

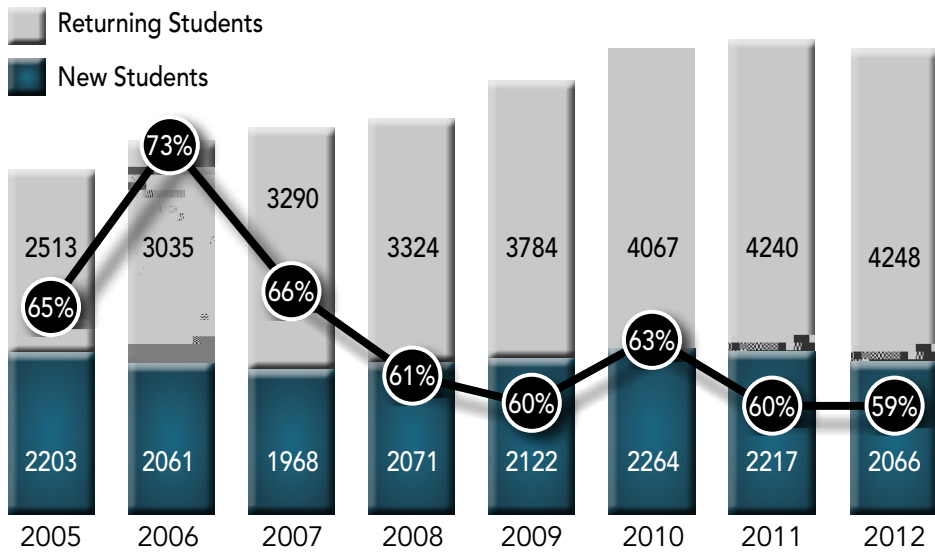


# 2012

## COMMUNITYREPORT



## Number of New and Returning Fall Semester Students and % Full Time



Total Campus Space  
75,220 m<sup>2</sup>

First vocational  
classes offered  
in 1963

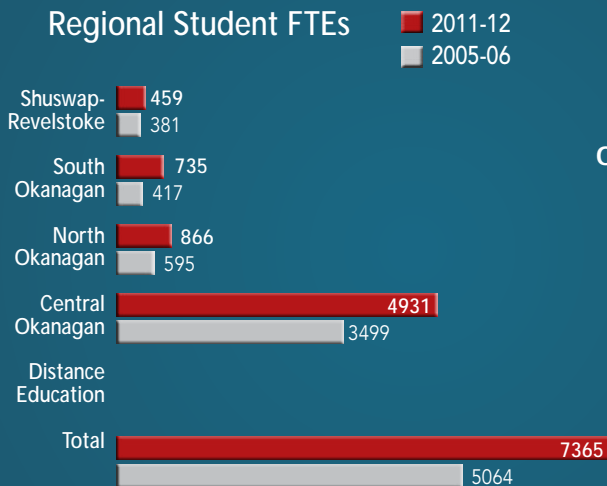
## Fall 2012 Student Demographic Statistics

Program Area	% Female	Average Age	Head Count
Arts	65%	23	1475
Foundational	62%	27	1202
Business	52%	25	1536
Office Administration	98%	32	177
Sciences	41%	21	531
Health	90%	26	422
Technologies	16%	25	344
Apprenticeships	6%	27	488
Foundation Trades	9%	26	139
Continuing Studies	79%	34	3627
<b>Okanagan College</b>	<b>53%</b>	<b>25</b>	<b>9941</b>

15,378

Number of Credentials awarded 2005-2012

### Regional Student FTEs



Review the 2011-12  
Accountability Report online at  
[okanagan.bc.ca/accountability](http://okanagan.bc.ca/accountability)



Employee Headcount 1,235

Annual Operating Budget  
**\$92,954,934 2012-13**

### Aboriginal Students 2011-12

Academic Year Headcount	1,426
Full Time Equivalents (FTEs)	744
% Female Students	56%

This past year – 2012 – was my last full year as Chair of the Okanagan College Board of Governors. Having served three years in the capacity, I can only begin to tell you how much the experience has opened my eyes to the complexity of the post-secondary environment - regionally, provincially and nationally.

