SENECA 50
YESTERDAY, TODAY AND TOMORROW
On September 6, 1967, a one-storey factory on Sheppard Avenue in Toronto opened its doors as the first Seneca location. Seneca has come a long way since then, as it has continued to redefine postsecondary education for half a century. Today, Seneca has campuses in Toronto, York Region and Peterborough, and offers degree, diploma, certificate and graduate certificate programs renowned for their quality and respected by employers. This commemorative book chronicles Seneca’s modest beginnings to its emergence as one of the largest comprehensive colleges in Canada. Seneca50 takes readers back in time to highlight many of the institution’s milestone moments — celebrating not only the past, but its present and future.
SENECA50
YESTERDAY, TODAY AND TOMORROW
SENeca50
Yesterday, Today and Tomorrow

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This land at the corner of Finch Avenue and Woodbine Avenue would go on to become Newnham Campus.
INDIGENOUS ROOTS

As Seneca celebrates its rich past, it is important to honour the institution’s strong Indigenous roots.

Seneca is located on the traditional territories of many First Nations. It has campuses located on the traditional territories of the Mississaugas of the New Credit, the signatory of the Toronto Purchase, and throughout the Williams Treaties First Nations.

Each year, close to 700 Indigenous learners study full- and part-time in various programs at Seneca. These students have access to the supports they need through the First Peoples@Seneca department to help them transition to college life, and toward a successful academic outcome.

In 2015, Seneca signed the National Indigenous Education Protocol as part of its ongoing commitment to Indigenous learners. To coincide with the signing of this important document, a tipi was raised at Newnham Campus — the largest Seneca campus — to provide a sacred space for teachings and traditional ceremonies.

Seneca’s new Centre for Innovation, Technology and Entrepreneurship (CITE) will also pay tribute to Seneca’s deep connection to Canada’s Indigenous people by showcasing 13 prominent external columns scripting the 13-moon lunar calendar and an Indigenous innovation gallery. Funding from the Government of Ontario has also made it possible to create a new Indigenous student space, set adjacent to the on-campus tipi.

Recognizing that we are stewards of this land and guests upon it, Seneca thanks those who came prior. As you read through this commemorative book, Seneca would like to remind you that we are all a Treaty people and that we are meant to coexist, share and learn from each other and to leave something behind for the next generations.

Recognizing that we are stewards of this land and guests upon it, Seneca thanks those who came prior.
The Honourable William G. Davis was a Member of the Ontario Legislature from 1959 to 1985. He served as Minister of Education from 1962 to 1971 and Premier from 1971 to 1985.
FOREWORD

In 1965, I had the honour of rising in the Legislature to introduce groundbreaking legislation that established the college system in Ontario. Bill 153, The Act to Amend the Department of Education Act, was the spark that led to Seneca College of Applied Arts and Technology opening its doors to its inaugural students in September 1967.

My career in public service spanned many years, but to this day one of the accomplishments I am most proud of is our system of colleges in Ontario. Today 24 colleges span the province, providing outstanding teaching and learning opportunities for nearly 500,000 full- and part-time students.

This tremendous achievement could not have happened without true pioneers like William T. Newnham, Seneca’s first President, and Dr. Fred Minkler, the first Chair of Seneca’s Board of Governors.

Bill Newnham was a true leader of the college system. He was an innovator before that word became a cliché. He was also an educator to the core, and understood the importance of providing an education that met both the economic and social demands of the time. I cannot exaggerate the contribution he made to postsecondary education in Ontario.

I was fortunate to call Dr. Minkler my friend. He was one of my closest advisors and is rightly called one of the key architects of the education system we have today in Ontario. I am delighted that the memory of both of these giants of the early college system live on at Seneca in the Newnham Campus and the Minkler Atrium.

In my speech to the Legislature in 1965, I concluded by saying the new era of college education was “golden with promise.” To all of those associated with Seneca for the past five decades, please accept my thanks for living up to that golden promise. You have earned the right to enter your next half-century with confidence and pride.

William G. Davis

The Honourable William G. Davis
INTRODUCTION

In 1966, when the Ontario government launched the unique system of Colleges of Applied Arts and Technology, it was a time of excitement and optimism as Canada prepared to celebrate its 100th birthday. The colleges were a new postsecondary option for Ontarians, primed to prepare students for careers in the “new” economy. Fifty years later, it is safe to say the system has delivered on those expectations, and more. As Canada celebrates its 150th birthday, the colleges rightly celebrate their role as major contributors to local, provincial, Canadian and now the international economy.

Throughout this time of incredible innovation and growth, Seneca has been at the forefront, leading the way.

It is no exaggeration to say the accomplishments of the last 50 years at Seneca could easily fill another book. What follows in Seneca50 are just some of the highlights. As these pages demonstrate, Seneca has always been, and continues to be, a pioneer. From groundbreaking relationships with school boards to offering the first degree at an Ontario college, from farsighted innovation in the Centre for Independent Learning to an Oscar®, Seneca rightly deserves the label of leader.

But in all the extraordinary change that has taken place in the past 50 years, one constant remains: it’s all about the students. Founding President William T. Newnham laid the foundations of a Seneca education when he wrote:

What has Seneca to give to its students? It has nothing to give because education cannot be received as a gift or purchased as an article. But it has much to offer, namely invaluable and unusual opportunity in a variety of areas.

To grasp it involves many factors: the student’s willingness to work hard, the inspiration a teacher may provide, exchanges of ideas among students and staff, the maturing effect of accepted responsibility. The Seneca graduate will make an informed and perceptive citizen, well-fitted to give much of himself to others and to derive much from life’s experiences.

All those who have followed in Dr. Newnham’s footsteps have built on that foundation, but none have ever forgotten his charge to Seneca: provide an educational opportunity to our students that is “imaginative in concept, flexible in scope and vast in promise.”

That is worth celebrating. Happy Birthday, Seneca.

David Agnew
Seneca President
It’s hard to imagine that half a century ago colleges did not exist in Ontario. Before educational institutions like Seneca arrived on the scene there were only two routes for high school students to take: university or trade school. By the 1960s, however, Ontario was going through unprecedented change. The baby boom was officially on. In fact, secondary school enrolment more than tripled at this time, from 123,800 to 395,000. In addition to the population growth, a revolution in technology and an explosion in education had begun. Unskilled and semi-skilled jobs were quickly drying up as employers demanded higher levels of skill and educational requirements. With the accepted principle of secondary education for all, the time had finally come to create a form of postsecondary institution for all. The individual hand-picked by then Premier John Robarts to lead the charge was William G. Davis.
On May 21, 1965, Mr. Davis — then Minister of Education — stood before his peers in the Legislature to introduce Bill 153, the Act to Amend the Department of Education Act. Modestly named, this inspired piece of legislation enabled the establishment and operation of a system of Colleges of Applied Arts and Technology in the province of Ontario. Many people assumed Mr. Davis would simply implement in Ontario the system of junior colleges, or community colleges, that were developed in the United States. After much debate and assessment, the government chose a different path. “We were really looking for something that was unique,” Mr. Davis said. “It was and still is, in many respects.” 1 Centennial was the first college to open its doors on October 17, 1966. The following year, 18 more colleges opened, including Seneca. What was started by Mr. Davis, who is affectionately referred to as the founding father of Ontario’s colleges, has grown exponentially since then. “I knew that they would succeed, but I can’t tell you that I knew that they would succeed to the extent they have,” Mr. Davis said. The 24 publicly assisted colleges in Ontario now have more than 220,000 full-time students and 300,000 part-time students studying in hundreds of programs. 2
As part of Bill 153, Colleges of Applied Arts and Technology were required to form a Board of Governors. Boards — especially in those formative years — served as the primary decision-making body at each college. This structure differed from universities, which had both a
board and academic senate. Early on, a board of governors for a college had to be composed of 12 members, appointed by the Council of Regents. At this time, none of the 19 colleges that were to be born had names, employees, programs or spaces to operate. They only had designated areas in the province that they had to serve. Seneca was assigned Area 7, which would serve the 550,000 people of the Borough of North York and York County, now York Region. Seneca’s first board assembled at a meeting in the Talbot Room at the Inn on the Park, Toronto on August 30, 1966. At this first meeting, it fell to the representatives from the Council of Regents to instruct the new board members on the mandate for the college they were required to build. As the evening wore on, Dr. Frederick W. Minkler, Director of the North York Board of Education, was confirmed as the Chair, while local separate school principal Father Alfred J. Colliard was elected Vice-Chair. The rest of the Board members appointed included: James D. Service, Dr. Basil H. Hall, R. Norn Garriock, M. Grace Carter, Dr. Thomas H. Leith, Christopher M. Trower, William V. Moore, Edmund C. Bovey, Dr. Arthur Porter and Donald Paxton.

Before the meeting concluded, the board was reminded that a September 1967 deadline date for having a fully operational college had to be met. That set the agenda for the next few meetings. Priorities included: the enlistment of solicitors and accountants, the naming of the college, the consideration of temporary and permanent headquarters and the recruitment of a president.

**COMMITMENT TO GOVERNANCE**

Today, colleges are still overseen by a board of governors. Seneca’s current board is comprised of 16 external members representing the community internal members elected by students, support staff, faculty and administration, and the President. Collectively, the governors bring a wide range of skills and experience to help Seneca achieve its strategic objectives. The current Chair of Seneca’s board is Donna Duncan, and the Vice-Chairs are Janet Beed and Warren Jestin. Other members include David Agnew (Seneca President), Fariba Anderson, Doug Brooks, Marc Caira, Ahmed Chakera (Support Staff representative), Lois Cormack, Shafiq Ebrahim, John Honderich, Alice Keung, Mina Mawani, Naki Osutei, Mark Solomon (Administrative Staff representative), Belinda Tang, Vince Timpano, Rashpal Uppal-Assi (Faculty representative), Jeff Vandenberg (Student representative) and Karen Webb.
WE HAVE A NAME

The task of coming up with a name for the new institution fell to the newly formed board for Arca 7. Following its inaugural meeting in 1966, the board proposed a number of options, including York College, York North College, Country College, Regional College and Century College. The one everyone liked, however, was Seneca. Various accounts exist regarding the origin of the Seneca name but it is generally thought that it was recommended by Norn Garriock, who at the time was the Director of Television (English Services Division).
for the Canadian Broadcasting Corporation and would eventually go on to become the second Chair of the Board of Governors. Mr. Garriock came up with the idea for the name after an Indigenous burial ground had been unearthed in the area of Woodbridge, Ontario. It is believed, at the time, the artifacts found there, including clay pottery, arrowheads and other relics, belonged to the Seneca — one of the six tribes of the Iroquois Nations. The board agreed that the name of the new college would be Seneca College of Applied Arts and Technology. The task of creating a logo to match the chosen name was given to Toronto artist Eric Aldwinkle. The colours he selected for his creation were red, white and black. The upward thrust of the arrow in the logo represents technology, while the trailing feathered end is an artistic interpretation of applied arts. To accompany the college’s new name and logo a slogan was required. “Au Large — To the Horizon” — became the Seneca motto.

