



**FLEMING**

# **ANNUAL**

**2022-23**

# **REPORT**







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## LAND ACKNOWLEDGEMENT

*Fleming College respectfully acknowledges that we are situated on Michi Saagiig lands, and the traditional territory covered by the Williams Treaties. G'chi Miigwech to the Michi Saagiig peoples for allowing us to continue our work in your territory.*

## VISION, MISSION, COMMITMENTS

### Our Mission

To empower our students with the innovative education, research, and real-world experiences they need to build better lives, better communities, and a better world.

### Our Vision

Creating prosperity and transforming communities through education and innovation.

### Our Values

We will achieve our vision and mission by adhering to our values, which are:

- Responsiveness
- Innovation
- Collaboration
- Inclusiveness
- Accountability

### Our Strategic Commitments

- We will be focused on the needs of students and employers in the labour market.
- We will be true partners in our communities.
- We will empower our staff.
- We will embrace technology and digital tools.
- We will be a welcoming place for all.





## A MESSAGE FROM THE CHAIR



On behalf of the Board of Governors of Fleming College, it is my pleasure to present the 2022-23 Annual Report. The Board is grateful to President Maureen Adamson, Fleming's Senior Management Team, faculty and staff for their continued commitment and dedication to student success.

Fleming's Board of Governors meet virtually and in-person on a regular basis and enjoy watching the College continually meet its goals outlined in its Strategic Plan.

It has been my pleasure to serve as Board Chair. As the outgoing Chair, I look forward to watching Fleming contribute to innovation, and wish the College continued success and growth.

A handwritten signature in cursive script that reads "Fred Clifford".

Fred Clifford, Chair  
Board of Governors of Sir Sandford Fleming College

## A MESSAGE FROM THE PRESIDENT



I am pleased to submit this year's Annual Report on the 2022-23 progress made towards achieving the goals outlined in our Strategic Plan. This progress would not be possible without the support of the Board Chair, Fred Clifford and the entire Board of Governors, at Fleming.

In this 2022-23 Annual Report, you will read about Fleming's new venture with EaRTH District, a leading consortium of post-secondary institutions to help develop our region's clean, green, and sustainable technology sector. The consortium is a natural fit for Fleming and will promote Indigenous learning and the relationship and connection to the land. You will also read about Fleming's involvement with the Consortium on International Education, a two-year project that will provide evidence-based research to inform policies and practices around international education in Ontario.

The report will highlight Fleming's many partnerships including our partnership with Global University Systems and the establishment of a Fleming campus in downtown Toronto. It is partnerships like this one, and others, that have enabled Fleming to not only navigate through the pandemic, but to build back and beyond, tenaciously.

Accordingly we are pleased to report that we have accomplished 89 per cent of the 2019 - 2024 Strategic Plan. This report highlights the important work we still must do to ensure Fleming achieves its goals outlined in our Strategic Plan. Priority work includes increasing retention and graduation rates for students and ensuring that our strategic commitments are met.

We have made tremendous strides and are preparing for the future and for the next Strategic Plan of Fleming College because of our teamwork. I would like to take a moment to acknowledge all the hard work and dedication of our Board, the Senior Management Team, our faculty and staff, and the entire community that we serve.

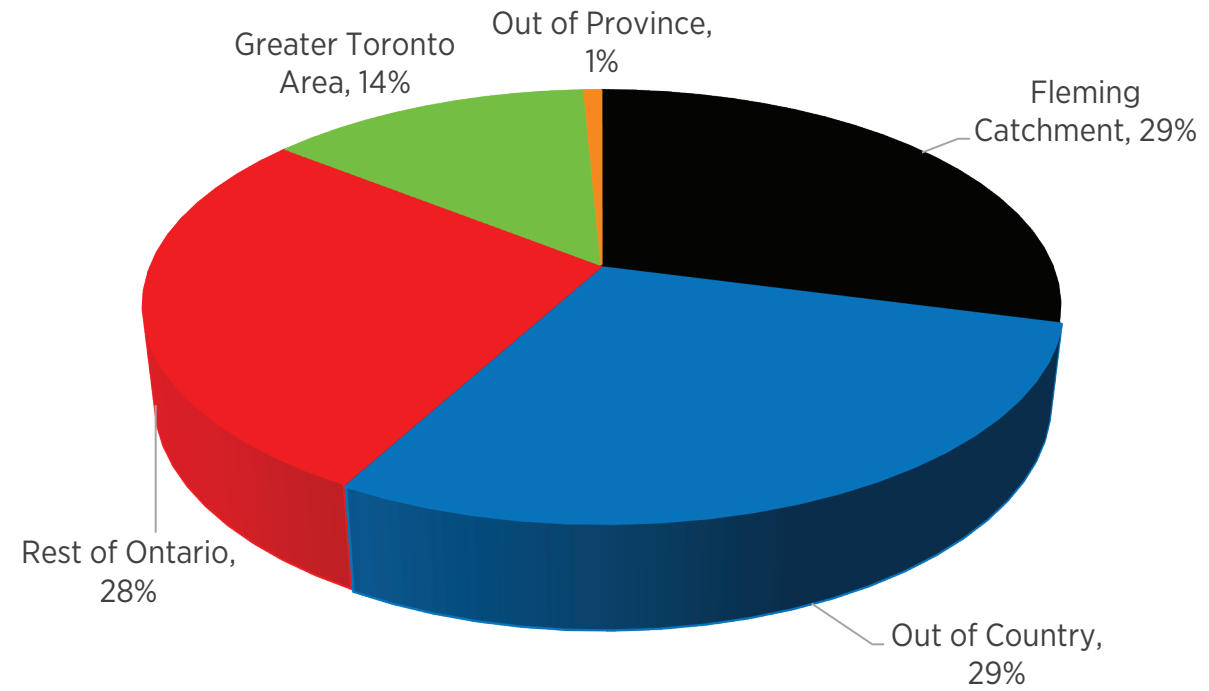
A handwritten signature in cursive script that reads "Maureen Adamson".

