



# Program Annual Report

## 2022 - 2023

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## Land Acknowledgement.

As many of us are settlers on this land, it is our collective responsibility to pay respect and recognize that this land is the traditional territory of the Mississaugas of the Credit First Nation and that we are here because this land is occupied. In recognition that this space occupies colonized First Nation territories, and out of respect for the rights of Indigenous people, it is our collective responsibility to honour, protect and sustain this land.





# Thank You to Our Students.

## Uniting Voices.

As we approach 30 years of service, our work has centered around the experiences of our stakeholders; students, staff, GBC community leaders, and others. Our north star remains to promote the voices of our student members and in collaboration with other partners.

On behalf of the managers, staff, and volunteers we present the reach and impact of the program and services during the 2022–2023 fiscal year.

Our strategic goals touched upon everything we do at the Student Association. We continue to navigate post-pandemic one step at a time. Pivoting to reach our students online and in person, we deployed multiple strategies to connect with our student body, including creative supports to reach our students affected by the closure of the St James Campus. Although the facts and figures will not reflect the full story, they provide a snapshot of our ability to overcome obstacles and challenges and allow for reflection on our progress.

We remain committed to serving our students and the SAGBC community and will strive to implement changes, where possible.

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**Rosalyn Miller**, SAGBC General Manager

# Strategic Direction Impact.

The SA has conducted a strategic direction evaluation to assess its progress achieving the strategic priorities:

## Priority 1.

Build connections with an engaged student community.

## Priority 2.

Invest in people, technology, and processes that lead to digital transformation the SA key three strategic priorities

## Priority 3.

Promote organizational learning and development, sustainability, strategic recruitment, and high-performing teams

The strategy evaluation used a combination of instrumental data collection tools to evaluate the SA strategic priorities' progress. This included:

- Data review for current programs, services records, and information
- Interviews with staff, management, and BOD members
- Focus Group Discussions with SA staff
- Student Feedback Survey

### **The strategy evaluation results revealed the following key findings and recommendations:**

- Implementation of the strategic plan coincided with the onset of the COVID-19 pandemic. This resulted in students attending their classes virtually, which was challenging for the SA as it required significant efforts and agility to connect and engage with the students online.
- Despite these challenges, there is substantial evidence that the SAGBC moved towards achieving the strategic priorities. Surveyed students have indicated that the strategic priorities had been achieved to a great extent, with emphasis on priority #1
- The closure of the St. James Campus has been a major challenge for the SAGBC to deliver its programs and services
- 35% of our organized events, training, and programs activities had presenters/trainers/speakers from Black and/or LGBTQ+ communities
- The most progress has been made in the areas of diverse and inclusive offerings, enhanced virtual events, and increased online engagement and connection with the student community.
- Surveyed students scored Equity, diversity, and inclusion values as the top demonstrated value by the SA programs and services

## Steps to take next!

The Student Association will reaffirm its dedication to our strategic priorities and engage with the student body to learn about their needs, the areas they would like the SA to focus on, the issues that are significant to them, and how they would like to influence our strategic direction.



# Community Impact.

## Pillar #1 Student Success.

The Student Association continues to support students navigating GBC's system of policies and procedures by providing academic resources and support services to help students succeed in their education.

### 1.1 Academic Support Program

The Academic Support program stands as a beacon of empowerment and acts as a compass, illuminating the pathway of academic rights and advocacy. Working with the Dialog newspaper and the Director of Education and Equity, Academic Support was able to raise awareness of students' concerns about being charged excessive amounts for E-Textbooks. Ultimately they advocated for students' rights to get a refund for their E-Textbooks fees. The SA advocacy efforts were impactful in helping GBC investigate the issue and **return the E-Text fees to 9,839 students with a total of \$3.47M refund.**

The Student Academic Support program continues supporting students in resolving academic issues and related academic barriers.

- **Over 592 students** were supported with their academic issues.
- Throughout the year, **over 2000** students received **program resources**

**9,839**  
**Students**

received a refund  
for e-Text fees  
adding up to

**\$3.47**  
**Million**

#### We Supported Students in Areas of

- Grade Disputes
- Technology Registration
- Finance
- Accommodations
- Academic Integrity
- Placement/ Co-op
- Policy Violations
- Educational Complaints
- Non-Academic Conduct

## 1.2 Scholarship and Bursaries

*In partnership with the George Brown College Foundation*

The Student Association pledged to provide awards, bursaries, and scholarships to our students. Through this collaboration and partnership, the GBC Foundation was able to provide **192 awards**, totaling **\$257,500**.

