

President's Report to the Board



March 5, 2015

From the President

The arrival of March typically marks the end of the year for university-level sports. Virtually all of our varsity athletes have now hung up their sneakers (or skis) for the season. The one exception is Natasha Doroodian, a second-year Law and Justice major who is in Edmonton this weekend competing for a national championship in wrestling. My family and I had the opportunity to watch Natasha compete for Gold two weekends ago in the Ontario Championships in Sudbury. She ended up with the Silver Medal, and we should be immensely proud to have a varsity athlete who is already the second-best in Ontario at what she does, in only her second year. We'll watch carefully to see how Natasha fares at the Nationals.

The close of the varsity season seemed like an apt time to provide Board members with an overview of how we have made out in our first two years competing in university-level sports. Our Director of Athletics, Mark Kontulainen, has prepared a special report on the varsity program that you'll find at the end of this edition of the President's Report. One point that Board members should take special note of: we now have 103 student-athletes in our varsity program, and 70% of them have indicated that the opportunity to compete in interuniversity sport was a significant factor in their choice to come to Algoma.

Continuing with the theme of students, I would like to report that I had a very interesting two-hour Town Hall meeting with our students on Wednesday of this week. While past meetings have tended to focus on services (such as parking), students at this Town Hall raised a much broader range of subjects, including academic and behavioural issues. (And yes, they did raise the issue of parking as well!) One thing that seems increasingly clear to me is that we should take a much more pro-active approach at Orientation to ensure that new students have a better understanding of what we expect from them, and what we can provide for them.

On February 7th, Michelle and I hosted our traditional dinner for newly-tenured faculty and their families. Congratulations to Rose Cameron, Neil Cruikshank, Jennifer Foote and Dwayne Keough!

Finally, you'll see later in this Report that Kevin Hemsworth, our Director of Communications, has decided to step down in order to open his own business. I thank Kevin for his efforts on behalf of Algoma University and wish him well with his new company.

Dr. Richard Myers
President

Vice President Finance and Administration

Summary of Issues, Initiatives and Operations since January 2015

Sean Dwyer, Vice President Finance and Administration

1. The President's Budget Advisory Panel (PBAP)

Planning for the 2015-16 operating budget has been underway since early January. All budget holders on the Administration Team have submitted their draft budget requests to the Office of the VPFA with only two Administrators yet to present their budget submissions to the PBAP as this portion of the process nears completion. The PBAP meets weekly and will carry out its mandate to present a balanced budget recommendation to the President which will be the basis of the final draft that will move through the governance for approval.

Enrolment forecast updates are being provided to the PBAP on a biweekly basis with the final forecast expected to be embedded into the budget later in the process.

2. Dissolution of the Foundation / Transfer of Assets

The transfer of Foundation assets to the University is being completed and will occur prior to the end of this fiscal year. The April 30th, 2015 charity return will be filed as usual showing the distribution to AU (and all other activity). At this time, the Foundation entity will have no other assets and a request will be made to the CRA to have the charity revoked. The revocation process will begin post Apr 30th, 2015, and, once complete, a final nil return will be filed and the necessary documents will be filed with the Public Guardian and Trustee (PGT) which will surrender the corporate existence of the Foundation.

3. Collective Bargaining Negotiations

The University has three collective agreements: the Full-Time Faculty CA, the Part-Time Faculty CA and the Support Staff CA. All three expire on June 30th, 2015. Administrator bargaining team formulation is complete and article review is ongoing.

4. Capital Project Costs/Financing

The GLC expansion is nearing completion. Construction and timing details can be found within the Physical Plant Director's update. The finances are being reported to the Finance Committee and the project is currently on budget.

5. Pension Plan Restatement and Asset Mix Review

As was first socialized with the Finance Committee in November of 2014, the plan's actuaries have further been engaged to both restate the plan and to complete an asset mix review and related Statement of Investment Policies and Procedures (SIPP) agreement review. Note that these expenses are incurred by the plan itself and are not funded directly by AU operations. These actions are best practices that will both better position the plan and better position the University, as the plan's sponsor and administrator, for an upcoming FSCO audit.

Academic Dean

Summary of Issues, Initiatives and Operations since January 2015

Dr. Richard McCutcheon

The past six weeks have gone by quickly. Many initiatives are now vigorously underway.

1. Five Year Academic Plan

AppCom's development of a renewed Five Year Academic Plan is well underway. Following a full morning session, which raised a number of core concerns and questions, we decided to prepare a discussion paper to present to the full-time faculty. On 6 March, following the regularly scheduled meeting of Senate, I have scheduled a "faculty forum" that will bring together faculty members in the three divisions to address core questions.

2. Budget Development

At weekly meeting of the Department chairs I have been developing a number of budget lines, most important to them being the formulas used to create a department budget line. I have also been working with the Department and Division chairs to think through how we can reduce our overall academic budget in light of the reduction of income that we face as an institution.

3. The Social Work Program

I have received word back from the search firm that they are having conversations with a number of possible candidates for the position of Director. We have also now posted the position advertisement for a full-time tenure-track faculty position to be based in the Soo. We have begun conversations internally about the possibility of continuing an arrangement with Northern College to continue our Social Work presence in Timmins. We have completed a Letter of Appointment for Dr. Linda Savory-Gordon to act as an Interim Director until June 30, 2015.

4. Professional Development Days

Two professional development workshops to explore basic conflict resolution processes at the interpersonal and work place levels are now scheduled for 13 March (Building Resilient Teams) and 15 May (Difficult Conversations). These will be run for the staff in the morning and faculty in the afternoon. We have contracted with Facilitated Solutions based in Winnipeg to conduct these workshops.