Maureen Adamson,  
President

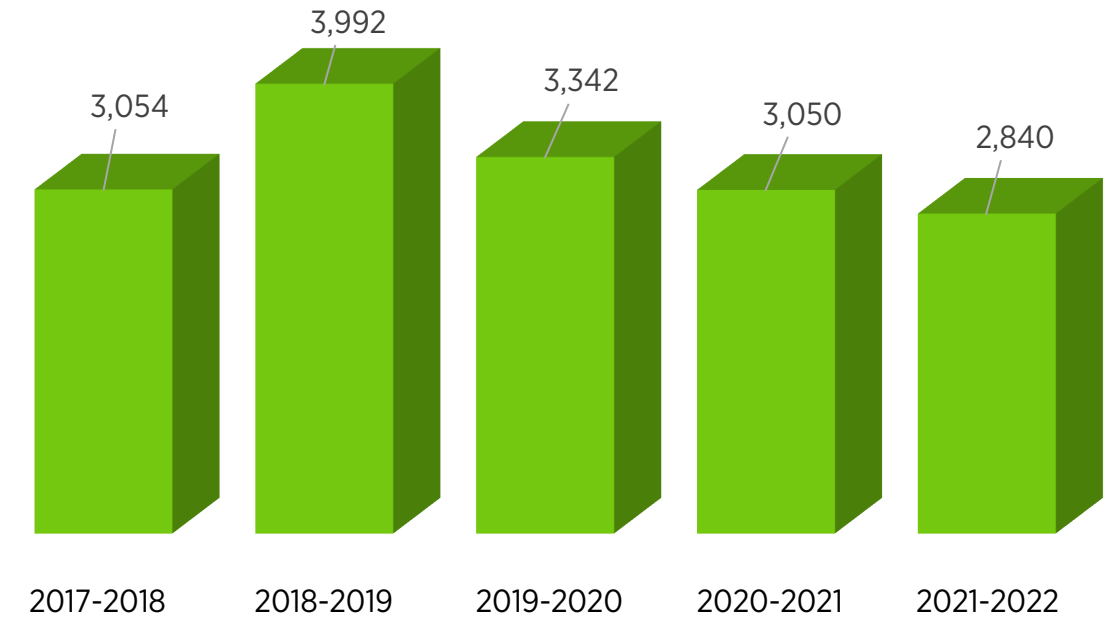


# STUDENT INFORMATION

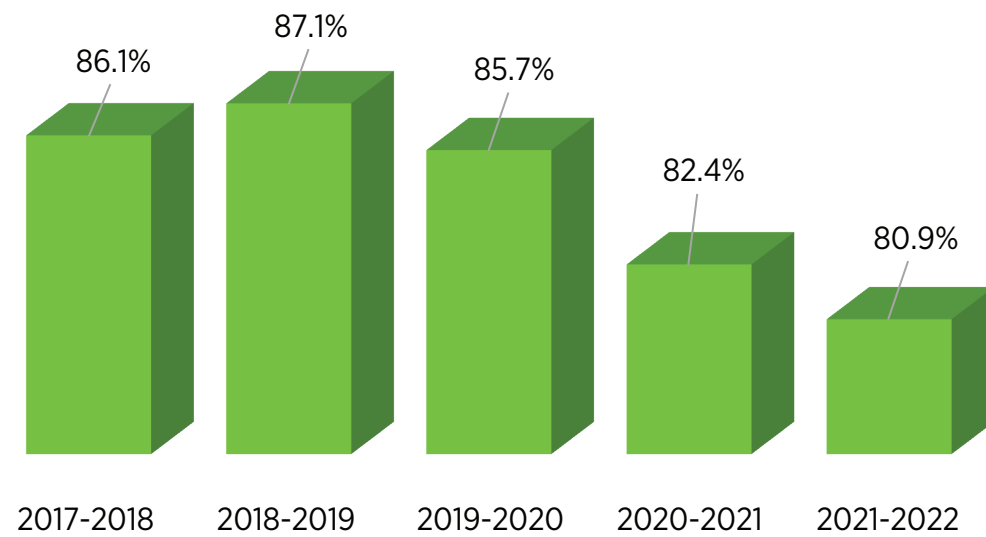
## Where Do Fleming Students Come From?



## Graduates



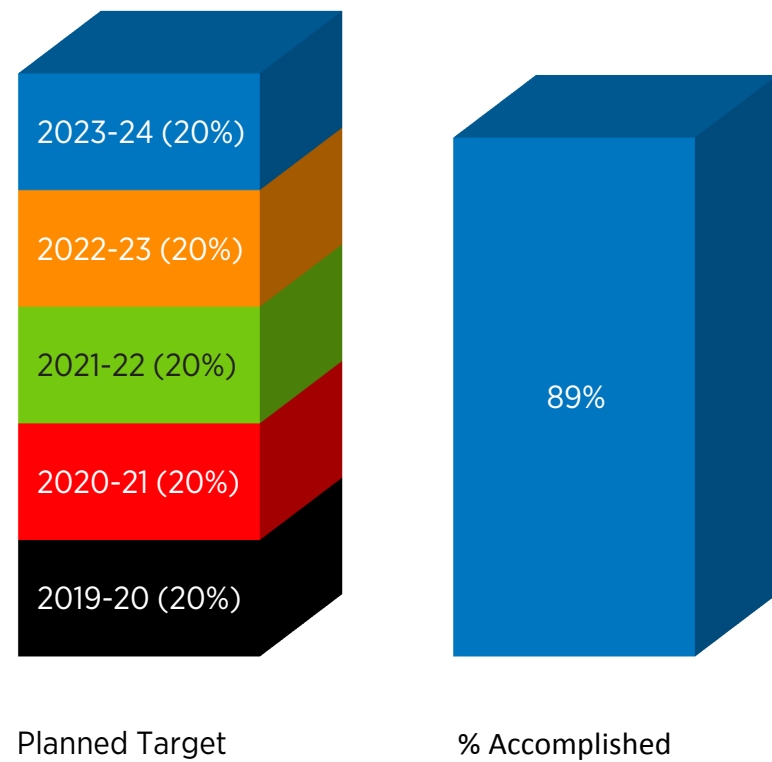
## Retention



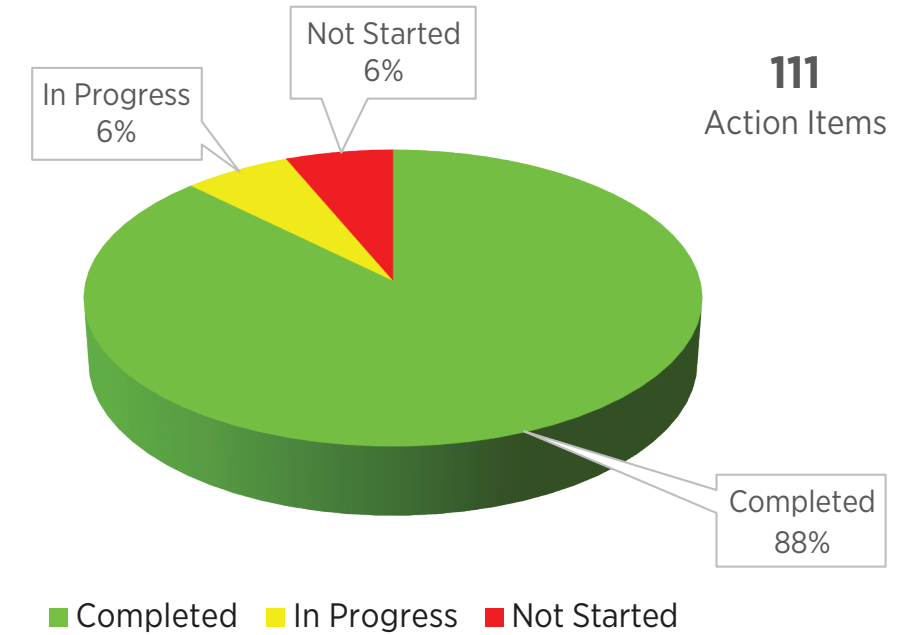


# STRATEGIC PLAN PROGRESS

## Progress on the 2019-2024 Strategic Plan

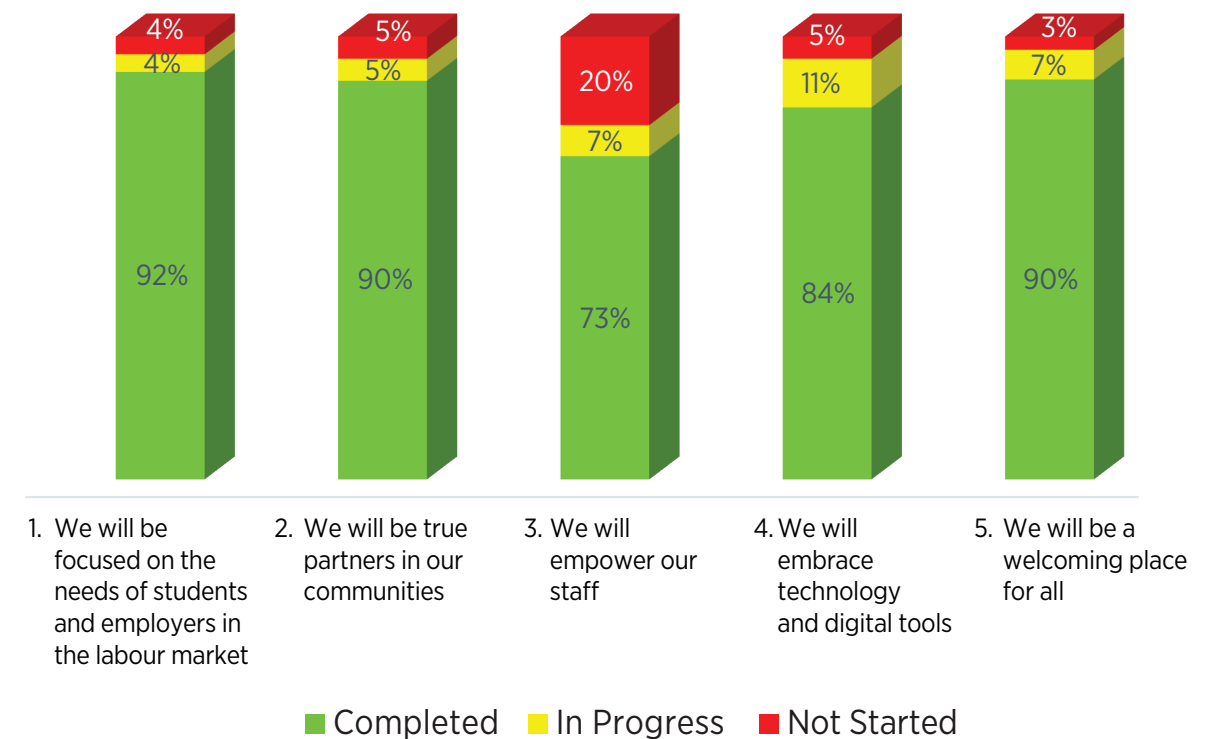


## Completion Rate of 2019-2024 Strategic Plan



The work plan to achieve the 2019-2024 Strategic Plan goals is on track with only 12% remaining to be achieved in the upcoming 2023-2024 year.

