GEORGE BROWN COLLEGE

George Brown College is built into Toronto’s foundation—and for the past 50 years, we’ve been evolving along with our city.

Symbolic of our entrepreneurial and community spirit over these decades, one of our earliest expansion projects (seen on the front cover) was the conversion of a historic Christie cookie factory on King Street East to become our main St. James Campus building.

Today, three campuses, multiple satellite locations and a student residence anchor diverse communities across Toronto, from the Annex to Regent Park, Corktown to the Waterfront. Our initial population of 2,000 students has grown to more than 29,000. And the role we play in the social, cultural and economic health of our city and our province has never been greater.

Fashioning opportunity in Regent Park
Launched in March, the Fashion Exchange trains immigrants and at-risk youth in Toronto’s Regent Park community for entry-level positions in the apparel industry. A collaborative hub for educators, industry and community, it offers hands-on production experience to George Brown fashion students, while providing manufacturing services to emerging designers.

YouTube sets up studios
Our Centre for Arts, Design and Information Technology received a vote of confidence from one of the world’s most influential media platforms when Google selected our St. James Campus as the home of Canada’s first YouTube Creator Space. Our students designed YouTube’s lobby and workshop areas, creating a colourful space that offers training, networking and production opportunities for online video content creators.

Living and learning at The George
The George, an ultramodern student residence in Toronto’s Corktown neighbourhood, opened its doors in September. Originally home to American athletes during the 2015 Pan Am and Parapan Am Games, the residence anchors a new mixed-use community focused on health and wellness. The George extends the student experience beyond the classroom, helping residents develop the people skills employers value most.

Leading by example: George Brown named a top Toronto employer
George Brown has once again been recognized as one of Greater Toronto’s Top Employers—our soft time receiving this designation. In-house professional development opportunities, tuition subsidies, a strong potential leave program and a demonstrated respect for work-life balance earned George Brown a place on the list for 2017.

Anchoring the City of the Arts with Design School expansion
In January, we announced that our Waterfront Campus will soon be expanding as part of Daniels Waterfront—City of the Arts. This 103,000-square-foot facility, slated to open in 2018, will house part of our School of Design, including the Institute without Boundaries, our globally recognized think tank, and the new Innovation Exchange, a research, innovation and transfer centre focused on design solutions for the smart economy.

Welcoming the Prime Minister
Our students gave Prime Minister Justin Trudeau a first-hand look at the latest construction technologies and practices when he visited our Casa Loma Campus. The Prime Minister toured the carpentry shop and Building Information Modeling (BIM) lab, where students, faculty and partners use 3D imaging technology to bring construction projects to life.
Birth of a college
Minister of Education Bill Davis establishes Ontario’s public
college system. In Canada’s centennial year he suggests that the
college designated to serve Toronto be named after Father of
Confederation George Brown, noting: “the city to which George
Brown added such lustre as a reformer, journalist, and statesman
should honour him in this way.” George Brown College of Applied
Arts and Technology is legally founded through an amalgamation
of the Provincial Institute of Trades and the Provincial Institute of
Trades and Occupations.

Doors open to crowded classes
The college begins operations on March 1, with 2,009 students
and 187 instructors spread across five buildings on two campuses:
the Dartnell Campus near Casa Loma and the Nassau Street
Campus in Kensington Market. Overcrowding is an immediate
concern – with some programs forced to run in three shifts, from
7 a.m. to 10 p.m. – and the search begins for additional space.

Campus by a castle
To meet surging space demands, George Brown adds a sprawling
new building at 160 Kendal Ave. The newly renamed Casa Loma
Campus offers programs in construction, computer systems and
networks, jewellery-making and dance. A celebratory open house
features program demonstrations and a short movie titled The
City is Our Campus.

A new downtown home
St. James Campus is established at 200 King St. E., the former home of the Christie,
Brown and Company Biscuit Factory and later a Hallmark Cards factory. As seen on
the cover, the college completes a full renovation of the building, while maintaining
its historic façade. After years of temporary locations sprinkled across the downtown
core, George Brown has finally found a permanent location in the city centre.