The Student Association continues its work with the Foundation to enhance students' access to the currently available scholarships and bursaries while raising promotion efforts. We have also worked with the GBC Foundation to modify the eligibility criteria, to expand who is eligible to apply for these scholarships.

## 1.3 GBC Alumni Student Support

*In partnership with the GBC Advancement Alumni Office*

The Student Association continues to make a positive difference in the lives of many students and graduates. We are proud that in 2022, the Student Association established the Advancement Fund, to support students and alumni of George Brown College. The Fund has been created for the 2022-23 academic year (Nov. 2022 to April 2023) with **\$94K funding**, to support collaborative initiatives that benefit students and alumni of the College.

### Supported initiatives:

- Research projects that helped over 260K students
- Alumni Book Club
- Junior League of Toronto (JLT) Chef's Showcase
- Networking events

**\$94k**

**in funding**

to support Students  
and Alumni.

**2600**

**Alumni Students  
benefited**

## 1.4 Student Legal Services

Student Legal Services continues supporting students who face a myriad of challenges as they pursue their education, beyond the academic demands. This service supports students with legal issues that can profoundly impact their education journey and future prospects.

**Over 1030 students** were supported in their legal issues, and the most demanded legal support was in the following areas:

**1. Ontario Student Assistance Program**

**2. Immigration**

**3. Housing**

**4. Family Law**

**5. Employment Law**

**6. Preparing Affidavits**

**7. Other civil matters**

**8. Criminal and Provincial Offences**

**9. Corporate Commercial Law**

## 1.5 Tax Clinic

In partnership with the CRA, The Student Association's annual Tax Clinic simplifies the tax filing process for our students. Recognizing the challenges many face with financial matters, this initiative ensures accurate filing and educates students on their tax benefits.

- **135** student taxes and benefits filed.
- **7 trained student volunteers** supported the income tax filing.
- Tax Clinics were held online and in-person at the Waterfront and Casa Loma Campuses to accommodate student schedules

“ Thank you for helping me file my income tax return and benefits for free. I can't believe I'm receiving a tax refund and I qualified for some of the government benefits. This will really help pay for some of my bills.

–Supported Student”

## 1.6 Student Job Employment at the SA

The Student Association continues to support GBC students' career development by providing access to different job opportunities across all departments. Through these opportunities, students gain the necessary work experience and valuable skills that benefit them in their future careers:

- **Over 100** students' part-time employment opportunities offered
- **Hired 89** of GBC's talented students as part-time employees
- The hired part-time students staff **accessed 7 skilled development trainings**
- **675 students attended the SA 2 job fairs** – held at Casa Loma and Waterfront Campuses







## Pillar #2 Student Health, Wellness, & Safety.

The health and safety of students are vitally important to the George Brown community. The SAGBC continues to offer a wide variety of programs and services to foster an open and inclusive campus environment where everyone feels safe and enhances the mental and physical health of all students.

### 2.1 Student Nutrition Access Program (SNAP)

SNAP emerges as a pillar of support for students navigating the challenges of food insecurity by addressing immediate nutritional needs and fortifying and empowering their futures with financial literacy for a brighter future ahead.

- Our food hampers and nourishing bags helped support **more than 77%** of the GBC full-time student population
- Over **300,000 pounds** of food packaged were distributed to GBC Full-time students

**21,400**

**Food Hampers**

distributed in partnership with Daily Bread and GBC

“

SNAP sure did help a lot in terms of food availability. Being an international student is hard considering that we don't have any family here, so we have lots of bills to pay and food is sometimes something we try to lessen to be able to afford other things.

-Supported Student

”



### Student Diversity:

- **76.5%** of supported students are international students and **23.5%** are domestic students
- Nearly 72.83% of supported students identified as **female**, 26.3% of supported students identified as **male**, and 0.84% of supported students identified as **other**.
- Nearly 55.8% of the supported students declared their marital status as **single**, 18.3%, were **married**, 13.3%, were indicated as **unknown**, 1.2% were **divorced**, 0.98% as separated and 0.34% **chose not to disclose**.