We had a very successful "Chili Cook-off" with a large number of faculty and staff participating. The next social event on our schedule is an "End of Term" gathering at the Speakeasy (early April).

Office of the Registrar

Summary of Issues, Initiatives and Operations since January 2015

David Marasco, University Registrar

1. Enrolment

The final FTE enrolment numbers for the 2015W term as reported to MTCU is 635.00 representing a 1.0% decrease from the winter 2014 term. For the 2014 academic year, the total FTE was 1426.50, a decrease of .3% as compared to the 2013 academic year.

2. Office of the Registrar/Reports

To date, the Office of the Registrar has received 270 graduation applications for Spring Convocation 2015 (June 13). Although not all students may satisfy the requirements of their respective degrees, this will be the largest graduating class in the history of Algoma University – last year, 207 students were awarded degrees.

All early offers of admission have been sent to students who have applied through OUAC for fall 2015 including direct from high school and college students. We are hoping that the recruitment team will be successful converting these students to actual registrants.

3. College Transfers

Algoma University continues to work with the colleges to enhance/promote college pathways. Currently, the Biology department is working with health sciences at Cambrian College, Law/Politics is working with possible pathways to police foundation programs, and the Music department reviewing possible college programs of high affinity.

MTCU has approved Algoma University Credit Transfer Institutional Status Report for 2014 – 2015. The agreement identifies initiatives and strategies for college pathways that are financially supported by the Ministry.

4. International Recruitment, ESL@algoma

Students from Kyoto Sangyo University (Japan) are currently on campus studying short-term ESL programming, and participating in various cultural activities.

We are currently working with Shimonoseki City University in Japan regarding an ESL agreement for their students that will position them with the English skill necessary to move forward to academic studies.

Marketing and Communications

Summary of Issues, Initiatives and Operations Since January 2015

Kevin Hemsworth, Director Marketing and Communications

1. Director Resigning

As some of you may be aware, I have tendered my resignation from the University, effective March 13th. I am leaving to start my own brand consulting/freelance writing agency, *Fireside Brand Storytelling*. I am working diligently to tie up any loose ends before I go, and to provide effective transition documentation for the President, University Administration and my staff.

2. Community Initiatives

I have been working with Jody Rebek of Destiny Sault Ste. Marie on two separate initiatives. The first is the Community Attraction and Promotion strategy, for which we recently held the first Collaboration Café at the Water Tower Inn. I co-chaired the event, along with Susan Hunter from Sault College, and those in attendance shared ideas about how to make Sault Ste. Marie a more attractive destination for people to settle in. The second initiative is the 2nd Annual Youth Forum, which will take place on March 10th at the Machine Shop at Mill Square.

3. Website

We are in the midst of transitioning our web servers from older servers to newer, faster, more reliable ones. This will be done with minimal interruption to our content management access, and no interruption to our online services. We have also set a date of September 1 to have a responsive design of our site implemented, to create a better user experience on mobile devices.

4. **2015-2016 Recruitment Campaign Planning**

I have had initial discussions with Brent Krmptich, Director of Student Recruitment, as well as Ray Witkowski from our agency, Zone 5, about the development of the coming year's recruitment campaign. Given the transition taking place at the university in both the President's office and in the Marketing and Communications office, it seems as though the best course of action is to continue on with the Small University, Big Education campaign for one more year, and to perform an agency review in the fall after a new President and Director of Marketing and Communications are in place, with the goal being to have the successful agency develop a new campaign for 2016-2017.

Human Resources

Summary of Issues, Initiatives and Operations Since January 2015

Darla Pirillo, Director of Human Resources

1. Recruitment

Social Work Field Education Practicum Coordinator (temporary) – filled externally

Student Accounts Officer (permanent) – posted externally

Full-Time Custodian – GLC (permanent) – filled internally

Since the University is a public entity, we strive to ensure that the hiring and selection process is fair and defensible. To assist in the hiring decisions, each candidate that has been short-listed for an interview may also be required to participate in a testing component or a presentation relevant to the position.

2. Human Rights and Equity Office

One formal complaint was brought forward by a student alleging a violation under the Human Rights Policy and Procedures. This matter is currently being investigated and will follow the timelines and process outlined in the procedural document.

3. Labour Relations

One Joint Consultative Committee (JCC) Meeting was held with the Staff Association during this period to address concerns brought forward by the University and the Union. One formal grievance was filed by the Staff association.

JCC Faculty meetings have been scheduled on a bi-weekly basis to address all outstanding complaints and/or grievances filed by the Faculty Association. No new complaints or grievances were filed during this period.

Another meeting was held with the PT Hiring Policy Committee in order to develop a PT Hiring Policy and Procedure document. The purpose of this document is to ensure consistency in the process applied when recruiting PT Contract Faculty. This same methodology will be applied in preparing a policy and procedure for the review of PT Contract Faculty.

The Harassment Survey results that were distributed to Faculty, Staff and Administration have been summarized and being sent out to Administration. The purpose of the survey given was to assess the level of risk at the university as it relates to workplace harassment defined in the Occupational Health and Safety Act. A summary of the relevant information and trends identified with action items.

4. Health and Safety

The Workplace Violence and Harassment Prevention Policy and Program were approved and implemented and all training completed for Administration, Full-time Faculty and Staff. Risk Assessments for all functional areas are the current focus. The Health & Safety Policy has been revised and will be submitted for approval.

