



Frontline support: **HEALTH-CARE HEROES CLOSER TO HOME**

Investment proposal for Grey County
Presented to the Grey County Health Care Funding Task Force
Sept. 14, 2021

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“The decline of nurses in all regulated categories working in rural and remote regions is a serious concern ... We know it’s a tough challenge, but it is important that governments and employers double down on efforts to recruit and retain nurses to deliver care in these communities.”

Michael Villeneuve, CEO
Canadian Nurses Association (CNA)
May 29, 2020
CNA press release

Executive SUMMARY

Michael Villeneuve is not exaggerating. His comments reflect a desperate situation that is having a harmful impact on health-care facilities, communities and families. His words shouldn’t be a surprise by anyone on this task force or Grey County council. The despair and frustration are real in hospitals, long-term care homes and other health-care facilities throughout Ontario, including Grey County, where there is a regular call for nurses on the Grey Bruce Health Services job site.

Now, more than ever, we need highly trained nurses to sustain a robust nursing workforce faced with high numbers of nurses who are retiring and/or just overwhelmed and leaving the profession. This has a direct impact on the ability to meet the health-care needs of our communities. COVID-19 has been a shock to our health-care system. In 2019, health-care partners in Grey, Bruce and Simcoe counties provided resource projections that estimated a need to hire 4,300 new nurses over the next decade to accommodate regional growth and replace retiring nurses. This gap will only widen as time goes on. And, it’s not just nurses now. It extends into the Personal Support Worker, Social Worker, and other vital frontline roles.

Georgian is ready to be part of the solution, alongside Grey County.

In February 2020, the Ontario government announced that Georgian and other colleges could begin offering the full four years of the Honours Bachelor of Science - Nursing (BScN) degree on a stand-alone basis.

Never before have nursing students had this opportunity. Learning locally leads to practicing locally.



This is about rural health care, community well-being, economic development, and education.

Georgian College invites Grey County to consider a leadership investment of \$1-million to support the Nursing and Wellness Wing at the Owen Sound Campus, a state-of-the-art learning and training facility designed to graduate next-generation talent for the region.

Bringing solutions to the table

In September 2022, we will welcome the first cohort of nursing students in our new, four-year Honours Bachelor of Science – Nursing program (BScN)*. To prepare, Georgian is embarking on a transformative, 9,200-square-foot space renovation to create a first-in-class, purpose-designed Nursing and Wellness Wing on our Owen Sound Campus. Real-life training experiences will benefit BScN students, as well as students studying in other vital, high-demand programs like Personal Support Worker, Practical Nursing, Police Foundations, and Developmental Services Worker.

The overall transformation project is estimated to cost close to \$7.1 million and will involve both an institutional commitment from the College, as well as community-based support.

Georgian's Nursing and Wellness Wing in the Owen Sound learning environment will have an extraordinary impact on the health of communities and health-care facilities in Grey County. We will educate and train 21st century health-care workers that will help ease the critical shortage.

Frontline Support: Health-care Heroes Closer to Home

We can meet this challenge. Our *Frontline Support: Health-care Heroes Closer to Home* \$3-million campaign to educate and support new nurses will benefit residents of every municipality in Grey County. Together, with the support of trusted community supporters, we will renew facilities and equipment, transform technology, foster student success, and fund important community-based, collaborative research.

Tackling this crisis together

Just as your \$2-million commitment to the Algoma Central Corporation Marine Emergency Duties Centre (MED) in 2014 has helped bring international recognition and extensive economic benefits to the region, an investment in Georgian's new BScN program - the first four year nursing degree program in Grey County - will be just as valuable, impactful and will safeguard our local health-care system.

This is a once-in-a-generation opportunity to create a program targeted to the specific and complex needs of our communities.

* pending final approval by the Ontario Ministry of Colleges and Universities.



Georgian's BScN: keeping nursing graduates in **GREY COUNTY**

The nursing labour shortage in Ontario is very real and this dire situation is not only threatening the health and wellness of communities, but also the mental health of our nurses and health-care professionals.