Seneca’s original logo was unveiled by founding Chair, Dr. Fred Minkler, at a press conference at the North York Library — just a few weeks before classes would officially start in September 1967. As the years passed, the logo was emblazoned on stationery, buses, calendars, brochures, jackets, rings and media material throughout Ontario. It’s a trend that has continued today with Seneca’s word mark appearing all across Canada, and around the world. And, even though the arrow head and feather have long since been removed (although revived for the 50-year celebrations), red, white and black are still the institution’s corporate colours.
THE FOUNDING PRESIDENT

Dr. William T. Newnham was Seneca’s first employee. He was also its first president, serving from 1966 to 1984, after a successful career with the North York Board of Education. On December 21, 1966, he received a fateful call from the newly formed Seneca Board of Governors. At a meeting with Dr. Minkler, Dr. Newnham was asked to be the first President of Seneca, and was presented with an empty box and the following words: “This is Seneca. Take it, find a building, renovate it, develop courses and an administration, hire teachers and enrol students. And, we want it to be the finest in Canada.” “He wasn’t fooling,” Dr. Newnham said. “I replied, ‘You will get the best college in Canada.’” From that moment, I and my newly formed team worked tirelessly to make this vision a reality.” Dr. Newnham took that empty box and created what would become one of the largest and most comprehensive colleges in Canada. “Each day I worked hard, and Seneca’s faculty and staff worked hard, to give our diplomas meaning, so when our students graduated they could be proud of their Seneca diploma and it would open doors for them. And it did.” Dr. Newnham died on August 23, 2014. He was 91.
LEADING A NEW ERA OF EXPANSION

On July 1, 2009, David Agnew became the fifth President of Seneca. Having had the opportunity to serve in senior positions in the private, public and non-profit sectors, President Agnew personified all of the qualities Seneca was looking for in its next president. For the past eight years, he has followed in the footsteps of his predecessors, navigating Seneca through a new wave of expansion. He quickly established himself as a system leader, serving a two-year term as Chair of Colleges Ontario. To deal with record enrolment, under his leadership, Seneca’s largest campus — Newnham — opened the doors to a new 160,600 square foot LEED Gold building in 2011. Construction is now underway on the Centre for Innovation, Technology and Entrepreneurship (CITE) — a Newnham Campus building that will serve as a hub for Seneca’s innovation and entrepreneurial activities — and Magna Hall, a major expansion at King Campus that includes academic, student and athletic facilities. Other major accomplishments under President Agnew’s tenure include the opening of Peterborough Campus, the implementation of a new, integrated enterprise network to improve college-wide processes, expansion of international activities and another historic partnership with York University that will see the university build a campus in Markham with Seneca as its academic partner. “Thanks to the foundations Dr. Newnham built, we have achieved beyond expectations, even beyond what I imagine the architects of the system thought was possible,” President Agnew said. “We honour Bill’s legacy and the legacy of all the amazing people both past and present that have worked at this incredible college by continuing to lead the system with innovation and excellence.”
Roy McCutcheon served as Seneca’s second president from 1984 to 1992.

After working as a physical education teacher with the North York Board of Education, and serving as founding principal at C.W. Jeffreys and Westview Centennial secondary schools, he came to Seneca in 1969 as the Assistant Dean of Academic Divisions. A year later, he was named Executive Dean and was responsible for all campus construction. It was a busy expansion period for Seneca that included the construction of both the Minkler Auditorium and Sports Centre at Newnham Campus and the creation of King
Campus. “Back in those days, anytime we introduced a program or opened a building, we were breaking new ground,” Mr. McCutcheon said. “When I look back now at what we accomplished, there were many highlights, a few disappointments and a lot of funny stories in between.”


He started at Seneca at 27 years of age teaching in the business faculty. Four years later, he was chosen by Dr. Newnham to fill the newly created position of special assistant to the President. “Working directly under Dr. Newnham was the opportunity of a lifetime, the opportunity to learn from the master,” Mr. Quinlan said. “Bill was the best teacher a young administrator could ever have. He ingrained in all of us from day one that our goal was to build this organization to be the number one college in Canada, a goal I never forgot in my 34 years at Seneca.” During his presidency, Mr. Quinlan spearheaded the creation of the Seneca@York Campus, expanded Seneca’s international efforts, established the English Language Institute and was an early proponent for colleges to be able to offer baccalaureate degrees. “When we said we would create a high-tech education centre at York University back then, people really did laugh at the idea,” Mr. Quinlan said. “The reality was we were ahead of our time.”

Dr. Rick Miner served as Seneca’s fourth president from 2001 to 2009.

He came to Seneca after serving as a Vice-President at the University of New Brunswick (UNB) for seven years. Prior to his term at UNB, Dr. Miner was at Saint Mary’s University in Nova Scotia as Director of the Canada/China Language and Cultural Program, Dean of Commerce, and MBA Director. During his tenure at Seneca, Dr. Miner oversaw the completion of major renovations at Newnham Campus, the creation of the Technology Enhanced Learning Building adjoining the Seneca@York Campus, a new Veterinary Technology building at King Campus, and the creation of a new campus in Markham. When he looks back now at Seneca’s rich history, Dr. Miner isn’t surprised at what the institution has achieved in its first 50 years. “Seneca is a leader in postsecondary education because we have always maintained that attitude,” he said. “I was honoured to be the president, working with the people who have made this institution a recognized leader.”
BUILDING A TEAM

For the first weeks of its existence, Seneca College of Applied Arts and Technology was simply Dr. William T. Newnham. His only company was the box of papers spread out across the desk in his temporary quarters at the North York Board of Education. Help would soon arrive as Dr. Newnham hired Seneca’s first Dean, Dr. William Stoddart, who played an instrumental role in developing curriculum and recruiting faculty. In its first year of operation, Seneca had 62 professors or “Teaching Masters” as they were called then. Betty Pearson has the distinction of being the first faculty member hired by Seneca to serve as a Teaching Master in the Business Division. She was hired in April 1967 following a successful career at the United Nations Children’s Fund. Before even stepping into the classroom, Ms. Pearson’s first official work at Seneca involved developing courses for the Business programs and ordering typewriters. She taught at the Sheppard Campus for two years before the Business Division was moved to the newly opened Finch Campus. Ms. Pearson retired in 1975 and was named a “Charter Senecan” by Dr. Newnham.
From a single employee in 1966, Seneca now boasts more than 4,500 full- and part-time employees, who are committed to great teaching and learning, great student experiences and great foundations. These three pillars are central to everything that Seneca does. “Supporting the teaching and learning environment for our students is an unwavering commitment to quality in everything we do,” President David Agnew said. “We are proud of our faculty and staff who are committed to continually improving the quality of the student experience inside and outside the classroom.” As it did 50 years ago, Seneca remains one of the best places to work. Seneca has won several employer awards over the years, including being named among the GTA’s top employers in 2017 — the seventh time it has received this honour.
ACADEMIC FIRSTS

Dr. Newnham’s first order of business as President was to research and conceive the course offerings that would attract a new kind of student. With an emphasis on serving the community and career-oriented courses, four curriculum divisions were created: General and Applied Arts, Business, Technology and Technical and Skilled Trades. Under these divisions, a variety of diploma and certificate programs were developed in close co-operation with business and industry. “Freedom of choice in the selection of courses of study is one of the opportunities Seneca College presents to students,” Dr. Newnham said at Seneca’s first student assembly at nearby Earl Haig Secondary School. “The opportunity to make decisions, to choose courses of action and to prepare for a future career is the responsibility of students to themselves, to their college and to society.”
Fifty years later many of the inaugural programs started by Dr. Newnham and his team of academic chairs and faculty are still thriving today.

Along the way, divisions were replaced by faculties and now Seneca includes the following academic areas: Applied Arts and Health Sciences, Applied Science and Engineering Technology, Business, Communication, Art and Design and Continuing Education. Seneca now offers more than 300 programs and over 500 career options. It is also the college leader in educational pathways, with many options for students to transfer in and out of Seneca to partner institutions locally and across the globe. Real-world learning opportunities include co-op, field experience, internships and practicums. Students can also take advantage of partnerships with industry leaders and access to the latest technology.

One of the most important developments to take place in Ontario’s postsecondary education system was the ability for colleges to grant bachelor’s degrees.

In 2002, Seneca became the first college in Ontario to offer a bachelor’s degree when the Honours Bachelor of Commerce - Financial Services Management program was launched. Seneca now offers 15 Honours Degree programs.
Seneca College of Applied Arts and Technology — established to serve the Borough of North York and York County — opened its doors to students on September 13, 1967 in a remodelled manufacturing building at 43 Sheppard Avenue. The building, which was located east of the Willowdale Shopping Centre at the corner of Sheppard Avenue and Yonge Street, was named the Sheppard Campus. In its first year of operation, Seneca welcomed 852 full-time students and more than 1,000 part-time students. “That first year was heavy, but I wouldn’t have missed it,” Dr. Newnham said. “The province got full value. I’m not saying everything was perfect, but we were all proud of the place.”
WELCOME TO SENECA

The Seneca of today was a long time in the making. From a modest one-storey building, Seneca now operates out of six main campuses and four community campuses throughout Toronto, York Region and Peterborough. Full-time enrolment has soared to 28,000, and more than 180,000 students can proudly call themselves Seneca graduates. “Students come to Seneca today at many stages in their academic journeys — straight from high school, supplementing a degree with a graduate certificate, improving their professional skills or making a return to the classroom for a fresh start,” President David Agnew said. “Our students also come to us from around the world — from 140 countries at last count. Our international students enrich our classrooms and halls, and many have decided to make their homes here as outstanding Canadian citizens. We are also proud to have alumni literally all over the globe.”
CONTINUING EDUCATION

When Seneca opened its doors to its first full-time students in September 1967, more than 1,000 students also enrolled to begin classes in the evenings through what was then called the Extension Division. In its inaugural year, this division delivered more than 50 part-time courses leading to diplomas and special certificates. Some of the courses were similar to the ones being offered full-time, but many others were focused on career interests and employment opportunities, such as business administration and data processing.
24/7 LEARNING

Today, there are more than 70,000 part-time registrations annually at Seneca. For 50 years, the Faculty of Continuing Education and Training (FCET) has been committed to providing flexible, expedient and industry-partnered programming. More than 130 programs are available for students to take in-class, online, in hybrid formats or through distance learning. Whether it is 7 a.m. or 7 p.m., weekday or weekend or completely online, FCET provides students the opportunity to decide how and where they want to learn, while balancing their professional and personal lives.
THE 1969 BUILDING

At first glance, the 62 acres of land at the corner of Finch Avenue and Woodbine Avenue appeared to be a most unsuitable place to construct a new college. But when the 12-member Seneca board unanimously agreed on August 22, 1967 to purchase the field, in a sparsely populated part of north Toronto, it was a bold decision that was soon vindicated by a rapidly growing city. On a bright spring day in May 1968, Board Chair Fred Minkler and President Newnham officially turned the sod on the land, with construction starting immediately. In a record five months, the two-storey, red brick campus, referred to as the “1969 Building” was open for business and officially named the Finch Campus. It featured more than 100,000 square feet of space and was built at a low cost of $1.5 million. This first building was part of a five-year master plan proposed by Dr. Newnham and approved by the board that would see the campus continue to expand. Each expansion phase (three in total), would bring new features to the campus that would become the envy of the college system, including state-of-the art training facilities, a sports complex, library and a 1,116-seat auditorium. After his retirement in 1984, Seneca’s Board of Governors voted to rename Finch Campus in honour of Dr. Newnham. Since then, it has been known as Newnham Campus.
NEWNHAM CAMPUS

Since the early 2000s, Newnham Campus has continued to expand. The decade began with what was dubbed “Superbuild” — a $39-million project that saw the creation of a new building to accommodate the burgeoning business school, a computing commons and the expansion and renovation of some of the oldest sections of the campus. In 2011, to deal with record enrolment, another new building was built and opened on September 6. The new Building A+ was designed for energy efficiency and environmental sustainability. This 160,600-square-foot LEED Gold building houses classrooms, study and meeting areas, and provides the official “front door” for the campus. Newnham Campus has now grown into one of the largest college campuses in Canada. It is home to full- and part-time programs in the faculties of Business, Applied Arts and Applied Science and Engineering Technology.
On October 5, 1967, members of Seneca’s first Program Advisory Committees were welcomed at a banquet at the Inn on The Park Hotel. The committees, which came to be known as PACs, were established to support the programs in Library Studies, Social Welfare, Business and Engineering Technology. A committee was also formed to discuss trends and pathways from secondary schools. The newly appointed members included Colin Robertson, Dr. Charles Birkett, Donna Wells, Jack Rettie, Major A. MacCorquodale, S.L.G. Chapman, R.E. Seltzer, A.H. Miller, L. G. Shepherd and Robert Butler. Dalton Bales, Ontario’s Minister of Labour at the time, attended the banquet on behalf of Education Minister William Davis. “You are staring in at the very beginning of an exciting new level of education,” Mr. Bales said. “Each of you has a vital part to play in it. We are looking forward to seeing this institution grow and flourish.”
PART OF THE PAC

Today, PACs are an integral part of the college system to ensure the programs being offered are relevant and meet industry requirements. At Seneca — under the Ministry of Advanced Education and Skills Development directive — the Board of Governors ensures that an advisory committee is established for every program of instruction or cluster of related programs offered. The committees are all comprised of a cross-section of external experts who volunteer expertise and leadership in their respective fields. There are now more than 70 PACs operating among Seneca’s full-time programs.
On January 29, 1968, students at Seneca elected their first student council. More than 60 per cent of the student body turned out to cast a ballot. Not missing an opportunity to put technology to use, instead of tabulating the votes by hand, Seneca’s advanced data processing equipment was used to determine the results. All the excitement of the day was captured by a closed circuit television network — another early innovation adopted at Seneca.

