



GEORGE BROWN COLLEGE

# Impact Report 2019-2020



2019-20 was a transformative year, both for George Brown College and the world around us. We kicked off the academic year with the launch of our new strategic plan, *Imagining Possibilities: Vision 2030/Strategy 2022*, which harnessed the bold thinking of our community to define the future of education at George Brown. The innovative, collaborative mindset outlined in this plan guided us throughout 2019-20 as we introduced new partnerships, state-of-the-art learning and research facilities, and new ways of teaching and learning.

But the real test for this mindset came in March 2020, as the COVID-19 pandemic required us to pivot to an alternative delivery model in just one week. Teams from across the college collaborated on innovative new ways of supporting the success and well-being of our students, while also finding ways to give back to our community. Although it's been a challenging time for all Canadians, we're proud of the resilience and adaptability shown by our community, as well as the impact our students, graduates, employees and partners continue to make on our city and our province. Here are some highlights from 2019-20.



# Strengthening Our Economy



**63%**

of George Brown students plan to work in the GTA after graduation, becoming the city's nurses, early childhood educators, entrepreneurs, construction managers, chefs, gerontology workers, business and community leaders, volunteers and more. [1]

**89%**

of employers are satisfied with the George Brown graduates they've hired. [2]



George Brown supported

**94**

start-up entrepreneurs this year through our entrepreneurship hub, startGBC. These entrepreneurs...



created

**75**

new jobs



launched

**306**

new products and services



reported

**\$2.6M**

in sales. [3]

# Delivering Future Skills



**100%**

of George Brown's career-focused programs\* included at least one experiential learning opportunity. [4]

\*Excludes upgrading and preparatory programs.

**2,940**

students were engaged through entrepreneurship-related workshops, outreach events and activities this year. [5]



## Listen to Work Shift

How are digital disruption, artificial intelligence and the gig economy shaping the future of work? And what does this mean for job seekers? Find out in George Brown's podcast, Work Shift, which launched this year.

Visit [georgebrown.ca/workshift-podcast](http://georgebrown.ca/workshift-podcast)



# Supporting Our Partners



## 90

partners worked with George Brown's Research & Innovation team to design, prototype or test new products and services:

### 39

micro businesses

### 29

small and medium-sized enterprises

### 22

large businesses

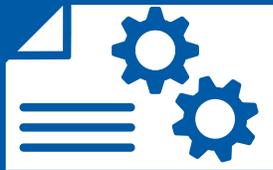
including

### 23

start-ups. <sup>[6]</sup>



Our applied research teams supported the development of:



## 546

prototypes



## 81

new products



## 4

new services. <sup>[7]</sup>

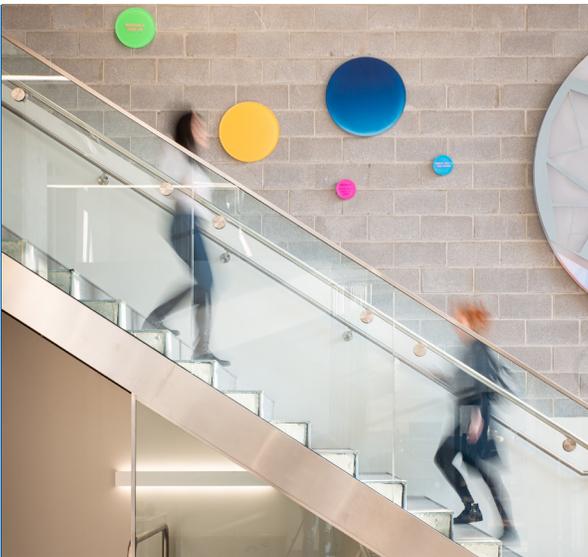
*To learn more about partnering with George Brown on applied research, program development, work-integrated learning and more, visit [georgebrown.ca/partnerships](http://georgebrown.ca/partnerships).*

# Empowering Learners



**37%**

of students are the first in their family to receive a post-secondary education. <sup>[8]</sup>



More than

**\$2.7M**

in funding for scholarships, programming, capital improvements and special projects was provided through the **George Brown College Foundation.**



**1,588**

scholarships were disbursed to students – the largest amount in our Foundation’s history – with an average value of

**\$1,273.** <sup>[9]</sup>





# George Brown College At A Glance



## STUDENT ENROLMENT 2019-2020



**31,328**

full-time students  
(Including 1,183 apprentices)