As highlighted by the County's *Made in Grey* portal, health care is a growing employment sector for Grey County in both public and private sectors with total employment of 6,489 jobs and more than 100,000 patient visits per year.* Research tells us that 32 per cent of nurses employed in the Grey Bruce region are 55 years of age or older, demonstrating a critical need for long-term nursing human resource needs in the region. As you know, hospitals, family health teams, medical clinics and private health-care practices are not only vital to the health of community members, but also to the economic health of the region by providing well-paying jobs. **If nursing and other health-professional jobs aren't filled, it adversely affects both.**

All too often headlines appear announcing the closure of emergency departments or delayed services due to staffing shortages. For instance, to ensure there is enough nursing staff, Grey Bruce Health Services has many job postings for registered and practical nurses, but there are simply not enough qualified nurses to fill these positions. This adds a lot of pressure on the hospitals. Consider the difficult situation facing the team at South Bruce Grey Health Centre (Chesley site) as they have to close the emergency room daily from 8 p.m. to 8 a.m. due to a nursing staff shortage.** The fact that students who graduate from Georgian's current collaborative BScN with York University complete the last two years of their studies in Toronto and typically (40-60 per cent) never return to work in our region has exacerbated the problem. **This is precisely why the time is right to bring a four-year Honours BScN degree program to Grey County, to help sustain health care in our communities.**

Public and private health care is a growing employment sector for Grey County.*

The growth management strategy, which was presented to Grey County Council on July 22, states that the region is in the midst of a "**population surge.**" According to the strategy, Grey County's overall permanent population is expected to increase by approximately 23,810 people between 2021 and 2046. Employment is expected to grow by 8,680 jobs.†

* Source: [Made in Grey](#)

† Source: [collingwoodtoday.ca](#), Aug. 13, 2021

** Source: [Owen Sound Times](#), May 14, 2021



“ When a student from a rural community decides to move closer to their education in the city, the community itself risks losing a highly qualified worker in the process ... Students who live, study, and receive placements in a rural community build a connection to that area. They put in the time, effort, and energy into building relationships with potential employers and members of the workforce. They may feel more comfortable and potentially more connected to that community as a whole, then if they were in a larger city. I know I would! ”

“ The ability to obtain a full four-year degree at Georgian will be a wonderful opportunity for students who come after me. Many students have part-time jobs, families and other commitments that will no longer be affected by commuting or moving to Toronto. I greatly benefitted from the intimate learning environment and personal relationships with faculty in my first two years at Georgian and believe this will only increase success for future students in the stand-alone BScN degree. ”

Dawn-Amber Hilton | Alumna, Georgian-York, BScN Collaborative Program

John Pickering | student in the Georgian-York, BScN Collaborative Program

Collaborations benefit the region

An analysis of students enrolled in the Georgian-York Bachelor of Science (BScN) collaborative program from 2012-2016 was conducted to determine the degree to which Georgian BScN students return to the region.

The review indicated that students who successfully graduate from the four-year program often do not return to Central Ontario. They choose to start their nursing careers in Toronto. Our data from the past three years shows of all Georgian students who graduate from York University and become Registered Nurses in Ontario, only about half are working in or near Central Ontario [in the LHINs for North Simcoe Muskoka, Southwest, Owen Sound, Northeast (Parry Sound), or Central (Newmarket/Alliston)].*

Specific to Grey Bruce, between 18 and 27 per cent of Registered Nurse positions were filled by nurses living outside the county. The four County Labour Market Planning Boards found that Registered Nurses were the most frequently posted occupation in online job postings for 2019 in Grey and Bruce counties, and Registered Nurses are consistently one of the top hard-to-fill positions reported by employers in the region.* Looking on the Grey Bruce Health Services website in late August 2021, we found this message (see notice, bottom right) along with many job postings for registered and practical nurses.

Collaborations benefit the region

Collaborations between Georgian and Grey County are more important than ever, as the need for nurses increases throughout the region and the new Markdale hospital is expected to open by the end of 2023.

Georgian currently has more than 30 partners throughout Grey Bruce, including facilities in Meaford, Hanover, West Grey, Owen Sound and others, that provide a wide variety of clinical placement experiences across the spectrum of care: primary care, public health, long term care, community, acute and palliative.

The good news is that between our Owen Sound and Barrie campuses, the projected annual enrolment for the BScN** (steady state across all four years) is estimated at around 381 students.*** And, beginning in 2026, when our first cohort of Georgian BScN students graduate, there will be an estimated 105 graduates that year, and each year after that. In addition, Georgian's commitment to supplying health-care human resources in the region extends into Practical Nursing, which is anticipated to have 253 graduates and Personal Support Worker with 106 graduates each year to be practice-ready to aid in the demand in our health-care human resources.

“Our community is worried about the current shortage of nurses and the looming retirement of many more. In the past, relocating to another community was the only option if you were considering a nursing degree. Now you can attend here! It's reassuring to know, thanks to Georgian's new BScN, there will be highly educated, locally grown registered nurses to care for us when we need them.”