Elected as Student President was Marvin Southcott. Mr. Southcott was also one of the first Seneca Cup recipients and served as the student project co-ordinator on the development of the Newnham Campus Sports Centre. The Seneca Cup, which was first awarded to Dr. Newnham, is one of the most prestigious awards at Seneca. It acknowledges academic proficiency and contributions made to improving the quality of student life at Seneca.

The first elected council included:

- Marvin Southcott, President
- James Clark, Vice-President
- Ronald Hopper, Secretary
- Robert Greer, Treasurer
- John Rutledge, Social Chairman
- Paul Hilton, Athletic Chairman
- Carol Abrams, Council-member-at-large
- Gregory Anthony, Council-member-at-large
- David Redman, Council-member-at-large

Marvin Southcott (centre) has the distinction of being Seneca’s first Student Council President.
SENeca Student Federation

Seneca’s student council is referred to today as the Seneca Student Federation (SSF). It is the incorporated body that represents all full-time students at Seneca. The president is elected by the entire student body, while each of the four main campuses elect a vice-president. The mission of the SSF is to provide services and activities that benefit and meet the needs of Seneca students. With that goal in mind, the SSF made a historic $1.2 million donation in 2012 to support student bursaries. The Seneca Student Federation Bursary Initiative provides endowed bursaries of more than $50,000 annually for domestic and international students. It also provides emergency funds for students in immediate financial need.
The decision to pursue aviation education was entirely Dr. Newnham’s. As a young man, he was fascinated with flying. He began his career in education while serving in the Canadian Air Force. At 19, he was made an Air Force navigation instructor and was responsible for training Cambridge University students before they were sent overseas to fight in Germany. It took a year for Dr. Newnham to develop the program before its official launch in 1968. Twenty-five young men enrolled in Seneca’s Aircraft Pilot Training, which operated out of Buttonville Airport in an arrangement with Toronto Airways. Hired to head up Seneca’s aviation training was Jack McQuarrie, a World War II Royal Canadian navy veteran, who held a private pilot’s license and worked for years in the aviation industry. In an interview with the Toronto Star in 1968, McQuarrie said, “Seneca’s course is aimed at developing pilots with a good academic background who can make the snap decisions of a senior executive that are required by an airline pilot.”
AVIATION PROGRAM LANDS IN PETERBOROUGH

The Aircraft Pilot Training program (eventually renamed Aviation and Flight Technology) was the first three-year technology flight diploma program offered in Canada. It operated out of a 25,000-square-foot building named Buttonville Campus for 45 years, producing some of the best pilots in Canada. At its peak, Buttonville Campus housed 14 aircraft, multiple classrooms, flight briefing rooms and flight simulators. Among the School of Aviation’s many achievements was approval from the Ministry of Training, Colleges and Universities in 2003 to replace its diploma program with an aviation technology-based degree program — another first in Canada.

The Bachelor of Aviation Technology degree was also the first Canadian program to receive accreditation by the Aviation Accreditation Board International and, on April 25, 2007, the School became the first in Canada to be approved by Transport Canada to run an Integrated Airline Transport Pilot Program as part of the degree. Another first for the School came in 2012 when Jazz Aviation LP partnered with Seneca Aviation to implement a direct entry cadet program — the first of its kind in Canada.

In 2010, when the owners of Buttonville announced their intent to close the airport, the vision for the Peterborough Aviation Campus was born. The new campus opened in January 2014 and is considered one of the finest aviation campuses in North America. It is home to students in the senior three years of the Honours Bachelor of Aviation Technology program and houses 19 airplanes and eight of the 10 flight simulators, along with a range of briefing rooms, classrooms and aircraft maintenance areas. And, thanks to the 50th anniversary funding from the government of Ontario, the fleet will be replaced with six new plans in 2018.

Today, from a single program, the School of Aviation has grown to include four credentials including diplomas in Aviation Operations, Aviation Safety and the Airline Pilot Flight Operations graduate certificate.
FIRST GRADUATES

On May 29, 1968, proud parents and friends gathered in the modest library of Sheppard Campus to congratulate Seneca’s first graduates. The small group of women had completed a one-year certificate course in Fashion Merchandising. Although there were no gowns, hoods or mortar boards, that did not dampen the sense of achievement beaming from the new graduates’ faces.

A year after Seneca’s first graduates completed their studies, 175 more joined the ranks and received their diplomas and certificates.15 In 1970, the number of students that graduated more than doubled to nearly 360.16 On October 17, 1970, this group was the first to cross the stage at the newly completed Minkler Auditorium at Finch Campus. Some 83 students graduating that day were also the first to receive a three-year diploma (44 were in business, 19 in data processing and 20 in engineering technology).17 Another highlight that day was the awarding of Seneca’s first honorary diplomas. The recipients were James Mackey, former Metro Police Chief, and James Services, former Mayor of the Borough of North York.18
CONVOCATION

As Seneca expanded, so did its graduate ceremonies — with convocation taking place at a number of different campuses, and offsite venues. All convocation ceremonies have since returned to Newnham Campus, where they are held every fall and spring in the campus gymnasium. Each year, more than 8,000 graduates earn a credential from Seneca. The tradition of recognizing exceptional members of the community has also continued, with the awarding of honorary degrees. Since the Honourable William G. Davis received Seneca’s first honorary degree in 2006, 17 more have been presented to prominent Canadians.

HONORARY DEGREE RECIPIENTS

- Jim Balsillie
- Russell Bannock
- Sonja Bata
- Michael “Pinball” Clemons
- Hon. David Crombie
- Hon. William G. Davis
- Jay C. Hope
- Craig Kielburger
- and Marc Kielburger

- Rita and Rudy Koehler
- Armand La Barge
- Hon. Frances Larkin
- Hon. Margaret McCain
- Parker Mitchell and George Roter
- David Pecaut
- Michael Shaver
A COMPLEX PLAN

On October 2, 1969, Seneca’s student council organized a referendum to vote on the construction of a sports complex at Finch Campus. Of the 1,128 students who voted, 93 per cent were in favour and more than half indicated they would help campaign for funds. “This is a real breakthrough,” Donald Kantel declared to the Richmond Hill Liberal newspaper. The assistant to the president said, “up to now there has been no deep involvement in student activities, and we expect that the board of Governors will show as much enthusiasm as the students.” The board did indeed, and a month later it unanimously approved the students’ plan to build a multi-million dollar Sports and Community Centre. In the same student referendum, 96 per cent of staff voted in favour of the project, and nearly 70 per cent said they would commit themselves to contribute time and money to the project. The students envisioned a complex designed to Olympic specifications. It would not only be used by them, but by aspiring Olympic participants and members of the community. Plans for the proposed sports complex included a multi-purpose track and field house, triple gymnasium, and a 50-metre swimming pool. Led by student council president, Bob Greer, Seneca students began their fundraising efforts by canvassing the business community and quickly raised $15,000. Dr. Newnham said the students realized early on that government would not fund the entire project. “To our knowledge,” he added, “such a challenging project has never been undertaken by students anywhere.” The student fundraising fell a little short of its goal, leading to a decision to shelve the plans for the track and field house and swimming pool. Instead, an ice rink and a triple gymnasium were built. Seneca’s board took out a loan for $250,000 to complete the project. The board was confident it could pay back the money from ice rentals and other entrepreneurial activities, such as concerts. “They put their signatures on the line,” Roy McCutcheon said. “They were willing to gamble that the Sports Centre would quickly pay for itself.” And it did. The Sports Centre was paid for in less than four years.
On February 1, 1972, Seneca’s Sports and Community Centre was officially opened at Finch Campus. At the time, it was referred to as one of Metro’s largest sports centres. The finished complex included a triple gymnasium (measuring 22,000 square feet), a regulation ice hockey arena, an outside football stadium and nine tennis courts. As the 1969 student council had envisioned, the Sports Centre was, and continues to be, used throughout the year by Seneca students and the community. It is also home to the most most-decorated athletic program in the history of the Ontario Colleges Athletic Association (OCAA). Seneca’s varsity teams — known as the Sting — have won more than 460 medals since 1967. Seneca’s 16 varsity sports teams compete nationally against other Canadian colleges, through the Canadian Collegiate Athletic Association (CCAA) and provincially, through the OCAA.

In the fall of 2017, a new multi-purpose artificial turf field and seasonal dome will open at Newnham Campus. It will serve both recreation and varsity programs, Seneca Summer Camps and the broader community through space rentals. The new facility — nicknamed “the Stingdome” — was made possible by funding from the Student Athletic Association and support of the Canada 150 Community Infrastructure Program.
EDUCATION ON WHEELS

Experiential learning has always been part of Seneca’s DNA. It was in 1970 — three years after Seneca opened its doors — that the Mobile Intensive Learning Experience was launched. Known simply as MILE, it was the brainchild of Ziba Fisher, a geography teacher who wanted to bring his lessons to life. He created a two-credit course that would see 62 students hop on two buses and travel through Ontario, Quebec, New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland. Mr. Fisher described the MILE “as a round-the-clock experience with 29 days of lectures, and complete involvement with ecology, humanity, sciences and other disciplines.”

Seneca’s popular MILE program was started in 1970.
STILL GOING THE EXTRA MILE

The MILE remains alive and well at Seneca. During study and semester breaks, students and employees from various program areas take part in this time-honoured Seneca tradition. The students are now travelling by trains, planes and cruise ships to everywhere from Istanbul to Seoul, London to Ottawa, and even around the city of Toronto. A number of MILE courses are offered as General Education Liberal Studies options, allowing students to earn credits towards the completion of their programs. Every MILE aims to build global awareness by eliminating the barriers between life on campus and the world beyond.