Anishinaabe Student Success, Anishinaabe Initiatives Division

Summary of Issues, Initiatives and Operations Since January 2015

Judy Syrette, Director

1. Anishinaabe Initiatives Division

On February 9th, 2015, the community-based advisory council called the Anishinaabe Peoples Council (formerly called the Aboriginal Education Committee) and Anishinaabe Initiatives Division celebrated 28 years of continuous academic, social, personal, and cultural support for our Anishinaabe students at Algoma University. In 1987, the founding members of the Aboriginal Education Committee were represented by Batchewana First Nation, Garden River First Nation, the Indian Friendship Centre of Sault Ste. Marie, and the Métis community in Sault Ste. Marie, Ontario.

2. Grade Six Education Day

There were approximately 500 elementary students on-campus Friday, February 20th, 2015 from 10:00 am to 2:00 pm for the annual Grade Six Education Day co-hosted by Anishinaabe Initiatives Division and Carol Trudeau-McEwen, ADSB, and Mona Jones, H-SCDSB. This year also included elementary students from both the French Catholic District School Board and the French Public District School Board in Sault Ste. Marie.

There were 13 workshops facilitated by presenters on a variety of topics on First Nation and Métis culture, history, crafts, and contemporary design initiatives. Algoma University students volunteered as Ambassadors who accompanied and supported each of the schools participating.

3. Annual Gathering at the Rapids Pow Wow

On March 7 & 8, 2015 will be the 10th Annual Gathering at the Rapids Pow Wow co-hosted by Shingwauk Anishinaabe Student Association and Anishinaabe Initiatives Division. It is an important milestone for SASA/AID in addition to the 50th anniversary of Algoma University this year. However, due to construction delays at the GLC this past fall/winter this event which draws approximately 3, 000 people to the university campus will be held at White Pines Secondary School.

4. Aboriginal Cultural Competency Training

Anishinaabe Initiatives Division and the Department of Human Resources co-hosted the Aboriginal Cultural Competency training which was held on February 9, and 10, 2015. This training was open to all members of the AU community. There were approximately 44 in attendance on February 9th and over 60 in attendance on February 10th. The two-one day workshops were facilitated by Maya Chacaby from the Ontario Federation of Indian Friendship Centres in Toronto.

Information Technology

Summary of Issues, Initiatives and Operations Since January 2015

Danny Reid, Director of Information Technology

1. Campus Switch Replacement

Our shipment of replacement edge network switches has arrived, and work will begin shortly on replacing them across campus. This project will take 2-3 months to complete, and should cause minimal network downtime. The new campus switches will result in a more stable network, and increase speeds back to the main Data Centre from 1Gbps to 10Gbps.

2. Information Technology Steering Committee

Work continues on the Terms of Reference for an IT Steering Committee (ITSM). This committee will oversee IT priorities at Algoma University, and will be comprised of members from various units across campus. The committee will be responsible for IT governance, and as such will review, approve, and prioritize large IT projects and initiatives.

3. Annual OASIS Preparation

OASIS has recently been prepared for the upcoming academic year by loading in new payment/refund schedules and other annual data required to drive the system. T2202As have also been prepared, and are now available for students online through our student portal my.algomau.ca.

4. Purchase Order System

The implementation of a new Purchase Order system using DocuShare has been going well. Departments currently using the system include Information Technology Services, Communications, Student Services, and Anishinaabe Initiatives. The new system is completely paperless with all approvals being done electronically. We expect the time savings will be substantial, both for the purchasers, and the back-end financial staff.

5. OUAC AMS System

The Ontario Universities' Application Centre has embarked on a major Application Management System overhaul, and as part of this all universities across Ontario will need to modify their systems to accept new communication protocols. Given our recent success with the OUAC Transcript PESC-XML project, we're well positioned to meet their timelines.

Physical Plant

Summary of Issues, Initiatives and Operations Since January 2015 Jeremy Wilhelm, Director Physical Plant

1. Arthur A. Wishart Library Reroofing

All aspects of the roofing and new HVAC installations are complete. The plans for the interior repairs are currently being investigated with plans to complete work after the winter term.

2. George Leach Center Ontario Universities Athletics Expansion

The turnover date for the GLC is scheduled for February 26, 2015. Algoma University's contracted equipment supplier is scheduled to arrive on March 2 to begin the installation of the new fitness equipment into the new spaces.

3. Deferred Maintenance Plan

The Ontario Association of Physical Plant Administrators (OAPPA) currently has a request for proposals out for pricing for Facility Condition Assessment Services for ten Ontario Universities, of which Algoma University is one. Once the pricing is received we will initiate a contract with the successful bidder to begin an assessment of our entire building infrastructure. From the report created from this assessment a deferred maintenance plan will be created to guide Physical Plant and the University in properly planning and budgeting for future maintenance needs. In the meantime a list of the known maintenance priorities is being maintained and updated on an ongoing basis as per the current practice.

4. Office Refresh

Physical Plant is currently working on a schedule to replace worn carpeting in staff and faculty offices. We have completed six offices since January and planning to have several more completed in the next few weeks. Painting and wall repairs are also happening in spaces that require it.

Student Recruitment: Domestic

Summary of Issues, Initiatives and Operations since January 2015 Brent Krmpotich, Director, Domestic Recruitment

1. Application Update

Applications have continued to be slow since the unofficial application deadline of January 14th. Both high school (101) and non-traditional (105) applications are behind last year's pace. The Recruitment Team is focused on converting as many of these applicants as possible. Below is a chart detailing where we stand compared to 2014 on applications and accepted offers.

