

# Building the Future

## Sealing the deal and pressing ahead

The journey to the Trades and Technology Centre is without doubt a long one. It's been years in the making and we're still almost two years away from opening the doors on the brand new facility. But you might say that the first leg of this journey is now done.

Thanks to the Government of Saskatchewan's \$10 million announcement at our main campus in Yorkton on Oct. 15, the project is kicking into high gear. Until now, it's been all about a vision, planning, revising, and finalizing, but soon you will see the results of all this hard work. With the completion of the tendering process and appropriate land improvements, we will be able to hold the long-awaited sod-turning ceremony in the coming months.

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Saskatchewan Premier Brad Wall announces the government's contribution of \$10 million on October 15 as Parkland College President Dr. Fay Myers looks on. The funding encourages the College to quickly proceed with construction of the Trades and Technology Centre in Yorkton.

## Government of Sask. announces \$10M for Trades Centre

It's the biggest boost yet for the Parkland College Trades and Technology Centre capital campaign. Premier Brad Wall announced Oct. 15 that the Government of Saskatchewan is providing \$10 million in funding to support construction of the Trades and Technology Centre at Parkland College in Yorkton.

"Saskatchewan is experiencing remarkable growth, which will result in a number of employment opportunities, many of which will be in the skilled trades," Wall said. "The new Trades and Technology Centre will increase the number of graduates in many highly skilled areas that are needed in Saskatchewan and will make it possible for students from the Yorkton area to learn closer to home."

"The Government of Saskatchewan is demonstrating its leadership in providing a great investment in post-secondary infrastructure for the Parkland Region," Parkland College President Dr. Fay Myers said.

Through its Capital Campaign, Parkland College has raised \$8.27 million in donations and land contributions from within the Parkland region.

The new facility will cover more than 25,000 square feet and is expected to help address the trades and technical training needs of the region by graduating an additional 360 students and providing upgrading for more than 2,000 workers annually.

The planning phase for the Trades and Technology Centre is complete and design is well underway. Once the tendering stage is complete, construction will begin early in 2014 with the facility scheduled to open for classes in the fall of 2015.

Premier Wall also highlighted the Provincial Government matching a \$150,000 scholarship donation by the Yorkton Tribal Council to Parkland College to help provide local First Nations youth with scholarship dollars over the next five years (see sidebar).

"One of our government's priorities is to help find new opportunities and to remove barriers to our Aboriginal young people so they can receive post-secondary training and education," Wall said. "This scholarship is a good example of how working together can make that happen." ■

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Heavy machinery will labour through the winter and spring and prepare our parcel of prime land for the future. Drivers on Highway 9 will look to the west and see history being made until the doors open and classes begin in September 2015. Rest assured we will keep you up-to-date as the project progresses.

The Trades and Technology Centre is no longer a dream, a “wouldn’t-that-be-nice-to-have” amenity. It is right there before us on the horizon. We are travelling together toward our destination in a convoy that grows by the week. We are pleased to have the Government of Saskatchewan, the City of Yorkton, PotashCorp, and The Mosaic Company among those leading us.

There’s still time to join us on our travels. You don’t need to contribute thousands or millions of dollars to have an impact on the future of the Parkland. Anyone in the community can play a role through the Buy a Brick campaign (on next page). Even by talking with your neighbours and friends and maintaining the buzz around the region, you are helping to build the future. ■



Representatives from Yorkton Tribal Council (above) and TD’s Les Arnelien (right) pose with Parkland College’s green bricks after contributing to the scholarship initiative in support of the Trades and Technology Centre.

While many donors are supporting the bricks and mortar of the Trades and Technology Centre, some are contributing in other valuable ways. For Yorkton Tribal Council (YTC) and TD Canada Trust, supporting the capital campaign is taking the form of large donations to the College’s scholarship fund.

In July, the College announced a unique studentship agreement with YTC that would see up to \$300,000 in scholarships given to First Nations students at Parkland over five years. YTC’s \$150,000 donation — to be matched by provincial government funds — will help dozens of people access the career training they need each year through 2017.