Hosting a Prime Minister
George Brown College hosts Prime Minister Pierre Elliott Trudeau
at its campus in Kensington Market. The Prime Minister greets staff
and students and tours a sewing lab with much media fanfare.
Just over three decades later, his son would follow in his footsteps,
visiting our Casa Loma Campus in his role as Canada’s 23rd Prime
Minister in 2017.

Designing a symbol for the city
A citywide competition to create a new flag for Toronto is announced. Favoured out of 700 submissions, the winning flag
depicts a stylized version of City Hall with a maple leaf at its heart,
created by George Brown graphic design student Rene DeSantis.
In the late 1990s, City Council holds another flag design contest
but none of the new submissions are approved, and the DeSantis
design is selected to remain Toronto’s official flag.

A solid foundation for student success
The George Brown College Foundation, a separately incorporated
registered charity guided by a volunteer Board of Directors, is
established by noted restaurateur John Aiena, former George
Brown President Doug Light and first Foundation President Marvin
Gerstein. George Brown becomes one of the first colleges in
Ontario to put a fundraising vehicle of this type into place.
Supporting Toronto families
George Brown opens a child care centre at Waterpark Place, where Early Childhood Education students gain hands-on experience working with children. It's one of the first on-site child care centres in a Toronto office building. Toronto Mayor Art Eggleton presides over a celebratory balloon release at the office building at Bay Street and Queen's Quay.

A lesson from the queen of cuisine
Julia Child spends a day in Toronto signing cookbooks, tasting local foods and performing a cooking demonstration for our culinary students, allegedly “tampedred by glitches with some blunt knives.” Despite that minor hiccup, 78-year-old Child is as sharp as ever: future visiting chefs would include Jamie Oliver, Gordon Ramsay, Paul Bocuse, Alain Ducasse and Massimo Bottura.

Respecting Indigenous roots
George Brown forms the Sahkitcheway Aboriginal Education Council to guide all aspects of Indigenous education at the college. The council's guidance continues to this day, as we work to respond to the Truth and Reconciliation calls to action. Our Indigenous Services and Education team also supports students through cultural workshops; personal, academic and traditional counselling; and events like our annual Pow Wows.

A new degree of achievement
George Brown becomes one of the first nine Ontario colleges authorized to offer bachelor degrees with the launch of our Bachelor of Applied Business (Financial Services) program, or BAB. It’s our first college degree program, but not the first pathway to a bachelor for our students. The BAB program comes two years after the creation of our collaborative Bachelor of Science in Nursing program with Ryerson University and Centennial College.

Applying research to practice
Our Office of Research and Innovation is established. In one of its first applied research projects, George Brown professor Jamie McIntyre develops a circuit board so tiny – five thousandths of one inch – it can fit atop a pen. Created for Bloorview Kids Rehab, the mini circuit board is an early prototype to make it easier to assess the handwriting abilities of children with cerebral palsy, muscular dystrophy and other challenges.

Wellness by the Waterfront
Developed as a core element of Toronto’s waterfront revitalization, George Brown’s Daphne Cockwell Centre for Health Sciences brings a dynamic student presence to the emerging East Bayfront community. The new Waterfront Campus is home to the Sally Horsfall Eaton School of Nursing, named for George Brown’s inaugural chancellor. Installed that same year, Horsfall Eaton is not only our first chancellor, she’s also the first chancellor at any Ontario college.

A new order: Recognizing a decade of growth
Current George Brown College President Anne Sado is appointed a member of the Order of Canada by His Excellency the Right Honourable David Johnston, Governor General of Canada. Sado is recognized for enhancing the role of colleges in the education sector and bringing new vision to George Brown.
In 2016/17 we offered 1,747 student researcher experiences, including 203 research projects, providing hands-on experience solving real-world problems.1

George Brown has close to 50 international academic partnerships and a host of international industry partnerships spread across 17 countries.2

George Brown College has international students from countries, with top enrolment coming from China, India, South Korea, Vietnam, Russia, Brazil, Ukraine, and Japan.3

Since its establishment in 1967, George Brown College has gained a well-deserved reputation for its dedication to preparing students for the workplace. Their hard-working teaching staff, who put the students first, emphasizes hands-on learning and an open dialogue, which are key ingredients to the success of their students and alumni.4

Prime Minister Justin Trudeau