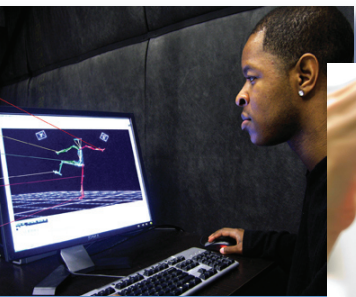


ANNUAL REPORT 2011



Colleges Ontario achieved a number of successes in 2011 to help more students get access to a college education. Highlights of the year included new advertising campaigns promoting the value of college education, and a hugely successful annual conference.

NEW SUPPORT for COLLEGE STUDENTS

Colleges Ontario's efforts to promote improvements to help college students transfer to university led to important policy changes in 2011. In January 2011, the government announced a new credit-transfer system that would reduce the need for college or university students to repeat courses when they transfer to another Ontario institution. The announcement included the creation of a new website to help students looking to transfer. While there is more work to be done, the announcement was a significant step forward.

Using the skills shortage platform developed over past three years, Colleges Ontario successfully advocated for a focus on colleges and skills development in the 2011 Ontario Budget. Despite the tough fiscal climate, the government continued to invest in college programs and growth. The budget included a commitment to create 60,000 new postsecondary spaces in the province, along with investments in operating funding and instructional equipment.

In 2011, the province also approved \$1.2 million in funding to support a study of the utilization of space at Ontario's colleges, to help identify the capital requirements going forward.

NEW ADS PROMOTE COLLEGE as a LEADING-EDGE CHOICE

As part of the long-term marketing campaign to raise awareness of the value of college education, new advertisements were launched in 2011 promoting college education as a cutting-edge choice in the knowledge economy. The theme of the ads was Higher Education for the New World, and the ads used animation and contemporary images to promote the many college programs that prepare people for innovative and exciting careers.

The campaign was supported by an online contest, College Sounds Great, which helped high school students learn more about college education. The winning high school, Malvern Collegiate in Toronto, won a concert by *Down With Webster* at the school's spring prom.

NEW CAMPAIGN for ABORIGINAL PEOPLES

The colleges' long-term marketing effort also saw the launch in 2011 of a new advertising campaign to attract more Aboriginal Peoples to colleges. The campaign, called *Break Your Own Trail*, was launched at the Native Canadian Centre of Toronto. The campaign was developed by an aboriginal firm, Spirit Creative, and included radio, newspaper and online ads, posters, and direct mailings to native reserves and others.

RAISING AWARENESS of the SKILLS SHORTAGE

In 2011, Colleges Ontario continued to raise awareness of the skills shortage challenge facing the country by reinforcing the themes in Seneca College president emeritus Rick Miner's 2010 report, *People Without Jobs, Jobs Without People*. Colleges Ontario president and CEO Linda Franklin spoke to college boards and retreats about the issue, and college boards developed compatible agendas to promote awareness of the issue. Other provincial college organizations have adopted the advocacy agenda and the approaching skills shortage continues to be a concern for provincial and federal politicians.

HISTORIC AGREEMENT SIGNED with IRELAND

Colleges Ontario signed an historic agreement with Institutes of Technology Ireland that allows Ontario students to further their studies in Ireland, and will allow Irish students to study at Ontario's colleges. While international agreements among individual institutions are not uncommon, this agreement is unique because it is a sector-to-sector agreement. Ontario students who go to Ireland can study degree programs in Business, Electronics Engineering, Internet Applications and Web Development, and Hospitality Management and Hospitality Administration.

KENNEDY, TRUDEAU and MARTIN HEADLINED CONFERENCE

More than 800 people attended Colleges Ontario's annual conference and Premier's Awards ceremony in November. The featured speakers at the Higher Education Summit were environmental activist Robert F. Kennedy, Jr., mental-health advocate Margaret Trudeau, and former prime minister Paul Martin, who led a discussion on aboriginal education. The Premier's Awards ceremony included a special tribute to former Ontario premier William G. Davis, who founded Ontario's college system.

BENCHMARKING PROCESS STARTED

A college sector task force was established in 2011 to develop provincewide benchmarking standards in areas such as finance and human resources. The task force, chaired by Mohawk College president Rob MacIsaac, is starting with five pilot colleges – Fleming, Georgian, Mohawk, Niagara and Sheridan. Its work has led to the creation of initial benchmarks to be considered by the colleges' Committee of Presidents and the sector's coordinating groups.

OUR PARTNERS' ACCOMPLISHMENTS

OCAS

In 2011, the Ontario College Application Service (OCAS) helped more than 200,000 people apply online to more than 560,000 college program choices, which turned into more than 129,000 new college entrants. OCAS also completed a three-year, multi-million dollar redesign of the online application-to-college system to improve the service for applicants. As well, OCAS upgraded the first set of high schools to a fully automated version of their electronic transcript system, which enables applicants who have been away from high school for a year or more to request their high school transcripts online and now receive them in real time.

OCQAS

The Ontario College Quality Assurance Service (OCQAS), the oversight body for the college's self-regulatory system, operates the Credentials Validation Service (CVS) and the Program Quality Assurance Process Audit (PQAPA). During the past year, the service's management board responded to an external review of the quality assurance service, leading to changes that included a new criterion to ensure there are program-level learning outcomes for all college programs. OCQAS also received recognition in 2011 from the International Network of Quality Assurance Agencies in Higher Education (INQAAHE), becoming only the seventh agency worldwide to receive this recognition.

CONII

The Colleges Ontario Network for Industry Innovation (CONII) is dedicated to connecting Ontario's small- and medium-sized enterprises to the applied research and commercialization expertise of Ontario's colleges, to help them develop their products and get them to market faster. In 2011, CONII provided financial support to approximately 40 new industry-initiated projects, which provided significant economic benefit to the industry partners and an exceptional learning experience for the students involved. In July 2011, CONII welcomed two new college members, Confederation College and Northern College, expanding its college membership to 22. CONII also established itself as a critical component of the Ontario Network of Excellence (ONE), a collaborative network established by the Ontario government to help entrepreneurs commercialize their ideas.

STATEMENT of FINANCIAL POSITION

March 31, 2011, with comparative figures for 2010

ASSETS	2010	2009
Current Assets	7,870,668	7,264,418
Capital Assets	53,6869	22,419
Total Assets	8,407,537	7,286,837

LIABILITIES AND NET ASSETS		
Current Liabilities	6,828,701	5,779,384
Net Assets	1,578,836	1,507,453
Total Liabilities and Net Assets	8,407,537	7,286,837

STATEMENT of CHANGES in NET ASSETS

Year ended March 31, 2011, with comparative figures for 2010

Net assets, beginning of year	1,507,453	1,316,041
Excess of revenue over expenses	71,383	191,412
Balance, end of year	1,578,836	1,507,453

STATEMENT of OPERATIONS

Year ended March 31, 2011, with comparative figures for 2010

Revenue	13,030,845	11,607,541
Expenses	12,959,462	11,416,129
Excess of revenue over expenses	71,383	191,412