



GEORGE BROWN COLLEGE

*Teaching Tomorrow's  
Skills Today*

IMPACT REPORT 2018 – 2019





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

Our three campuses anchor neighbourhoods throughout Toronto, supporting the growth of our city and the success of its diverse communities. George Brown is integral to the social and economic success of Ontario.



# *Strengthening* **OUR ECONOMY**



A strong economy requires a highly skilled workforce. George Brown programs are developed in consultation with industry and designed to meet the rapidly changing needs of the labour market. We connect employers to top talent, train and retrain students to meet evolving industry needs, and help fill critical vacancies across the GTA and beyond.

13%

to prepare for further post-secondary study

48%

to start their careers

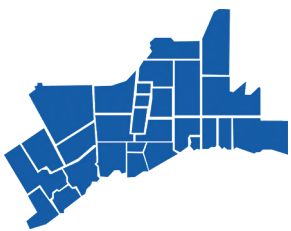
15%

to advance in their current careers

### WHY STUDENTS COME TO GEORGE BROWN<sup>[3]</sup>

22%

to change careers



69%

of students plan to work in the GTA after graduation.<sup>[1]</sup>



26,417

companies employ George Brown College graduates.



5,000

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



91%

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



# *Enhancing* **WORKPLACE READINESS**



To ensure a smooth transition into the labour market, we've made experiential learning a top priority. George Brown students have meaningful access to industry through work-integrated learning opportunities, industry projects, interactive simulations, capstone projects and more, enabling them to develop the technical skills and soft skills employers value most.

# 98%

of George Brown's career-focused programs\* include at least one experiential learning opportunity.<sup>[5]</sup>

\*Excludes upgrading and preparatory programs



## These experiences matter greatly to our community:

Nearly **2/3** of students said the opportunity to get work experience is what makes George Brown stand out from other colleges and universities.<sup>[6]</sup>



George Brown students completed work or study abroad experiences in

# 27 COUNTRIES,

gaining valuable international experience.<sup>[7]</sup>

AUSTRALIA  
AUSTRIA  
BANGLADESH  
BELGIUM  
BRAZIL  
CHINA  
DENMARK  
FRANCE  
GERMANY

GHANA  
HONDURAS  
HONG KONG  
INDIA  
ITALY  
JAMAICA  
MEXICO  
PANAMA  
RUSSIA

SAUDI ARABIA  
SOUTH KOREA  
SPAIN  
SWITZERLAND  
TAIWAN  
THAILAND  
UK  
USA  
VIETNAM

## Soft skills in the age of AI

From driverless cars to robots that can interpret medical images or analyze stocks, artificial intelligence is transforming the job market. While technical skills will always be essential, job seekers also need to hone their soft skills—those uniquely human capabilities that robots lack. At George Brown, we're helping students build soft skills in three key areas:

### Interpersonal Capabilities

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

### Adaptability

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

### Complex Thinking

Analytical and critical thinking, complex problem-solving, insight, resourcefulness, novel and adaptive thinking, data, digital and media literacy.



# *Supporting* INDUSTRY PARTNERS



As one of Ontario's top research colleges, we support small and medium-sized businesses in accessing the expertise, equipment and funding support they need to develop innovative products and services. Working with students and employees in state-of-the-art facilities, our partners conduct applied research projects ranging from food and beverage development to sustainable construction, while helping prepare job-ready graduates with the skills to innovate and lead.

# 118

partners worked with us to design, prototype or test new products and services.



# 8

micro businesses

# 92

small and medium-sized enterprises

# 18

large businesses

including

# 28

start-ups

# 533

prototypes

# 51

new products

# 5

new services

were developed with support from our applied research teams.<sup>[8]</sup>

# \$6,904,111

in applied research funding received this year.

# \$996,004

industry contributions

# \$4,296,058

external grant funding

# \$1,612,049

institutional funds

# 8

research areas of focus where industry and community partners access vital research and development support from the college's academic centres.







# *Fostering* ENTREPRENEURSHIP



At George Brown, we see entrepreneurship as a powerful way for students and graduates to build new skills, bring their creative ideas to life and prepare for success in the innovation economy. Our entrepreneurship hub, startGBC, offers a dedicated co-working space, mentorship opportunities, workshops and other resources for participants from all areas of study.