W.R. (Bill) Van Wyck | President,
W.R. Van Wyck Group Limited, Advisor,
Frontline Support campaign (Grey Bruce),
Past Chair, Georgian Board of Governors

NOTICE: Grey Bruce Health Services is seeking temporary casual staff to aid in our staffing efforts in response to the COVID-19 Pandemic. We are looking for RNs, RPNs, PSWs, and Nursing students. If you are interested in making a difference in your community, please [apply now!](#)

* The following Local Health Integration Networks (LHIN) were included: North Simcoe Muskoka (Barrie, Orillia, Midland/Penetanguishene, Muskoka), South West (Owen Sound and area), North West (Parry Sound and area) and Central (Newmarket, Alliston and area). These four LHINs are considered the "Georgian region" as they reflect the most common areas of clinical placement offered to students during years one and two, and therefore potential areas for employment upon completion of the program and successful registration with the Colleges of Nurses of Ontario (CNO).

** Pending final Ministry approval.

*** 30 students per year are projected at the Owen Sound Campus.



21st century nursing education **CLOSER TO HOME**

For almost 50 years, Georgian has educated nurses to serve Central Ontario. Now, we're taking the next step in this long, rich history. Beginning in 2022, Georgian will deliver all four years of the Honours Bachelor of Science - Nursing (BScN)* on the Owen Sound and Barrie campuses, ensuring homegrown health-care heroes for our entire region, including Grey County.

COVID-19 hit amid an already critical shortage of registered nurses in our local communities and around the world. Even as the pandemic eases, the nursing shortage will not.

We can't wait any longer

The need is now. It's a perfect storm. Our population is aging and growing, nurses are retiring, and health care is transforming at a rapid pace.

We *can* meet this challenge. Georgian is committed to educating and supporting new nurses who will benefit residents of every municipality in Grey County. Together with our community and trusted partners like Grey County, we will renew facilities and equipment, transform technology, foster student success, and fund important research.

Our faculty are talented, experienced, and experts in their fields. They live locally and they are committed to their students and the community. We have already begun to hire more faculty who hold doctorate degrees, and just welcomed Deanna Bickford, RN PhD to our team at the Owen Sound campus. Our students are curious, intellectual, ambitious and passionate. And, they are deeply engaged with their community, both locally and globally. Imagine the powerful relationships that will ignite with a full class of nursing students in the region for all four years of their program.

* Pending final Ministry approval.

Georgian's BScN: HOMEGROWN

Designed for the region. Benefiting the region.

Bringing the region's first four-year degree program to our Owen Sound Campus will further benefit Grey County's economy, health care and social fabric. As we know, education directly contributes to a productive life. Investing in Georgian's nursing degree is an investment in individual futures, and our collective future. The curriculum has been created in close collaboration with our health-care partners throughout the region and is reflective and responsive to the needs of our local rural and urban communities including a focus on seniors/gerontology, Indigenous and francophone communities, as well as mental health, while also focusing on the role of the Registered Nurse situated in the current and future health-care environment.

Decades in the making

The college and our faculty are ready. This is a once-in-a-generation opportunity to create a program targeted to the specific and complex needs of our local communities. Georgian's degree will meet the rigorous standards required for all registered nursing programs – accreditation, quality review, approval by the College of Nurses of Ontario and national licensing examinations for all graduates.

Georgian's unique BScN program will create exceptional nurses – not only highly educated and skilled but also collaborative and community-minded. They will embrace new technology and new solutions to benefit their patients, building on the foundation of their Georgian education to continue a lifelong journey of learning and inquiry. A BScN degree closer to home means:

- Students will complete a nursing degree right here at home, in Grey County without the disruption and expense of moving or commuting for the final two years of a collaborative program.
- Students benefit from a combination of classroom, laboratory and clinical learning and graduate with the advantage of on-the-job experience, clinical placements at local hospitals, long-term care homes and community agencies, hands-on learning labs and one-on-one training with small class sizes taught by expert, local faculty.
- Fourth-year students will complete a 450-hour service learning capstone project with health-care partner agencies. The student may help to design an education program for a specific group of health-care employees, or research health outcomes to improve data-driven decision making.
- Local health-care institutions will fill severe nursing shortages with highly skilled Georgian graduates who have studied here and want to make their careers here.
- As professionals living and practicing locally, their spending will contribute to the economic prosperity of this region.

The new Nursing and Wellness Wing at the Owen Sound campus will be equipped with the very best in technology and simulation learning equipment.