But my experience has also cast a light on the very simple truth that is at the heart of institutions such as ours: education is the most powerful tool we have as a society.

Over the course of the past years, I have spoken many times at convocations. More importantly though, I listened to many student speakers talk about their experience at the College and the impact it has had on them. I have had many brief and many not-so-brief discussions with our graduates as they crossed the stage and made the transition from students to alumni.

In all instances the messages were focused on empowerment. New doors were opening for these beaming students, they were imbued with a very real and deserved sense of accomplishment.

Many of my colleague Board members have attended or participated in these ceremonies – they understand why they give their time to governance of the institution, and appreciate the reason that the College staff enjoy working with students.

Reviewing 2012 from a College perspective will reveal a great number of achievements for students, staff and the institution. The most important thing from the Board of Governors' perspective is continuing to fulfill our mandate, which is to create access to the education and training that meets the needs of our students and communities.

Challenges are inherent in a world where demands exceed capacity to respond: it is certainly an issue we wrestle with in post-secondary education. We will never be able to do all we want, but we cannot stop striving to do just that. The reasons? The students and because we must use our most powerful tool – education - to its best advantage. We all benefit.

Lance Kayfish  
Chair, Okanagan College Board of Governors

# ...from the President

As I review the content of our annual report to the community, I marvel at our enterprise and the impact it has on the communities we serve. I hope you will end up sharing that perspective with me as you contemplate this review of 2012 at the College.

The most important community that we serve is that of our students. More than 20,000 individuals took advantage of the programs and courses that Okanagan College offered in 2012 – that's nearly five per cent of the total population of the region we serve.

That speaks to the reach and breadth of the educational opportunities that Okanagan College offers. From leisure interests to career-focused degrees and diplomas, the range is significant – more than 140 different programs and countless individual courses. Broad too is the range of reasons that students come to Okanagan College.

One constant through 49 years of providing post-secondary training in the region is our ability to help people gain the skills they need to launch them into careers or propel them further along their employment or educational paths.

We've found a way to express that simply: Okanagan College Works. It works for students, it works for employers, and it works for all the communities we serve.

As we prepare to begin celebrating our 50th year of providing post-secondary education, we'll be making much of the institution's history, accomplishments and achievements over the past five decades. Just as this report does, our celebrations will focus on the people stories that comprise that history and best summarize what Okanagan College is all about: transforming lives and communities.

I invite you to turn the pages and discover what some of those stories are for yourself.



Jim Hamilton, President  
Okanagan College

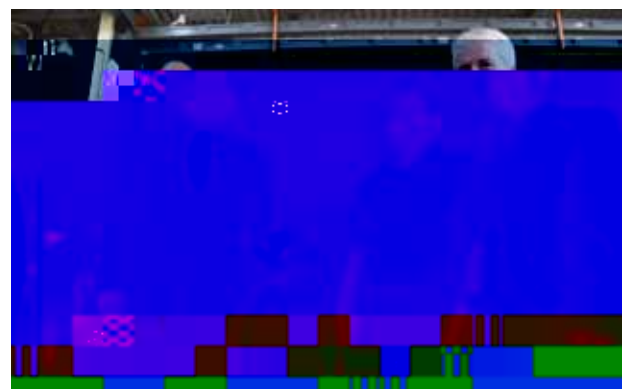
# Province commits \$28-million to overhaul Kelowna Trades Facility

On Sept. 21 John Yap, Minister of Advanced Education, Innovation and Technology, announced \$28-million to fund a major renovation and expansion of the Kelowna Trades Training facility.