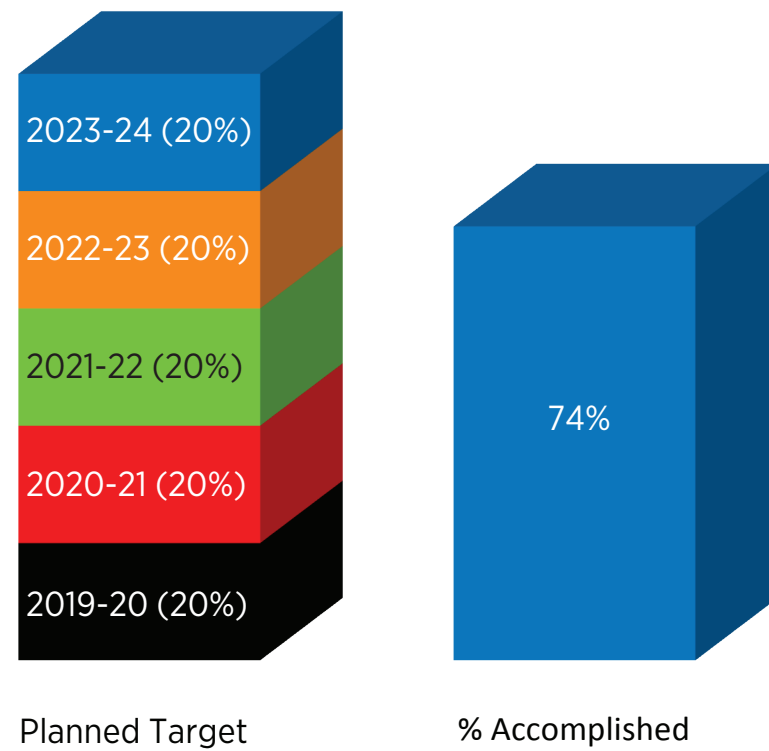
## Completion Rate on Strategic Commitments



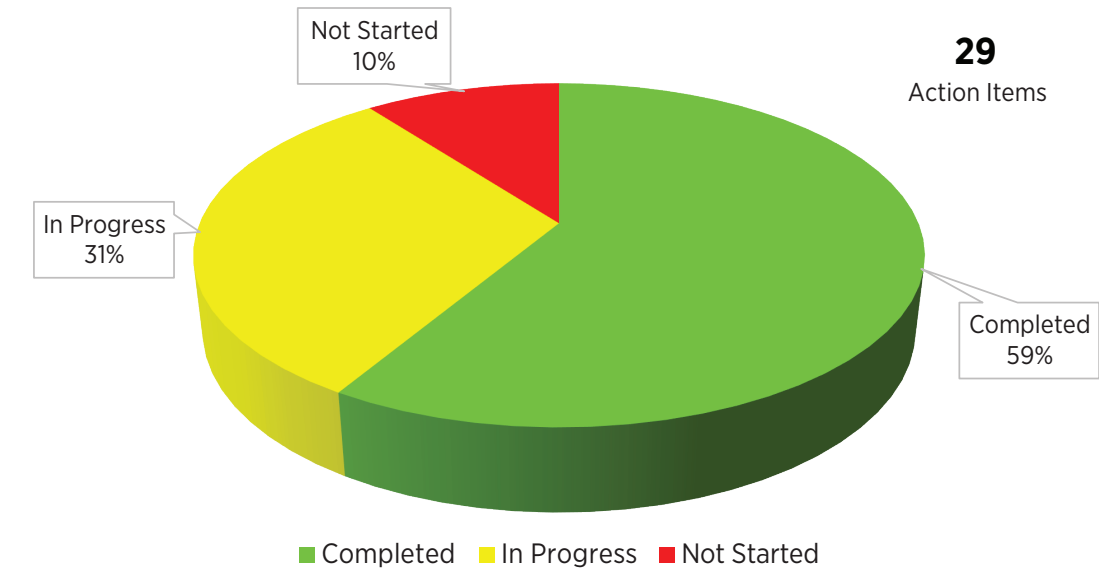


# ACADEMIC PLAN PROGRESS

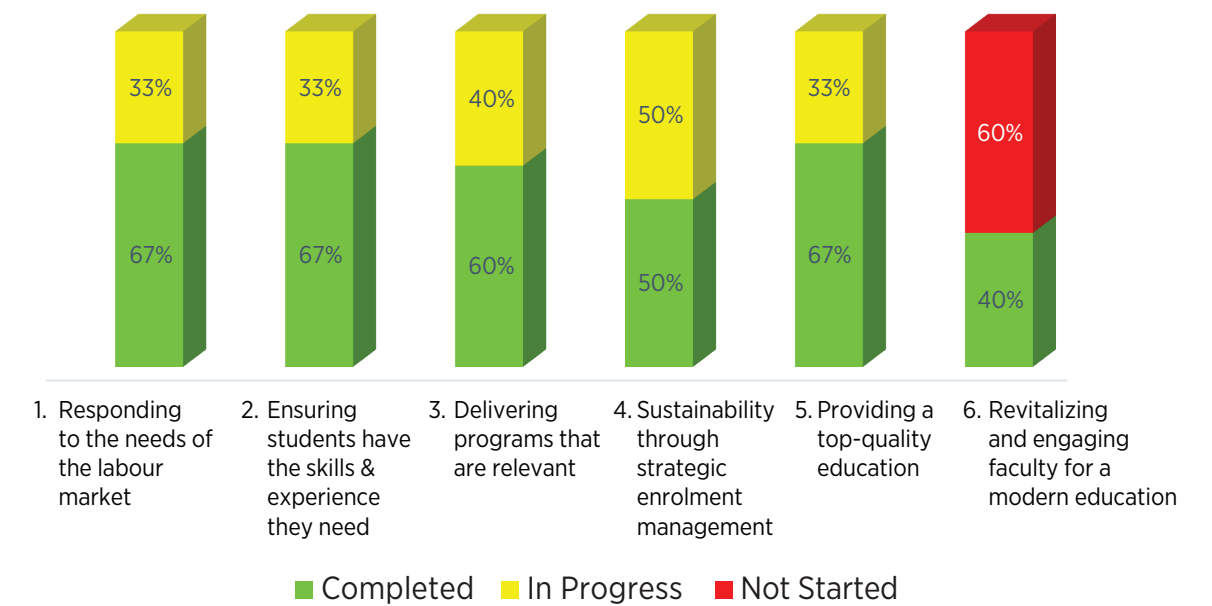
## Progress on the 2019-2024 Academic Plan



## Completion Rate of 2019-2024 Academic Plan



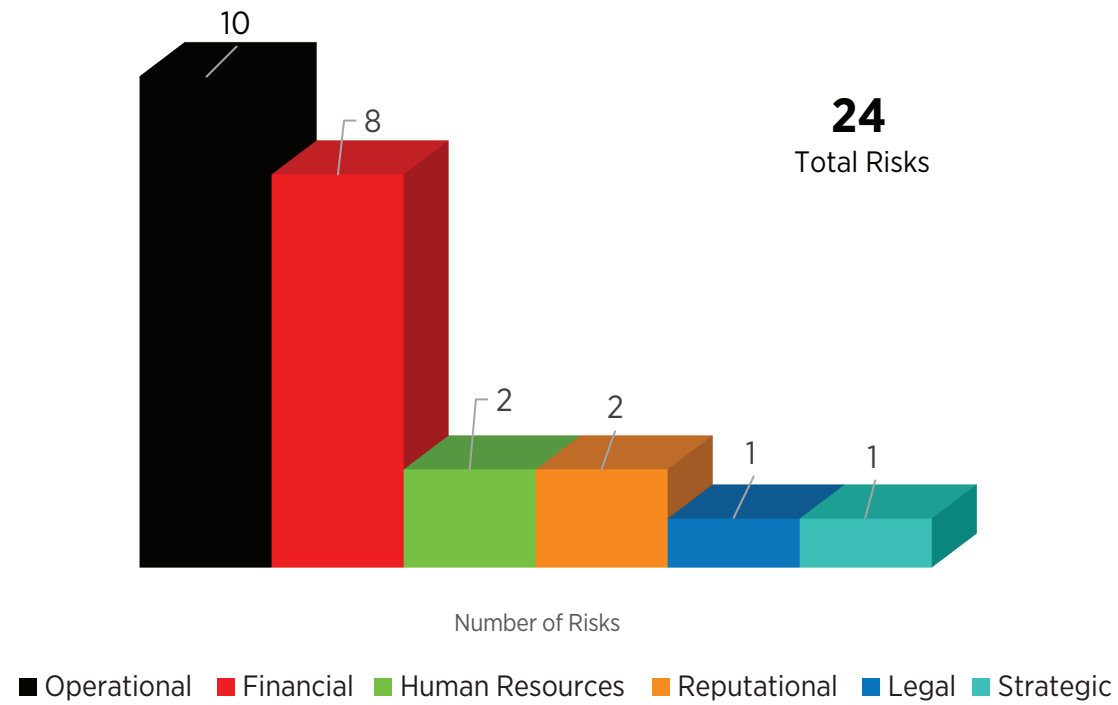
## Completion Rate on Academic Priorities