Application Update

	15F	14F
101	625	756
105 SSM	131	157

Accepted Offers

	15F	14F
101	21	28
105 SSM	15	15

2. Applicant Follow-up Visits

Algoma's Recruitment Team has thus far been able to meet in person with 25 applicants and their parents. This is more than we were able to schedule all of last year. These one-on-one meetings are an important part of Algoma's conversion plan. The majority of the meetings have been described as going very well with many lasting longer than an hour. Recruitment staff will continue to schedule these meetings until the middle of March.

3. College Outreach

Algoma's Recruitment Team participated in all of the diploma to degree fairs held at Ontario colleges in January and February. Individual visits were scheduled at the colleges that don't host an official fair. Aside from a couple of fairs (Mohawk and Georgian Colleges) traffic was slower at Algoma's booth than in previous years. Competition at the fairs has intensified in the past 5 years. The fairs are now attended by out of province and international universities as well as colleges promoting graduate diplomas. Athabasca University's online degrees are consistently the most popular option at these fairs.

4. March Break Open House

Our March Break Open House is one of our most important conversion events each year. To date we have 22 applicants registered for the Open House on March 19. I anticipate we will have more high school applicants attend this year's March Break event than we did last year. In addition to our March Break tours we will be hosting an evening event one week later for local students and their parents that couldn't attend the March Break event.

5. Sault Ste. Marie Science Festival

The Director of Student Recruitment is Algoma University's representative on the SSM Science Festival planning committee. He will be coordinating Algoma University's participation in this Science North lead initiative. The Festival will be a good opportunity for Algoma University to elevate the profile of its science programming in the community.

Student Recruitment: International

Summary of Issues, Initiatives and Operations since January 2015

Joanne Elvy, Director, International Recruitment

1. India, Bangladesh, United Arab Emirates, Pakistan, Sri Lanka (Winter 2015)

Algoma University took on focussed recruitment in January, February and March 2015, returning to particular markets for more integrated follow-up that included school visits and in-office counselling. We also met with students who have chosen to come to Algoma, as a matter of good will and pre-departure counselling.

International recruitment is all about relationship-building, and our on-ground agents and school counsellors are supportive of Algoma's vision of "small university BIG EDUCATION". In our undertaking more focussed recruitment, moving forward it has been suggested how Algoma might strengthen our international recruitment initiatives. Feedback has included areas such as, target marketing with certain AU programs; producing a broader range of marketing materials that capitalize on market demand; working on a smoother application and admissions process to attract students who would qualify for advance standing and scholarships; revising our international student scholarship process so that Algoma can be more competitive; more systematic follow-up with student applications and offers and in a timely manner; and strengthening our predeparture materials so that they are relevant and meaningful to incoming students. As we expand in our international outreach, Algoma might consider revising some of these areas so that we can become a stronger player in a highly competitive arena.

2. Education Fairs – Northeastern India, Kazakhstan, Kyrgyzstan

Every season Algoma tests out several market arenas to see if it might be worthwhile to continue recruiting in these geographical regions. This is, in part, to be visible and supportive in federal government initiatives for networking purposes ("Edu-Canada in India); to try out new agents ("LOGOS", in Kazakhstan); and to test for market potential, if it is cost effective for us to do so (i.e., the fair in Kyrgyzstan as part of the LOGOS tour).

3. Agent fairs, Vietnam; school visits, Cambodia

We will be participating in a two-day agent fairs in Ho Chi Minh City and Hanoi, as well as participating in a school visit in Cambodia. This is to be more forthright to capitalize on emerging markets. In direct terms, unless Algoma garners energetic on-ground representatives in these regions for promote and follow-up, it is difficult if not impossible to gain any visibility in these markets over time. As a comparative, market areas that have long since been sending students abroad (i.e., Taiwan, Korea, Japan, eastern China) are that much harder for Algoma to gain and then maintain footing for ongoing student recruitment.

4. School visits – Japan (April 2015)

Algoma University will visit six universities in six days in Japan in April 2015, to support exchange programs, short-term programming, fee paying students from partner institutions and agent visits. This is the first time we have visited Japan during the spring recruitment roster; perhaps this will impact intake for fall 2015.

5. School visits – China (April 2015)

Over a two-week period, Algoma University will conduct school presentations in secondary schools in the western region of China, by in large an emerging region rarely visited by Canadian recruiters. This is for target recruiting, as it is otherwise difficult for Algoma to compete in other well-traveled areas where Chinese parents will value school rankings above all in school selections

Extension Programming

Summary of Issues, Initiatives and Operations Since January 2015

Brian Leahy, Operations Director – Extension Programming

1. Algoma University @ Brampton

Over the past few years a range of media and political reports have surfaced regarding the possible creation of a stand-alone university in Brampton. There is no doubt that municipal officials would love to see an increased university presence in their city. What is less clear is what such a university would look like as well as the provincial government's willingness to support the creation of a university in this location. Although it is anticipated that such a development would take a number of years to come to fruition, we have been actively reaching out to community leaders to ensure we are kept abreast of any related developments that could impact our offerings. Discussions to date have been very positive and we have been actively encouraged to continue to carve a niche for ourselves within this ever growing market. Linda Jeffrey, Brampton's newly elected Mayor, will be visiting our extension site in mid-March to learn more about current programming as well as to discuss future opportunities that may prove to be mutually beneficial.