In 2013, 14 Seneca students went on a Turkey MILE for two weeks, earning a course credit.
MINKLER AUDITORIUM

The Minkler Auditorium opened as part of the second phase of construction at Finch Campus on October 2, 1971. The 1,116-seat facility was named after Seneca’s first Board Chair, Dr. Fred Minkler, who died on July 14, 1970 at the age of 67. Dr. Minkler was a visionary in Canadian education. He was the architect behind North York’s school system, which became known as one of the most progressive systems in Canada. He served as director of education for 15 years and oversaw a massive expansion in North York, from 56 to 147 schools. Dr. Minkler was also a founding member of an influential group of educators, executives and politicians that were referred to as the “Pussycats.” The group, which included Education Minister William Davis, was formed to bring education in Canada up-to-date and led to the creation of the college system in Ontario. The Minkler Auditorium served not only Seneca, but the community at large. When it was not being used for convocation ceremonies and academic purposes, it was home to top quality concerts, theatre productions, film screenings, conferences and speeches. Jazz greats like Count Basie, Oscar Peterson, Buddy Rich, Gerry Mulligan, Woody Herman, George Shearing and Ray Charles played at the sought-after venue, which was heralded for its excellent acoustics. The Minkler Auditorium was closed in 2001 to make room for much-needed classroom space, an expanded library and a larger computing commons.
MINKLER ATRIUM

The expansion of the Newnham Campus in 2011 brought with it a new front door and a spectacular atrium that required a name. On April 12, 2012, a dedication ceremony was hosted by President Agnew to name the atrium in Building A+, the Minkler Atrium. Among the many guests in attendance were former presidents Dr. Newnham, Mr. McCutcheon and Mr. Quinlan. During a touching speech at the dedication ceremony, Dr. Newnham said, “we have this site because of Dr. Minkler.” “It was due to his efforts that we settled in this spot — with traffic lanes beside us and 62 glorious acres to fill.” Dr. Newnham also fondly recalled Dr. Minkler’s wise words on the historic day when both men turned the sod on the land that was to become Newnham Campus. He simply said: “Great things are going to happen on this site and in this building.”
THE EATON ESTATE

On Friday, August 13, 1971, John Craig Eaton, chairman of the Eaton’s retail chain and grandson of Lady Flora Eaton, signed on the dotted line, transferring the Eaton estate to Seneca.33 The 696-acre property, part of the Eaton family since 1920, was purchased for $1.5 million.34 Sir John and Lady Eaton had assembled the land for a country house, only to see Sir John die in 1922. Construction on what became known as Eaton Hall did not start until 1938, and in its early years was used as a convalescent and rehabilitation hospital. Lady Eaton died in 1970 at 91, and the next year the family sold the property to Seneca. At the signing, Mr. Eaton declared that his grandmother would have been “thoroughly pleased that the entire family property would remain intact and that it would be put to educational purposes.”35 Dr. Newnham said, “the land will be useable not only for the College’s current educational programs, but also as a year-round recreational facility for the entire community.”36 Roy McCutcheon was named Dean of the new King Campus and went to work, developing programs and assembling an overall plan for what was Ontario’s largest campus. Classes would officially start in January 1972, with 60 full-time and 300 part-time students. From day one, students took full advantage of the beautiful landscape and environmental components of the campus. Early programs offered at King included Visual Arts Instructor Training, Natural Interpretive Services, Harness Horse Industry Training, a Farrier program, which took advantage of the large barn, and Recreation Facilities Management. Students also benefited from canoe paddling for stress management, tree planting and team building activities.

Early on as well, students enjoyed the use of the Norman chateau-style Eaton Hall for their classes. In 1977, the campus’s main 136,992-square-foot building, opened its doors. It was named Garriock Hall after Seneca’s second Board Chair, Norn Garriock, who was the driving force behind the acquisition of the estate.
Today, King welcomes more than 3,500 students pursuing degrees, graduate certificates and diplomas in Nursing, Early Childhood Education, Child Development, Police Foundations, 911 and Emergency Services Communications, Forensic Health Studies, Veterinary Technician, Underwater Skills and Social and Community Services. Located on the Oak Ridges Moraine, the campus is recognized for its commitment to environmental stewardship. A successful recycling and litter reduction program, the regeneration of the wetlands and the development of wildlife corridors, are a few examples of how students and employees preserve King’s natural environment. In 2011, the provincial government announced that Seneca would receive $43 million to revitalize buildings and expand community safety and health services training at the campus. This funding will also create classroom space for an additional 1,450 students at King, helping to address a growing need for postsecondary education in one of Canada’s fastest growing regions.
HOCKEY NIGHT AT SENECA

On February 1, 1972, Dr. Basil Hall, Mayor of North York and a member of Seneca’s Board of Governors, dropped the puck to commemorate the official opening of Seneca’s new, year-round ice arena.\(^3\) The opening of the arena marked the completion of one phase of what was to become the Sports Centre. The new arena, complete with a Seneca-owned Zamboni ice-cleaner, was built to seat 650 people.\(^3\) After the ceremonial puck drop, the Seneca Braves went on to defeat Mohawk College 10 to 4.\(^3\) Four years later, the ice would be used by another team, featuring a familiar name to hockey fans. The Seneca Nationals (named after Seneca) were a Junior B team led by 16-year-old Wayne Gretzky. In 1976, his lone season with the club, the “Great One” had 72 points in 32 games.\(^1\) Playing along side Wayne was another famous name, Murray Howe – the son of “Mr. Hockey,” Gordie Howe.

“Wayne and I got a lot of publicity because he was the Great One and I was Gordie Howe’s son,” Murray said. “Wayne was the real story. He was the best and I was the worst, by far. He had that gift even then and he is such a big fan of my dad. Wayne was always asking questions about my dad: What does he eat, what does he watch on TV?”\(^1\)
In the early 1980s, the ice at Seneca became home to some other legendary hockey players. Angela James and Geraldine Heaney, dubbed the “Wayne Gretzky” and “Bobby Orr” of women’s hockey respectively, studied Recreation Facilities Management at Seneca and played for the Seneca Scouts women’s team. Angela, who has worked as a Sports Co-ordinator at Seneca since graduating, and Geraldine are considered pioneers of the women’s game. They both made history when they were inducted into the Hockey Hall of Fame. Angela was inducted in 2010, while Geraldine joined her teammate in hockey’s hallowed hall in 2013. The historic decision to induct women smashed a gender barrier that existed since the Hall of Fame began honouring male players in 1945.
LESLIE CAMPUS

In 1973, all diploma nursing programs in Ontario were absorbed into the Colleges of Applied Arts and Technology. The York Regional School of Nursing, which had been delivered at Seneca’s Leslie Campus, became the Seneca College Nursing Program. The 150,000-square-foot red brick building located at 1255 Sheppard Avenue East (across from the North York Hospital) housed as many as 700 students annually. Seneca’s School of Health Sciences moved its operations there and offered complementary programs in Dental Hygiene and Dental Assistant.
A NEW GENERATION OF HEALTH CARE PROVIDERS

In the early 1990s York University, Seneca and Georgian College began talks to develop a collaborative nursing curriculum that was future-oriented and would ensure graduates had the skills and experience to meet demands of a growing healthcare sector in Ontario. The result was the first collaborative baccalaureate nursing degree program in Ontario. Students completed, the first two years at Seneca (or Georgian) and the final two years at York. Seneca admitted its first students to this program in 1997, and in the same year moved the program to King Campus. The first class graduated in June 2001.

In addition to Nursing, many of Seneca’s health sciences and animal health programs are offered at King Campus, including Veterinary Technician and Veterinary Assistant. Seneca opened its animal health education facility in 2004. The building includes a large animal treatment room, kennels, an X-ray room and labs.
The Centre for Independent Learning (CIL) was established in 1977 at the Finch Campus. CIL was designed to provide postsecondary opportunities to individuals whose work, personal commitments or learning style made it difficult for them to attend regularly scheduled classes. It focused on the best ways to offer flexible, self-paced programs of study, initially in Business, English, Travel and Tourism and Computer Studies. In 1980, Seneca acquired the C.B. Parsons School on Dufferin Street in Toronto and filled it with CIL students from three-year Design Arts and the two-year Cartography programs. At the same time, Seneca completed work on the Finch Campus annex building, and this became the operational base for CIL until it took over the Sheppard Campus in 1984.
Building on what was started in 1977, the self-paced programming initially offered through the Centre for Independent Learning was expanded through the Faculty of Continuing Education and Training (FCET) to include interactive online courses. Delivered through FCET, the Centre for Flexible Learning (cFLEX) allows students to learn anywhere on a schedule that suits them. cFlex offers more than 1,500 classes annually and over 40 online programs in a broad range of subject areas. In 2014, cFLEX introduced a dynamic design and development model incorporating the latest in e-learning technologies and flexible educational approaches.
MANUFACTURING CAREERS

On March 9, 1981, with a shovel in her hand, the Honourable Dr. Bette Stephenson, Minister of Education for Colleges and Universities, turned the first sod at what was to become the Jane Campus. In the late 1970s, there was a severe shortage of skilled workers in the precision machining trades. Working with local industry, and with funding from the Ontario government, Seneca began the construction of a new campus in April 1981. Within a few months, the property at the intersection of highways 400 and 401 became the Centre for Precision Skills Training, and the first 40 students started that September.
JANE CAMPUS

Over the years, Jane Campus has grown to its full capacity and is now part of the School of Electronics and Mechanical Engineering Technology. Students training at Jane Campus pursue careers in tool design, computer numerical control, and metals machining trades such as tool and die maker and mould maker. Today, graduates from Jane programs find employment in industries including film, medical, aerospace, automotive and communications, in capacities ranging from machine designers and tool designers to quality control officers and prototyping specialists. “What you learn is not only how to use these advanced machines, but also the theory behind them,” said Fabrizio Beninati, a graduate of the Mechanical Engineering Technician (Tool Design) program, who now works as a general machinist on the set of Hollywood movies. “By the end of your studies, you become very mechanically inclined, which you can take and apply to various industries.”
Expansion of Seneca’s operations west of the Borough of North York led to the establishment of Lawrence Campus in January 1974. The campus was located at 1780 Lawrence Avenue West in what was formerly Hardington Public School. Seneca leased the space for five years and delivered its English as a Second Language, College Preparatory, Academic Upgrading and Business Administrations programs there. Continuing Education programs were also offered at the campus. At its peak, more than 1,000 students studied at the Lawrence Campus before it closed in the 1980s.
Yorkdale Campus

In the spring of 1980, Seneca leased C.B. Parsons School and opened the Yorkdale Campus. It was located at 2999 Dufferin Street in Toronto and was home to the School of Office Administration. In addition, Travel and Tourism and Tour Guiding and Reception Services were offered at this location.

Dufferin Campus

On September 8, 1975, Dufferin Campus was opened. It was located at 1000 Finch Avenue West in Downsview, and was the headquarters for the Business and Industrial Training Division. The campus also housed the clinical facilities for the Dental Hygiene and Dental Assistant programs.
Spring Garden

Spring Garden was located at 55 Spring Garden Avenue in Toronto and housed the Futures Youth Centre, which was designed to assist hard-to-employ youth aged 19 to 24 in finding and maintaining a permanent job. Another Futures Youth Centre was located in Richmond Hill at 10720 Yonge Street, Suite 222. Job readiness and basic employment training was also provided at Newmarket Centre, which was located at 112 Yonge Street South, Newmarket.
Vanier Annex

The Vanier Annex was located at 3000 Don Mills Road in North York and housed programs in Electronics - Basic Digital and Electronics - Advanced Digital.

Vaughan Campus

Seneca’s first Vaughan Campus was located at 3901 Highway 7 West in Woodbridge. It provided both day and evening part-time programs, including English as a Second Language and Office Skills.
The York Region Learning Centres

Towards the end of 1981, Seneca would open the York Region Learning Centres, which were intended to expand a presence in the Region of York and to bring employment training to the communities of Richmond Hill, Markham, Newmarket, Aurora and Stouffville. When it first opened, the Newmarket Campus was located in a former post office on Main Street. It later moved to a second location near a movie theatre off of Yonge Street before settling into the building pictured above, which was located at 16775 Yonge Street. Newmarket provided registration and information services for full- and part-time Seneca programs and included individualized learning and microcomputer training facilities. Classes in Basic Employment Training, Ontario Basic Skills, Working Skills and Accounting Clerk — Microcomputer were also held at Newmarket.
Richmond Hill

The Richmond Hill Campus, located at 24 Wright Street, was home to the Faculty of Development, Trade and Apprenticeship Studies. The campus offered government-funded programs to meet the needs of both employed and unemployed adults and youth. Evening programs were also offered.