# ENTERPRISE RISK MANAGEMENT

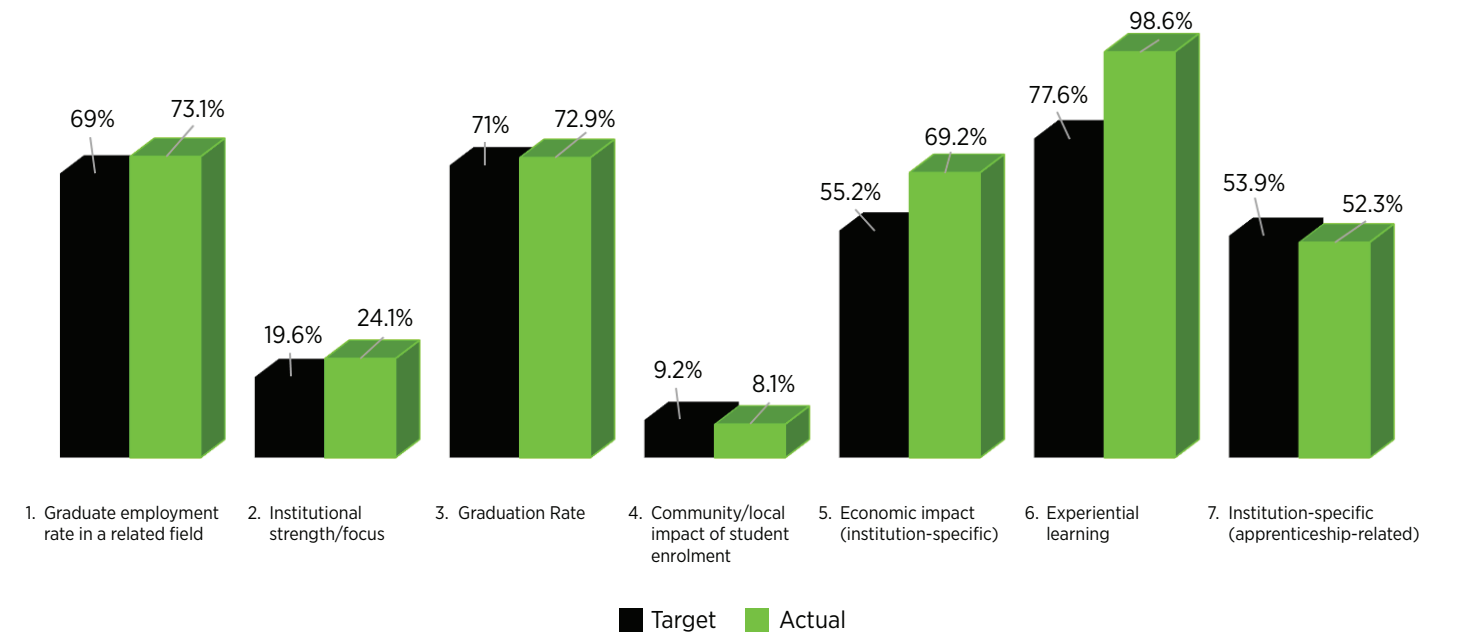
## Risk Category Breakdown



24 risks were identified, and analyzed to determine the likelihood that the risk will occur and the impact it will have on the organization if it does occur. The risk analysis results in a risk score between 1 and 25. Of the 24 risks in the Risk Register the median risk score was 9. The Board of Governors has adopted a risk appetite of 15. This appetite level, allows the college to pursue opportunities that will benefit the college while managing the risks associated with those opportunities. **Eight risks exceeded the risk appetite and were reviewed by the Board of Governors.**

# SMA3 YEAR 3 ANNUAL EVALUATION

## SMA3 Metric Performance

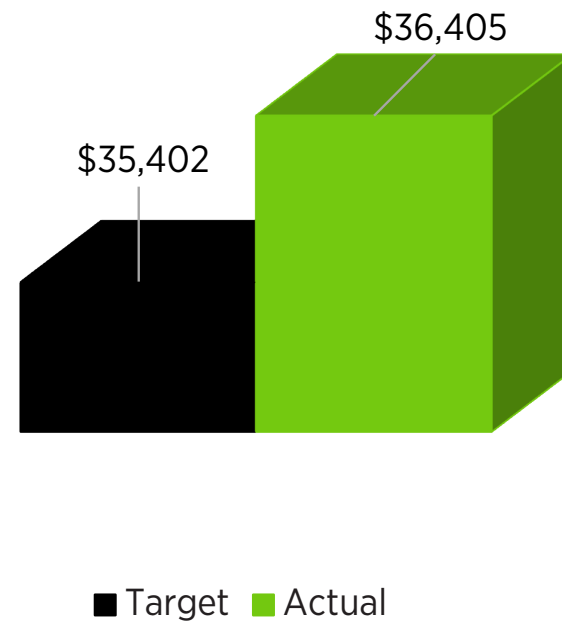




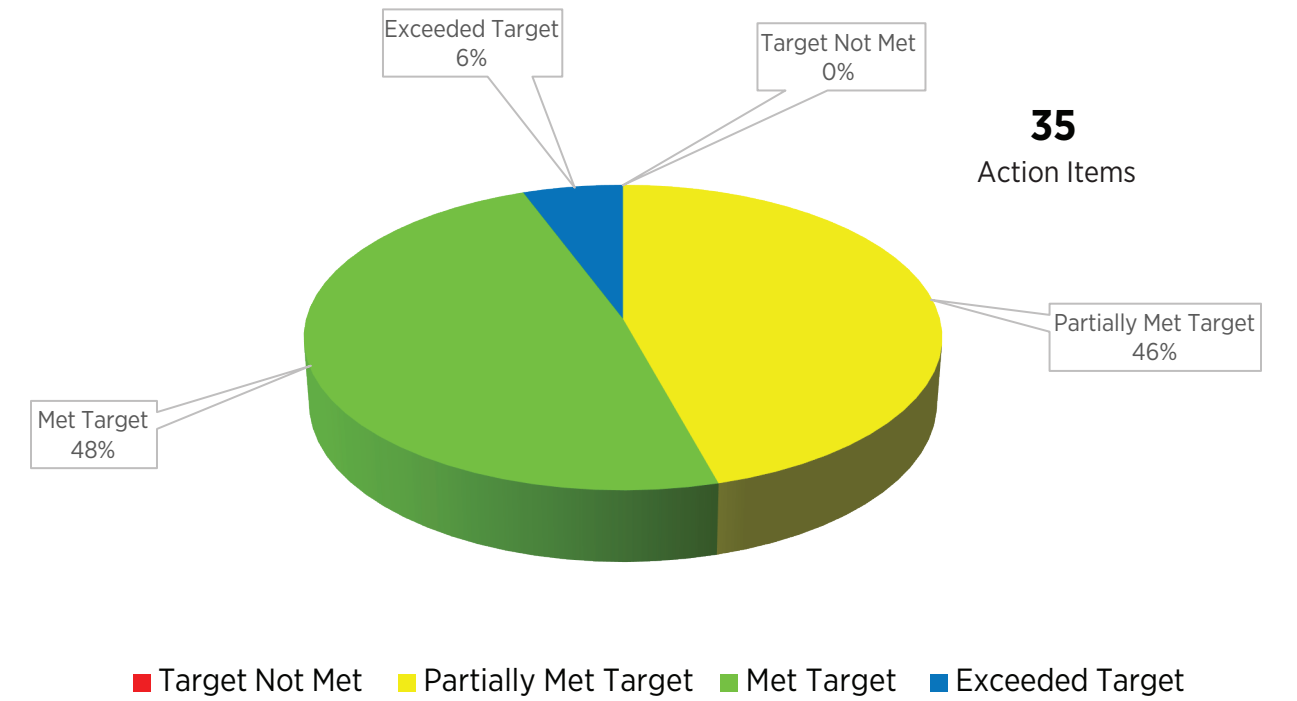
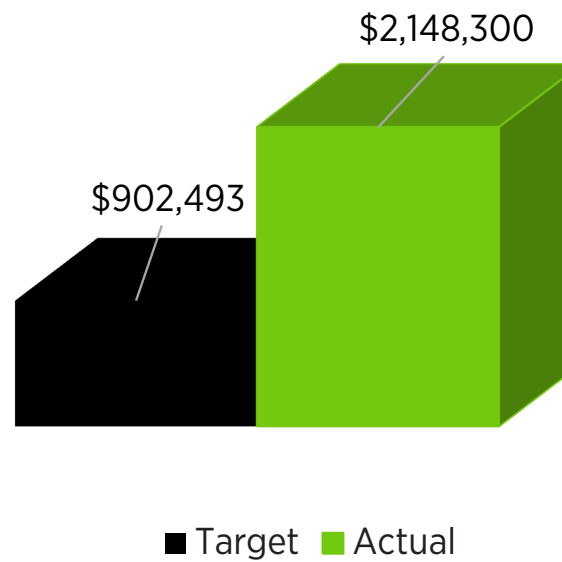
# BUSINESS PLAN REVIEW