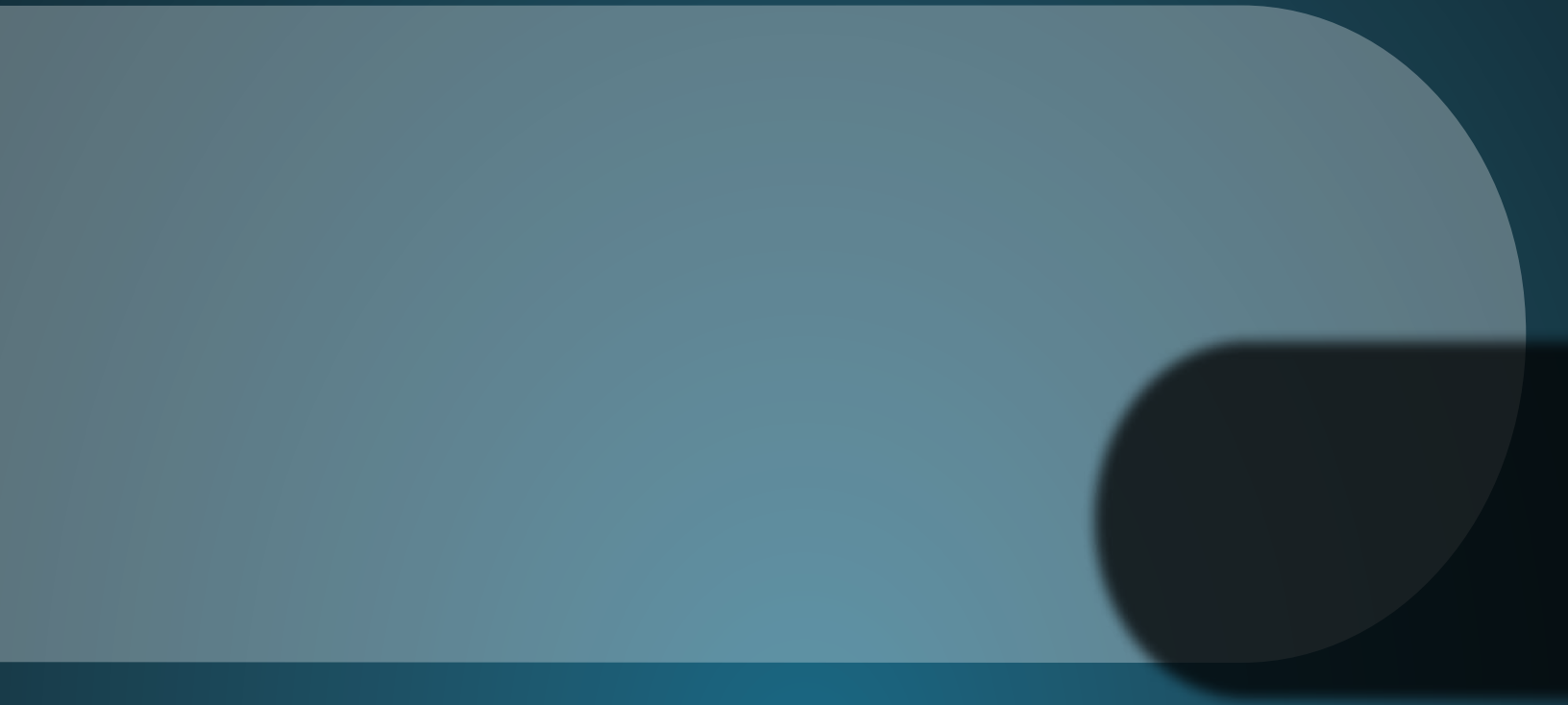
The project, which will come with a price tag of \$33-million and will span four years, will be the largest capital building project ever undertaken by Okanagan College. The overhaul of the existing site will set a new standard in the province; the College will be the first to undertake a renovation project of this size, age and diversity.

The renovation will cover 4,385 square metres of existing space. The expansion portion of the project will include design and construction of 6,264 square metres of much needed student space and innovative classrooms for trades programs specifically focused on skills development, training, technology and upgrading.

The Kelowna Trades Training facility has seen its student body more than double over the past 10 years, resulting in some students accessing their training off site through leased facilities. The new space will create enough room







# Everything old is

## E I AGE HE A

The clarion call that Canada needs to boost its productivity, is resulting in some interesting niche markets for new workers, especially in Vernon.

While high tech continues to grab headlines across the nation, there is also an increased interest in some of the lost arts – including knowledge that was borne from an industry with an ancient and interesting past - printing.