Markham Office

Seneca’s first foray into the Town of Markham was an office located at 8525 McCowan Road. It administered a variety of credit and non-credit continuing education courses in microcomputing, personal development, secretarial, business studies, early childhood education, data processing and accounting.
Glen Rush and Glen Park campuses

Glen Rush (pictured above) opened in 1982 and operated out of a modest elementary school facility at Glen Rush School, which was located at 77 Glen Rush Boulevard in North York. The Early Childhood Education program and the lab school were located here until 1988 when the program moved to Sheppard Campus and the lab school moved to Glen Park. English as a Second Language training was also offered at Glen Rush. In 1988, Glen Park Campus (pictured right) opened at 100 Dalemount Avenue in North York and served as a nursery school for the Early Childhood Education program.
Fairmeadow Campus

Fairmeadow Campus was located at 17 Fairmeadow Avenue in North York. It housed many of Seneca’s administrative functions, including accounting, purchasing, personnel and media services. The campus was also home to Seneca’s Suzuki School of Music.

The School of Communication Arts

The School of Communications Arts was first opened in the fall of 1987 at 1124 Finch Avenue West in North York. The campus was dedicated entirely to creative and communication arts. It featured state-of-the-art labs for programs such as Creative Advertising, Computer Graphics and Design Arts.
Community Campuses

Today, Seneca operates four community campuses. The Yorkgate Campus officially opened in the Jane-Finch area in 1994. It is located at 1 York Gate Boulevard in Toronto, and offers programs in Academic Upgrading, Practical Nursing, Social Service Worker and Personal Support Worker. The Newmarket Campus (now at its fourth location at 16655 Yonge Street) and the Scarborough Site offer Employment Ontario services and access to resources and information. Services at these locations include employment counselling, job search workshops and job development. Academic Upgrading is offered through day and evening classes, and computer skills training is also available. In 2011, Seneca opened a community campus in Vaughan, which offers a range of services, including academic upgrading, employment services and workplace essential skills training for professionals.
Gordon Baker

The Gordon Baker Campus was located at 155 Gordon Baker Drive, unit 102 in Toronto. It opened in the early 1990s and was home to Seneca’s programs in real estate. Computer training and upgrading courses were also offered at this site.

Don Mills Campus

In 1991, Don Mills Campus opened at a former IBM site at 1380 Don Mills Road in North York. It became the location for both the School of Computer Studies and the Financial Services department.

Caledonia Campus

Opened in 1986, the Caledonia Campus was located at 1200 Lawrence Avenue West in Toronto. It offered English as a Second Language and summer language programs. Caledonia once housed the English Language Institute, now located at Newnham Campus.
RECRUITING NEW STUDENTS

Seneca realized early on that it had a lot of work to do to educate the public on what colleges had to offer. Part of the strategy to bolster awareness was to hold an annual open house and to set up recruitment displays at large shopping malls in and around the areas Seneca served. Initially, Seneca open houses were held at the Sheppard and Finch campuses and ran Friday evenings and Saturday afternoons. Visitors were given guided tours by students and staff and were treated to more than 50 exhibits and demonstrations, including a fashion show. “We hope as many members of the community as possible will drop in for an hour or so to learn what’s happening at Seneca College,” said President Newnham at the time. “There’s a lot to see.”42 These days, there’s even more to see at Seneca. Each spring and fall,
open houses are held at Newnham, Seneca@York, King, Markham, Jane and Peterborough campuses. In 2017, close to 8,000 prospective students, their families and friends attended open house, a record turnout for the event.

In addition to open house, Seneca takes part in a number of recruitment initiatives throughout the year and across the province, including the annual Ontario College Information Fair. This event is traditionally held at Exhibition Place in Toronto and attracts thousands of high school students, adult learners, teachers, guidance counsellors and parents.
A LIBRARY OF KNOWLEDGE

Included as one of Seneca’s first services, a modest library was started at Sheppard Campus in 1967. In 1969, the main library was moved to the new phase one building at the Finch Campus, and by September of that year there was a collection of 20,000 books. A year later the library had moved again to phase two, where audio-visual equipment distribution was added to its duties. A film collection booking system soon followed.

The King Campus library opened in 1972 with an initial collection of 3,000 books.
In 1973, the Leslie Campus Library started with resources for the School of Nursing. In 1977, the Lawrence Campus Library opened, and by 1979, there were 30 employees in Seneca libraries.

Over the years, libraries continued to be added with new campuses at Seneca@York and Markham. Today’s students at Seneca no longer search for books by flipping through card catalogues. More than 90 per cent of Seneca’s library collections are now digital. Students and employees have access to 70,371 ejournals, 81,521 streamed videos, 516,118 ebooks, 758 audiobooks and 6,052 stock photos. One of the newest services to be launched by Seneca Libraries is Seneca Sandbox — an interactive media facility where students and employees can work on digital media projects, including videos, photography, infographics, music, 3D printing and more. The selection of resources and services available to students remains curriculum driven as it has been throughout Seneca’s history.
ALUMNI

With the first graduates transitioning into their first jobs in 1968, Seneca had its first alumni. An enthusiastic group with an interest in staying connected, they quickly moved to form an association. Howard Binstock, a graduate of the Marketing program, became the president. He had previously served on the Student Athletic Council as a Vice-President. “We just wanted to keep alumni affiliated with the College,” he said. “We were setting the foundation for what was going to develop after.”

The Seneca College Alumni Association moved from an informal status to being officially recognized on October 17, 1989, under the guidance of Stephen Quinlan, then Senior Vice-President. The first board of directors included David Shier, Mary-Jo Guidi, Ashley Kelly, Todd Wilson, Phil Gunn and Jim Cresswell. At the time, there were 35,000 alumni. That number is now close to 180,000. “Seneca has produced countless alumni, many of whom are leaders in their fields and communities,” said Steve Linthwaite,
ALUMNI BY THE NUMBERS

11,338 (business owners, founders and co-founders)
2,445 (CEOs)
11,037 (presidents and vice-presidents)
9,460 (professional artists and designers)
Nine winners of the Premier’s Award for College Graduates
Graduates from 140 countries
One senator (Vivienne Poy), five Olympians (including two-time medalist Brian Price) and the first black Canadian to hold a cabinet position in Ontario (Alvin Curling)

president of the Alumni Council. “They are succeeding not just here, but in workplaces all around the world.” Seneca’s alumni remain engaged by hiring current students and graduates, attending networking events, serving as guest speakers, volunteering their expertise on program advisory boards and supporting student financial aid and capital campaigns.
It was aptly dubbed the Senecathon. On Saturday, October 3, 1970, more than 350 students, staff and members of the community laced up their running shoes and walked 21 miles to raise funds to help build the Seneca Sports and Community Centre. Among those to complete the walk were President Newnham, Student Administrative Council President Paul Finlay and past student council president Bob Greer, who led the charge to get the facility built for students. Other fundraising events in support of the sports complex included on-campus bake sales and the door-to-door canvassing of local businesses. More than $15,000 was initially raised, marking the first of many successful Seneca fundraising drives to come.
CAMPAIGN FOR STUDENTS

Every semester, you will see students and employees raising awareness of a particular issue or holding fundraising events to support Seneca students, and the community. Six years ago, Seneca launched the Campaign for Students to support students in financial need. To date, this initiative has raised $665,000 through a variety of events, including what has become a new Seneca tradition — the winter polar bear dip in Lake Seneca.

Seneca’s generosity extends to the community as well, with an annual campaign in support of the United Way and its more than 250 agencies that work in priority neighbourhoods in Toronto and York Region. Over the past 10 years, Seneca has raised $1 million for the organization thanks to annual events like the CN Tower Climb and countless on-campus fundraisers. Another long-standing charitable tradition at Seneca is the annual Terry Fox run held at Newnham Campus. For more than 20 years, the campus has been home to one of the thousands of community runs that take place across Canada in support of cancer research. The Seneca event attracts more than 100 participants annually and has raised, to date, more than $200,000 for the Terry Fox Foundation. “Every day, in so many ways, I’m reminded of all of the incredible things our faculty, staff and administrators do for our students and communities,” President Agnew said. “It truly is remarkable.”
A WINNING TRADITION

In 1970, David Green won the Best Teen Film Award from the Canadian International Amateur Film Festival. The Seneca film production student, directed *What’s Mine is Mine*, a 10-minute black and white film that portrayed a day in the life of a child with an intellectual disability. The award-winning film was created at Finch Campus, under the supervision of Teaching Master George Scott. This was one of the first film awards a Seneca student would receive, but it wouldn’t be the last.
In 2005, Seneca struck gold when Ryan won an Oscar® for Best Short Film – Animated at the Academy Awards®. The film was the brainchild of Chris Landreth, a renowned animated film director. It was produced by Copper Heart Entertainment and the National Film Board of Canada in association with Seneca’s School of Creative Arts and Animation. The film’s success inspired the creation of The Seneca Summer Animation Institute, which provides recent animation graduates the opportunity to continue their training while gaining experience working in a real-world production environment. “I know a lot of schools have internships with studios and job placements, but I don’t know that there has been anything like this done before,” Mr. Landreth said. Since Ryan, Seneca Animation students have worked alongside the director, creating films The Spine (2009) and Subconscious Password (2013). The Spine was named one of Canada’s top 10 films of 2013 by the Toronto International Film Festival. Meanwhile, Subconscious Password went on to win the prestigious Annecy Cristal for best short film at the Annecy International Animation Film Festival. “Seneca is one of the top programs for animation,” Mr. Landreth said. “Students are very hungry, very professional and very smart.” Seneca’s School of Creative Arts and Animation is ranked among Canada’s top training programs for animation and special effects, and has been at the forefront of developing Canadian talent for more than a decade. Seneca’s Animation Art Centre was also recently named one of the top ten animation schools in the world.
GOING INTERNATIONAL

In 1968, as part of the improving of relations between Canada and China, a federal government program made it possible for a limited number of Chinese students to be sponsored to study in Canada. Seneca’s first official student from mainland China was Yibin Xie, a teacher who wanted to study in Canada and chose the International Business graduate certificate program at Seneca. Dr. Xie not only completed the program but went on to enjoy a distinguished career at the University of International Business and Economics in Beijing, China’s leading economics university.
Four years later, recognizing the importance to promote international co-operation and understanding, Seneca established the Centre for International Programs. The Centre was Seneca’s first attempt at connecting program offerings to an international audience. One of the many goals of the Centre was to establish “twinning” agreements with institutions abroad to promote exchanges of students and faculty. In the late 1990s, President Stephen Quinlan made Seneca’s international expansion official with the establishment of the English Language Institute. President Quinlan, like the presidents before him, strongly believed that a greater presence of international students would add to the classroom experience at Seneca, and as a result the worldwide recruitment efforts grew. Soon after, Seneca began to offer its programming in South American, Asia Pacific and European countries.