## Performance Evaluation of 22-23 Business Plan Objectives

### Graduate Employment Earnings

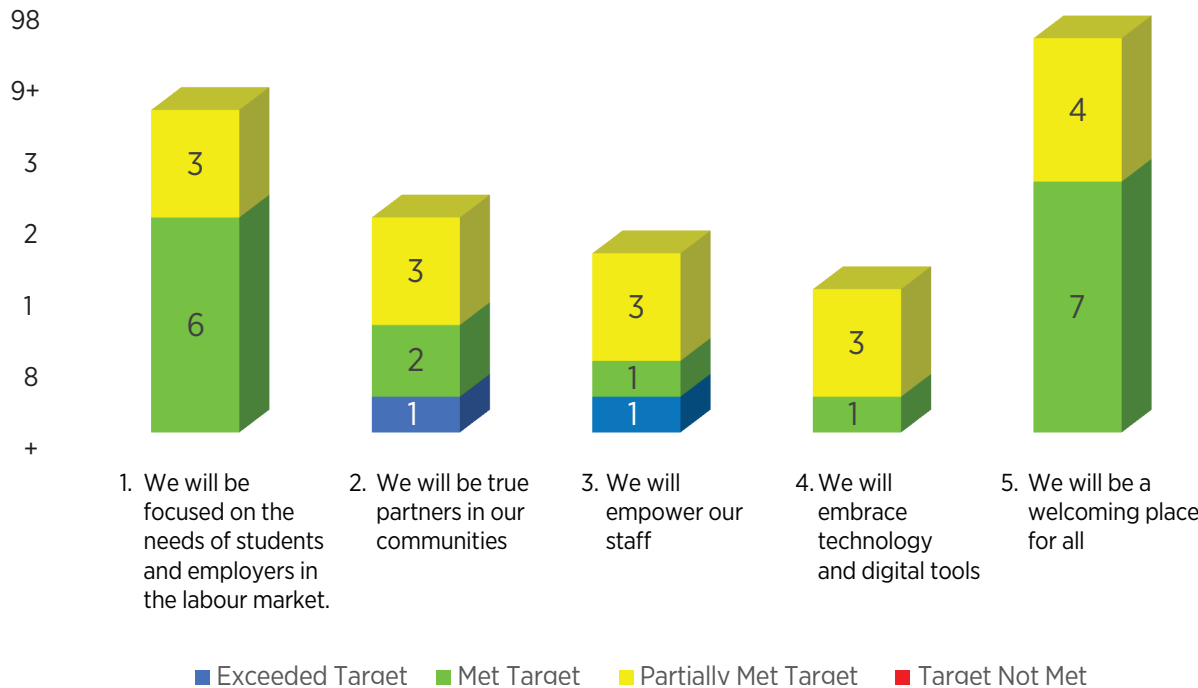


### Revenue Attracted from Private Sector Sources





# Evaluation of 22-23 Business Plan Objectives by Commitment





# REPORT ON BUSINESS PLAN OBJECTIVES

## 22-23 Objectives

### Achievement of Objectives

### 1. We will be focused on the needs of students and employers in the labour market

Establish a Fleming Jobs Council that will include external program advisors who can share current job market trends, develop labour market data, and provide a regular feedback loop between Fleming, employers, and students. This will ensure Fleming graduates are sought after and that programming evolves as the job market changes. Industry has a voice, and we intend to listen.

- |            |   |                         |
|------------|---|-------------------------|
| <b>1.1</b> | Establish a Fleming Jobs Council that integrates with the SSM Jobs Council to collect labour market data from the regions we serve. The Jobs Council will align with our Program Advisory Committees (PACs) and New Program Development System. | Partially<br>Met Target |
| <b>1.2</b> | Implement the Strategic Enrolment Management long-term plan to enhancing student recruitment, conversion, retention, timetabling and the student experience.  | Partially<br>Met Target |
| <b>1.3</b> | Reinvigorate new Workforce Program Advisory Committees (WPACs) to be more interactive with students and faculty and to better understand how industries and employer expectations are evolving.   | Met Target              |
| <b>1.4</b> | Create a Culture of Innovation, Entrepreneurship & Intrapreneurship that encourages students to be innovative employees and/or consider business start-up options upon graduation.  | Met Target              |

Develop a Student Success Strategy that will increase retention and graduation rates as well as employment by working together to develop individual success plans to help people identify and meet their goals at all stages of their life. The strategy will touch high school students, first-time postsecondary students, those returning to college or work after a gap, graduates looking for their first jobs and those looking for the kind of life-long learning that will allow them to progress in and change careers.

- |            |  |                         |
|------------|--|-------------------------|
| <b>1.5</b> | Create a Faculty Professional Development plan aligned with institutional strength programs identified in the Strategic Mandate Agreement  | Partially<br>Met Target |
| <b>1.6</b> | Applying data analytics research to inform a student success strategy, including: 1) why students withdraw early or fail to find employment upon graduation; 2) developing a review of qualitative data to gain insights from the 'Early Leaver' survey, applying predictive analytics to improve retention. | Met Target              |

## 22-23 Objectives

### Achievement of Objectives

- |            |   |            |
|------------|---|------------|
| <b>1.7</b> | Work with Executive Vice President, Academic and Student Experience: define and shape Continuing Education priorities to better serve the needs of Fleming grads and those seeking upskilling and lifelong learning. Develop plan for implementing first phase, delivery methods etc., understand which programs are responsive to the labour market. | Met Target |
| <b>1.8</b> | Develop new ways to receive a quality education with strategies for micro-credentialing, flexible delivery and Contract Training leading to certificates, diplomas, and graduate certificates. Include options for digital badging system.  | Met Target |
| <b>1.9</b> | Establish targets for incremental student retention and graduation with projected increases each year - integrate with SMA3 graduation rate metric targets. Further tracking graduates' success through alumni on LinkedIn among other tools.   | Met Target |

### 2. We will be true partners in our communities.

Diversify our streams of funding so that we will remain a sustainable public institution on which our students and communities rely, both as an employer and a contributor to our local economies, even as governments grapple with ways to tackle their deficits and their greater competition for the school age population.

- |            |   |            |
|------------|---|------------|
| <b>2.1</b> | Amend and implement an Internationalization plan to drive post-COVID recovery (enrolment plans, source markets, student support and international partnerships); including potential overseas contract training and research opportunities. | Met Target |
|------------|---|------------|

Create an Applied Research Development Strategy to expand research activities into all Fleming programs so that we are stretching and contributing to innovation in Canada across all fields, while also finding solutions to issues with which our own municipalities and regions are grappling.