The awards will be presented to applicants from YTC’s six member First Nations (Cote First Nation, Key First Nation, Keeseekoose First Nation, Ocean Man First Nation, Sakimay First Nation, and Kahkewistahaw First Nation). Scholarships will range from \$5,000 to \$25,000 to cover the students’ program tuition and materials, transportation costs, and living expenses.

Business Year 1 student Georgeanne Genaille is the first recipient of these awards.

A review committee made up of representatives from Parkland College and Yorkton Tribal Council will conduct thorough assessments of applicants and jointly select the award recipients. Selection criteria will be based on entrance grades and classroom attendance, as well as aptitude, ambition, career aspirations, subject matter interests, and personal supports.

Parkland College awarded just shy of \$17,000 in YTC scholarships in 2013. Another \$40,000 will be available in 2014, with \$80,000 in

each of the final three years of the agreement (contingent on the availability of the province’s matching grant). The distribution of the funds is designed to maximize YTC’s agreement and coincide with the opening of the Parkland College Trades and Technology Centre.

## Supporting the campaign through scholarships

Yorkton Tribal Council, TD Canada Trust contribute with generous scholarship donations

Meanwhile, TD Canada Trust donated \$25,000 to the scholarship initiative in April. Like YTC’s contribution, TD’s funds will be matched by the province and distributed over five years. These awards are earmarked for Parkland College students in areas related to business, entrepreneurship, and agriculture. Half of the scholarships will support First Nations learners.

“At TD, we believe that a good education opens doors and contributes

greatly to the long-term well-being of individuals, families and communities,” said Lyle Chutskoff, District Vice President, Great Plains, TD Canada Trust.

**“These gifts will open doors for many learners, especially young First Nations people.”**

- Dr. Fay Myers, President, Parkland College

“These substantial gifts will open doors for many learners, especially young First Nations people,” noted Parkland College President Dr. Fay Myers. “We are excited to work with YTC and TD and offer these scholarships to provide new opportunities and remove barriers to further education.” ■

## More pay, but still few workers

Canadian organizations are planning moderate base salary increases for the third year in a row in 2014, according to The Conference Board of Canada. But employers in Saskatchewan and Alberta will offer the highest pay increases in Canada as they struggle to recruit and retain suitable employees.

Nationally, 58 per cent of organizations reported challenges finding and holding onto employees. But 75 per cent of employers in Alberta and Saskatchewan said they struggled to attract and retain talent. That rate is at 81 per cent in the oil and gas sector, which, not coincidentally, will offer the highest wage increases.

The Conference Board of Canada estimates Canada faces a shortage of 1 million workers by 2020. Many employer groups also predict shortages of specific skills. Experts say globalization, aging baby boomers, and changing technologies will all contribute to a shortage of skilled workers in the future. ■



## The story behind the ubiquitous green bricks

The green brick donor recognition photo — it's a recurring item in the *Yorkton This Week* newspaper and a prominent feature of the main campus lobby. But why are donors asked to pose with the bright green blocks?

"The starting point was 'Colleges build communities and communities build colleges'," said William Litchfield, Director of Advancement at Parkland College. "We wanted something in our donor recognition program that would convey the trades theme."

Each donor poses with the green bricks to symbolize the community's efforts to build the Trades and Technology Centre one brick at a time.

The bricks represent the community's building the college one brick at a time, he added. They also tie together all the donor photos.

"When we talked about recognizing our donors, we wanted something that would be unique and stand out," Litchfield noted. "The bricks do just that."

Furthermore, the fluorescent props align with the College's Buy a Brick Campaign, which offers community members the chance

to make a charitable donation and join in building the Trades and Technology Centre. The purchased bricks — which will be a typical earthy tone rather than a neon green — are available in two sizes. They can be engraved with the donor's name and hometown, and will be used on a feature wall in one of the facility's wings.

