



SAULT
COLLEGE

Sault College News Release
For immediate release

Sault College Deemed Fastest-Growing College in Ontario

(Sault Ste. Marie, ON – Friday, September 18, 2009) At a presentation to the Board of Governors last night, Sault College unveiled enrolment numbers that indicate that it has taken its place as the fastest-growing College in Ontario.

“We anticipate that as Day Ten numbers arrive shortly, they will confirm our ultimate achievement. We are extremely proud of the staff, students and faculty across the College who are contributing to this success,” states Leo Tiberi, who gave the presentation to the Board. “The overall growth we are seeing across the entire College in a large number of programs is very exciting to see,” he adds.

1529 first-year students have enrolled at the College on Day Six, compared to 1137 at this time last year. With all years combined, the full-time enrolment of post-secondary students has reached an impressive 2330. Additional sections were added to electrical, civil engineering, construction trades, police foundations, social service worker, child and youth worker, aviation, aircraft structural repair, office administration, culinary and natural environment programs to accommodate the increased number of applicants.

“Overall, there have been increases in the College system, but nothing compared to this. We’re extremely pleased to see that Sault College has become an educational destination for so many. We will continue to grow to meet the increasing demands for our excellent academic programs and services, and we are building innovative and flexible facilities to reflect such growth,” stated Dr. Ron Common, President of Sault College, in reviewing the numbers.

Although the economy and the government’s Second Career initiative accounts for part of the increase in applicants, it is only one factor that has influenced the jump. Several exciting new initiatives are bringing increased exposure of the College around the province.

This fall the college will have over \$48.4 million dollars in capital projects starting on campus. The Algoma Public Health building construction will begin shortly and a new hangar at the airport is being constructed to accommodate growth in our aviation student population. Furthermore, a campus rebuild including a Knowledge Infrastructure Program capital funding project that both provincial and federal governments have contributed to substantially, has begun on the College's campus, with a ground-breaking ceremony slated for September 25th.

Ten new academic programs are being planned with students in mind and set to launch during the 2010 academic year, including Welder Fitter and Metal Fabricator, currently in the approval stage for a possible January start for the upcoming year.

Enhanced recruitment efforts included Saturday Information Days that capture a large number of out-of-town students, campus tours, assisting students with college applications, personal visits to classrooms, traveling across the province to speak directly to applicants, and following up with personal phone calls and letters have assisted with enrolment growth.

"Our recruiters are on the phone, e-mail and social media sites, and giving campus tours all day long and then into the evening," states Susan Hunter, Director of Marketing and Communications. "We are focusing on the personal touch that smaller Colleges offer. Oftentimes, the same person who potential applicants hear on the radio or see on television is the one they will speak to when they call the College and then come in for a personal tour – that's a rare thing in larger Colleges, and an advantage that we like to tap into."

For the past two years, telephone calls to potential applicants from College staff and students have been done much earlier in the year. Sault College strives to be the first College to contact students after they've applied. This way, they can build loyalty even before potential students have made a choice of which College to attend.

In addition, several successful years of strong partnerships with the Huron-Superior Catholic District School Board and the Algoma District School Board through the School College Work Initiative (SCWI) and Apprenticeship Works has increased the exposure of local students and educators to the possibilities available at the College.

Developing and emphasizing niche programs like Aviation, Natural Environment and Outdoor Studies and Health and Community Services in southern Ontario has also led to increased exposure of the College in areas outside of Sault Ste. Marie.

Finally, the offering of College programs in areas around Sault Ste. Marie either by distance education or with an on-site professor has yielded more students, as well, thereby increasing the accessibility and visibility of the College to neighbouring communities.

Strengthened by involvement of local and regional employers as advisory council and committee members for each academic program, Sault College has been recognized in provincial surveys as number one in several areas. It has been number one for three consecutive years in employer satisfaction, with over 90% of its students gaining employment within six months. Furthermore, student satisfaction is among the highest in the province.

“Everywhere we turn, both within our College and outside of it, we are seeing support and camaraderie for our organization. We will continue to build on this success. Watch us grow,” states a beaming Leo Tiberi.

A staff and student appreciation event is being planned to celebrate the College’s success and thank those who have been influential in building Ontario’s fastest growing College.

About Sault College

Sault College reaches students through post secondary, continuing education, apprenticeship training and third party contract training. Sault College offers a full range of programs: Certificates, Diplomas, Advanced Diplomas, Post Graduate Certificates, Degrees, and Apprenticeship programs. Key Performance Indicator (KPI) surveys demonstrate that almost 90% of Sault College students are employed within six months of graduation and student satisfaction is among the highest in the province. Sault College, located in Sault Ste. Marie, Ontario is one of 24 community colleges in Ontario. Visit our website at www.saultcollege.ca for more information.

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