With its commitment to expanding internationally, it’s no surprise that Seneca now has more than 5,000 international students from 140 countries studying in a broad range of programs. Today, Seneca has global partners in the areas of academic programming, faculty exchanges, joint research, contract training and educational consulting services.
SEEING STARS

During the 1970s, Seneca became the destination to see rising stars in the world of rock music. Many legendary names performed inside of the walls of the Newnham Campus gymnasium. The biggest performer of them all was none other than Bruce Springsteen. On December 21, 1975, an estimated 3,100 people crammed into the gym to see “the Boss” perform. This was his first ever performance in Toronto, and the cost of the experience was just $6.50 a ticket. The years that followed saw other up-and-coming performers jam at Seneca. Included among the group were Patti Smith (December 19, 1976), a double bill on March 14, 1977 that featured Debbie Harry, Iggy Pop and the late David Bowie on keyboards (March 14, 1977) and Tom Petty and The Heartbreakers (November 18, 1979).
PRODUCING STARS

Given Seneca’s connection to music history, it’s only fitting that several graduates have gone on to launch successful and award-winning music careers of their own. Included among them are Allan Frew (lead singer of Glass Tiger and a nursing graduate), Melanie Fiona (Grammy and Juno award-winning R&B artist who studied General Business) and Jully Black (Juno award-winning R&B singer-songwriter). Jully, who studied Police Foundations and was nominated for a Premier’s Award, came back to perform at Seneca in 2012 at TEDx Seneca and as part of the Arts Exposed York Region Arts & Culture Conference media launch at Markham Campus. These days, Seneca is also training students for careers in performance arts through its Independent Music Production, Independent Songwriting and Performance and Acting for Voice and Camera programs.
A long time ago in a galaxy far, far away, Seneca had in its possession a “stairway to the stars.” As part of the third phase of construction at Finch Campus, an 1,100 square feet, domed planetarium was opened to the public in 1974. The planetarium, which was run by Harlan Creighton, featured a Zeiss projector that could display 1,354 stars. Within a decade of its operation, this popular Seneca attraction delivered 2,000 educational programs to more than 100,000 visitors including students from elementary and high schools, other colleges and universities and various community groups.

In 1992, the planetarium was renamed in honour of Dr. Roberta Bondar, Canada’s first female astronaut and the first neurologist in space.

On September 11, 1992, Dr. Bondar took part in an official ceremony at the Newnham Campus where the planetarium was officially renamed The Roberta Bondar Earth and Space Centre.

Dr. Bondar made history on January 22, 1992 when she launched into space aboard the shuttle Discovery. She spent a total of eight days orbiting Earth and conducted experiments in the shuttle’s Spacelab as part of her mission. The Planetarium was eventually closed to accommodate the Superbuild at Newnham Campus.
YESTERDAY, TODAY AND TOMORROW

Dr. Roberta Bondar with Stephen Quinlan.
THE CANADIAN FORCES COMMUNITY COLLEGE PROGRAM

In 1981, Seneca signed a contract with the Department of National Defence formally announcing the establishment of The Canadian Forces Community College Program (CFCCP). The program offered college level diploma and certificate programs to armed services personnel and their dependents on military bases around the world. In its first year of operation, the CFCCP enrolled 350 students who were eligible to take programs in Business Studies, Computer Studies and Travel and Tourism Studies. It was delivered through the Centre for Independent Learning, and in 1994 CFCCP was replaced by a network of 23 colleges with Seneca as its lead.
FORGING NEW AGREEMENTS

Building on the relationship that was first forged nearly 30 years ago, Seneca continues to offer programs to Canadian military personnel. In 2012, Seneca signed an agreement to provide officer cadets in the Royal Canadian Air Force (RCAF) with the opportunity to earn a Bachelor of Aviation Technology degree and their military wings certification in four years. This partnership blends the academic requirements for Seneca’s aviation degree with the training mandate for an RCAF pilot. Graduates immediately gain work experience flying helicopters, fixed-wing aircraft or fighter jets.
Seneca started offering co-operative education (co-op) in 1985, with the first group of students graduating in 1989 from computer, business, pharmaceutical and civil resources. Like all new ventures, co-op initially had its skeptics, as some educators felt that students taking time away from their studies to participate in work placements might lose their momentum and not be as successful academically. Their concerns, however, soon proved to be unfounded, and co-op experienced unprecedented growth both in the number of participants and the number of programs offering a co-op option.
EXPERIENTIAL LEARNING

Seneca offers a number of ways for students to gain valuable work experience in their career areas before they graduate. Most of Seneca’s programs involve some form of experiential learning (co-op, field placements and work-integrated learning). Seneca co-ops and work terms are either mandatory or optional, depending on the program. Seneca students are supported throughout the entire hiring process with participation in mock interviews, résumé writing assistance and critiques. Placements are posted, students apply and are formally interviewed. By the time they begin their work integrated learning experiences, students will have developed career-finding skills, which will benefit them for the rest of their working lives — in addition to their professional skill-building.
In 1986, following a report prepared jointly by Seneca and the University of Toronto, a Centre for Entrepreneurship and Innovation (CEI) was established at Jane Campus. The main objective of this Centre was to promote the commercial development of new, innovative products. Originally formed in response to a request for proposal from the Ministry of Industry and Trade, CEI offered market and feasibility assessments, information on research and development planning, co-ordination of training, help in applying for grants and contacts with investors. And, although the initiative ran for only two years, Seneca’s Jane Campus has continued to work with industry and aspiring entrepreneurs, helping them bring their products to the marketplace.
HELIX: THE ON-CAMPUS INCUBATOR

In the fall of 2014, Seneca launched an on-campus entrepreneurship and innovation incubator called HELIX (Health Entrepreneurship and Lifestyle Innovation Xchange). This initiative provides cross-disciplinary, experiential opportunities for students and community youth to develop entrepreneurial skills and develop business concepts from idea to launch. HELIX supports youth companies by providing knowledge, mentorship, seed funding support, technology, workspace, and industry connections that are critical for sustainable, scalable entrepreneurial success. Several entrepreneurial ventures have launched through HELIX, including EMERGE, a patient-centric mobile application that improves the flow of information between patients, hospitals and medical clinics; Pearl’s Choice, a TripAdvisor-inspired website that provides Canadians with objective information about retirement residences; Ripple Farms, providers of custom built agritech innovations that grow local, organic food 365 days a year; and NEXTGEN, developers of a pocket-sized product called Canary that detects allergens in food.
When the first academic program calendar was printed, it did not contain any Seneca-related scholarships or bursaries. Financial aid consisted of the Canada Student Loans Plan and the Ontario Student Awards program. This was soon remedied as Seneca reached out to corporations and individual benefactors to help make student awards available.

One of the first major donations Seneca received was for $10,000. It was made on July 31, 1986 in the memory of Donald Sim, a respected attorney and Seneca Board member (1983 to 1985).

The Donald Sim Scholarship has been awarded annually since then to a student for his or her academic achievement, involvement in extra-curricular college activities and personal qualities.
Over the years, many supportive individuals and corporations have stepped up to help Seneca and its students. Seneca’s students have benefited from the generosity of corporations and foundations that have provided support for financial aid and innovative projects. Often, these philanthropic relationships are the results of strong ties to alumni leaders, who help build relationships and demonstrate the value of a Seneca education. Recent collaborations with donors like RBC Royal Bank, TD Group, the Eaton Foundation, Scotiabank, the Hal Jackman Foundation and the W. Garfield Weston Foundation have alleviated financial strain for students and funded academic programs and symposiums.

Individual donors support Seneca as well. Chief among them have been Rita and Rudy Koehler — the most generous individual benefactors in Seneca’s history — who established the Koehler Grandchildren Bursary. It is one of the original bursaries distributed by Seneca to recognize students studying in the faculties of Business and Applied Arts and Health Sciences.

Today, Seneca offers millions of dollars in scholarships, bursaries and other awards, ranging from $50 to $5,000. Scholarships are awarded based on academic achievement, while bursaries are awarded for financial need. Some awards are open to all students, while others are offered to students enrolled in specific programs or from specific communities, according to the donor’s wishes.
From 1987 to 1994, Seneca developed 30 articulation agreements to help high school students transition smoothly into college. Seneca was the first college in the province to enter into a joint articulation agreement. The agreement signed with George Vanier in Toronto, offered skills upgrading programs as credit courses for high school students. Other agreements in various subjects were reached with public and separate school boards and implemented at Toronto schools, such as Downsview, Emery, Victoria Park, Yorkdale, Sir John A. Macdonald, Madonna, Bathurst Heights and Etienne Brule. The goal was to encourage students to complete high school and continue on to postsecondary education, ideally Seneca. Many students also visited Seneca campuses to participate in classroom and lab activities to help showcase careers.
PATHWAYS LEADER

Seneca’s dedication to articulation has extended to postsecondary education as well. Seneca is Ontario’s leader in credit transfer and college-university collaboration, helping hundreds of students each year pursue further education. In 2001, Seneca was the first college in Ontario to establish a Degree and Credit Transfer Office, providing a number of services to help students to continue their education at Seneca or other institutions. Every year now more Seneca students are graduating and building on their credentials, earning BAs, MAs, MBAs and even PhDs all thanks to their Seneca education. In 2014, Seneca established the first Ontario research centre focused on how and why students transfer between postsecondary institutions and programs — an important first step in building easier and better pathways between universities and colleges. The Centre for Research in Student Mobility investigates student movement within postsecondary education provincially, nationally and internationally to help inform policy, program and pathway development, student support services and institutional partnerships. Seneca’s pathways to secondary schools also remains strong. The Dual Credit program — part of the School-College-Work Initiative — allows high school students to earn a credit toward their secondary school diploma in a Seneca subject.
In September 1999, the Seneca@York Campus officially opened as the first college campus located on the grounds of a university. Designed by renowned Canadian architect Raymond Moriyama, it was the first and most advanced technology campus of its kind in Canada and has
served as a model for many colleges and universities across the globe. The result of a long-standing collaboration with York University, Seneca@York now includes both the Stephen E. Quinlan Building and the adjoining Technology Enhanced Learning Building, which was also co-designed by Mr. Moriyama and opened in 2004. Several schools are located at the Seneca@York Campus, including Creative Arts and Animation, Media, Information and Communications Technology and Biological Sciences and Applied Chemistry.
Markham Campus opened its doors in 2005, becoming the first postsecondary education facility in the city of Markham. The campus is home to full- and part-time programs in business, marketing and tourism. It is also the location of the Confucius Institute at Seneca College — the first in the Greater Toronto Area, which opened on November 24, 2011. Located at the intersection of highways 7 and 404, the distinctive, 10-storey building includes computer labs, classrooms and study areas. Originally built in 1986, the building was previously the Canadian headquarters for Allstate Insurance. The campus sits in the centre of Markham’s business corridor and offers career-building and training opportunities, as well as event facilities and research activities aimed at attracting small-
and medium-sized enterprises. Seneca’s Faculty of Continuing Education and Training operates a Corporate Training Centre at Markham Campus as well. It features three dedicated labs and a classroom to hold corporate training activities, mostly around software instruction, with industry partners like Huawei. Bridging programs are also offered in partnership with industry and government.
One of the first research projects conducted by Seneca staff and students involved two wheels. In 1976, faculty in the Mechanical Techniques program decided to mimic the sophisticated research that was being conducted at institutions like the Massachusetts Institute of Technology (MIT) around bike technology. As part of their studies, MIT’s Mechanical Engineering students were building high performance racing bike frames. Seneca’s Teaching Masters thought this was just the construction exercise to teach first-year students how to use basic hand tools, precision measurement and the fine finishing of metal parts. Within six months, the Senacycle was born and on display for all to see. This small class project was a sign of future innovations to come.