Palliative manikins



Virtual reality



Crash carts

Curriculum geared toward the community's needs

Throughout the curriculum, health-care students will be exposed to client cases and scenarios that specifically reflect the clients in this region along with the realism of our manikins that replicate the culturally diverse individuals that they will be caring for in the simulation labs, as well as in their clinical placements.

These real-life manikins, like “Baby Tory”, a full-term newborn, weighing eight pounds, are lifelike and exhibit the same characteristics as a human. Tory has supple skin and cries and grunts as a newborn would. She exhibits real-life vital signs, heart and lung sounds, blinking, as well as arm and leg movements. She can also simulate seizures.

Experiential learning

The use of technology-supported case scenarios in multiple courses throughout all health-care programs will deepen the knowledge of learners with respect to health conditions and concerns within the local community. This interactive approach will engage the learner through various innovative teaching strategies and practices to ultimately enhance their likelihood of graduation or remaining in the program.

Students will also be engaging in virtual scenario-based cases that will be seamlessly integrated and scaffolded throughout their theory and lab courses to enhance repetitive practice opportunities and their clinical judgment skills. Offering our students varied types of learning opportunities (e.g. in-person, virtual, simulation, clinical, etc.) and utilizing the most efficient and up-to-date equipment will support the engagement and success of all learners in their diverse learning journeys as individuals with unique learning styles.

Retain local health-care talent

As Grey County experiences unprecedented growth, it will benefit from the opportunity to attract and retain locally prepared health-care graduates to support the shortage of registered nurses, registered practical nurses, and personal support workers at its six hospitals and other health-care facilities. Students will learn in placements with our partners in local hospitals, long-term care homes and community agencies, through the health-care continuum from the birthing unit to palliative care.

In the long term, this community will benefit from an increased ability to recruit and retain qualified health-care professionals that were able to study in their home community or that were attracted to our regions as a direct result of our ability to deliver high-quality programming through current and cutting-edge technology and equipment to maximize the student experience. In addition, Georgian will be well positioned to examine producing specific and timely training programs to meet the needs of health-care workers and employers through micro-credentials or graduate certificates that could include Collaborative Practice, Gerontology and Mental Health and others. As the Georgian BScN evolves and celebrates its first graduating class in 2026, examining the introduction of unique bridging/pathway programs for health-care professionals into the BScN would be opportune.

The new Nursing and Wellness Wing at the Owen Sound campus will be equipped with the very best in technology and simulation learning equipment.



High-fidelity simulation lab



“Baby Tory” manikin



Flex skills lab (low-fidelity)



The new Nursing and Wellness Wing at the Owen Sound Campus will be equipped with the very best in technology and simulation learning equipment.



AV equipment



High-fidelity manikin



Medical carts

The transformation in Owen Sound

Georgian's Owen Sound Campus serves a variety of people and groups, each with unique learning objectives. Since 2015, more than \$11.5 million in capital improvements, including the MED, a new roof, and fitness centre, have been implemented. Now, in 2021-22, we are transforming the physical learning environment to create the Nursing and Wellness Wing for our health-related programs, as well as renewing and enhancing our equipment and technology to enable innovative approaches to learning.

The estimated cost of the renovation is close to \$7.1 million. Georgian will make a significant institutional investment towards this project and is also seeking the support of strong partners in the community. Georgian's *Frontline Support: Health-care Heroes Closer to Home* campaign will underwrite a portion of the transformation costs by raising more than \$3 million. By uniting the support of individuals, corporate partners, local governments and foundations, we can provide a sector-leading educational experience in Grey County. This renovation will transform 9,200 square feet into an ultra-modern Nursing and Wellness Wing where students can learn in real-life simulated environments, including:

- **2 health-sector flex skills laboratories (low-fidelity* labs)**
Students will practise the theory they learned in their classes inside real-life pods, resembling hospital rooms/beds. Separated by curtains, each will have a teaching manikin in a patient care bed with headboard equipped with functioning suction, oxygen, vital-signs monitors, and emergency call button.
- **2 high-fidelity simulation labs**
In two private rooms resembling an Intensive Care Unit (ICU), students will react to even more complex patient scenarios. They will interact with high-fidelity manikins, controlled through artificial intelligence or by a professor or technologist behind one-way glass in the adjacent control room. Each bed space is equipped with all of the items that you would see in a patient's hospital room, similar to that of an ICU.

*Fidelity refers to the level of technology or sophistication of the equipment being used. This learning space is used for both training and testing with students in a safe and fault-forging environment, prior to real life application with patients.