Okanagan College opened the doors to “The Bunker” this academic year, providing students with an opportunity to see how printing was done long before the digital age.

One of the most impressive pieces of equipment in The Bunker is the Pearl No. 3, a massively heavy vintage press dating back to the 1960s and donated by Canadian poet Gary Geddes.

Now lovingly restored, access to the press and other equipment means students in the Writing and Publishing program are gaining experience with this somewhat lost art.

The first to benefit from the press will be the 2012 winner of the 3-Hour Short Story Contest Amanda Wex. The Grade 12 student from Salmon Arm will see her short story Cat’s Cradle published in a limited fine art edition by Kalamalka Press.

Type will be set by hand, students will then work on proofing and correcting the type, and then print the sheets. The last stage will be binding. All of this experience comes in addition to the computer-based training students receive throughout the program.

Dewinetz, who heads up design and production and is the proprietor of Greenboathouse Press, will assist students as they work on all the forthcoming titles to come out of Kalamalka Press.



# Demonstration garden gets ready to sprout

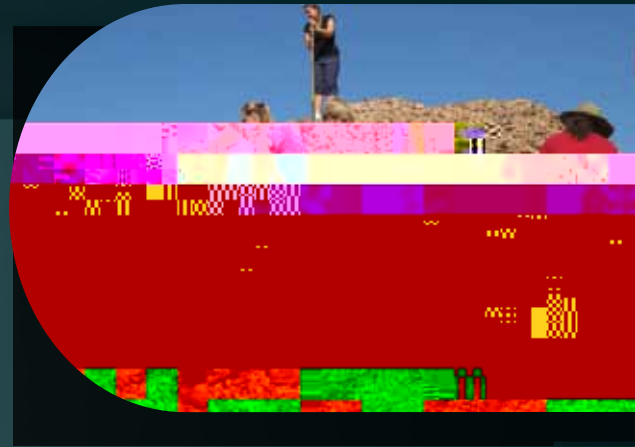
Students, instructors, and the Vernon community can expect to be harvesting big ideas along with organic produce come fall, now that the groundwork is virtually completed for the Demonstration Garden at the Vernon campus.

After years of planning and tilling the soil, literally, workers completed the first phase of the project – two new water pathways designed to showcase water conservation.

The pathways came thanks in part to a grant from the Okanagan Basin Water Board – one of many groups that have embraced this significant project that has a budget of \$71,000 with much of that going towards site infrastructure costs.

The Demonstration Garden is roughly 1.5 acres of gently rolling hillside on the Vernon campus. Once complete it will feature outdoor classrooms, a community garden, College test sites, a food forest, a butterfly garden, a greenhouse, and a compost area.

With the water pathways in place, the next stage of the project will be planting, in hopes to have everything ready for harvest in the fall of 2013.



“The aim of this garden is to create an educational space that promotes sustainable practices and ecological ventures in the Okanagan Valley,” said North Okanagan Regional Dean Jane Lister.

Community support and involvement is an integral part of the garden, which includes working closely with Kindale Developmental Association and other community and municipal partners.

This year, the College’s Innovation Fund supplied the group with \$3,000 in funding, which will go towards installing deer fencing to protect the garden, said committee member and chair of Interdisciplinary Studies Ann McKinnon.

“We haven’t started planting anything yet, but we’re hoping to have everything in place for next summer,” McKinnon said.



## Downtown a focus in Salmon Arm

Colleges and post-secondary institutions are recognized as important economic engines in many communities, but that message is coming through loud and clear in Salmon Arm, where area business people, members of the public and politicians are behind an initiative to develop a downtown campus in that community.

And Okanagan College’s Board of Governors has supported the idea of acquiring land; a necessary precursor to making the project happen.

In early 2012, the concept of a Downtown Community Campus was put forward by a committee of the Salmon Arm Economic Development Society, which also revealed

its preference for location, on a site belonging to School District 83.

In September, the DCC committee met with the Okanagan College Board of Governors and the result was direction to College administration from the Board to start looking at how the College might participate in acquiring the assets to help meet the long-term educational needs of the Shuswap-Revelstoke region.

