



Algoma
UNIVERSITY

November 2020

BRAMPTON
CAMPUS





CAMPUS RENOVATION AND EXPANSION UPDATE

- **Completion of Phase 1 renovation and expansion update:**
 - The School of Business and Economics (1610 sq. ft.)
 - The School of Computer Science and Technology (approx 3000 sq. ft.)
- **Due to the impact of COVID-19, we have divided the Brampton campuses Phase 2 renovations into two construction cycles**
 - **Cycle 1 (approx 10,000 sq. ft.) includes:**
 - The completion of renovating the 3rd and 6th floor and the new Welcome Centre
 - Key administrative functions moving into 52 Queen St.
 - The completion date for this cycle is early January 2021
 - **Cycle 2 (approx 9000 sq. ft.) will begin in April 2021 and will see the completion of:**
 - The Student Centre and Centre for Social, Cultural, and Economic Innovation at 8 Queen St

**19,000+ SQ. FT. EXPANSION
OF 31,000 SQ. FT.**
in the  of downtown
BRAMPTON





ENROLMENT, RECRUITMENT/MARKETING, AND PROGRAM UPDATE

- **2020-21 recruitment and marketing efforts are in full effect:**
 - Out of home and digital marketing campaigns in the Peel region to promote post-secondary education in Brampton
 - Efforts included: Brampton Guardian takeovers, billboard and transit ads, social media ad buys
 - Ongoing and upcoming virtual events: T-bird Tuesdays, weekly recruitment presentations and Virtual Open House (November 9-15)
 - Lead generation: website, SchoolFinder, ScholarTree, Mongoose (new texting service)
- **Successfully launched the School of Business and Economics, School of Computer Science and Technology, and Psychology degree at the Brampton campus**
 - We are expanding our elective program offerings as of Fall 2021. Electives will be available in Sociology, Law and Justice and Community Economic and Social Development (CESD)

2019-20 ACADEMIC YEAR
STUDENT ENROLMENT

UP **705%** FROM 2018/19



FALL 2020 PARTNERED WITH
Centennial College & Cambrian College
TO LAUNCH **18** NEW PATHWAY AGREEMENTS





IMPACTS CREATED BY THE BRAMPTON CAMPUS EXPANSION

Present value impacts, FY 2018 to FY 2028 Long-run annual impacts



Short-run capital spending impact

\$10.0 MILLION N/A



Long-run operations spending impact

\$57.0 MILLION \$7.8 MILLION



Long-run student spending impact

\$23.4 MILLION \$2.8 MILLION



Long-run alumni impact

\$93.8 MILLION \$24.6 MILLION

TOTAL IMPACT

\$184.2 MILLION \$35.2 MILLION

JOBS SUPPORTED

N/A 366

ANNUAL BRAMPTON CAMPUS IMPACTS (UNDISCOUNTED)

FY 2018

FY 2028



Long-run Operations Spending Impact

\$489.1 THOUSAND → \$7.8 MILLION



Long-run Student Spending Impact

\$330.9 THOUSAND → \$2.8 MILLION



Long-run Alumni Impact

\$1.8 MILLION → \$24.6 MILLION

TOTAL ANNUAL IMPACT

\$2.6 MILLION → \$35.2 MILLION

JOBS SUPPORTED

37 → 366

• 2020 Sponsorships:

- Supported Canada Day, Farmer's Market, Garden Square Summer Series, and The Rose Season events through the annual 2020 sponsorship with City of Brampton
- BBOT Annual Sponsorship (Mayor's luncheon, business excellence, I love Brampton campaigns)
- Performing Arts Co-Op & Intern Program for Black and Indigenous Youth

• Algoma University Economic Impact Survey - FY 2018 to FY 2028 Impact

- Annual Brampton campus impact
- Impacts created by the Brampton campus expansion
- The City of Brampton's ROI will be 2.9 in FY 2022 and will grow to 12.4 by FY 2028

• Homestay Program

- This program supports international students to find housing by connecting them with host families within our university communities



Thank you





APPENDIX A: SUPPLEMENTARY SITE IMAGES

24 Queen Street



Lower Lobby: **School of Business & Economics Student Lounge**



Lower Lobby: **School of Business & Economics**



Lower Lobby: **School of Business & Economics**



Lower Lobby: **Student Meeting Room**



Lower Lobby: **SBE Full-time Faculty Offices**



Lower Lobby: **Classroom**



3rd Floor: **School of Computer Science & Technology – Computer Lab**



3rd Floor: **School of Computer Science & Technology – Student Lounge**



3rd Floor: **School of Computer Science & Technology – Classroom**



APPENDIX A: SUPPLEMENTARY SITE IMAGES

24 Queen Street



Ground Floor: Welcome Centre



3rd Floor: The School of Computer Science & Technology - Classroom

6th Floor: Lounge



APPENDIX A: SUPPLEMENTARY SITE IMAGES

8 Queen Street



Ground Flr: Entrance Lobby



2nd Flr: Student Centre



3rd Flr: Centre for Social, Cultural, and Economic Innovation

52 Queen Street

Site Locations

SBE Garden Square Signage



Administrative Offices