An example of how our outreach efforts are being recognized is exemplified by a recent invitation to participate in a planning session focussed on the development of an "Innovation Hub" for the city of Brampton. Innovation, entrepreneurship and youth engagement have been identified as "core drivers for economic prosperity" but there has been limited coordination and awareness of activities among organizations that would naturally play a key role in moving such drivers forward. Others involved in the initial session included officials from Sheridan College, Peel District School Board, Brampton Board of Trade and the Economic Development Corporation. Discussions are ongoing but it is clear that Algoma could play a key role in the youth engagement component of this program while providing a venue for increasing awareness of our programming with public and private sector organizations who may be interested in hiring our students and graduates.

2. Algoma University @ St. Thomas

The wind-down of our St. Thomas extension is currently underway. Students will complete their coursework on April 24th with staff on-site until April 30th. Plans are being finalized for university assets to be removed from our leased space in the first week of May and most items (desks, office furniture, IT equipment, etc) will be repurposed at one of our other extension sites or on the main campus.

3. Algoma University @ Timmins

As part of our ongoing effort to enhance student engagement we have actively encouraged students in Timmins to participate in a wide range of activities outside of the classroom. A few recent examples include involvement in activities tied to the International Day for the Elimination of Racial Discrimination as well as our first ever entry in the Northern College Ice Sculpture competition. It is anticipated that providing such opportunities to our students will have a positive impact on student satisfaction and retention.

Arthur A. Wishart Library

Summary of Issues, Initiatives and Operations since January 2015

Ken Hernden, University Librarian

1. Staffing:

a) The University Librarian and Academic Dean have been working on securing a CLTA Librarian (9-month) position to help to cover for the University Librarian's administrative leave and the half-sabbaticals that have been approved for the professional librarians. The University Librarian and Academic Dean are also working with AUFA to determine a mutually agreeable method for appointing an Acting University Librarian in the absence of the University Librarian.

b) Dr. Michael DiSanto, Assistant Librarian Robin Isard and the University Librarian have secured a one-year NOHFC funded research internship to be shared between the Library and Dr. DiSanto's research project. This is the third-year in a row that we have been able to secure this type of internship, which is worth \$31,500 in external funding.

2. University Sector Engagement:

a) The University Librarian is currently serving as a member of the search committee for the next Executive Director of the Ontario Council of University Libraries. This is an international search, assisted by The Portage Group, an executive search firm specializing in not-for-profit leadership recruitment. Members of the search committee include the University Librarians from Queen's University, Trent University, the University of Guelph, as well as the Director of Scholars Portal (OCUL). This position will report to the board of OCUL, which comprises all of Ontario's University Librarians and is based out of the John P. Robarts Library at the University of Toronto.

b) The University Librarian and faculty librarians continue to play provincial roles in the Ontario Council of University Libraries' new governance structure. This gives Algoma University an equal, ongoing voice in shared infrastructure and content development at OCUL's \$4 million/per year Scholars Portal services.

3. Internal and Community Engagement:

a) The University Librarian presented to the President's Budget Advisory Committee in February. The presentation and discussion highlighted for the committee the challenge the library faces maintaining current levels of access to scholarly databases, which are predominantly based in the United States and for which we are charged in American funds. Despite the outstanding consortial pricing we receive by participating nationally through CRKN and provincially through OCUL, the poor performing Canadian dollar will require the library to review and cut some low use scholarly resources. We are exploring alternatives such as inter-library loans via email.

Student Services

Summary of Issues, Initiatives and Operations since January 2015

Tom Mauro, Director of Ancillary and Student Services

1. Student Services

- Currently in negotiations with a local physician to provide medical services to our students.
- 25 First Generation students took in their annual retreat on January 30 at Stokely Creek. Agenda was filled with leadership skill development, self-reflection, team building exercises, and social activities.
- January and February was filled with many winter activities for students such as skating, cross country skiing, downhill skiing, tobogganing, Greyhound game and Bon Soo events.
- Student Services Advisor organized and promoted National Non-Smoking Week, Centre Victoria Pour Femmes information booth (A not for profit and charitable agency assisting women against all forms of violence), Sexual Assault Centre information booth, and WUSC Talks – Guest Speaker George Dei
- The Learning Centre has presented the following workshops as part of the Winter Orientation - What makes a successful student, Organization and Time Management, Note Taking, Textbook Reading, Studying and Test Taking this week and Creating and Delivering Power Point Presentations
- Several members of the student services team are assisting in the development of a Sexual Misconduct Policy for Algoma University
- Career and Coop Services have presented the following workshops and presentations for students, Optimal Resume, Going Global, Finding Your Dream Career, Studio Y (intern recruitment event), LinkedIn Presentation (Brampton), RCMP Presentation, Online Career Fair scheduled for March

2. Residence

- On Jan 23rd, the residence staff and Residence Council had a presenter come in and speak to residence students in regards to Responsible Alcohol Consumption. This is one of many presentations in our education series this year.
- A number of residence events have been hosted this new term including outdoor football game, Super Bowl Party, Fear Factor, Greyhound Game, and Valentine's Day Candy Gram.
- Residence staff is planning an Open House specifically for students who will be graduating from the Homestay program and considering other housing options in the area.