# 72%

of students want to develop their entrepreneurship skills, and they're finding the support they need at George Brown.<sup>[9]</sup>



# 2,621

students were engaged through entrepreneurship-related workshops, outreach events and activities.<sup>[10]</sup>



# 27

George Brown courses teach entrepreneurship and small business management skills.

# 117

start-ups were supported by George Brown this year through startGBC, the Digital Media & Gaming Incubator, and Enactus.<sup>[11]</sup>

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



The annual revenue of entrepreneurs supported by startGBC was more than

# \$1.6 MILLION<sup>[12]</sup>



# *Empowering* **DIVERSE LEARNERS**



Students come to George Brown at all ages and stages, from varied social, cultural and economic backgrounds. We're committed to making post-secondary education accessible to all, through pathway programs and support services that meet the unique needs of our diverse learning community.



36%

of students are the first in their family to receive post-secondary education.



739

students got the academic upgrading support they needed to enter a post-secondary program.



80%

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

## George Brown College Foundation

raised more than

\$5 MILLION

in revenue for scholarships, capital and special projects



and disbursed more than

1,250

scholarships worth

\$1.5 MILLION

These scholarships and projects were made possible by the generosity of our donors.

4,128

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

RECENT IMMIGRANTS

UNEMPLOYED/  
UNDEREMPLOYED PEOPLE

SINGLE PARENTS

MENTAL HEALTH  
SURVIVORS

AT-RISK YOUTH



# *Helping* NEIGHBOURHOODS THRIVE



Our campuses are woven into the fabric of Toronto's diverse communities, with many students providing services to our neighbours as part of their experiential learning. As the college grows, we're helping our city grow – both by anchoring new communities along Toronto's waterfront and by educating a new generation of nurses, early childhood educators, entrepreneurs, construction managers, chefs, gerontology workers, business and community leaders, volunteers and more.

## Waterfront Campus Expansion

This year, we expanded our Waterfront Campus with a new School of Design facility, adding more than 100,000 square feet of hands-on learning and industry research space. As the home of our Innovation Exchange – a living lab that tests commercial ideas, concepts and user functionality — this state-of-the-art facility is preparing students to become the design leaders of tomorrow, while helping businesses adapt to digital disruption and the smart economy.



7,093

community members supported by our **student-operated health and wellness clinics** and **childcare centres**.<sup>[17]</sup>

7,907

audience members attended our **theatre productions**.<sup>[18]</sup>

149,600

transactions completed at our student-operated restaurants: **The Chefs' House, The Café, Chef on the Run**.<sup>[19]</sup>

1,683

sales made at our fashion and design stores: **IN Store, City Uptown, City Downtown**.<sup>[20]</sup>

2,877

spa services provided by our **School of Makeup and Esthetics**.<sup>[21]</sup>



Rendering of The Arbour

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



**Sustainability Prize at the 2019 MIPIM/Architectural Review Future Project Awards**



**First Award in the Institutional Concept category at Rethinking the Future's 2018 Architecture, Construction & Design Awards**



**2018 Canadian Architect Award of Excellence**



# *George Brown College*

## AT A GLANCE



# STUDENT ENROLMENT 2018 – 2019

31,557

full-time students  
(including 922 apprentices)

2,988

part-time students

65,828

Continuing Education  
registrations



27%

international students



## PROGRAMS OFFERED

# 171

full-time programs



# 200

Continuing Education  
Certificates/Designations



# 17

Centre for Hospitality &  
Culinary Arts programs

### Including:

- ❖ Internationally focused programs such as Culinary Arts – Italian and Advanced French Patisserie, which allow students to build their skills in Toronto and then gain experience abroad.



# 19

Centre for Preparatory & Liberal  
Studies programs

### Including:

- ❖ Ontario's only **College Vocational** program, a job-readiness program designed to support people with mild intellectual disabilities.



# 12

Centre for Community Services &  
Early Childhood programs

### Including:

- ❖ Canada's first Honours Bachelor of Interpretation (American Sign Language – English) program.



# 29

Centre for Construction & Engineering  
Technologies programs

### Including:

- ❖ An Architectural Technology program that offers a pathway to earning a bachelor's degree from the Copenhagen School of Design and Technology in Denmark.



# 44

Centre for Arts, Design & Information  
Technology programs

### Including:

- ❖ Canada's first college certificate program in **Blockchain Development**.
- ❖ A unique **Interdisciplinary Design Strategy** program that enables graduates to continue their studies with a Master of Arts at Institute of Art, Design and Technology in Dún Laoghaire, Ireland.