92%

of students reported a satisfactory customer experience

99%

of our supported students confirmed the importance and necessity of the SNAP Food Hampers Support

>60

food hampers were distributed to the George Residence

## 2.2 Health Benefits

The Health Benefits program continues supporting our full-time domestic and international students enrolled in a post-secondary or ESL program at George Brown College. SAGBC staff assist with navigating and using the Extended Health and Dental plans, providing students with the necessary information related to their Health Benefits services.

24, 866

students registered in our Health Benefits Plan.  
That's 92% of GBC full-time students.

- **13,336** Students Enrolled in the domestic plan
- **10,524** Students Enrolled in the International Plan
- **1,006** Students Enrolled in the International ESL plan
- **1,184** processed opt-out applications

Over **11,600** (43% of GBC student community) students supported with their health benefits inquiries.

Over **5000** students supported **on-campus**.

Over **3900** students supported through **email**.

Over **2100** students supported through **phone**.

Over **500** students supported through **live chat**.



## 2.3 Community Care Centre (CCC)

The Community Care Centre continued to offer integrated health services, community programming, and peer education initiatives that enable student wellness – all through an equity lens. We continue providing support on, sexual health education, harm reduction, consent, and access to health supplies.

- Distributed over **16,601 health supplies**, medical supplies, menstrual health supplies, health and hygiene care kits
- Offered 3 certified training, **supporting over 81 students**
  - Applied Suicide Intervention Skills Training
  - Overdose Prevention
  - Recognition and Response Training and Mental health awareness coping

“ In all honesty, I believe that this training broadened my knowledge of how to properly give care to someone and provide a safe and nurturing way to help them in ways that they can still be here with their loved one(s).

–GBC Student who attended ASIST Training facilitated by CCC”

The Community Care Centre focuses on serving **those who traditionally face barriers** to care and prioritizing traditionally under-represented and underserved groups. For the third year, we continue supporting those groups that are disproportionately impacted by the pandemic through the **Student Equity & Relief Fund**.

**We are proud that through our Student Equity & Relief Fund the CCC program was able to provide:**

1. Black Students
2. First Nations, Inuit, Metis Students
3. Disabilities Students
4. International/ Racialized Students
5. 2SLGBTQIA+ Students
6. Women and Trans Students



Over  
**\$49,000**  
total funding disbursed



Over  
**1,300**  
**Applications Received**  
64% were International Student's applications,  
36% were Domestic Student's applications



Over  
**380**  
**Students Received funding**  
92% of applicants stated the cost of living was the reason for applying



## 2.3 SafeWalk

SafeWalk continued fostering a safe environment for all and raising awareness of safety issues, addressing the safety needs of students by providing walks, training, and assistance to individuals on campus.

- Over **800 students** walked to their destination
  - Over **2,800 students** were assisted on campus by our SafeWalk service
- Over 50 students participated in **2 Certified Trainings**
    - Understanding and Managing Aggressive Behaviour
    - Standard First Aid, CPR & AED Training
  - 94% of students who completed our training are confident in their skills applying the techniques they received in the training.
- Had **3 SafeWalk locations** serving 3 campuses (Casa Loma, St James-Hospitality, Waterfront, Daniels WF)
  - Offered **100% service** hours open





## Pillar #3 Community and Student Life

The Student Association of George Brown College is proud to support student engagement – giving opportunities to get involved with the college community and create a memorable experience.

### 3.1 Events & Recreation

We recognize that students' time at GBC is more than a series of essays, exams, and labs – it's about creating life-long memories and an amazing network of friends. In the last year, the Events and Recreation program was able to create many social engagement opportunities both on and off campus helping students to reconnect again after two years of social isolation and build relationships with their peers.

Recognizing that GBC is one of the most diverse schools, our events provided an opportunity to expand students' social circle and offered a chance to celebrate diverse cultures.