3. George Leach Centre

- The new fitness equipment for the expansion project is scheduled to arrive March 2 and will take approximately 4 days to install and train staff.
- The Sault Ste Marie Fire Department Union has agreed to purchase the older fitness equipment that will be removed from inventory as part of the expansion.
- The staff have been working closely with the Physical Plant Director and construction team in regards to furniture acquisition and signage for the expansion project
- GLC staff has begun its annual planning for summer camp programming. The new facilities and equipment will allow opportunities for summer health and fitness programs directed at youth

4. Varsity

- Natasha Doroodian won a silver medal at the OUA Wrestling Championships and will represent Algoma University and the OUA at the CIS National Championships (University of Alberta).
- Curling teams competed at the OUA Championships. Algoma University featured a 61 year old player on the men's team who had won several National Championships in mixed curling prior to coming to Algoma this fall.
- Nordic Ski Team participated in several events including the Meijer State Games of Michigan (Silver Medal finish for Laura Thibodeau), Noquemanon Ski Marathon and the OUA Championships.

5. Ancillaries

- Algoma University is in early planning stages with Morningstar to bring a Coffee and Bake franchise to the campus as agreed upon in the recently negotiated food services contract

Thunderbird Varsity Athletics

OUA Progress Report

Mark Kontulainen, Director of Athletics

February 2015

In 2012 The Algoma University Board of Governors passed a motion to support an application to Ontario University Athletics (OUA) for our Varsity Thunderbird Program. In the subsequent Spring, the application was approved by the OUA members resulting in a new era of Post-secondary athletics for the Thunderbirds after eleven years in the Ontario Colleges Athletics Association.

Since 2012, the Athletics department and its coaches have been successful in developing a foundation for the program's success. Significant time and effort has been directed to athlete training, developing recruitment networks, creating academic supports and promotion of the Thunderbird brand. With the support of the Learning Centre and key Academic Advisors like Dr. Michael Graydon, our student athletes are able to succeed in the classroom while continuing to advance their athletic skills on the playing surface.

To the surprise of many, we have been very fortunate to experience success early on in our inaugural seasons of participation. Highlights include Natasha Doroodian's fourth- place finish at the Canadian National Championship in Women's wrestling and our 5 wins in our first OUA Men's basketball season. A full summary is provided below.



2013 /14 OUA Season Results

- McMaster Marauder Open Wrestling – Silver Medal – Natasha Doroodian (67 kg class)
- York Open Wrestling – Gold Medal – Natasha Doroodian (63 kg class), Bronze Medal - Ammar Bin Dhabin (57 kg class), 5th Place – Ryan Vilaca (57 kg class), 6th Place – Lauren Towell (48 kg class)
- Brock Open Wrestling – 4th Place – Natasha Doroodian (63 kg class), Dennon Armstrong – 4th Place (120 kg class), Ryan Vilaca – 5th Place – (57 kg class)
- Algoma U Curler Leah Hodgson competed at the Canadian Junior Curling Championships Liverpool, Nova Scotia with Team Northern Ontario. Team Burns finished with a record of 4 wins and 5 losses.
- Ontario Junior Championship Wrestling (Kingston, Ont.) – Bronze Medal – Lauren Towell (51 kg class), 4th Place - Natasha Doroodian (63 kg class)
- Western Open Wrestling – Bronze Medal - Natasha Doroodian (63 kg class), 4th Place - Dennon Armstrong (120 kg class), 5th Place - Michael Casagrande (90 kg class)
- OOUA Provincial Wrestling Championship (York University) - 5th Place – Natasha Doroodian (63 kg class), 5th Place – Ammar Bin Dhabin (57 kg class), 6th Place - Niroop Sinha (61 kg class), 6th Place – Dennon Armstrong (120 kg class)
- Canadian Interuniversity Sport National Wrestling Championship (University of New Brunswick) – 4th Place – Natasha Doroodian (63 kg class)
- Grayling Invitational (Nordic Skiing) – Bronze Medal – Laura Thibodeau, Alex Lake & Dave Lomas (Coed 3 x 8 km relay)

2014 /15 OUA Season Results

- Men’s Soccer – Draws vs Brock and Waterloo
- OUA Goal Keeper Leader Stats – Algoma Keeper Lauren Moore – 1st with 147 Saves and Algoma Keeper Nick Palazzi – 1st with 114 Saves
- McMaster Marauder Open Wrestling – Gold Medal – Alex Fry (120 kg class), Silver Medal – Natasha Doroodian (63 kg class), Bronze Medal – Steven Kymes (72 kg class)
- York Open Wrestling – Silver Medal - Natasha Doroodian (63 kg class), Bronze Medal – Steven Kymes (72 kg class), 4th Place - Lauren Towell (51 kg class)
- Western Open Wrestling - Silver Medal - Natasha Doroodian (67 kg class), Bronze Medal – Steven Kymes (68 kg class), 5th Place - Lauren Towell (51 kg class)
- Meijer State Games of Michigan (Grayling, Michigan) – Laura Thibodeau (2nd Overall in 8 km classic ski race)
- OUA Provincial Wrestling Championship (Laurentian University) - Silver Medal - Natasha Doroodian (63 kg class), 5th Place – Steven Kymes (68 kg class), 6th Place - Lauren Towell (51 kg class)

Natasha Doroodian will represent Algoma University at the Canadian Interuniversity Sports National Wrestling Championships (University of Alberta)

Along with what we have achieved so far with our Varsity Athletics program in the OUA, we are continuing to initiate new sports programs that gain the University exposure to area high school and elementary students.