- |            |  |                         |
|------------|--|-------------------------|
| <b>2.2</b> | Improve tools and resources for faculty and staff looking to carry out applied research, ensuring the information is relevant and useful. Create a Fleming Researcher Guide; update and improve the Office of Applied Research & Innovation department website to include new resources; and begin to provide professional development opportunities for faculty and staff interested in research. | Partially<br>Met Target |
| <b>2.3</b> | Finish launching the NSERC/CFI funded Centers for Innovation in Aquaculture Production (CIAP) and Industrial Innovation of Things (CAMIIT). This will include key positions being hired and facility building, and renovation completed.   | Partially<br>Met Target |

| 22-23 Objectives |  | Achievement of Objectives |
|------------------|--|---------------------------|
|------------------|--|---------------------------|

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|---|--|----------------------|
| 2.4   | Expand Student Involvement in Applied Research   | Partially Met Target |
| Enhance pathways for students between Fleming College and Trent University and other postsecondary institutions so that students, regardless of where they start their post-secondary education, can receive the customized education they need to thrive and adapt in the workplace. |  |                      |
| 2.5   | Establish and meet new targets for student enrolment as a result of pathways, new programs and certifications, and international growth                                    | Met Target           |
| 2.6   | Enhance transfers from Trent to Fleming with a goal of increasing the number of student transferring in both directions (college to university and university to college). | Exceeded Target      |

### 3. We will empower our staff.

Invest in our people by creating an Employee Success Strategy that will identify and provide dedicated professional development opportunities, high skills training and the equipment and technology needed to provide the best possible experience for students and staff.

|     |   |                      |
|-----|---|----------------------|
| 3.1 | Plan and implement operational systems enhancements that improve the effectiveness and productivity of college staff and improve quality of student experience.   | Partially Met Target |
| 3.2 | Optimize and Expand Fleming's Teaching Complement to enhance student learning.  | Partially Met Target |
| 3.3 | Develop and publish work instructions, process maps, guides, job aids, and/or frequently asked questions documents for OEHR, leaders, and employees with relevant, easily accessible information and guidance.                                  | Partially Met Target |
| 3.4 | Develop and start implementing a two-year Registrar's Office Improvement Plan based on the consultant reviews and recommendations.  | Exceeded Target      |
| 3.5 | Develop and implement a student service survey & complaints system that is ongoing for all service areas in the college. The results of the survey will be live and continuous to inform leaders of issues as they emerge using aggregate data. | Met Target           |

### 4. We will embrace technology and digital tools.

Create a Tech Development Centre to conduct an inventory of the technology and digital tools that currently exist at Fleming and consult with industry to guide the expansion of technology for faculty and students so that both are using the most appropriate technology to meet the expectations of modern workplaces.

| 22-23 Objectives |  | Achievement of Objectives |
|------------------|--|---------------------------|
|------------------|--|---------------------------|

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|--|--|----------------------|
| 4.1  | Plan and implement teaching systems enhancements that improve student experience and increase staff productivity and teaching flexibility.   | Partially Met Target |
| 4.2  | Develop a new technology strategic plan for the college that provides a comprehensive view of the technology future for the college, defines the roles of a Technology Development Centre; begin to implement initial components of the plan, including a multi-year capital budget. | Partially Met Target |
| 4.3  | Expand digital learning and complete a Digital Transformation Plan to ensure all students have the best possible access to tools and technologies and information.   | Partially Met Target |
| Use the latest data-driven technology to create a job Market Analytics program to improve our use of data and analytics to better understand the job market and outcomes for graduates so that program development will be informed by research. |  |                      |
| 4.4  | Cross-campus DCTS is under way, actions, and timelines to be formalized in a DCTS Strategy.  | Met Target           |

### 5. We will be a welcoming place for all.

Establish a Student Experience Strategy to ensure an outstanding experience and success for students upon graduation. We will improve career and support services, renew our facilities and a focus on student life and well-being on campus and in our communities.

|  |   |                      |
|--|---|----------------------|
| 5.1  | External expertise in facilities use in place, and facilities use growth plan for new residence in Haliburton identified. Future growth into Peterborough is underway.                    | Met Target           |
| Strengthen our relationship with Indigenous Peoples by helping to create opportunities in postsecondary education, and actively participating in the process of reconciliation by ensuring all students and staff gain a deeper understanding and appreciation of Indigenous Peoples, their ways of knowing and histories. |   |                      |
| 5.2  | By Year 5 (2024-2025), Graduate Certificates to have at a minimum incorporated an introductory level of Indigenous culture training, course, or measurable competency for all students.   | Partially Met Target |
| 5.3  | 1,300 students to be enrolled in Indigenous Perspectives designated qualifying courses. Twelve programs to have the designation, and an additional 12 will be added by Year 3 (2021-2022) | Exceeded Target      |
| 5.4  | Increase self-identified Indigenous students to more than 500 and 700 by year 2024-2025.  | Met Target           |
| 5.5  | Increase the number of academic partnerships in Indigenous knowledge.   | Met Target           |



| 22-23 Objectives |  | Achievement of Objectives |
|------------------|--|---------------------------|
|------------------|--|---------------------------|

- |     |  |                      |
|-----|--|----------------------|
| 5.6 | Establish relationships with community partners seeking to hire: 1) Indigenous students and 2) non-indigenous students with the Indigenous Perspectives Designation.   | Partially Met Target |
| 5.7 | Deliver dual credit programs on First Nations.   | Partially Met Target |
| 5.8 | Monitor and implement best practices from other institutions to ensure appropriate implementation of TRC recommendations, with consideration also of other Commissions' work such as RCAP or UNDRIP or other international best practice such as NAISA or WIPCE. | Met Target           |

While growing our domestic enrolment, create an Internationalization Strategy that includes expanded spaces for international students, creates study abroad opportunities for domestic students, attracts talented faculty from overseas and builds on supports to create an environment where students from other nations can succeed and feel welcomed. Domestic and international students gain valuable knowledge by learning from each other's culture and political, social, and economic perspectives.

- |     |   |            |
|-----|---|------------|
| 5.9 | Implement strategies to increase enrolment as the college-age demographic of domestic students continues to decline by attracting student from diverse groups, regions, and international countries. The College will seek to welcome all students by creating programs and supports relevant to students in our region, elsewhere in Canada, Indigenous learners, and students overseas. | Met Target |
|-----|---|------------|

Ensure we are meeting the needs of diverse populations among our staff and students in culturally safe and inclusive ways, and providing an accessible campus and accessible learning services supports for under-represented groups and for those experiencing mental health challenges.

- |      |   |                      |
|------|---|----------------------|
| 5.10 | Address accessibility services and academic supports for students through Accessibility Plan, collaboration with the academic division, and enhanced support services that will include consideration of sexual violence, EDI, Indigenous students, and international students. | Partially Met Target |
| 5.11 | Achieve project plan milestones for year of the multi-year Equity, Diversity, and Inclusion Action Plan.  | Met Target           |





## FLEMING JOINS EaRTH DISTRICT

Fleming College has joined a leading consortium of post-secondary institutions to help develop our region's clean, green sustainable technology sector. The Environmental and Related Technologies Hub (EaRTH) District is made up of five institutions within the eastern GTA, including Fleming College, Trent University, The University of Toronto-Scarborough Campus, Ontario Tech University, and Centennial College.

The goal of EaRTH District is to advance green solutions to fuel sustainable communities and help combat the adverse effects of climate change through clean technology. Fleming's main area of contribution will include its three world-renown research centres.

- The **Centre for Innovative Aquaculture Production (CIAP)**, based out of Fleming's Frost Campus, has been a leading researcher in the investigation, analysis, and development of sustainable aquaculture production. Initially launched as a way to study the restoration of wild fish populations, CIAP is now leading applied research for both commercial and sustainable aquaculture development.
- Fleming's **Centre for Advancement in Water and Wastewater Technologies (CAWT)** has been tracking and researching wastewater challenges around the globe. CAWT's state-of-the-art analytical laboratories are equipped with an exceptional range of equipment capable of everything from microbial analyses to large, big-picture projects.
- The **Centre for Advancement in Mechatronics and the Industrial Internet of Things (CAMIIT)** is the leading regional hub for industrial and academic research projects. Scientists, faculty researchers, engineers, and technologists at CAMIIT work in both the public and private sector to develop innovative solutions to create a smarter and more sustainable world.

An EaRTH District study projects that the eastern GTA will generate \$8.4 billion in total output, \$1 billion in taxes and create more than 4,000 jobs over the next two decades.

The thoughtful and authentic inclusion of Indigenous Knowledge, People and Community is integral to the work of EaRTH District and within each institution. Respectful Relationships will contribute to the success of EaRTH District.





# iGRO PROGRAM

In late 2022, the Office of Applied Research and Innovation (OARI) was pleased to launch the internal Grants for Research Opportunities (iGRO) program. Through iGRO, a modest amount of seed funding is available for Fleming College faculty to pursue new applied research initiatives with an external partner organization. Intended to help grow applied research capacity and opportunities across the college, the iGRO program has been designed to support early-stage research collaborations that have the potential to lead to future successful external research funding or support new research areas.

The first four iGRO projects, described below, provide a glimpse of just some of the ways that Fleming College's faculty, staff, and students can help contribute to local innovation and research.

**Project Title:** Sustainable Agriculture in HVAC/R

**Led by:** Alex Berger

**School:** School of Trades and Technology

**Project Description:** For this project, the research team designed and created a small proof of concept greenhouse fitted with a special heat pump system. Monitored by the team and students from the Heating, Refrigeration and Air Conditioning Technician program, the greenhouse should allow for a controlled indoor food-growing environment using far less energy than traditional greenhouses.

**Project Title:** Airborne Virus Quantification and Correlation Study

**Led by:** Anna McNichol,

**School:** School of Health and Community Services

**Project Description:** In this study, the research team collected and studied air samples to establish a correlation between particulate air matter and pathogen load in health settings. The data from the project will help the industry partner improve their artificial intelligence algorithms for air quality monitoring technologies.