Since that meeting, the School District has received provincial approval to sell the 12.3-acre site (formerly home to JL Jackson school). Title has to be transferred by March 31, 2014.

# Okanagan College Foundation

The year 2012 marked some significant milestones for the Okanagan College Foundation. The Foundation continued to deliver on its promise of advancing the power of education by engaging individuals and communities in contributing to Okanagan College.

A major achievement for the Foundation came as it surpassed its \$5-million fundraising goal for the Jim Pattison Centre of Excellence in Sustainable Building Technologies and Renewable Energy Conservation with a \$2.5-million commitment from the Jim Pattison Foundation.

Work is continuing on fulfilling the Pattison Foundation's commitment, which provides for an additional \$2.5-million in matching funds for the Centre.

These additional funds will contribute to future opportunities for students to learn at the Centre in Penticton.

And just as donors have continued to recognize the value of the investment in the Jim Pattison Centre of Excellence, so has the design and green building community. The building continues to earn awards and receive acclaim in publications and at conferences around the world.

## In 2012 the Okanagan College Foundation distributed \$723,744 to 693 students

### AWARDS ROLL IN FOR JIM PATTISON CENTRE OF EXCELLENCE (2012)

- International Architecture Awards' Green GOOD DESIGN Award from the prestigious European Centre for Architecture Art Design and Urban Studies and The Chicago Athenaeum: Museum of Architecture and Design
- Canadian Green Building Award  
– Sustainable Architecture Building (SAB) magazine
- Energy Award - Illuminating Engineering Society
- Top Vision Award – Illuminating Engineering Society
- Leadership Excellence – Fortis BC
- Conservation – Fortis BC





# Okanagan College works for local winery owner

If there is one message that seems to resonate with alumni,



In a region where the economic backbone is largely made up of small businesses, learning how to thrive as an entrepreneur is vital.

Okanagan College's expanding relationship with local entrepreneurs gives students personal access to leaders in













## Ryan Holmes

One of the biggest names in social media today – Ryan Holmes, CEO and founder of HootSuite – was honoured in 2012 as Okanagan College’s Distinguished Alumni Award recipient.

Holmes is known worldwide as the brains behind the multi-million dollar social media management powerhouse HootSuite, and it all started with his studies at Okanagan College’s Vernon campus.

“I attended Okanagan College because it allowed me to run my business, which was then a paintball field, while working towards a degree,” said the 37-year-old Holmes, who grew up in Vernon.

Holmes founded the Vancouver-based company Invoke Media, which developed HootSuite in 2009. HootSuite has since become the global leader in its field with nearly five million global users, including corporations like McDonald’s and PepsiCo using its web-based dashboard to monitor their social media communication on Facebook, Twitter, LinkedIn and others.

# College honours



## Lane Merrifield Honorary Fellow

Lane Merrifield, one of the Okanagan’s best-known entrepreneurs, exemplifies key attributes of an Okanagan College Honorary Fellow; chief among them are innovation, passion and leadership.

Merrifield is the co-founder of Club Penguin, the Internet’s largest virtual world for children, served as executive vice president of Disney Online Studios and recently founded FreshGrade, a cloud-based educational assessment tool.

His projects have won numerous awards including a Webby, BAFTA, and various Parent Choice Awards. During his time at Club Penguin, Merrifield was instrumental in developing the company’s philanthropic channels, resulting in millions of dollars being donated to a wide variety of charitable organizations.



## Janet Shaw Honorary Fellow


Longtime Oliver resident Janet Shaw was honoured for her advocacy in post-secondary education as well as her dedication to volunteerism. Shaw led Okanagan College’s Board of Governors in the role as Chair from 2006-09 and previously served Okanagan University College’s Board in the role of Vice Chair.

Highly respected among her colleagues both on the Board and within the College, Shaw is known for her contribution to developing the College’s Board governance model.

The former registered nurse also served as mayor and as a councilor for the District of Logan Lake. She has been involved in a number of volunteer organizations and is the current president of Desert Valley Hospice Society.