The new Nursing and Wellness Wing at the Owen Sound Campus will feature innovative learning spaces and equipment.

21st century learning spaces

Faculty and staff will be able to monitor student actions in all simulated sessions behind one-way glass. The interaction will also be recorded by state-of-the-art audio-visual equipment that we will acquire to activate the space. The resulting debriefing session is central to learning and is available due to the sophisticated technology and experienced faculty. Renovated spaces in the new Nursing and Wellness Wing on the Owen Sound Campus will include:

Teaching apartment

This is the third highlight of the new Nursing and Wellness Wing because nursing in a hospital or institution is only one element of the profession. This apartment is intended to support learners to participate in simulated home visits. Home care is a key priority of public health policy with community nursing fundamental to its success. In this lab, BScN and other health-care students will learn in scenarios such as providing wound care to post-surgical patients. Multi-angle cameras will provide live and recorded observation in an adjacent ante room and remotely in a larger classroom on campus.

Large-capacity, multi-purpose classroom

This flexible, flat-floor classroom has a larger capacity than a standard classroom and is prepared as a hybrid learning space that is highly adaptable to learning and instruction needs. This space will be used extensively across the health-related programs at Owen Sound as well as students in the Police Foundations program. It is equipped with two large, flat screen TVs for video playback that allows for live streaming of the simulations in the apartment space. It allows other students or participants to observe, critique, and debrief after the simulated experience in larger numbers. This space will also be adaptable and could accommodate a Virtual Reality (VR) space where the tables and chairs can be moved or shifted to create a separate learning space for VR.



Advanced geriatric patient simulator



Teaching apartment



Large capacity, multi-purpose classroom



Deepening and expanding our collaboration

There has never been a more vital time to deepen and expand our partnership. Since our Owen Sound Campus was built, we've grown together, innovated together, and achieved success over the years.

A nurse's care can make the difference in your health-care experience and recovery, and provide a sense of hope amid feelings of despair. We rely on the proficiency of nurses to heal us not only physically, but emotionally and psychologically.

The nursing crisis is at a critical point and we have to pull together again to create more nurses for this community. Your pledge to Georgian's BScN program will help ensure a sustainable workforce of educated, talented, caring nurses for the future – a workforce of health-care heroes, homegrown, to respond to the unique needs of patients in this region.

Closing summary

We are partners. We share similar values and hopes for our communities and its citizens. County and community investment in Georgian's BScN program will help develop the next generation of nurses for our community, from prospective students to professional health-care leaders – nurses who are patient-centred, community-focused, innovative and future-ready – our nurses of tomorrow.

To provide a sector-leading educational experience through a BScN in Grey County, it is critical that Georgian renovate a wing of the Owen Sound Campus, modernize and upgrade our equipment and transform technology to enable innovative approaches to learning.

Investments in cutting-edge equipment will drive the future of nursing education, research and professional development at Georgian and in Grey County. Real-life training experiences will benefit BScN students, as well as students studying in other vital, high-demand programs like Personal Support Worker, Practical Nursing, Police Foundations, and Developmental Services Worker.

Thank you for considering this investment proposal. The opportunity to create sustainable health-care human resources for our region is within our collective reach!



Georgian College in 2021: **2021-22 ACADEMIC TERM UNDERWAY**

Georgian's 2021-22 academic year is now underway across our seven campuses. Given COVID-19, the fall 2021 semester will be delivered through a combination of fully remote, hybrid, and in-person delivery specific to each program. Georgian plans to increase on-campus learning and services when the provincial government and our local public health officials indicate it is safe to do so.

Throughout this period of significant disruption in higher education due to COVID-19, Georgian has not only adapted, but in many instances thrived. We have pivoted, embraced agility in the way we do things, and our community is stronger than ever. Like every college in Ontario, the pandemic has affected enrolment numbers. For this fall term, Georgian is proud to welcome more than 9,000 new and returning students. Our early projections for winter and summer 2022 enrolment are indicating above-average student intake.

So far, in 2021, we have celebrated the graduation of almost 4,000 graduates and Georgian's global alumni community now numbers over 90,000 alumni living and working all over the world. At a time when we face one of the most significant global health and economic challenges in more than a century – with far-reaching implications we have yet to comprehend - Georgian graduates, innovators, skilled workers and professionals play a vital role in the resurgence and growth of our economy. They join responsible citizens committed to strengthening our communities.