**Project Title:** Alpaca Custom Antibodies Applied Projects

**Led by:** Amanda Rochon

**School:** School of Health and Community Services

**Project Description:** This project should lead to future collaborations between the Biotechnology - Advanced program and their industry partner. The project is the first step in helping the partner create custom antibodies while also building experience at the college in methods for extracting, quantifying, and qualifying extracted RNA.

**Project Title:** Efficacy Evaluation of Window Collision Deterrent Decal Patterns on Resident Bird Populations at Frost Campus

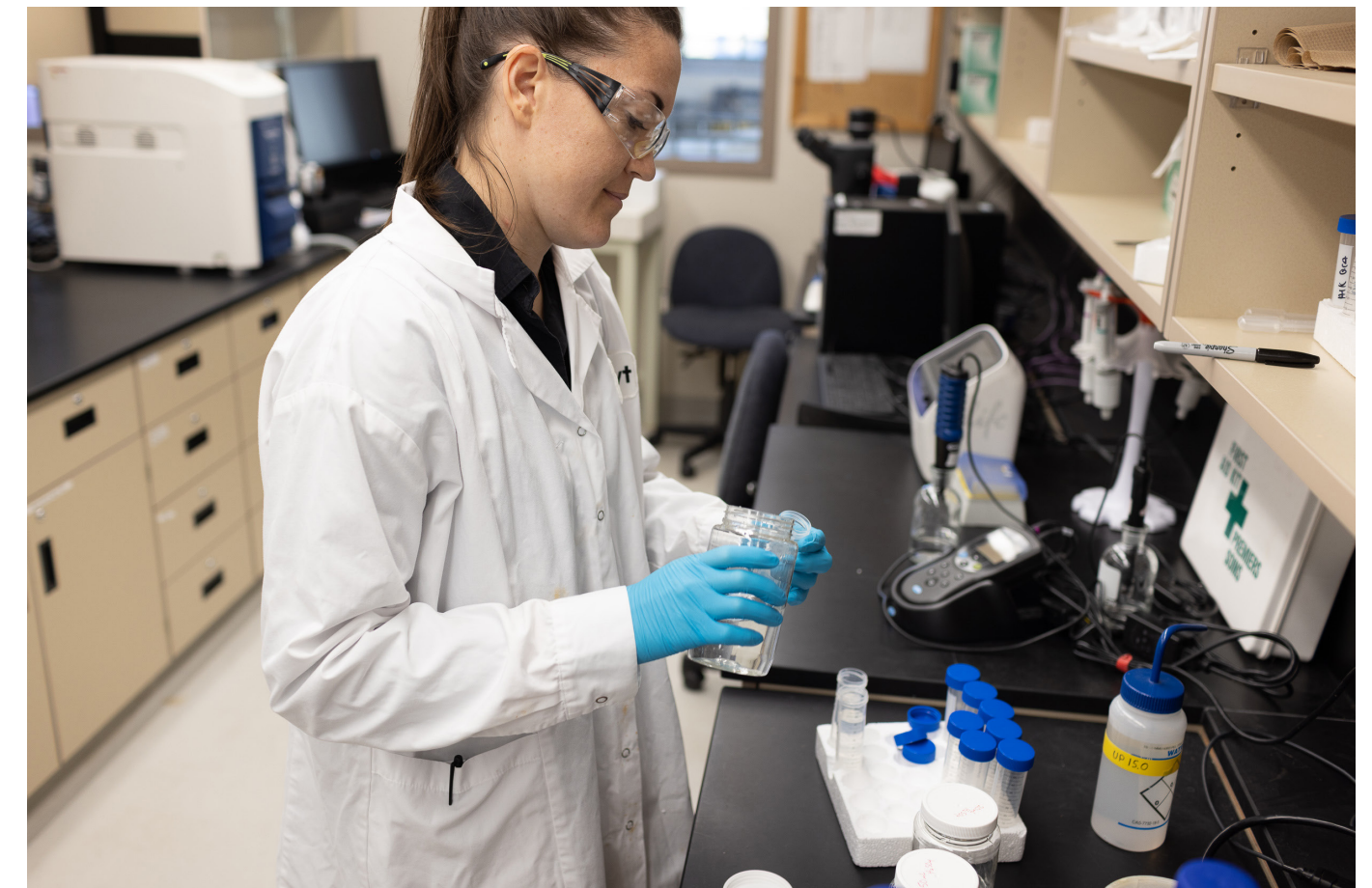
**Led by:** Thomas Luloff

**School:** School of Environmental and Natural Resource Sciences

**Project Description:** This project will help the research team's industry partner evaluate and maximize the conservation potential of their deterrent window decals. As part of the project, teams of Conservation Biology students performed regular monitoring around the campus to collect baseline data for window strikes during overwintering and migration seasons.

As the pilot round of the iGRO program wraps up, the next round of iGRO is preparing to launch. Moving forward, the OARI will hold two annual iGRO proposal competitions in the Fall and Winter semesters, each competition aiming to award \$10,000 to one project.

Funding for the iGRO program comes as a result of successful funding under the Natural Sciences and Engineering Research Council of Canada (NSERC) Mobilize program. The Mobilize funding is helping the college grow applied research through partnerships, improved training, and new initiatives like the iGRO program.





# CONSORTIUM ON INTERNATIONAL EDUCATION

In March 2023, Fleming College received \$107,000 from the Higher Education Quality Council of Ontario (HEQCO) to join its newly formed Consortium on international education. This two-year project will provide evidence-based research to inform policies and practices around international education in Ontario.

The Consortium will address issues related to how institutions, communities and government support quality, accountability, and sustainability of international education in Ontario AND how government and institutions support the transition of international students to successful labour market outcomes and immigration.

Fleming College will pursue a case-based approach in addressing the growing impacts that international students and graduates have on the post-secondary sector and the labour market situation of communities across Ontario. The project will undertake the following research activities:

- Document the existing **international student footprint** in the local community in order to better illustrate how international credentials play into the economic vitality of local ecosystems.
- Document the existing **international graduate footprint** in the local community to better illustrate how international credentials play into the economic vitality of local ecosystems.
- Leverage key data sources and innovative technologies to map post-secondary programming to labour market opportunities.
- Through HEQCO Consortium, share best practices and learnings with the broader post-secondary education sector and labour market experts to help move the policy agenda forward on International Education in Ontario forward.



# INDIGENOUS EXCELLENCE IN INNOVATION

In November 2022, Fleming College was invited to speak at the Canadian Association of Career Educators and Employers (CACEE) National Conference and provide a demonstration of **Indigenoulabourmarkets.ca**, Canada's first Indigenous labour market platform that can document and track labour market information that is unique to Indigenous Employers, Indigenous Communities and Indigenous and Non-Indigenous job seekers.

Following up on this work, Fleming College partnered with the University of Victoria's Indigenous Law Research Unit (ILRU) to expand its work as Canada's leader in the research and revitalization indigenous laws to address key challenges facing Indigenous and non-Indigenous communities. Fleming College leveraged traditional knowledge and new labour market insights to assist ILRU with its workforce expansion initiatives which included detailed occupational and salary assessments for ILRU's existing staffing complement, research and guidance on new job description development, Indigenous education and experience requirements, and advice on effective recruitment strategies to promote Indigenous hiring.





## OFFICE OF THE REGISTRAR

In the Summer of 2022, the Registrar’s Office (RO) began a three-year improvement plan incorporating recommendations from an external review of the RO that occurred over two years (2019 and 2020) and resulted in six comprehensive reports. The improvement plan aligns with recommendations from the IBM PeopleSoft review and the College’s Strategic Plan and Academic Plan. The RO Improvement plan will impact nine main areas:

1. Enrolment Planning and Strategy
2. RO-Information Technology Strategic Plan
3. Data-Driven Planning and Decision support
4. Front-Facing College Customer (Student) Service Delivery
5. Student Financial Services
6. Academic Scheduling
7. RO Structural Design
8. External Opportunities
9. Improvement Management and Integration

Several achievements were made this past year (2022-2023) in the RO. Some notable changes include:

- Standard operating procedure for a 3-year rolling Enrolment Plan which forms the foundation for the Strategic Enrolment Management Committee to apply future enrolment tactics and solutions
- The RO, Academic Division and Student Counselors began a year-long Probation Forgiveness pilot to help with student retention and success
- Significantly reduced the processing time for international student applicants to receive acceptance letters and payment documents
- Significantly reduced processing time for letters of completion to support graduates in seeking employment and professional certifications.
- The implementation of MyCreds, a digital credential and transcript verification system for students and employers as well as other institutions
- Acquiring QLess, a digital queuing system so that students can spend time in class and their studies instead of in a long waiting line

In addition to these improvement highlights, the RO is currently developing a new Customer Service Delivery Framework (CSDF) which will modernize services and focus on the needs of students and their experiences with RO services. The CSDF will also include customer service improvements for Continuing Education and Corporate Training students as well. Staff are also reviewing training requirements with the changing competencies that will be required in this new service environment.