Jonathan Garratt





Greg duManoir

# From human body to body politic

## Research expands at Okanagan College

One of the key undertakings for 2012 was to further the research agenda at Okanagan College, particularly research that benefits the local community. The College received standing from both NSERC (Natural Sciences and Engineering Research Council) and SSHRC (Social Sciences and Humanities Research Council of Canada) in 2011, providing greater access to research funding.

Early in the year, Human Kinetics professor Dr. Greg duManoir was invited to take part in a 25-member team of international researchers who spent three weeks in the spring of 2012 at the Ev-K2 CNR Research Pyramid Station located near Everest Base Camp.

Funded by both NSERC and Canada Research Chairs under the direction of UBC's Okanagan campus, the aim was to study the effects of oxygen deprivation (known as hypoxia) and lower blood flow to the brain and vital organs at high altitude.

duManoir tracked the experience for the world to see in his blog Mountain of Data, and – like other team members – offered up his own body to science as part of the experiments.

The international team was made up of students and experts from around the world including Cardiff Metropolitan University in Wales, Universiteit Twente in the Netherlands, the University of Oregon and the University of Otago, New Zealand.

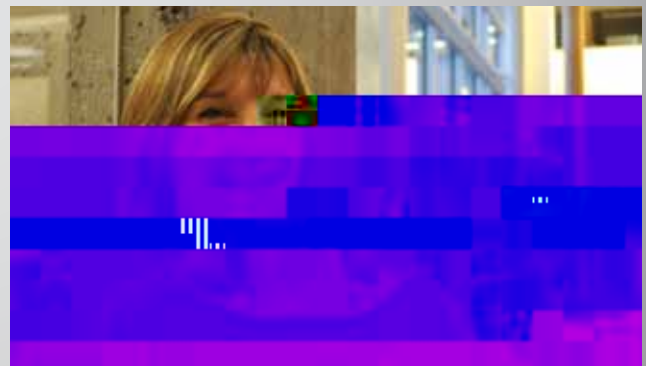
Data collected will be used to assist scientists in understanding conditions such as sleep apnea. Some of the research findings will be delivered at the International Hypoxia Symposia 2013.

Also conducting research this academic year was Lee Cartier who received a \$25,000 grant from the Social Sciences and Humanities Research Council of Canada (SSHRC) to conduct his study Rural Entrepreneurship and Industry Competitiveness: Value-Chain Innovation in the Agricultural Products Cluster since 2006.

His research will examine the region with a macro-economic focus, looking at local agriculture as an industry cluster. Cartier, a professor in the Okanagan School of Business, became curious when he noticed that agriculture outpaces overall economic growth in the Okanagan when it is viewed as a cluster of industries.