**3,013**

part-time students



**64,531**

Continuing Education  
registrations



**30%**

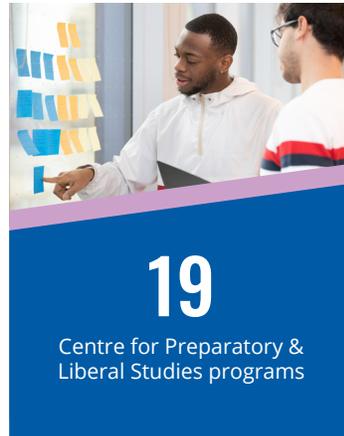
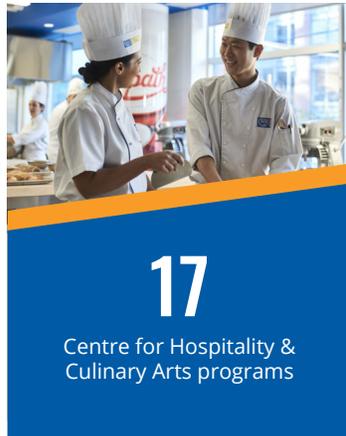
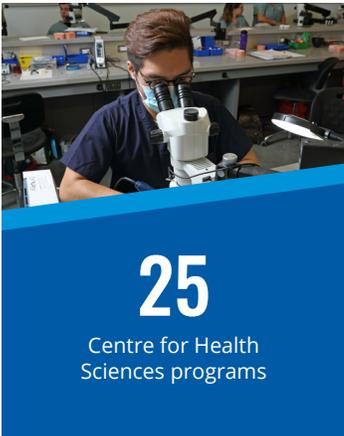
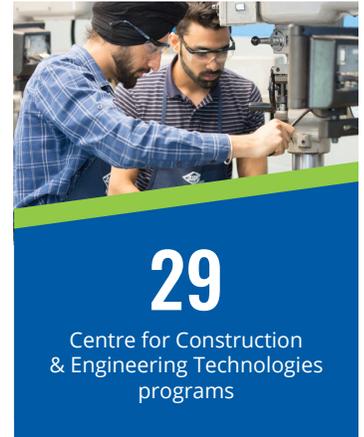
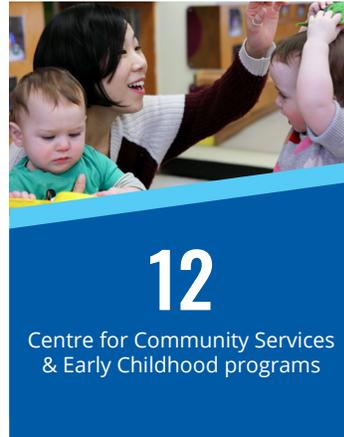
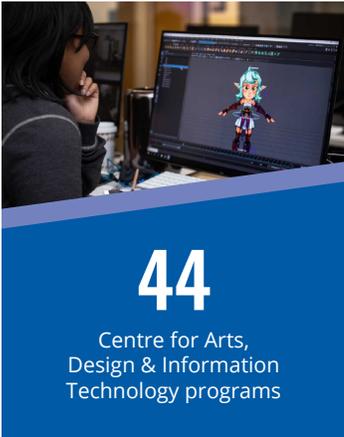
international students



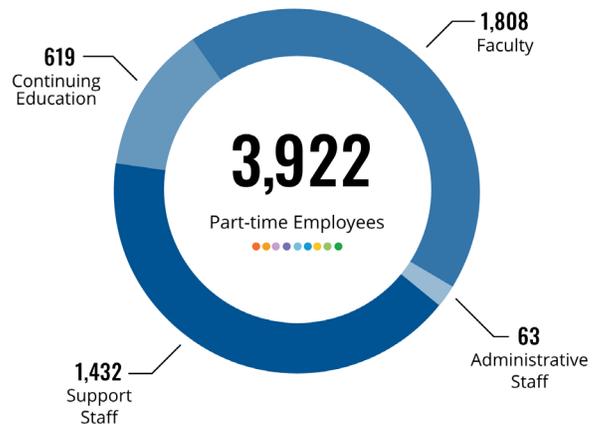
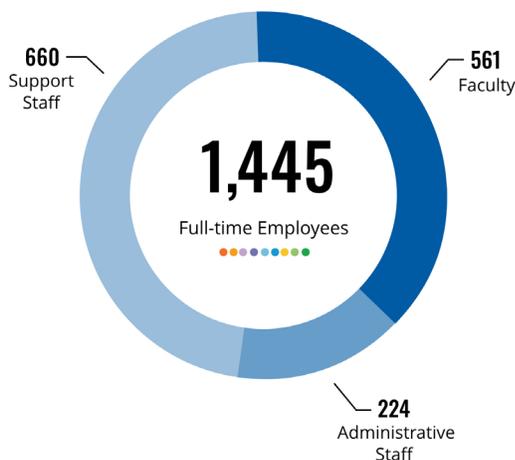
# PROGRAMS OFFERED



**172** full-time programs



# EMPLOYEES





George Brown was named one of  
**Greater Toronto's Top 100  
 Employers for 2020**



## REVENUES & EXPENDITURES 2019 – 2020

### OPERATING REVENUE BY SOURCE

### OPERATING EXPENDITURES

Ontario Government	<b>\$137M</b>
Federal Government	<b>\$4M</b>
Student Fees	<b>\$220M</b>
Ancillary	<b>\$32M</b>
Other	<b>\$27M</b>
	<b>\$420M</b>

Salaries and Benefits	<b>\$251M</b>
Supplies and other Expenses	<b>\$92M</b>
Plant, Property and Capital Amortization	<b>\$55M</b>
Scholarships and Bursaries	<b>\$8M</b>
	<b>\$405M</b>

### FOOTNOTES

1. Institutional Research, George Brown College
2. Key Performance Indicators, Ministry of Colleges and Universities, Sept. 25, 2019
3. startGBC, George Brown College
4. Enrolment Planning and Reporting Department, George Brown College
5. startGBC, George Brown College
6. Research & Innovation, George Brown College
7. Research & Innovation, George Brown College
8. Institutional Research, George Brown College
9. George Brown College Foundation
10. Due to rounding, numbers may not add up precisely to totals presented.

*This Impact Report was designed by Graphic Design students Lee Jong and Christopher Ensoll, as part of the experiential learning initiative at George Brown's IN Design studio.*