## FLEMING COLLEGE TORONTO OPENS ITS DOORS

A significant highlight of the 2022/2023 fiscal year was the launch of our Private Career College Partnership with Trebas Institute Ontario, a subsidiary of Global University Systems. These partnerships offer international students the opportunity to study Fleming College curriculum and earn a Fleming College credential delivered by our partner at their new “Fleming College Toronto” campus at Yonge and Eglinton.

The launch in September 2022 included 4 programs, Business, Global Business Management, Supply Chain Management and Project Management. Enrolment exceeded original projections with 587 students enrolling in the initial cohort. Winter 2023 enrolment intake grew significantly to 1,187 students for a total enrolment at the Toronto campus of 1,774 for the Winter semester.

Enrolment is projected to grow more during 2023/2024 with the addition of new programs such as Personal Support Worker, International Business Management and English Language training programs.

The launch of Fleming College Toronto has been tremendously successful with exceptional facilities, very positive market response and strong student feedback. As the partnership continues to grow, income generated by the partnership will be invested in infrastructure and services at Fleming’s home campuses.





# MARKETING AND RECRUITMENT HIGHLIGHTS 2022/23

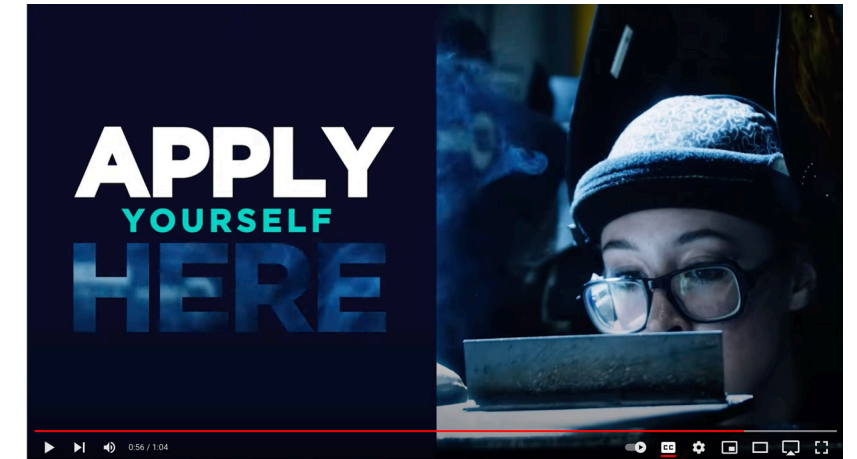
## Ontario Colleges Fair Booth

The Ontario Colleges Fair booth was redesigned to match the new Fleming brand. It was conceptualized to be modern and sophisticated yet stay true to the natural, historic undertones of Fleming College – using both wood elements and plant-like greenery. The design was strategically created so that it can be scaled down to meet the requirements of the Skills Ontario Competition. The booth incorporated representation from all academic schools in their sectioned off kiosks. Interactivity and engagement were set as a high priority for the booth requirements, where we successfully accommodated high-fidelity nursing simulators, a mobile heavy duty operator simulator and a ‘scratch and win’ touch screen in the centre for the opportunity to win a variety of prizes, including an Oculus Rift. Please view video for the full booth experience. [vimeo.com/manage/videos/762762116/privacy](https://vimeo.com/manage/videos/762762116/privacy)



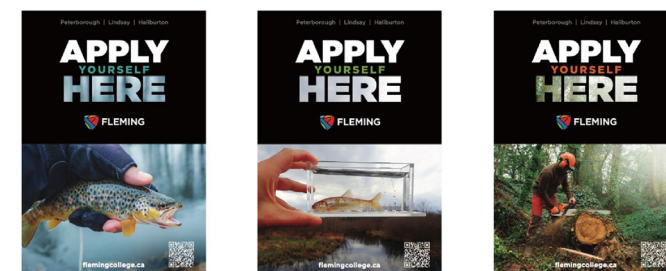
## Recruitment Video

Currently at 112,000 views on YouTube and 7,000 views on Instagram, the new Fleming recruitment video has proven to be a success. This video was developed to serve as the main recruitment video shown in our high school visit presentations and act as the ‘highlight video’ on the College’s official YouTube channel. The video was designed to be fast paced, riveting and gain the audience’s attention within the first 3 seconds to ensure bounce rate analytics remained low. View video here: [youtube.com/watch?v=XIizer4vYw4](https://youtube.com/watch?v=XIizer4vYw4)



## Brand Campaign-Apply Yourself Here

The new brand campaign was created and launched to strategically target and reach audiences in our catchment areas and beyond. Fleming College is a place where you don’t just gather to learn about your passion, you get to apply it here- you get to APPLY YOURSELF HERE. Where “APPLY YOURSELF HERE” has a double entendre interpretation, that can serve as a strong call to action in the prospective student market to apply here, and serve as a motivational reminder to apply yourself as a student and give it 100% to get the most out of your college experience. View the brand video recap here: [vimeo.com/manage/videos/743570355](https://vimeo.com/manage/videos/743570355)

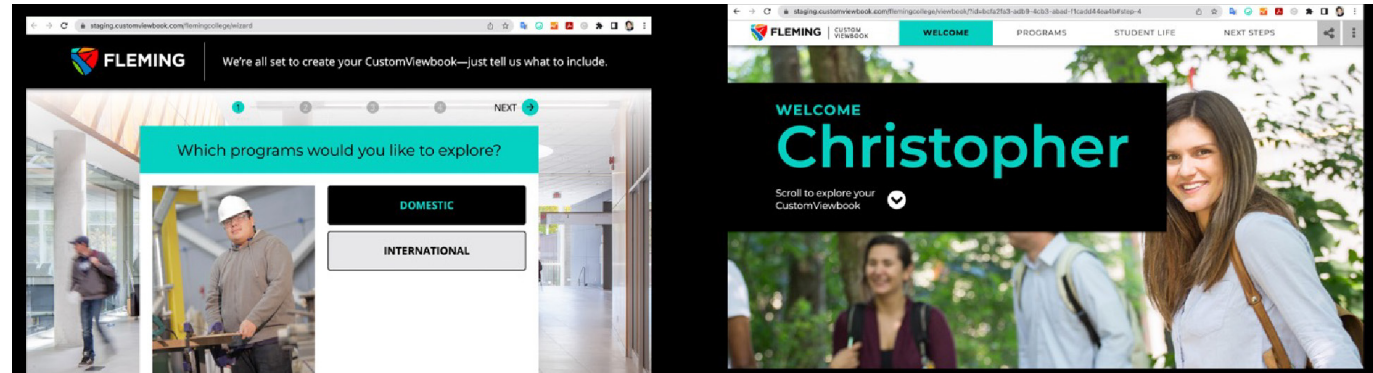




## Custom Viewbook

The custom viewbook was created and designed to provide a more tailored experience to learn about everything that Fleming has to offer- from academic specific detail to co-curricular and extra- curricular activities, the user can preselect their domestic or international status along with their interests which are aggregated on a personalized webpage. The end result for the user is a curated experience and the end result for the Marketing and Recruitment team is a new, active lead for future correspondence and relationship nurturing and fostering.

[customviewbook.flemingcollege.ca/wizard](https://customviewbook.flemingcollege.ca/wizard)



## Website

After consultation with critical user groups including current students, prospective students, and staff we were able to create an enhanced user experience and user interface with a modern aesthetic that harmoniously matches the new Fleming brand. The newly redesigned website launched on February 9, 2023. The redesigned program pages now have the functionality to showcase student work, faculty bios and multiple images and video. The program A-Z filter has been enhanced and there is now an 'info for' section on the top of the homepage that aggregates specific information as it pertains to that specific user group.

# 2022-2023 BOARD OF GOVERNORS OF SIR SANDFORD FLEMING COLLEGE

September 1, 2022, to August 31, 2023

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(Cobourg)  
Board Chair; Chair-Executive Committee

**Don Gillespie**  
(Lakefield)  
Board Vice-Chair; and Chair, Governance Committee

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# FLEMING

[flemingcollege.ca](http://flemingcollege.ca)

[askus@flemingcollege.ca](mailto:askus@flemingcollege.ca)

1.866.353.6464