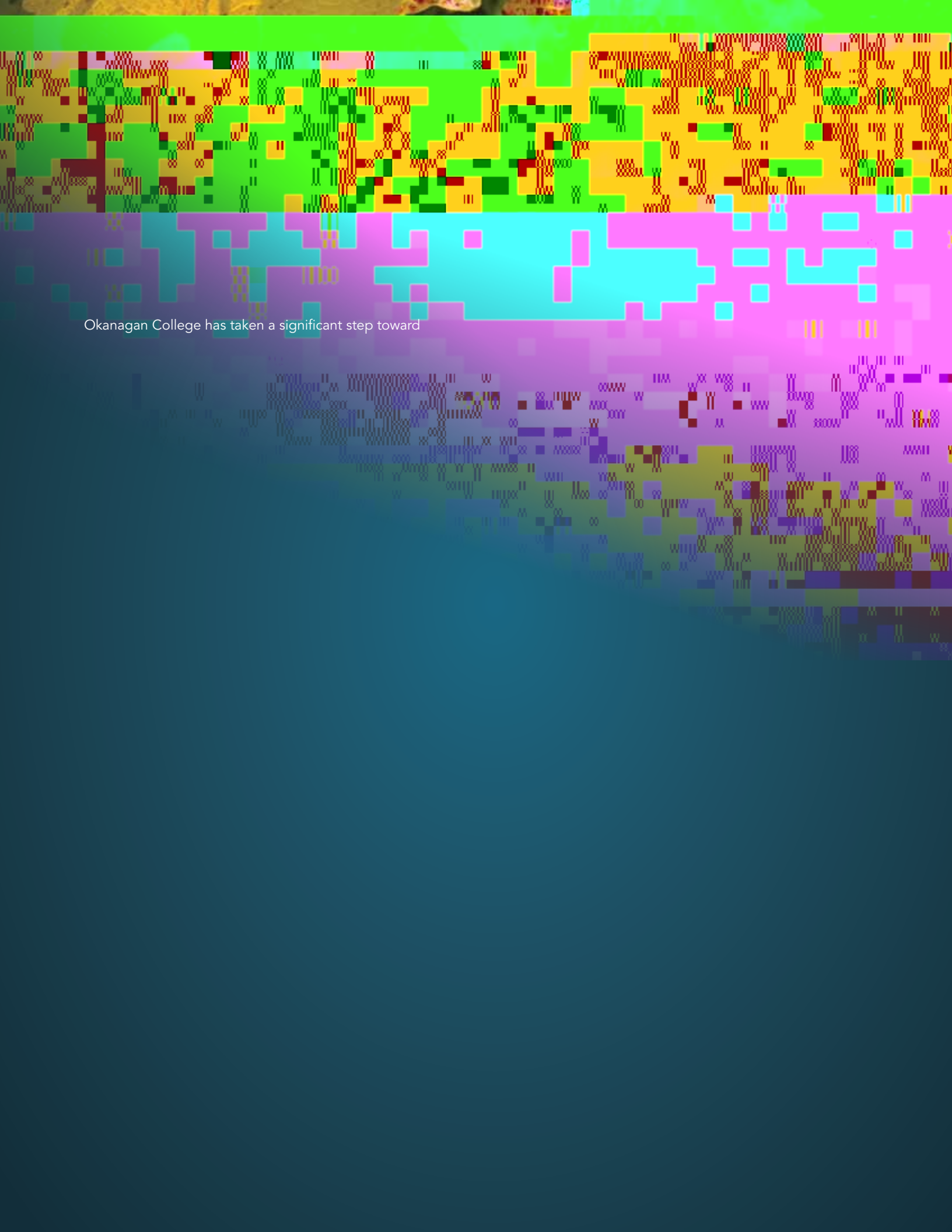
"I know I'm going to find innovation there, but what's driving it?" he said.

The research is being conducted with assistance from Okanagan Villa Vineyards, which operates The Vibrant Vine winery in Kelowna.



Meanwhile, Dr. Lynn Sparling, a professor in the College's Okanagan School of Business, also received SSHRC funding to conduct research into barriers to growth and confidence levels for both male and female entrepreneurs throughout B.C.

This project is being carried out in partnership with the Vancouver-based Forum for Women Entrepreneurs and Women's Enterprise Centre, which has offices in Kelowna, Vancouver and Victoria.



Okanagan College has taken a significant step toward



# Studying in China

a first class experience

Okanagan College's School of Business opened the doors to China this year with the successful piloting of its Study Abroad Exchange program at Linyi University in the Shandong province.

Two third-year students –Karen Bulmer and Danae Garcia – spent three months at Linyi teaching English to a handful of the 34,000 full-time students that attend the university, located south of Beijing.

"It was the greatest experience of my life. I miss it, I dream of it still, and wish I was still there," Bulmer said.

The experience provided the two women with a realistic view of China just as the country is emerging as a major economic player on the world stage.

Through teaching, work experience, and study, the students gained an appreciation of Chinese cultural and business practices, all while learning in a "rural" community with a population of nearly 10-million.

