



1967-2017

50 YEARS IN THE MAKING

GEORGE BROWN COLLEGE AT 50

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.



From runaway slaves to urban entrepreneurs: Honouring the Blackburns

Our new Lucie and Thornton Blackburn Conference Centre honours the legacy of two runaway slaves who established Toronto's first cab company, helped found Little Trinity Anglican Church and worked on anti-slavery initiatives alongside our namesake, journalist and politician George Brown. Their story is told by a student-created mural inside the conference centre.



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 sixth time receiving this designation. In-house professional development opportunities, tuition subsidies, a strong parental 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 training centre focused on design solutions for the smart economy.



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.



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.

50 YEARS IN THE MAKING

[Visit our 50th Anniversary webpage »](#)

1967

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.



Hunter & Co./Library and Archives Canada/C-009558

1968

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.



1976

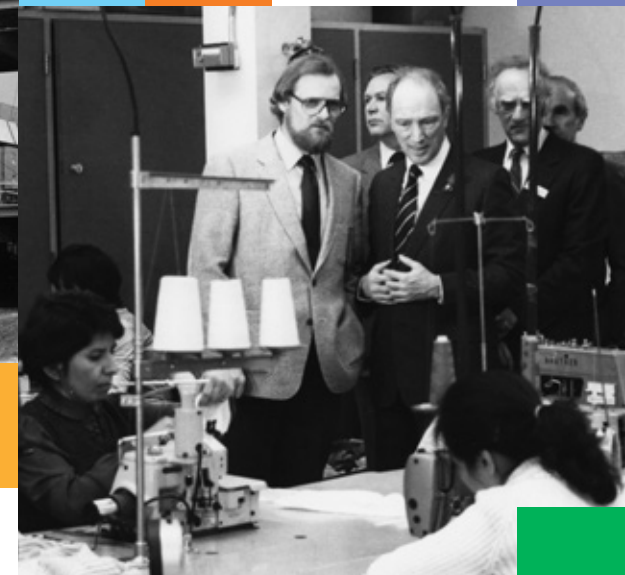
A new downtown home

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.

1973

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*.



1983

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.

1974

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.



Graham Bezant/Toronto Star/Getty Images

1984

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 Arena, 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.



1986

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.



2003

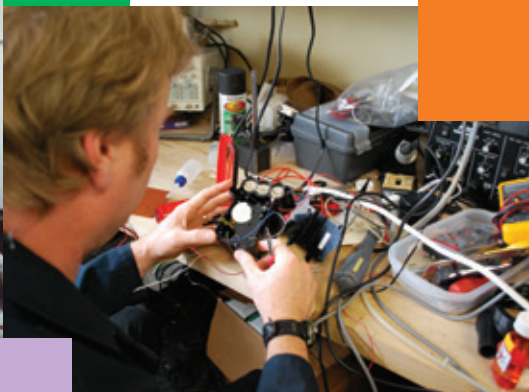
A new degree of achievement

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.

1991

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 "hampered 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.



2007

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.

1992

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 Wow.



2012

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.

2013

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.



WHAT WE'VE BUILT

92% of employers are very satisfied with the George Brown graduates they've hired.¹



In 2016/17 the George Brown College Foundation issued **1,421 scholarships valued at \$1.8M.**²

In 2016/17 we offered **1,747 student researcher experiences**, including 203 research projects, providing hands-on experience solving real-world problems.³

George Brown College has international students from **115** countries, with top enrolment coming from China, India, South Korea, Vietnam, Russia, Brazil, Ukraine and Japan.⁵



95% of our qualifying programs offered field education in 2016/17, and we plan to boost that to 100% by 2020.

To date, George Brown has received more than

\$66.4M



in research funding.⁴

George Brown has close to

50 international academic partnerships

and a host of international industry partnerships spread across 17 countries.⁶

PROGRAMS OFFERED

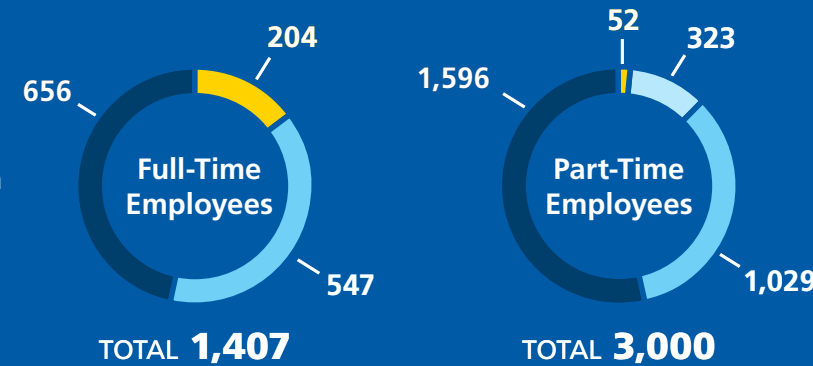
Certificate **30** Diploma **37** Degree **8** Advanced Diploma **32**
Apprentice **10** Pre-College **7** Graduate Certificate **38**

