

President's Report to the Senate – January 20, 2011

Early this week the Ontario University Application Centre issued their first report on applications for the 2012 application year. While applications for the province as a whole increased by 2.4%, those for Lakehead University increased by 12.6%. Applications at Lakehead increased by more than they did at any Ontario University. This was an incredibly welcome and, I must admit, surprising result, especially coming on the heels of major increases this year in Graduate student and International student enrolment.

We must remember that this refers to OUAC applications which are only a portion of total applications, that they still need to register, and that first year enrolment is only a part of total enrolment. When all of these are taken into consideration, the result will likely effect overall enrolment by between one and two percent. Even so, this is very good news.

Lakehead is on the move and people are beginning to notice. Over the last eighteen months Lakehead has done a number of things which I believe have contributed to this increase, although no one knows for sure the extent of their impact. These would include the announcement of a new Faculty of Law, the development of a new recruiting campaign around the slogan Live and Learn, much more active school visits, very targeted advertising and the development of new programs at Orillia.

The Faculty of Law gave Lakehead a higher profile and meant that many students discovered, for the first time, the vast array of professional programs that Lakehead offers. The Live and Learn campaign appears to have captured people's attention, giving them a clear sense of the advantage of combining an active lifestyle with a great academic experience.

We can also, from looking at the addresses of the students who applied, get a sense of the impact of our tactical changes. For example, applications to the proposed new Criminology and Media programs at Orillia were a major portion of the increase in applications at Orillia campus, Lakehead's innovative movie ads had a huge impact on applications from Barrie and Newmarket, and the Faculty of Engineering did a series of faculty-oriented ads that resulted in an increase.

My congratulations to all involved, particularly the people in Student Services for both Orillia and Thunder Bay.

SUSTAINABILITY

Increasing External Revenue

New funds from fundraising continue to climb. With 1/3 of the year still remaining we are currently over \$2.5 Million. It is almost certain we will reach what seemed at the time to be an aggressive \$3 million target.

President's Request for Initiatives

The President's Request for Initiatives awards were made in December this year. Among the successful applicants were, a program to recruit aboriginal students to the Orillia campus, a request from Athletics to develop summer programs for younger people, and a new program to convert some of our research into an ongoing service by expanding Biomass Testing capacity. Fourteen different requests received some funding for a total of \$250,000. My congratulations to all involved.

Staffing

Kellie Hudson will be starting her new duties as Director of Media Relations on Monday, January 23. Kellie has a long and successful career in journalism. Many of you may have already met her through her work helping the Faculty of Health and Behavioural Sciences develop a strategic plan. Kellie will report directly to me as we shape the university's relationship with the media and the broader community.

Government Relations

Glenn Murray, the new Minister responsible for MTCU recently gave us a glimpse into his thought processes in an interview with MTO. Among the areas on which he remarked were a skepticism about the potential for teaching-only universities, a commitment to on-line education and a passion for improving educational opportunities for aboriginal students. All in all, this is a vision that Lakehead can embrace and build upon.

RESEARCH

Research and Innovation week this year is from February 10 to February 16. This is a great opportunity for Lakehead to showcase the research we are doing to the community and to each other.

Dr. Rachel Ellaway, Northern Ontario School of Medicine, is awarded a contract with CANARIE worth a total of \$65,000. The title of the project is: "Health Services Virtual Organization (HSVO) Maintenance Proposal".

To date, the Economic Development and Innovation office has planned and executed a series of round table sessions in different sectors of business within the city and the region. Sessions have focused on the following important question: "How can Lakehead

University help this sector?" Since October of 2011 there have been four round table sector sessions focusing on the following areas: Economic Development; Forest/Pulp and Paper/Value-Added Wood Products; Mining; and most recently on January 11, 2012: Aboriginal Economic Development.

DIVERSITY

International

Our campaign to increase the number of international students continues to expand. We are enrolling students in our English as a Second Language program, accepting new applications for next year and developing relationships particularly in China. Andrea Huillery, our Director of Admissions and Recruitment, recently attended a career fair in China where she helped over 130 students apply for Lakehead on-the-spot. In fact, total applications to date are already well over 200.

Then in January I made a trip to China where I met with representatives from the Canadian Embassy, the Chinese government and several schools, with discussions about both direct enrolment and English as a Second Language.

Aboriginal

We all know, and are proud of, Lakehead's leadership role in opening educational opportunities for aboriginal students. We can also be proud of the impact Lakehead is having on opening up graduate opportunities. Lakehead currently has 58 graduate students of aboriginal descent, including 45 masters and 13 Ph. D. students. That is a remarkable record in a very short time.

Access

After several months of planning together, the Lakehead District School Board and Lakehead University are in the final stages of developing a Memorandum of Understanding that define the basis for students to become enrolled in the Achievement Fund's tuition credit program. This is a major breakthrough in a very new area. I look forward to signing this agreement and then using it as a template for agreements with other school administrators in our area.

Community Engagement

After several successful years in Thunder Bay, the Humanities 101 program was expanded to Orillia this year. It launched in January with funding from the Aurea foundation. We are currently seeking multi-year funding to sustain the program beyond the winter semester.

On December 14 and 15 I flew to Orillia for a two day trip where I met with the mayors of many of the Communities in the area. The major topic of conversation was the role of the Orillia campus in Simcoe County. This is becoming an important issue as discussions about a new University in Barrie continue.