Seneca has continued to be at the forefront of applied research activity among colleges. In 2003, Seneca officially opened its Office of Research and Innovation, and faculty and students responded quickly. By 2006 more than 20 applied research projects were underway. Included among them were studies in financial services, education, animation, biochemistry, aviation and electronics. The research conducted involved everything from managing storm water to developing a model for sustainable high-rise residential buildings. As time passed, more companies were coming to Seneca with requests to help them improve their products and processes. In 2006, this led to Seneca being named the lead college in the first College Network for Industry Innovation. The alliance of 10 Ontario colleges were awarded $3.5 million by the Ontario government to provide real-world, industry-driven solutions to Ontario companies.
Raspberry Pi

Seneca remains a leader in applied research and that reputation was solidified in 2012 with the launch of the Raspberry Pi computer. Seneca’s Centre for Development of Open Technology (CDOT) built and adapted software features for the popular $35 computer. Selling out on its first day on the market, the Raspberry Pi was designed to spur interest in computer science, software development and electronic technology among young people. The Seneca-built software allowed the computer to be used for many of the activities that desktop PCs are used for, such as word-processing, games, and playing high-definition video. CDOT, started in 2002, is a physical and virtual environment for the development and research of open source products in collaboration with the open source community, business, and partner institutions. Open source is one of the many areas of research Seneca is involved in through its office of Applied Research and Innovation.
The first dignitary to visit Seneca was Ontario Premier John Robarts. He served as premier from 1961 to 1971, and helped shape Ontario’s higher education landscape with the introduction of the Robarts Plan. On March 21, 1963, Premier Robarts addressed the Legislature for more than an hour, mapping out his vision for accessible, high-quality education for all. His remarks even foreshadowed the creation of the college system, which would become a reality three years later. Premier Robarts visited Sheppard Campus in 1967, and over the years several other Premiers have been hosted at Seneca’s campuses. Other notable figures have included CEOs, Prime Ministers, sports figures, media personalities and royalty.
René Lévesque

René Lévesque, the Premier of Québec from 1976 to 1985, delivered an address at the Integrity in Communication Conference held at Finch Campus in 1973.

Joe Clark

On October 14, 1976, Federal Conservative Party Leader Joe Clark, who became the 16th Prime Minister of Canada, held a talk in the Minkler Auditorium on the theme of “Morality in Government.” More than 800 people attended.

William G. Davis

The Honourable William G. Davis, who became the 18th Premier of Ontario, visited Seneca on a number of occasions during and after his political career. He is pictured here attending a Robbie Burns Dinner in 1982.
Princess Margaret

Members of the British Royal family have visited King Campus. Princess Margaret, the Queen’s sister, was on campus July 9, 1988. A dinner in her honour at Eaton Hall was also attended by Lieutenant-Governor Lincoln Alexander, Premier David Peterson, Galen Weston, Gordon Pinsent and Farley Mowat.
Mel Lastman

Mel Lastman, who served as the Mayor of North York and Toronto, paid a visit to a Seneca recruitment booth.

Princess Anne

On November 17, 1974, Princess Anne went horseback riding at King Campus. She was in Canada at the time to open the Royal Winter Fair.
Marshal McLuhan

Marshal McLuhan took part in the Integrity in Communication Conference, which was held at Seneca in 1973. Dr. McLuhan was a Canadian professor, philosopher, and respected media theorist, who coined the expression "the medium is the message." The event was organized by the Canadian Speech Association and was attended by several familiar names, including Peter Gzowski, Knowlton Nash and Prime Minister John Diefenbaker who closed out the event at the Inn on the Park in Toronto.
Tom Cheek
Tom Cheek, the original “Voice of the Toronto Blue Jays” visited a class at Seneca in the 1979 to talk baseball.

Germaine Greer
Internationally-renowned feminist Germaine Greer guest lectured at the Minkler Auditorium on January 31, 1977.
Jack Layton

Federal NDP Leader Jack Layton stopped by Newnham Campus in 2005 to speak with students and take a tour of the campus.
Dalton McGuinty

Former Ontario Premier Dalton McGuinty visited Newnham Campus in 2006 to announce funding to help first-generation students.

John Abele

John Abele, co-founder of the Boston Scientific Corporation and owner of the Kingsbridge Conference Centre, delivered a keynote address on entrepreneurship at Newnham Campus on April 5, 2016.

Ben Vereen

Broadway, television and film legend Ben Vereen held a master class on April 25, 2016 for students in the Acting for Camera and Voice, and Independent Songwriting and Performance programs.
Justin Trudeau and Stephen Harper

On November 1, 2009, Canada’s top political leaders were at Markham Campus to attend the National Ethnic Press and Media Council of Canada gala dinner. On hand for the event were Prime Minister Stephen Harper and future Prime Minister Justin Trudeau.
Adrienne Clarkson
The Rt. Hon. Adrienne Clarkson, the 26th Governor General of Canada, visited Markham Campus on October 23, 2013 to welcome and celebrate 60 new Canadians at a new community citizen swearing-in ceremony.

Michael “Pinball” Clemons
Canadian Football League legend Michael "Pinball" Clemons touched down at Newnham Campus on January 13, 2014. The Seneca honorary degree recipient delivered a motivational talk to students about the need for dedication, perseverance, hard work and having a positive attitude in life.
Richard Gwyn

Michelle St. John and Candy Palmater

Michelle St. John, Indigenous award-winning actor and filmmaker, and Candy Palmater, Mi’kmaw comic, writer, TV and radio broadcaster, visited Newnham Campus on March 13, 2017 for a conversation about reconciliation with Canada’s Indigenous peoples.
EXPERIENCE SENECA

With any new product or service, a marketing campaign is required to help raise awareness and attract customers. In Seneca’s early days, this was especially true. When Seneca first launched, you could not read a newspaper or walk into a subway station without seeing an ad to attend the new Seneca College of Applied Arts and Technology.
Today, in a crowded postsecondary marketplace, awareness campaigns are more vital than ever to help institutions like Seneca differentiate themselves from the competition. Over the years, Seneca has produced several, award-winning awareness campaigns, most recently “Because it Matters.” Through a series of print ads, billboards and digital media strategies, the campaign highlights the stories of Seneca students and their paths to success.
The first unofficial camp at Seneca started in 1972. It featured kids aged 7 to 15 playing hockey at the new ice rink at Finch Campus. The camp, which opened in July for eight weeks, attracted 500 students annually. It wasn’t long before tennis and baseball camps were started, running for the duration of the summer as well. Once Seneca acquired the King Campus, the Children’s Summer Workshop was launched. More than 500 students would attend every summer, taking part in equestrian lessons, outdoors activities and visual arts.

Seneca Summer Camps have expanded beyond just sports. Today, children aged 4 to 16 learn the fundamentals of various sporting activities, and are also exposed to arts, science and computers. Seneca employs more than 200 students every summer through its camp programs at King and Newnham, which attracts 8,000 participants annually. In addition to its summer camps, Seneca runs year-round community recreation programs at Newnham and the Outdoor Education Centre at King.
The first group of Early Childhood Education students graduated in 1969. The full-time students were principally coming to Seneca directly from high school, while the part-time program in the evening appealed to women that were already working. Seneca’s first Early Childhood Education Demonstration Lab School — an on-campus child care centre — opened on January 22, 1987.

Today, Seneca’s School of Early Childhood Education is among the largest in Canada, offering three diploma programs, one graduate certificate and an Honours Bachelor’s degree in Child Development. Observation Laboratory Teaching Schools were built at Newnham and King campuses, which operate year round as fully functioning child care facilities and as demonstration and observation centres for the school’s students.
TO SERVE AND PROTECT

Seneca has had a long history of preparing graduates to serve, protect and shape the communities they live in. Among Seneca’s early offerings were Law Enforcement and Fire Protection, which have since grown, matured and evolved to remain leading programs in their fields.

Fifty years later, students studying at Seneca are still learning from expert faculty from Canada’s police forces, fire services, policy makers, municipal governments and the legal community, gaining the theoretical knowledge and hands-on skills required to serve the public. Included among the respected public servants to have graduated from Seneca are former York Regional Police Chief Armand La Barge and Kevin Junor, Deputy Superintendent in the Ministry of Community Safety and Correctional Services and former officer in the Canadian Armed Forces.
HOSPITALITY AND TOURISM TRAINING HUB

In the 1970s, Eaton Hall was transformed into Seneca’s Conference Centre. The historic facility attracted groups from business, government and the non-profit sector for week-long conferences, one-day workshops and even morning or afternoon meetings. Equally as important, Eaton Hall served as a training ground for students studying in Flight Services, Hospitality Services and Tourism. Students were able to gain practical, on-the-job experience and training right on-site supporting the conference facilities.

Seneca has continued to provide that same industry-specific hospitality and tourism programming for more than 40 years with graduates now working around the globe in service, planning, strategy, sales and leadership. Seneca’s Tourism, Hospitality and Flight Services programs have moved to Markham Campus, where students are fully immersed in an environment that includes state-of-the-art classrooms, an airplane cabin simulator, formal dining room, a fully functioning bar and a commercial kitchen to prepare them for their future careers in the hospitality and tourism industry.
THE GREENING OF SENECA

Environmental issues have always been front and centre at Seneca. In fact, the construction of Finch Campus in the late 1960s included a landscaping master plan designed to bring beauty, continuity and comfort to the Seneca community. Many of the trees that were planted then are still standing at Newnham Campus.

Today, Seneca is supporting and advancing environmental activities across all of its campuses. A newly launched initiative, called Sustainable Seneca, is aimed at encouraging responsible stewardship while showcasing Seneca’s efforts in areas such as conservation and restoration, energy and climate change, green building, transportation, waste and food management, and water. Seneca is also committed to training the world’s next environmental leaders through a number of programs offered across its faculties and through student- and employee-led initiatives.
A BEAUTIFUL IDEA

As far as ideas go, this one was pretty good. In 1975, second year students in the Cosmetic Sales program launched a full-service cosmetic store at Finch Campus to literally apply what they were learning in class. Beauty Oasis, located in Room 2301 near the Continuing Education offices at Finch Campus, was opened to students, employees and the general public. Its services included massages, manicures and, of course, makeup application.

In time, Beauty Oasis would become what it is today — Evolutions Spa, where full-time students of the Esthetician and Esthetics and Spa Therapies programs sell beauty care products and offer services such as manicures, pedicures, facials, microdermabrasion, light therapy treatments, hair removal and body treatments — all at reasonable prices.
TEACHING AND LEARNING

The spring semester in 1975 brought with it the newly formed Centre for Learning and Teaching. The Centre, housed in room 3165 at Finch Campus, was known as the “Learning Lounge” and provided a physical location for faculty to exchange educational experiences and ideas. The Centre also acted as a facilitation agency aimed at “creativity, innovation, and stimulation in the pursuit of educational excellence.”

Seneca’s commitment to teaching excellence is now maintained through the year-round support offered to faculty by the Teaching and Learning department. Located at Newnham Campus, Teaching and Learning offers workshops, courses, online modules, links to resources and one-on-one consultation about all aspects of teaching, including course and assessment design, lesson planning, active learning strategies, student engagement and the integration of technology into teaching.
In 1976, the Learning Resource Centre was established. In its initial incarnation, it was designed to provide students and faculty a comprehensive range of books, periodicals and audio-video resources.

Today, the Learning Centres, located at the King, Markham, Newnham and Seneca@York campuses, remain an integral part of the academic supports Seneca provides to its students. The Centres offer tutoring for students in English and mathematics and course-specific help as well. The majority of the tutors are students. A few years ago, the Newnham Campus Learning Centre created a dedicated space and services for accounting students thanks to the generosity of the Certified General Accountants of Ontario.
The Link Trainer (bottom right) was the School of Aviation’s first flight simulator. It replicated an airline cockpit and featured full instruments and controls. Many regard it as the first effective flight simulator.

Today, 10 cockpit simulators are used at Seneca. Some of them recreate the experience of flying the program’s fleet of aircraft and provide students with greater knowledge of the planes they are flying, while others are used to expand students’ aviation knowledge. The CRJ 200 regional jet simulator trains students to crew a commercial jet, while the Redbird crosswind simulator gives students the ability to repeatedly land an aircraft during difficult wind-related situations.
When the Underwater Skills program began at King Campus in 1973 it was the first commercial diving program in Canada and remains the longest running with a global reputation for excellence.

