

Seneca@Markham

The Markham Campus Capital Appeal



Seneca

About Seneca College

Seneca is Canada's largest college with 18,000 full-time and 90,000 part-time students

Mission: To contribute to Canadian society by being a transformational leader in providing students with career-related education and training

- established in 1967 to 1,500 full and part-time students
- In 2005, more than 1 million student records
- 1 in 5 individuals in the GTA are "Senecans"
- education for more than 260 careers



Seneca

About Seneca's Markham Campus

- Markham's first post-secondary institution - serving the community in the community
- 11-storey campus building located at the intersection of Hwy. 404 and Hwy. 7 - room to respond to future needs and accommodate educational partners
- 27 acres including a jogging path, baseball diamond, and 4.5 acre pond- ideal for student life and space to grow
- 1,000 students enrolled by fall 2006 - increased applications
- Program areas:
 - Business Computing Systems
 - Aviation and Flight Technology
 - Financial Services
 - Tourism and Travel
 - English and Liberal Studies
- AChannel outlet located in Markham Campus, summer 2005



Seneca's Initiatives in Markham and York Region

Seneca has a long standing relationship with Markham:

- Employment Resource Centres in various locations
- Distinguished Alumni Dinner held annually in Markham
- Sponsor and Board member, York Technology Association
- Member, Markham Board of Trade
- Board Member, York Biotech, a regional innovation network
- Sponsor, The Innovation Synergy Centre in Markham
- Sponsor, Careers in York - Rogers TV show
- Sponsor, Taste of Asia
- Ongoing Advertising in local media
- Flight Technology Program at Buttonville Airport
- Located in, King, Markham, Newmarket and Richmond Hill



Meeting the Growing Demand of a Growing Community

- Rapid growth in Markham requires continued investment in services and infrastructure
- This includes educational opportunities especially in business and information technology
- The Ministry of Training, Colleges and Universities measures show a shortage of over 2,700 student spaces in post-secondary education in Markham and York Region
- Seneca will meet this need



The Future in Markham

- Markham is one of the fastest growing and diverse communities in Canada and the largest municipality in York Region
- According to *York Region Facts*, there are over 25,000 businesses employing over 400,000 people with over 20,000 jobs being added annually
- Markham specifically has become an important centre of Canada's high tech economy and home to over 800 technology employers

About Seneca@Markham in the Future

- Capacity for up to 3,000 - meeting the demands for post-secondary education in Markham and York Region
- Centre for Business and Marketing Intelligence, Winter 2005/6
- Administrative offices located in Markham Campus, currently
- Corporate Training and Education Centre - providing services to over 400 corporate headquarters in Markham, Spring 2006
-
- Development of new post secondary offerings, ongoing
- Faculty of Continuing Education and Training, providing lifelong learning opportunities to the York Region community, Spring 2006
- Centre for Financial Services Call Centre Management Program, Fall 2006



The Markham Campus Capital Appeal

- The Office of Resource Development aims to secure \$10 million in private sector support from individuals, corporate and foundation donors and the broader Markham community
- Revenue for the Markham Campus will support student financial aid, capital maintenance, infrastructure, and information technology.



The Markham Campus Capital Appeal

- The total cost of Markham Campus is more than \$49 million
- The Ontario Government committed \$12.5 million
- Seneca is contributing \$27 million
- \$10 million support is needed
- Leadership for this fundraising effort will rest with a Fundraising Cabinet of high profile volunteers comprised of ...

His Worship W. Donald Cousens (Chair), Mayor of Markham

G.R. (Randy) Barber, Esq., President, International Churchill Society (Canada)

Mario Belanger, President, Avaya Canada

Marc Caira, President, Parmalat Canada

Darlene Klemchuck, Markham Branch Manager, Adecco Canada & Director, Markham Board of Trade

Peter L. Mason, SIOR, FRI, PLE, Senior Vice-President & Director, Business Development, Royal LePage Commercial

Rick Miner, President, Seneca College

Shirlene Courtis, Vice-President Resource Development, Seneca College

The Markham Campus Capital Appeal

Accomplishments to Date

- Parmalat Canada made the first gift to the Appeal with a pledge of support of \$50,000 to an endowed bursary – once matched by OSOTF it will be a endowed fund of \$100,000
- Avaya Canada is in the process of completing an in-kind contribution to the Markham Call Centre with a total estimated value of \$200,000
- Over the next 2 months, Cabinet Volunteers have identified and are approaching the top 20 donor prospects capable of significant lead contributions

The Markham Campus Capital Appeal

Capital Appeal Projected Timeline

Capital Appeal Phases	2005	2006
Phase I – Planning & Organization	January through October	
Phase II – Quiet Phase Activities	June through December	January through March
Phase III – Broader Appeal		March through September
Phase IV – Celebration Phase		September through December

The Markham Campus Capital Appeal

Naming Opportunities at Markham

Naming of the Building	\$ 10,000,000	
Library & Computing Commons	\$ 500,000	+
Customer Contact Call Centre	\$ 250,000	+
Fitness & Recreation Facility	\$ 250,000	+
Teaching & Lecture Theatre	\$ 250,000	+
Business Computer Systems – Computer Labs	\$ 100,000	each
Continuing Education – Computer Lab	\$ 100,000	each
Continuing Education – Health Lab	\$ 100,000	each
Aviation – Classrooms	\$ 75,000	each
Business Computer Systems – Classrooms	\$ 75,000	each
Centre for Financial Services – Classrooms	\$ 75,000	each

The Markham Campus Capital Appeal

About Municipal Support for College Capital Appeals

Examples:

- The **Town of Oakville** supporting Sheridan College: **\$2 million** over 5 years in support of infrastructure and Digital Media
- The **City of Barrie** supporting Georgian College: **\$2 million** over 5 years in support of SuperBuild Project
- The **City of Orillia** supporting Georgian College: **\$250,000** over 5 years
- The **County of Simcoe** supporting Georgian College: **\$600,000** one time payment

The Markham Campus Capital Appeal

Town of Markham support

- We are approaching this \$10 Million Capital Appeal to be representative of all communities in Markham and York Region. We will seek support from individuals, corporations, foundations, alumni and the broader Markham community. As other municipalities have seen fit to invest in post-secondary institution campaigns, we ask the Town of Markham to officially lend its support to the Seneca@Markham Capital Appeal by making a lead gift (a grant) of \$1 Million.
- We would be pleased to discuss with representatives the form of the grant (a combination of cash and in-kind) and the pledge payment period.

Thank you



Seneca