Georgian graduates continue to prove their resiliency and leadership as they define and influence a better future for us all. These changemakers offer our world immense hope for a more just society and for a stronger, safer, and healthier planet.

Over the past five years, Georgian launched 24 quality, market-driven programs and we're excited about a further six additional programs undergoing approval with the Ontario Ministry of Colleges and Universities, including the four-year Honours Bachelor of Science – Nursing (BScN). As part of our mandate to prepare our students for 21st-century careers, we've introduced future-ready programs like our Artificial Intelligence, which was launched in January, and our three-year diploma program in Electromechanical Engineering Technology – Mechatronics that is now underway with its inaugural class this month.



Sara Lankshear, RN, PhD
Associate Dean, Nursing Degree programs

Digital innovation strategy

As part of Georgian's forward-looking efforts, the college has introduced a new interdisciplinary portfolio that will draw together key resources to activate an innovative digital strategy that is key to providing an unrivaled Georgian experience to meet the changing needs of students, employers and the communities we serve.

We have a bold plan – through a multi-phase, multi-year digital strategy – that will enhance our digital learning resources and student services and position the college for success during and on the other side of the pandemic.

Offering flexible, personalized and technology-enabled learning and service delivery throughout the entire student life cycle is the driving goal behind this initiative. Many sectors are being disrupted by technology, automation, remote work and e-commerce. So, we also want to equip our students with the digital skill sets they need to succeed now and into the future.

Augmented reality, virtual and more

We've also embraced the use of augmented reality, including virtual reality, in many of our programs as we pivoted to remote learning during the pandemic. This will be key in our new BScN program. Students in 11 programs now benefit by having virtual reality as part of their learning.

Nursing and paramedic students can now experience what it's like to resuscitate or perform other life-saving measures on a patient when they are not actually in the same space. Indigenous students are learning their language in virtual reality communities that were created to bring them together while in-class learning is not available. We are also working on the creation of a virtual reality lab for the Power Engineering program at the Owen Sound Campus.

A new virtual campus, called iLRN has also been created and allows members of the Georgian community to create avatars of themselves and interact in the virtual environment. It's an innovative way to bring students together in a learning environment, while still working remotely.

Your Education Partner in Grey County

Our presence in Grey County is primarily through our Owen Sound Campus and we continue to flourish thanks, in part, to a \$2-million, 10-year commitment from Grey County for our Algoma Central Corporation Marine Emergency Duties Centre (MED). This generous commitment in 2014 has helped keep us at the forefront of the shipping industry.

MED is part of our Centre for Marine Training and Research (CMTR), which is recognized as central Canada's Marine Centre of Excellence. During the pandemic, we became the first marine school in Canada to develop and implement Transport Canada-approved blended delivery of courses so a mix of training remotely and in person could take place. We also conducted the world's first blended Power Propulsion pilot courses using in-cloud simulation. Students were able to practise and troubleshoot operation of an engine power plant from their homes on a server located in Norway!

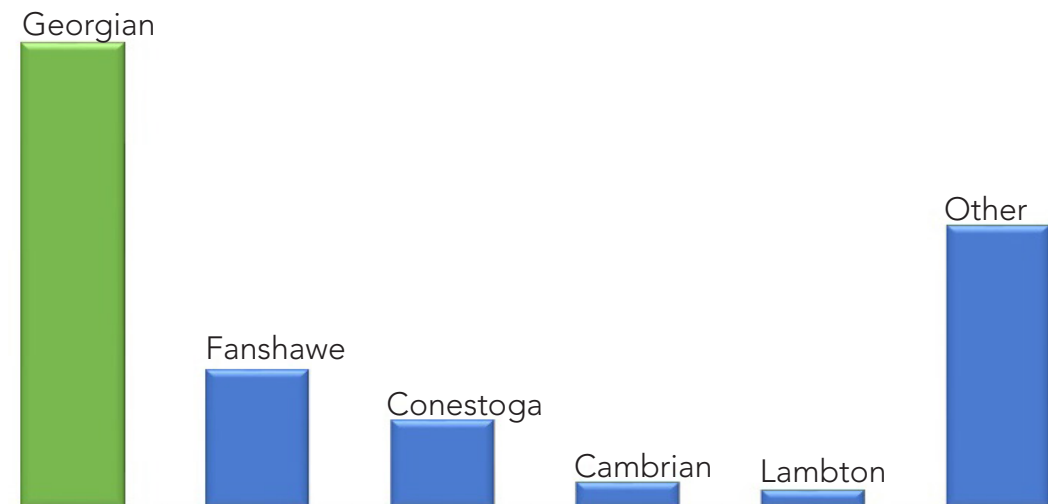
As a leader in marine innovation, customized training, research and development, we pride ourselves on delivering industry-driven marine training and certification with between 2,400 and 2,800 participants in any 12-month period. This growth in business relationships is due to the quality of our facilities and the investment the County made possible. Subject to any pandemic interference, the centre is on track to surpass 2,800 participants by March 31, 2022.