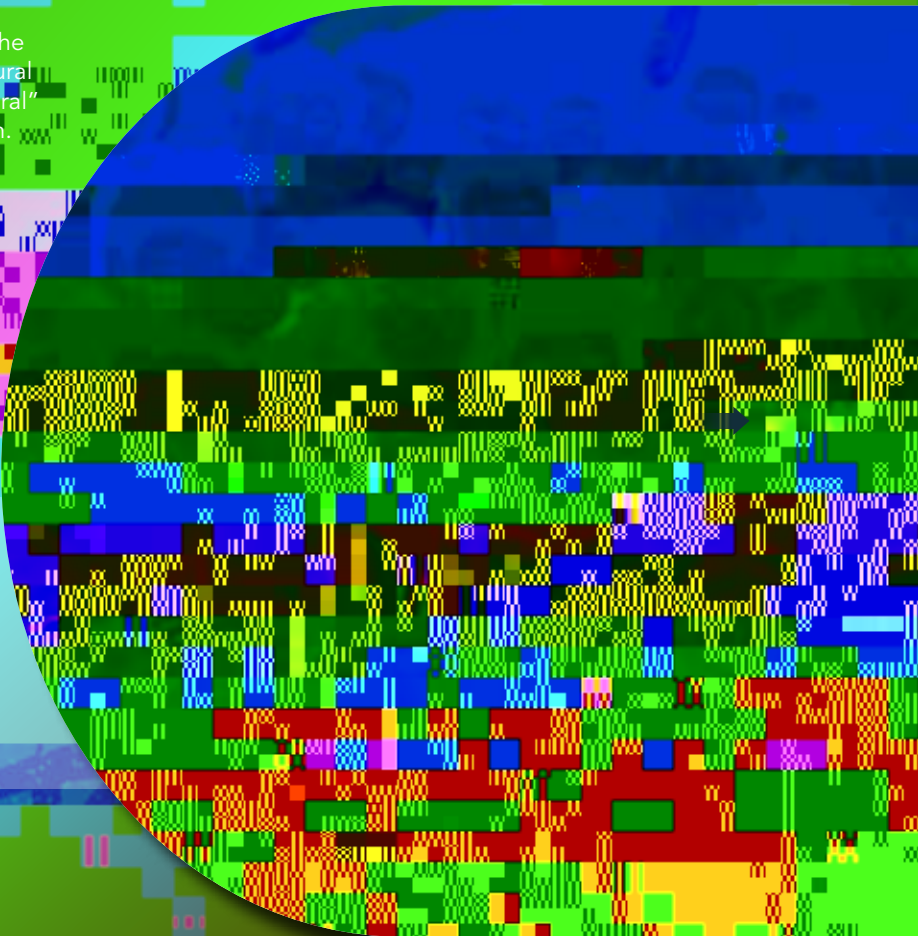
"I think it was a really good opportunity to see what China is all about because they're definitely emerging as a big part of Canada's future and our markets here," said Garcia, who took a Mandarin language course while at Linyi.

The Study Abroad Exchange is designed for students enrolled in their third year of the Bachelor of Business Administration program. It took seven years of relationship building, involving business professor Dr. Yunkè He and Dr. Heather Banham, to launch the Linyi pilot.

Now with Linyi in place, this latest agreement brings the number of Study Abroad Exchange partnerships to 22 institutions around the world, including 13 in Europe and three in Oceania.

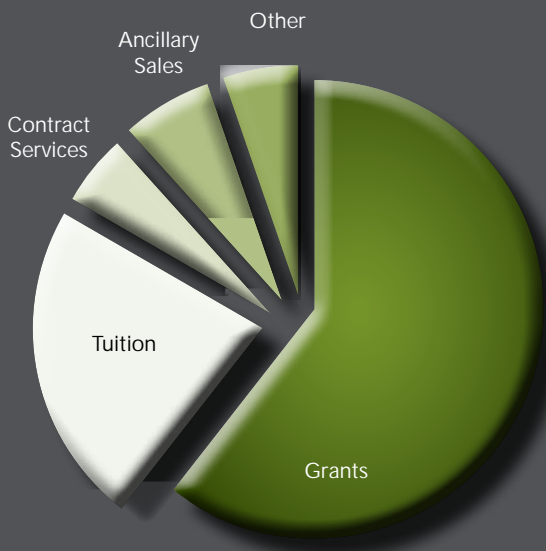


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## Okanagan College Board of Governors 2012

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Tom Styffe, Vice Chair

Michael Conlin (term ended July 2012)

Bill Cooke

Connie Denesiuk

Brian Hughes (term ended January 2012)

Rick Gee (Ex officio)



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1963 – 2013