Two programs that exemplify this are: the Junior Thunderbird Basketball Club program and the newly created Northern Algoma Soccer development program. The Junior Thunderbird Basketball program was initiated 2013. This program forms local club basketball teams ranging age from under 10 up to under age 19. Our Head and Assistant Basketball Coaches implement and facilitate this program which attracts more than 50 elementary and high school basketball players each year. A new club program which the Algoma U Athletics department is partnering with Northern Heights Sports Club is the Northern Algoma Soccer development program. This program will be launched this March and will be led by our Men's and Women's Head Soccer Coaches. This program is expected to be quite successful especially with the partnership with the Northern Heights Sports Club which boasts a membership of over 600 members with ages ranging from youth to seniors. Again this program will give area soccer players' exposure to Algoma University Varsity Athletics which will increase their possibility of one day being a Thunderbird.

We have also been very successful in our recruitment activities. The coaches spend countless hours travelling to schools, athletic venues and the homes of prospective students promoting Algoma University. The message is constant – come to Algoma because of the classroom experience, the supports we provide, the quality athletic instruction and all the benefits of living in City of Sault Ste Marie. We now have a total of 103 student-athletes in our varsity programs – a very substantial proportion of the total student body here in Sault Ste. Marie. The data below provides a current snapshot of where our student athletes originate from.

Current Teams

1. Wrestling –8 athletes registered
 - a. 4 local
 - b. 1 domestic
 - c. 3 international
2. XC Running –6 athletes registered
 - a. 4 local
 - b. 2 domestic
3. Nordic Skiing –2 athletes registered
 - a. 2 local
4. Women's Basketball –10 athletes registered
 - a. 3 local
 - b. 7 domestic
5. Men's Basketball – 15 athletes registered
 - a. 1 local
 - b. 13 domestic
 - c. 1 international
6. Women's Curling – 5 athletes registered
 - a. 3 local
 - b. 2 domestic
7. Men's Curling – 9 athletes registered
 - a. 8 local

- b. 1 domestic
- 8. Women’s Soccer – 21 athletes registered
 - a. 13 local
 - b. 7 domestic
- 9. Men’s Soccer – 27 athletes registered
 - a. 11 local athletes
 - b. 1 domestic
 - c. 15 international

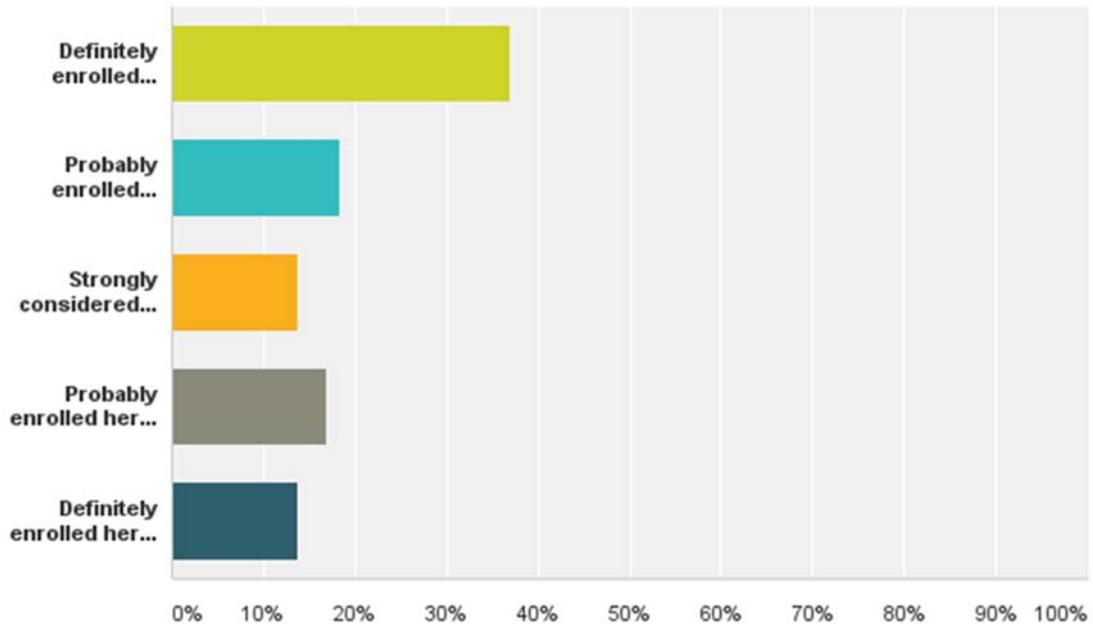
Participating in athletic competition is very important to prospective student athletes who wish to continue their athletic careers at post-secondary level. It weighs heavily on their decision of which institution to attend. We recently surveyed our student athletes to determine how important the availability of the varsity program was to their decision to choose Algoma. The results are significant. Approximately two-thirds of our varsity athletes responded to the survey, giving it a very high level of reliability. Fifty-five percent said that if Algoma did not offer their sport, they probably or certainly would not have come here. If we add to that the group saying they would have strongly considered going elsewhere, the figure climbs to seventy percent. That’s roughly seventy-one students paying full-time fees, and in many cases, living in residence.