Over  
**15,700**  
Participating Students

Approximately 58% of  
the GBC Student  
population participated  
in our events

Over  
**90**  
Events

75% on campus,  
9% off-campus,  
16% online



- Offered **culturally diverse social events** and opportunities that responded to the different student communities' cultures.
  - Black History-themed Paint Night,
  - MAWD (Caribbean & African themed party),
  - Desi Night (South Asian-themed party),
  - Fuego Casino (Latin-themed event)
  - Lunch On Us Event featured food from a Caribbean Restaurant
  - Diwali Party – a South Asian celebration of Lights with food and music
  - Caribbean cooking Classes



**Black History – Paint Night**



**Fuego Casino Night**



**Lunch On Us: Caribbean Food**



**GBC Got Talent**

- **Popular off-campus events** included
  - Back-to-School Boat Cruise – our annual boat party on Lake Ontario
  - SAGBC Blue Mountain Day Trip
  - Paint Ball – All the fun & excitement of competing with your peers
  - Blue Jays Vs. Baltimore Orioles
  - SAGBC @ Canada’s Wonderland Halloween Haunt
  - SAGBC Private Movie Screening Event
  - GBC Got Talent
  - SAGBC Cosmic Bowling

**Over  
5,450**  
Frosh Kits Distributed

**94%**  
of students found our  
events enjoyable

**96%**  
of students are likely to  
recommend our events  
to friends or colleagues

### 3.2 Clubs and Networks

Clubs and networks empower students to connect their passions, by creating a dynamic environment where they can establish meaningful connections with fellow GBC students who share similar interests and facilitating these connections.

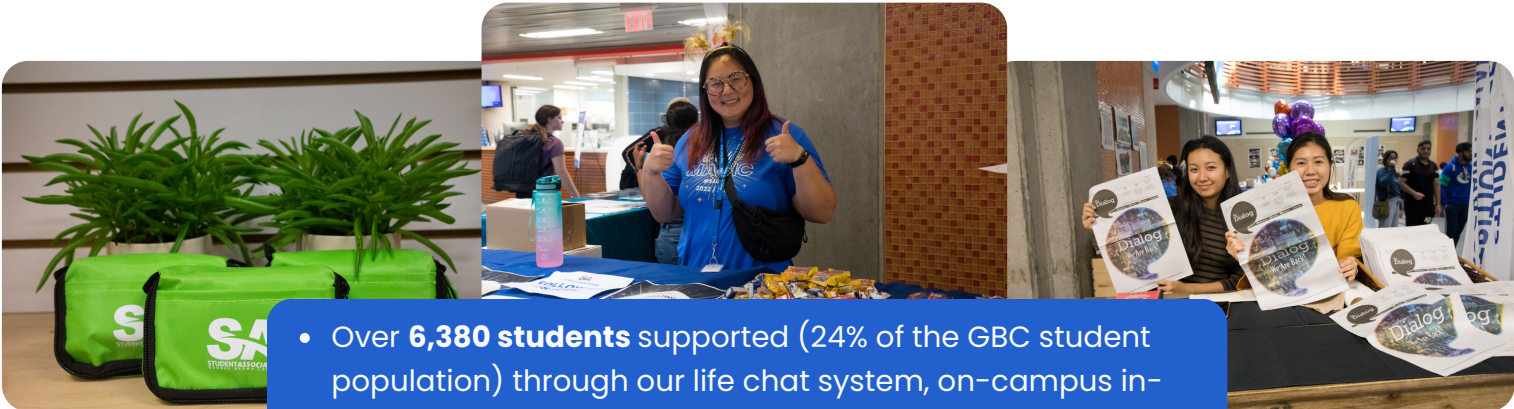
In the last year, we are proud of:



- **6 club fairs**, attended by more than **290 students**
- Ratified **53 clubs** which include **22 New Student Clubs**
- Over **3,000 students** participated in club activities
- Over **32 Class Talks** promoting club programming
- Over **80 Students** attending the Niagara Falls Excursion Trip

### 3.3 SA Connect

The frontline team of the Student Association continues to answer student questions, respond to their concerns, and connect them to SA services while ensuring students are getting the best experience.



- Over **6,380 students** supported (24% of the GBC student population) through our life chat system, on-campus in-person inquiries
- **90% of the supported students** reported a satisfactory experience contacting our SA Connect program

### 3.4 Student Media

We amplify student voices and ensure information impacting students is communicated to them in an efficient and timely manner through our different communication platforms, Dialog newspaper, Newsletters, SA App, and SAGBC social media and Website.