During the last 18 months, our students raised funds to support the Saugeen First Nation community battling a devastating COVID-19 outbreak. And, as part of community service learning assignments, Practical Nursing students assisted at the Grey Bruce Health Unit's mass immunization clinics.

This fall, **18 full-time postsecondary programs, 12 apprenticeship cohorts, one pre-apprentice program, and a number of marine-industry courses** will attract students to the Owen Sound Campus and further our economic impact in the region. Top attracting programs continue to be Personal Support Worker, Registered Practical Nursing and Pre-Health Sciences Pathway. As we look toward the future, our mission as it relates to Grey County will run deeper than ever as we expand our portfolio to include the BScN degree program in September 2022.

As noted to the right, Georgian continues to dominate among all 23 Ontario colleges in terms of the Grey County student enrolment (first-year enrolment, by college, Grey County, fall 2018-fall 2020).*

*Source: Ontario College Application Service.



Georgian@ILAC

In 2020, Georgian launched its first **private-public partnership** with the International Language Academy of Canada (ILAC), one of the most awarded language schools in the world, to provide more international students with the high-quality education and training needed to prepare them for Ontario's workforce.

Preparing grads for the future

The latest key performance indicator results from 2019-20 show employers reported **100 per cent satisfaction** when asked to rate how well the college has prepared Georgian grads.

Micro-credentials

We continue to create **micro-credentials** for people already in the workforce to rapidly gain in-demand skills they need to advance and succeed in a competitive job market. Micro-credentials will be key for nurses and other health-care workers already in the workforce to upgrade their skills at the Owen Sound Campus.



Georgian – an economic force IN THE REGION

Georgian's Owen Sound Campus already has a profound effect on the Grey Bruce economy and having a four-year nursing degree program on campus will further increase our economic impact.

In the fiscal year 2019-20*, the Owen Sound Campus added \$93.5 million in income to the Grey Bruce economy, a value approximately equal to 1.1 per cent of the county's total gross regional product (GRP). In terms of jobs, the Owen Sound Campus' impact supported the equivalent of 1,309 jobs in Grey Bruce. To provide further perspective, the activities of the Owen Sound Campus and its students support one out of every 58 jobs in Grey Bruce.

The Owen Sound Campus and its students added \$42.6 million in income to the City of Owen Sound, approximately equal to four per cent of the local region's GRP, and supported 548 jobs within the city. For perspective, this means that one out of every 27 jobs in the City of Owen Sound is supported by the activities of the Owen Sound Campus and its students.

The Owen Sound Campus employed 90 full-time equivalent employees in fiscal year 2019-20. Payroll amounted to \$11.3 million, much of which was spent in the county for groceries, mortgage and rent payments, dining out, and household expenses throughout Grey Bruce. The campus spent another \$3.4 million on day-to-day expenses related to facilities, supplies, and professional services.

COUNTY IMPACTS CREATED BY THE OWEN SOUND CAMPUS IN FY 2019-20



Operations spending impact

\$14.5 million



Student spending impact

\$1.6 million



Alumni impact

\$77.3 million



TOTAL ECONOMIC IMPACT

\$93.5 million

OR

Jobs supported

1,309

* (April 1, 2019 to March 31, 2021), source: Economic Modeling Specialists International (EMSI), 2021.

Deep impact: students

In the same fiscal year, approximately 36 per cent of students attending the Owen Sound Campus originated from outside the county, and some of these students relocated to Grey Bruce to attend the Owen Sound Campus.

These students spent money on mortgage and rent payments, groceries and at local businesses. This spending added \$1.6 million in income to the Grey Bruce economy. Relocated and retained students added \$1.6 million in income to the City of Owen Sound economy.

Deep impact: alumni

Over the years, students have studied at the Owen Sound Campus and entered or re-entered the workforce with newly acquired knowledge and skills. Today, thousands of these former students are employed throughout Grey and Bruce counties.

The net impact of graduates of the Owen Sound Campus currently employed in the county workforce in fiscal year 2019/2020 amounted to \$77.3 million in added income. For the City of Owen Sound, the net impact of former students currently employed in the workforce amounted to \$28 million in added income for the local economy.