Varsity Participation

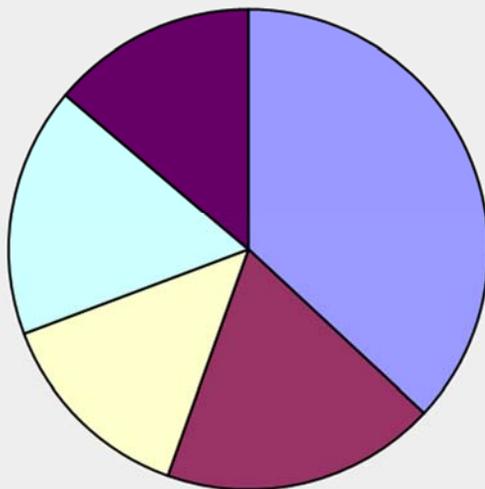
If Algoma did not have a team in my sport, I would have:		
Answer Options	Response Percent	Response Count
Definitely enrolled elsewhere	36.9%	24
Probably enrolled elsewhere	18.5%	12
Strongly considered enrolling elsewhere	13.8%	9
Probably enrolled here anyway	16.9%	11
Definitely enrolled here anyway	13.8%	9
	<i>answered question</i>	65
	<i>skipped question</i>	2

Q1 If Algoma did not have a team in my sport, I would have:

Answered: 65 Skipped: 2



If Algoma did not have a team in my sport, I would have:



- Definitely enrolled elsewhere
- Probably enrolled elsewhere
- Strongly considered enrolling elsewhere
- Probably enrolled here anyway
- Definitely enrolled here anyway



Other benefits from Algoma University's move to the OUA is the amount of news media and communication pieces placed on social media that brands not on t the Thunderbird program and Algoma University , but also helps to create more awareness about our Algoma and its academic programs.



Social Media:

1. Facebook Engagements
 - a. Minimum of five Facebook posts a week (includes two student-athletes of the week, game-day recaps or weekend recaps, OUA.TV promotion, athletic previews)
 - b. Enhanced photo sharing (adding more albums which showcase our student-athletes at various events, including basketball, curling, and so on)

- i. Limited in resources for photos since we do not have in-house resources to photograph games and there are limited photographers within the OUA who will give universities rights to their photos to use on social media
 - c. Increased audience from 256 likes (gained access to account on July 2013) to 515 likes
 - i. Audience includes other universities in Canada, the OUA, the CIS, sports programs, merchandisers, and media contacts
- 2. Twitter Engagements
 - a. Minimum of five tweets per week (includes two student-athletes of the week, game-day recaps or weekend recaps, OUA.TV promotion, athletic previews)
 - i. Retweet and engage with anyone who tweets at us
 - ii. Have seen a dramatic increase in engagement on Twitter since October 2014 around webcasting of basketball games
 - b. Increased audience from 42 followers (gained access to account in March 2013) to 405 followers
- 3. Instagram Engagements
 - a. Instagram account is tied to official Algoma U account so limitations exist (usually limit posts to one a week in regards to Algoma Thunderbirds)
 - b. Increased followers from 62 (gained access to account in March 2013) to 515 followers

Media Relations:

- 1. Building Media Relations
 - a. Built an extensive list in regards to sports media contacts which never previously existed (includes contacts in the Algoma district, Southern Ontario, OUA, CIS, and student-athletes' hometowns)
 - b. Send out weekly pregame reports on Thursday to media contacts detailing Thunderbirds' weekend activity
 - c. Send out weekly weekend recaps on Monday to media contacts highlighting results of Thunderbirds' weekend activity (if Thunderbirds play at home, a game recap will be issued at the end of each game detailing the results)
 - d. Created and hand distributed media packages for local media contacts to create stronger relations and encourage more to media to attend games
 - i. Each package includes a free press package to all Algoma games, magnet with schedule of varsity games, and letter from SID
- 2. Radio Presence
 - a. Strong relationship and partnership with KISS100.5 and Q104.5 which broadcasts all results of Algoma Thunderbirds athletics (will air pre-game and post-game information)
 - b. Send to radio hosts the results of each athletic activity once results are posted
- 3. Sault Sports
 - a. Created advertising partnership with Jay Houslander of Sault Sports
 - i. Frequently attends games, take photos of our student-athletes, and publishes results on website
 - ii. Will create their own game recap from recap provided by SID
- 4. SooToday.com
 - a. Strong relationship with Kenneth Armstrong, photojournalist
 - i. Photographs events and student-athletes – works for SooToday but occasionally as freelancer for AU.

- ii. Working on special video piece on student-athlete of the month from ADSB, HSCDSB, Sault College, and AU. Algoma U had the first student-athlete to be profiled in two-minute video (not yet aired)
- b. Working to get more coverage of sports with Brad Cocclimiglio, sports writer
 - i. On random, will profile Thunderbirds weekend events

Online Presence / www.algomathunderbirds.ca

- 1. Created an online presence for Algoma Thunderbirds Varsity Athletics Program
 - a. Currently have 15,971 page views
 - b. Approximately 52 percent of visitors to website are new visitors; 48 percent are returning visitors
 - c. Average user stays on website for 2 minutes and 20 seconds and visits a minimum of 3 different pages
 - d. Post schedules, rosters (with pictures), standings, statistics, results, live scoring, and stories to website
 - e. Post weekly pregame reports on Thursday detailing Thunderbirds' activities
 - f. Post weekend recap reports on Monday detailing the results of Thunderbirds' activities (if games are played at home, a recap is posted immediately following the game)
 - g. Post highlight, standout, or new recruit stories on website

Webcasting of Basketball Games

- 1. Webcasting of Home Games
 - a. All men's and women's basketball home games are webcast via Stretch Internet
 - b. All webcasts include a colour commentator and play-by-play commentator (SID provides four – seven pages of copy for each game for talking points)
 - c. On average, approximately 90 people tune into webcasts – lowest viewership: 60; highest viewership: 179
 - d. Commentators encourage viewers to engage with them via Algoma Thunderbirds Twitter and Facebook pages