**Over 130 published stories by the Dialog that affect the students of George Brown College:**



#### The E-Text Trap

Exposing students concerns related to unwanted fees for e-text books



#### Costly College Commutes

Shining a light on the disparity of transit costs for students in Toronto compared to other parts of the province



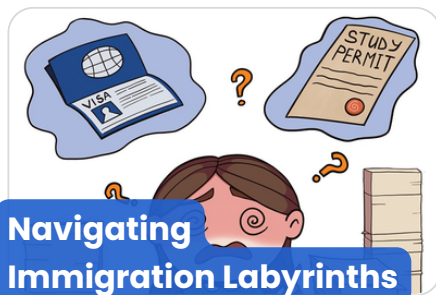
#### Sharing a Love of Learning

Recognizing the impact of College President Gervan Fearon one year into his tenure



#### A day for Reconciliation

Highlighting the College and SAGBC's commitment to recognizing important diverse days



#### Navigating Immigration Labyrinths

Helping international students to understand the immigration process



#### Unforgiving Reality of Toronto's Housing Crisis for Students

An opinion piece on the ever-rising cost of housing in the City of Toronto

**86.93% pickup rate** of **7,000 Dialog printed copies** over six issues

**2,853 newsletter subscribers** with an average of **62.5%** of subscribers opening each newsletter (eight in total)



The Social Media team continues to build and nurture lasting digital communities and create unique and memorable experiences for our student community.

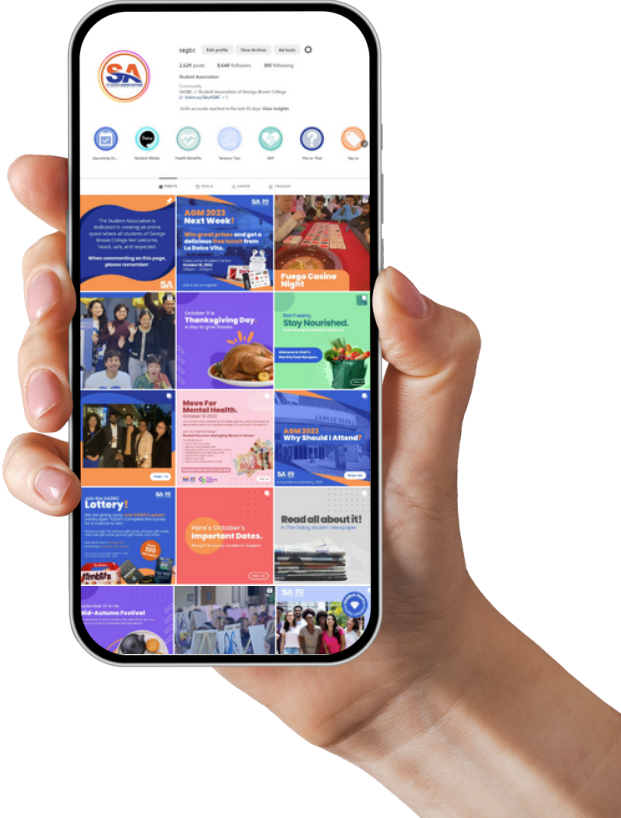
**1.58% Engagement Rate in our IG**

**4.2K Followers Increase on our IG**

**2.1M Impressions on our IG**

**42.1K Interactions**

**Celebrated all the diverse equity and special dates with our GBC community**



### 3.5 Student Lounges

Over the last year, the SA continued to offer students access to our lounge space at the Casa Loma Campus, this includes hosting major social events in the space. Students were able to access many food options from our various tenants while allowing students to access the space to take a much-needed break or study in dedicated spots where students could decompress and relax.

While it's unfortunate that our St. James lounges spaces were closed last year due to the building fire, the SA took that time to start working on upgrading our student lounge furniture, seating, and overall aesthetics.



# Come Visit Us At:

## Casa Loma Campus

142 Kendal Ave. – Room E100  
(416) 415 – 5000 ext. 4730



## Waterfront Campus

151 Dockside Dr. – Room 033  
(416) 415 – 5000 ext. 5360

## Toronto Metropolitan University Campus

99 Gerard St. E. – Room 614  
(416) 415 – 5000 ext. 4049



## St. James Campus

200 King St. E. – Room 147  
(416) 415 – 5000 ext. 2455

## Theatre School

Distillery District  
Satelite Programming



@SAofGBC



@SAGBC



www. StudentAssociation.ca



SAconnect@SAGBC.ca