# 25

Centre for Health  
Sciences programs

### Including:

- ❖ Canada's only Orthotic/Prosthetic Technician program, operated in partnership with Sunnybrook Health Sciences Centre.



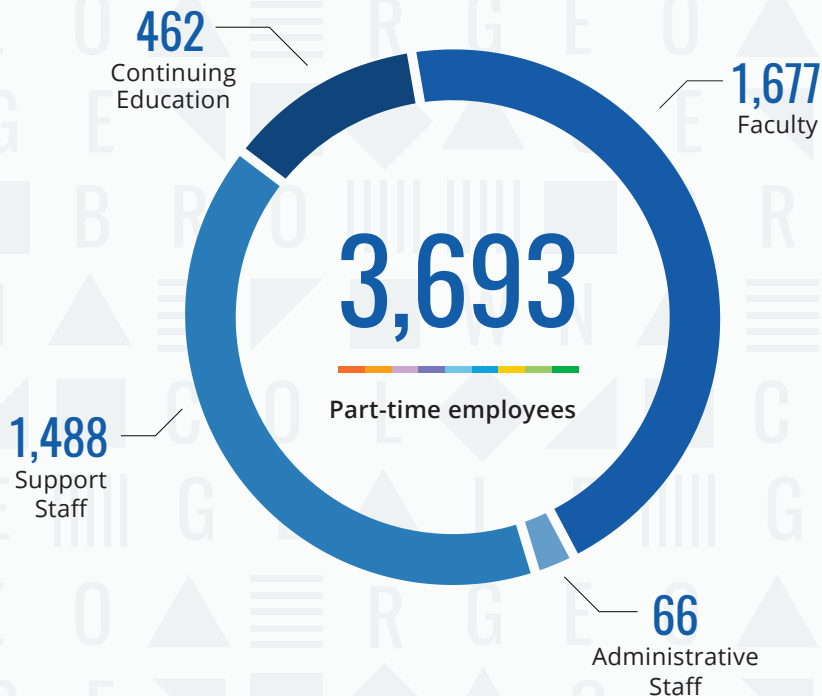
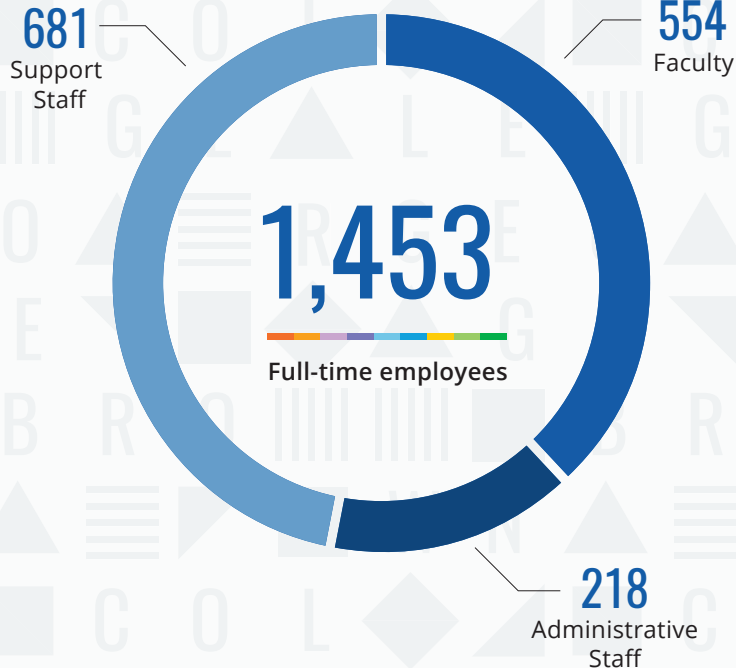
# 25

Centre for Business programs

### Including:

- ❖ Sport and Event Marketing, which has developed industry leaders such as Shannon Hosford, Chief Marketing Officer of Maple Leaf Sports & Entertainment, and Dan MacKenzie, President of the Canadian Hockey League.

## EMPLOYEES



**1,488**  
Support Staff



George Brown was named one of Greater Toronto's Top 100 Employers for 2019.

## REVENUES & EXPENDITURES 2018 – 2019

### OPERATING REVENUE BY SOURCE

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



**\$433M**

### OPERATING EXPENDITURES

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



**\$402M**

# FOOTNOTES



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

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