Bricks can be ordered through the main campus in Yorkton or online via the College's Giving website: [giving.parklandcollege.sk.ca](http://giving.parklandcollege.sk.ca). ■

## Recognizing our donors (through October 2013)

<b>\$10 million</b>	Government of Saskatchewan	<b>\$3.48 million</b>	City of Yorkton (land value)
<b>\$1.225 million</b>	PotashCorp	<b>\$1.225 million</b>	The Mosaic Company
<b>\$150,000</b>	Yorkton Tribal Council (scholarships)	<b>\$150,000</b>	Anonymous donor
<b>\$100,000</b>	LEON RAM Companies	<b>\$92,500</b>	Parkland Credit Unions
<b>\$50,000</b>	Logan Stevens Construction Ltd.	<b>\$50,000</b>	Town of Canora
<b>\$50,000</b>	Yorkton Co-operative Assoc. Ltd.	<b>\$50,000</b>	Grain Millers, Inc.
<b>\$50,000</b>	RBC Foundation	<b>\$50,000</b>	Painted Hand Community Development
<b>\$45,000</b>	Rotary Club of Yorkton	<b>\$35,000</b>	ParkerQuine LLP
<b>\$30,000</b>	Harvest Meats	<b>\$25,000</b>	TD Canada Trust (scholarships)
<b>\$25,000</b>	Leland Campbell LLP	<b>\$25,000</b>	Drs. Ron & Bree Rogoza Optometrists
<b>\$25,000</b>	Flaman Group of Companies	<b>\$25,000</b>	R H Electric Ltd.
<b>\$25,000</b>	Rusnak Balacko Kachur Rusnak	<b>\$25,000</b>	Redhead Equipment
<b>\$20,000</b>	Key Auto Group	<b>\$15,000</b>	Kinsmen Club of Yorkton
<b>\$12,500</b>	CIBC	<b>\$10,000</b>	Yorkton Concrete Products Ltd.
<b>\$10,000</b>	Loucks Medi-Health Pharmacy Ltd.	<b>\$10,000</b>	Royal Auto Group
<b>\$10,000</b>	United Steelworkers Local 5917	<b>\$7,500</b>	SaskTel Pioneers
<b>\$7,500</b>	Yorkton Lions Club	<b>\$7,000</b>	Fedorowich Construction Ltd.
<b>\$6,000</b>	Crusader Drilling Corp.	<b>\$6,000</b>	Castleton Industries Ltd.
<b>\$5,000</b>	Farrell Agencies Ltd.	<b>\$5,000</b>	Ottenbreit Sanitation Services Ltd.
<b>\$5,000</b>	Nixon Electrical Service Ltd.	<b>\$5,000</b>	Advance Engineered Products Ltd.
<b>\$3,830</b>	Parkland College Staff	<b>\$2,000</b>	Drs. Cottenie & Bowtell Dental
	Bailey's Funeral and Cremation Care		Yorkton This Week



## Parkland College — A Provincial Leader

Parkland College is rapidly expanding to keep pace with regional development. The college has grown from a small special interest training centre into a provincial innovator and leader in education. The College boasts provincial firsts such as the only professional firefighting program, the only rural industrial mechanics apprenticeship program, and the most diverse off campus university program in Saskatchewan.

Parkland College is the leading post-secondary educational institution in East Central Saskatchewan and leading innovation across the province through the delivery of a diverse programming mix, including:

- Master Degrees
- Bachelor Degrees
- Apprentice level training
- Diplomas
- Certificates
- English as an Additional Language
- Safety certifications
- Customized industry and business training
- High school diploma

The new Trades and Technology Centre will help make Parkland College and Yorkton an Educational Destination for students and support the growth of local businesses.

## An evolving campus

Engaged, passionate, and innovative. Parkland College is constantly evolving and repositioning to better meet the needs of its stakeholders.

### MISSION:

Parkland College is a catalyst; changing lives, communities and industry, one learner at a time.

### VISION:

Prosperous individuals, enterprises and economies – driven by excellence at Parkland College.

## Capital Campaign Cabinet

The Capital Campaign Cabinet is a group of forward-thinking industry leaders which will provide key industry insight, generate support and build awareness for the project.



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