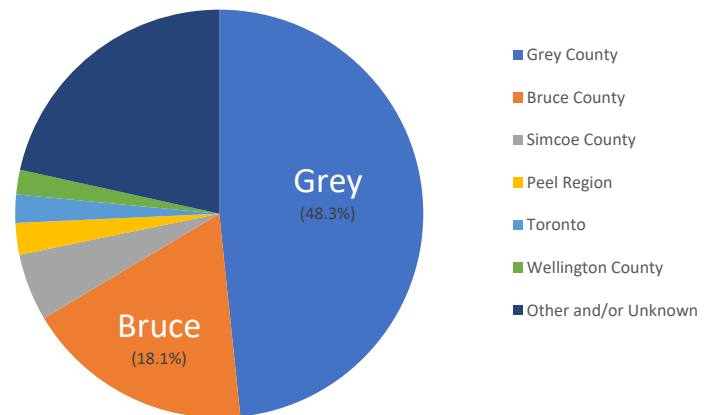
As our BScN students graduate, there will be an even larger financial and social impact. As engaged, leading citizens, nurses will work for the societal betterment of the community. And most of all, the homegrown registered nurses who graduate from Georgian's BScN will dedicate their careers to improving health care and outcomes, ensuring a healthier future for all of us.



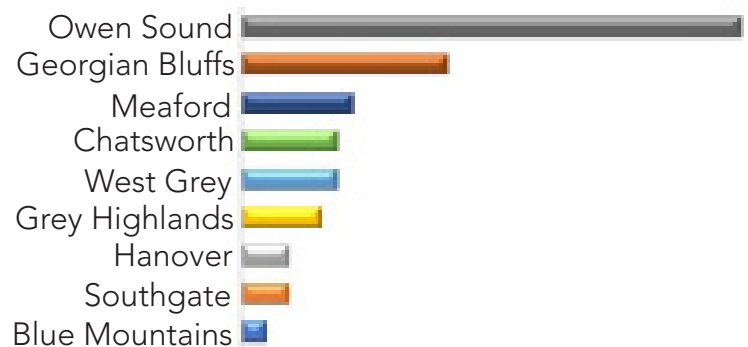
Full-time students in the region

Hundreds of students from Grey and Bruce counties have not had to leave their home communities thanks to the fulsome program choice at the Owen Sound Campus. Below are some statistics demonstrating how Georgian keeps Grey County residents in the region.

Distribution of first-year students at Owen Sound Campus by region (fall 2014-2020)



Distribution of first-year students from Grey County at the Owen Sound Campus by municipality (fall 2020)





Owen Sound Campus

FACT SHEET

Our Owen Sound Campus prides itself on being just the right size. The campus offers a wide variety of programs and services in top-rated facilities, including Canada's most advanced Marine Simulation and Research Centre. Campus buildings total more than 106,000 square feet with almost 15 acres of property.

We're proud of our personalized approach to education. Our tight-knit community offers everything students need, including direct access to staff and smaller class sizes to connect with teachers.

This fall, 18 full-time postsecondary programs, 12 apprenticeship cohorts, one pre-apprentice program, and a number of marine-industry courses will draw students to the Owen Sound Campus.

Campus features:

- Bear Essentials store
- Centre for Marine Training and Research
- fitness centre
- high-fidelity nursing simulation lab
- Indigenous Resource Centre
- library
- Marine Emergency Duties Centre
- on-campus residence
- power engineering lab
- skilled trades labs
- student lounge
- videoconferencing classroom
- Campus Eats
- cafeteria
- The Last Class restaurant

The following programs and courses are offered on our campus:

Business and Management

- Law Clerk
- Office Administration – Executive
- Office Administration – Executive (co-op)
- Office Administration – General
- Office Administration – Health Services
- Project Management

Community Services

- Police Foundations

Engineering and Environmental Technology

- Power Engineering Technology (co-op)

Health, Wellness and Sciences

- Personal Support Worker
- Practical Nursing
- Pre-health Sciences Pathway to Advanced Diplomas and Degrees

Hospitality, Tourism and Recreation

- Culinary Management (co-op)
- Culinary Skills

Human Services

- Developmental Services Worker
- Early Childhood Education

Liberal Arts

- Community Integration Through Co-operative Education (CICE)

Marine Studies

- Marine Engineering Technology (co-op)
- Marine Technology-Navigation (co-op)

Skilled Trades

- Apprenticeship training
- Electrical Techniques
- Welding Techniques