Total Full-Time Programs Offered → **162**

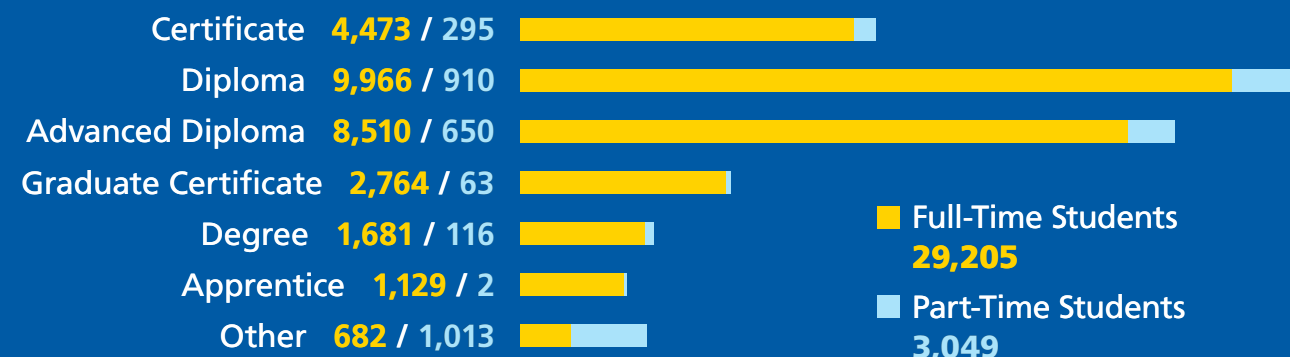
Continuing Education Certificates/Designations → **194**

STAFF

- Faculty
- Administration
- Support
- Continuing Education



STUDENT ENROLMENT 2016/17



17% International Students

67,375 Continuing Education Registrations

¹ Key Performance Indicators, Ministry of Advanced Education and Skills Development, 2016
² George Brown College Foundation
^{3,4} George Brown College Office of Research and Innovation
^{5,6} George Brown College International Centre

SOME OF OUR RENOWNED ALUMNI

1970
Paul Rowan
Graduate 1973, Graphic Design
Co-Founder, Umbra

Jim Caruk
Graduate 1976, Sheet Metal Worker
Principal, The Caruk Group
Co-Founder, Caruk Hall Homes
TV Personality

Mark McEwan
Graduate 1979, Cook Apprenticeship
Advanced
Celebrity Chef, TV Personality, Author

1980
Randy Morton
Graduate 1980, Hotel Management
President & Chief Operations Officer,
Bellagio Resort

Christine Cushing
Graduate 1987, Food & Beverage
Management
Celebrity Chef, TV Personality, Author

Kimberley Newport-Mimran
Graduate 1989, Fashion Management
President and Design Director, Pink Tartan

1990
Lynn Crawford
Graduate 1990, Culinary Arts – Chef Training
Celebrity Chef, TV Personality

Brad Goreski
Graduate 1999, Theatre Arts
Exclusive Brand Stylist, Kate Spade New York
Celebrity Stylist, TV Personality and Author

Shannon Hosford
Graduate 1999, Sport & Event Marketing
SVP Marketing and Fan Engagement,
Maple Leaf Sports & Entertainment

2000
Roger Mooking
Graduate 2001, Culinary Management
Celebrity Chef, TV Personality, Author
and Recording Artist

Jessica Lynn Whitbread
Graduate 2009, Community Worker
Community Relations & Mobilization
Manager, International Community of
Women Living with HIV/AIDS

REVENUES & EXPENDITURES



TOTAL **\$362M**

- **\$133M** Ontario Government
- **\$6M** Federal Government
- **\$175M** Student Fees
- **\$29M** Ancillary
- **\$19M** Other



TOTAL **\$347M**

- **\$7M** Scholarships & Bursaries
- **\$215M** Salaries & Benefits
- **\$74M** Supplies & Other Expenses
- **\$51M** Plant, Property & Capital Amortization



“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.”

Prime Minister Justin Trudeau





George Brown College

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www.georgebrown.ca

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