Graduates from the program now work in every sector of the diving industry around the world, including inshore and offshore construction, salvage, inspection and offshore oil and gas exploration and production. The program’s training facilities include a diving barge on Lake Seneca, an indoor pool with 40’ depth capability, a hyperbaric chamber and a deep-diving facility in Georgian Bay.
THE BOUTIQUE

The phase three expansion at Finch Campus brought with it Seneca’s Changing Faces Boutique. It was officially opened in 1973 as a training lab for second-year Fashion Techniques students, where fashion apparel could be purchased at reasonable prices.

Today, the unique on-campus retail store is called simply The Boutique and still serves as a lab store for students in Seneca’s two-year Fashion Business and three-year Fashion Business Management programs. This capstone course enables the students to take on roles in fashion buying, marketing, information and financial management, analytics and customer service. This experience readies them for careers in the industry. And it still offers the latest fashions to students, employees and the community.
FASHION HISTORY

Seneca’s Fashion Resource Centre opened in 1989 and boasts one of the largest vintage clothing and apparel collections in Canada, with garments and accessories dating back to the mid-1800s. Through the collection, students learn the history of fashion first-hand. Instead of looking at pictures and slides, they can actually examine the garments worn by people during that period and get a better understanding of fashion concepts, techniques and historical context.

In 2015, the Centre celebrated its 25th anniversary. Its mandate, then and now, is to collect what Canadians have worn and to preserve that cultural history. At last count, there are approximately 15,000 fashion items in the collection. Canadian and international designers on display include Marilyn Brooks, Claire Haddad, Seneca alumna The Hon. Vivienne Poy, Wayne Clark, Chanel, Dior, Givenchy, McQueen and Yves St. Laurent, to mention just a few.
ON THE AIR

In 1969, Seneca students opened Radio Seneca College — a student-run radio station that linked the Sheppard and Finch campuses together. Seneca was the first Ontario college to connect its buildings with closed-circuit radio. The station was staffed by 20 students who were on the air for eight hours a day, Monday to Friday. Programming included music, news, talk shows and college news.

All of Seneca’s broadcasting studios are now housed at Seneca@York, under the School of Media, where programs in Broadcasting - Radio and Broadcasting - Television are offered. As part of their training, students have access to fully-equipped radio and broadcast studios. They also have their own radio station called S@Y Radio. In 2012, a new state-of-the-art, high definition (HD) studio/newsroom opened at the campus. In partnership with Avid, Panasonic and Applied Electronics Limited, students using the studio have the opportunity to develop their skills on cutting-edge, industry grade equipment, including HD cameras and HD post-production facilities.
REDEFINING DESIGN

The end of the winter semester at Seneca has always brought with it Seneca’s fashion show. The show, which has been part of the School of Fashion from day one, has been held at a number of different venues over the decades, from popular Toronto hotels to the first ever show at the Minkler Auditorium.

For the past few years, graduating students have presented their year-end collection of designs at The Japanese Canadian Cultural Centre. The runway collections are created by graduating Fashion Arts students, while the show is produced by Event Management - Event and Exhibit Design and Event and Media Production students. It also features the makeup artistry of Cosmetic Techniques and Management students, creations by students in the Floral Design program and displays by Visual Merchandising Arts students.
KING CABIN

Call it a case of cabin fever. In 1975, students and employees at King Campus worked together to build an authentic log cabin. The 60 by 30 feet log structure was constructed to facilitate a new diploma program in Historical/Natural Interpretive Services, which trained students on how to conduct extensive research and documentation to authenticate information and artifacts. Funding to build the cabin was secured through the Local Initiatives Program, a federal government grant of more than $15,000. Once built, the cabin was open during the week for school tours and on the weekends for the general public to view. In an interesting piece of movie trivia, the cabin was used in 1995 to film scenes from the movie Canadian Bacon, starring Canadian comedian John Candy.

The log cabin remains a permanent fixture at King and is used year-round as part of the Seneca Outdoor Education Centre and King Day Camp.
SOLAR CAR

In 1976, Shell Canada launched a competition that pitted engineers from colleges and universities against each other in a contest to build a small scale, fuel efficient vehicle. Seneca’s entry in the contest was the Silver Bullet, a three-wheeled vehicle built by engineering students from the Technology Division. President Newnham (pictured right) was given the keys to the car to take it for a test run before race day.

Three decades later, Seneca students helped build another innovative car. The Xof1 short for Power of One solar car — set a record in 2008 for being the first solar powered car to cross the Arctic Circle. Students at Seneca’s Jane Campus created custom metal parts needed to make the vehicle a reality. This included elements of the rear wheel assembly, as well as special arms to lift the top of the car from the chassis and allow the driver access.
SENECA AT PLAY

Santa Claus has always made a stop at Seneca to spread holiday joy to the children of Seneca employees. In addition to a visit from Saint Nick, every child would get a stocking, small gift and balloon.

The SeneKids Holiday party continues to be an annual event held in December for the children of Seneca employees. The event, held at Newnham Campus, attracts more than 500 attendees annually, with children participating in a series of fun-filled activities such as skating, arts and crafts and, of course, a visit with Santa.
With the acquisition of King Campus, another new tradition was started at Seneca: the employee picnic. Staff from all departments would head to the “island” for a hearty lunch and would take part in a variety of outdoor activities like sailing, volleyball and baseball.

Nearly 50 years later, the Seneca Employee Picnic continues to be a time honoured tradition. Every June, staff from all campuses come to McCutcheon Island for a barbecue. Just like then, the afternoon is filled with a variety of games, paddle boating and music. Along the way, the staff baseball game was replaced by a highly-competitive beach volleyball tournament.
ART AT SENECA

Seneca once had its own art gallery located on the second floor of phase three at Finch Campus. The purpose of the gallery was twofold: to expose the Seneca community to various artistic forms and to provide artists with an opportunity to display their work. Every semester brought a new exhibit to the campus.

In 2006, Seneca renewed its Art Collection program to enhance its campuses and grounds. A new committee was formed, with the goal to build on the original collection that was started in the 1970s, and a new focus on Canadian art. The Collection today reflects the diversity of Canadian life and art. With more than 200 pieces, there are examples of Canadian abstraction, figurative work, post-War modernist art, sculpture, photography, Innu, Amerindian, installation as well as works addressing new technologies. The art is displayed throughout Seneca’s spaces and hallways, and new pieces are added each year.
The Seneca Retirees Association (SRA) was founded in 1994 by retirees Harold Atkins, Shirley Blain, Dick Grannan, Jean Hoult, Mike O’Driscoll, Jack Routh and Marie Wenman. The organization grew quickly and, in 1999, it officially became a chapter of the Seneca Alumni Association. Retired Dean Bill Riddell proudly serves as SRA president, a position he has held for eight years. The Association’s mandate is to keep members updated on Seneca news and events and serve as a central hub for networking and social activities for retired faculty and staff. In 2010, the members established the SRA Bursary Fund, which provides financial support to mature students who have successfully completed the first year of a Seneca program. “With just a little support from each retiree, we can change the future for many,” Mr. Riddell said.
CREATING TOMORROW
A NEW CITE FOR NEWNHAM

In the fall of 2018, the Centre for Innovation, Technology and Entrepreneurship, or CITE for short, will open at Newnham Campus. The federal and provincial governments have provided $27.3 million in funding to build the Centre, which will be a new hub at Seneca for innovation, entrepreneurship and creativity. “This is going to be very much a community-facing facility,” President Agnew said. “Our doors will be open to small and medium-sized businesses, and the community, like never before.” Seneca’s innovation and entrepreneurial activities as well as an expanded location for Mechatronics programs and Mechanical Engineering Technology programs currently at Jane Campus will be housed in the new building. It will also be the new home for the Office of Applied Research and Innovation, which now includes Seneca’s on-campus entrepreneurship incubator, HELIX. The building will face Finch Avenue and will include an innovation gallery that incorporates Indigenous design. The project has been endorsed by Seneca’s Aboriginal Education Council and a number of partners, including the City of Toronto, Husky Injection Molding Systems, Siemens Canada, Southlake Regional Health Centre, Umbra and ventureLAB.
KING CAMPUS EXPANDS

King Campus is also growing. Magna Hall is a $104-million project, a unique collaboration among Seneca, the provincial government, the Seneca Student Federation and the Student Athletic Association. The building will open in September 2018. Magna International gave the project a generous boost with a $3-million donation, Seneca’s largest-ever philanthropic gift. “Magna is committed to helping organizations in the communities where our employees live and work,” said Marc Neeb, Magna Executive Vice President and Chief Human Resources Officer, who is also a Seneca alumnus. “We are pleased to be partnering with Seneca on this critical infrastructure expansion that will provide more postsecondary opportunities for students living in York Region.”

The gift will support the new 200,000 sq. ft. building featuring 25 classrooms, labs, a student centre, gymnasium and fitness facilities. This expansion will provide space to welcome an additional 1,500 students annually, increasing the King Campus population from 3,500 to 5,000 full-time students.

“The new King Campus at Seneca College will provide students with a state-of-the-art facility where they can develop the skills required for the jobs of today and tomorrow,” said Deb Matthews, Minister of Advanced Education and Skills Development. “I’m thrilled that our government recognizes that postsecondary infrastructure investment is critical to building up our province’s highly-skilled workforce, creating jobs and growing our economy.”
BUILDING A NEW PARTNERSHIP

In 2015, York University’s proposal for a new campus in Markham, with Seneca as its academic partner, was selected by the Ontario government from among 19 proposals received province-wide. The new campus, slated to be open in the 2020-21 school year, will be located north of Highway 407 between Kennedy Road and Warden Avenue in the new Markham Centre, near the Unionville GO station. It will accommodate 4,000 York and Seneca students in the initial phase. This successful bid marks the next chapter of a longstanding partnership between Seneca and York, which includes joint programs and the Seneca@York Campus. “This has been a dream of ours for many years,” said Markham Mayor Frank Scarpitti. “The state-of-the-art campus will have access to facilities, such as the Markham Pan Am Centre, and will be easily accessible by public transit.”

The genesis of this campus came in 2014, when the province invited postsecondary institutions to submit proposals for new or expanded campuses in underserved areas, as part of a plan to provide funding for 60,000 additional postsecondary education spaces across Ontario. “This new campus will not only meet the increasing demand for high-quality education and workplace-based learning opportunities through a wide range of degree programs, including joint programs with Seneca College, but will also spur economic growth in one of the fastest growing major urban areas in Ontario,” said Mamdouh Shoukri, President and Vice-Chancellor, York University.
ONTARIO’S FIRST MECHATRONICS SIMULATION AND DEMONSTRATION CENTRE

On February 12, 2016, with help from Siemens Canada and the Ontario government, Seneca opened Ontario’s first Mechatronics Simulation and Demonstration Centre at Newnham Campus. This facility serves as the training ground for students to pursue the Siemens Mechatronics Systems certification as part of the Electronics Engineering Technology and Technician programs.

“Today’s manufacturing systems are becoming ever more complex and digitalized, and there is a growing need for qualified individuals with the knowledge required to design, operate and maintain them,” said Robert Hardt, President & CEO, Siemens Canada Limited. “Mechatronics” is the combination of computer technologies, mechanical and electrical engineering, as well as control and systems theory. Industries that benefit from mechatronics systems include aerospace, materials processing, machine building, automotive, transportation, building technologies and mining. The opening of this lab builds on the partnership established between Seneca and Siemens Canada in February 2015 that focused on program development, research and teaching. Ontario government funding followed in April 2015, which allowed Seneca to invest in state-of-the-art equipment and curriculum development for the centre. “Our government is proud to support Seneca’s new Mechatronics Centre, the first of its kind in Ontario,” said Reza Moridi, then Minister of Training, Colleges and Universities. “This innovative facility will provide students with the expertise to compete for jobs in Ontario’s evolving manufacturing sector, and in turn, will help industry partners find the skilled employees they need to grow their businesses.”
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