	\$500		0%
<b>OTHER</b>			
Convocation flowers	\$3,000	\$3,002	100%
Tax Rebates		\$3,944	
<b>Total Revenue</b>	<b>\$124,000</b>	<b>\$119,621</b>	<b>96%</b>

Expenses	Budget	As of July 31, 2017	Budget Variance
Bursaries/Scholarships	\$12,000	\$12,000	100%
Campaign Pledge	\$50,000	\$52,500	105%
<b>ALUMNI SWAG</b>			
USB cards	\$7,200	\$5,921	82%
Window decals/pins	\$8,000	\$6,581	82%
Misc. (jackets, foam fingers, AGS)	\$3,500	\$1,856	53%
<b>EVENTS/PROGRAMS</b>			
Alumni of Distinction	\$800	\$977	122%
Holiday Food Drive	\$5,000	\$5,000	100%
Convocation (photo booth/balloons)	\$2,500	\$811	32%
Countdown to Grad	\$4,000	\$2,330	58%

Expenses	Budget	As of July 31, 2017	Budget Variance
Etiquette dinner	\$12,000	\$9,303	78%
Hail/Farewell dinner & AGM	\$1,500	\$1,325	88%
Orientation/BBQ (ice cream)	\$6,000	\$5,814	97%
Oshawa Generals	\$8,000	\$6,353	79%
Premier's Awards	\$1,500	\$429	29%
backpack2Briefcase	\$2,000	\$1,320	66%
Networking Event (Brock St. Brewery)		\$1,033	

**OTHER**

Reflections publication	\$4,500	\$4,339	96%
Misc	\$1,500	\$701	47%
50th Anniversary (TDMM Spons)	\$1,000		0%
Strategic Planning	\$1,000	\$218	22%
<b>Total Expenses</b>	<b>\$132,000</b>	<b>\$118,811</b>	<b>90%</b>
<b>Surplus/Deficit</b>	<b>\$(8,000)</b>	<b>\$810</b>	

Current Bank Balance: \$171,420





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