



Seneca@Markham

A Presentation to the Town of Markham
by Shirlene B. Courtis, CFRE
Vice President, Resource Development, Seneca

Seneca



The Seneca College Story – Leading the Way ... Again

- September 6, 1967 Seneca opened its doors to just over 1,500 full and part-time students
- In 2005, with over 1 million student records on file, 1 in 5 individuals in the GTA proudly call themselves “Senecans”
- The largest College in Canada with over 90,000 full time and 18,000 part-time students and 8,000 taking courses completely online

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Success Starts @ Seneca

- Skills that employers need and student want, Seneca provides career oriented education driven by demands of the labour market
- 88% of Seneca graduates find work within their chosen field or profession within 6 months
- Recent statistics demonstrate Seneca enjoys a 94% employer satisfaction rate – the highest in the province

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Enhancing Student Success

- Students choose from more than 260 career options in faculties such as:
 - Applied Arts & Health Sciences
 - Business Management & Administrative Studies
 - Information Arts & Technology
- New 4-Year Applied Bachelor Degrees:
 - Financial Services Management
 - Environmental Site Remediation
 - Software Development
 - Flight Aviation
- New Emphasis on Applied Research & Centres of Excellence

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Core Value: Education for the Real World, Careers for the Real World

- Leading the way in post-secondary education, Seneca provide students the opportunity to succeed
- Seneca's size and diversity allow for dynamic partnerships with industry, state-of-the-art technology and quality of student life
- Seneca aims to lead in student success, access to higher education, experiential learning and applied research

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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

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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
- Ministry of Education & Training measures show a shortage of over 2,700 student spaces in post-secondary education in Markham and York Region
- Seneca will meet this need

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The Next Milestone in our History: Seneca@Markham

- In January 2004, President Rick Miner announced the establishment of Seneca's new Markham Campus
- Seneca will be the first and only post-secondary institution in the largest municipality of York Region
- The campus is currently the Allstate Insurance Company's Canadian Headquarters at Highway 404 & Highway 7

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The Next Milestone in our History: Seneca@Markham

- The first 800 students will take up residence when the Markham Campus opens its doors in September 2005 increasing to 3,500 students by 2008
- The Campus will be home to programs in:
 - Business Computer Services
 - Financial Service Management
 - Tourism Administration & Continuing Education
- Future Programs include:
 - eBusiness
 - French Language Call Centre Training
 - General Arts & Science Programs

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Seneca's 10-Year \$100 Million Private Support Strategy

- A Phased Strategy of Special Project Appeal for Approved Priorities
- Seek Major Funding from
 - Corporations, Foundations, Individuals
- Constituencies
 - Alumni, Board, Faculty, Staff, Students, Parents, Vendors, Friends, Community

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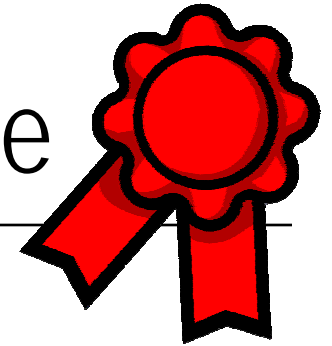


Phase I Special Project Appeals

- New Markham Campus
 - \$10 Million Goal
- Centre for Financial Services:
 - \$5 Million Goal
- Centre for the Built Environment:
 - \$5 Million Goal
- Animal Health Studies (King Campus)
 - \$1 Million Goal

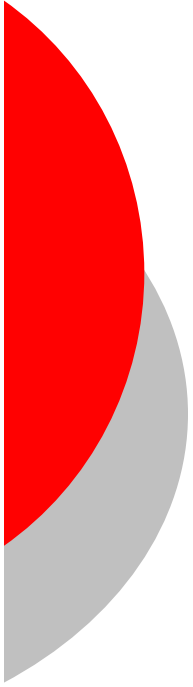


Our Accomplishments to Date



- \$5.9 million in charitable support in the last 24-months
- \$2.1 Million commitment from four Banks to the Centre for Financial Services
- \$1.7 million in charitable support to endowed bursaries for student aid eligible for matching gift support through OSOTF
- \$500,000+ in cash and in-kind support from Sun Microsystems including the Sun Microsystems Centre of Excellence in Knowledge Management Enterprises
- ... and we've just begun.

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The Markham Campus Capital Appeal

- The total cost of Seneca's Markham Campus is \$49 million
- The Ontario Government's SuperBuild program has committed \$12.5 million with Seneca contributing an additional \$27 million from its operating budget
- A remaining \$10 million in private sector financial support will be required from individuals, corporate and foundation donors and the broader Markham community

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Key Factors to Overall Success

- Recruit the Best Available Solicitation Teams
- Build a Solid List of Qualified Prospective Donors
- Maintain the Highest Standards of Professional Management
- Do an Excellent Job of Presenting Seneca's Most Compelling Needs

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Turning Vision to Reality

- Leadership for this fundraising effort will rest with a Fundraising Cabinet of high profile volunteers. Thank you to those who have agreed to lend their support:

Mario Belanger, President, Avaya Canada

Stephane Boisvert, President & CEO, Sun Microsystems

Marc Ciara, President, Parmalat Canada

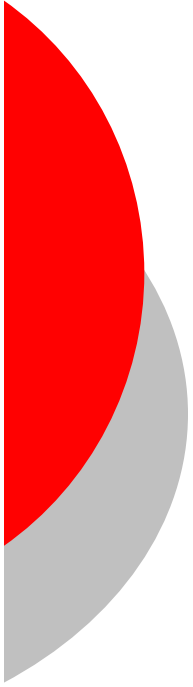
Larry Keating, President & CEO, Keating Technologies

Darlene Klemchuk, Branch Manager, Addecco Canada

Frank Luk, President & CEO, Supercom

Peter Mason, A.E. Royal LePage

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Turning Vision to Reality

Agreeing to Chair this Cabinet and successfully navigate this fundraising appeal, vital to both Seneca and Markham is His Worship Mayor Donald Cousens.

Thank you.

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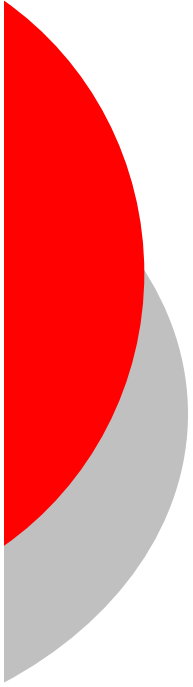


Conclusion

We Need Your Help

- Leadership in Decision-Making
- Help Communicate Priorities & Process
- Participation & Support

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