



RDC AND CENTRAL ALBERTA

# creating our future together

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In central Alberta, we have a proud history of learning, innovation, high energy and entrepreneurship.

**It's important that we build on that tradition.**

The future vitality of the city of Red Deer, our rural communities, and the towns of central Alberta depend on access to great learning opportunities. Let's continue building communities through learning.



“The future is  
not something  
we enter.  
The future is  
something  
we create.”

- Leonard Sweet

# Central Alberta's community learning centre

In central Alberta, we have created an environment for living and learning that is the envy of others around the world.

RDC is proud to serve as the region's 'community learning centre.' In addition to almost 8,000 full and part-time students in 75 programs, we welcome 14,000 continuing education students each year. Another 16,000 attend Summer *Series* workshops.

About 70% of our students are central Albertans, while many others arrive from across the country (and a few from around the world) to discover this region.

Those students include not only young people, but people of all ages, who are retraining, upgrading or furthering their education: 30% of our students are over 25 years of age.

**We are, in fact, a community within a community.** In total, over 100,000 people participate in some learning, cultural or other activity at RDC every year. In every field, from health care to building trades, from social services to education, our alumni are actively making central Alberta a better place.

## Parallel tracks

Since 1964 when we welcomed our first students, RDC has developed in parallel with Red Deer and the Central Alberta Region. Together, our College, city and region have grown rapidly – not just in population, but in the all-important opportunities that we provide for a great quality of life.

Together, we developed a world-class Arts Centre that is now busy day in and day out with College and community courses, performances and gatherings.

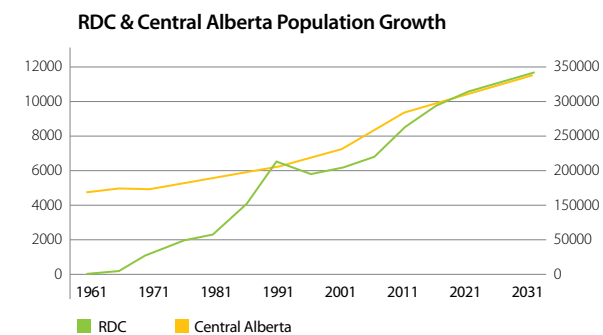
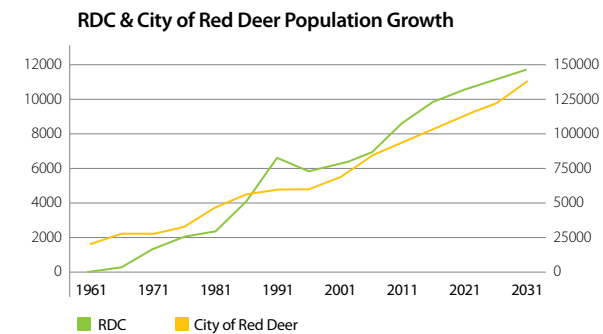
We combined our energies to create a new Library Information Common with full access for public and regional library patrons.

We already offer several different degree-completion options at RDC and will offer even more over the next few years, so students can learn in and remain in our great region.

More recently, we opened four new Centres offering advanced opportunities in trades and technology, visual art, innovation in manufacturing and corporate training.

The new Centres are helping central Alberta's vigorous oil and gas service sector meet the demand for skilled trades people and helping mid-sized businesses develop new products and processes. In the past 5 years, over 3,200 Apprentices have graduated from RDC, with an average of 650 completing their apprenticeships each year.

"We are at an important point in the development of Red Deer, central Alberta and RDC. We are in a strong position, but we have challenges to meet. We must adapt, innovate and reinvest, in order to support continued growth for our students, our communities and our region."  
- Joel Ward, President & CEO, RDC



75,000 people enjoy events at the Arts Centre each year



“People in central Alberta are innovators and leaders – and RDC is a catalyst that brings these people together. RDC is building the programs, facilities and supports that we need, so that we can continue being leaders in Alberta and in Canada.”

– Darcy Mykytyshyn, Chair,  
RDC Fund Development Advisory Group

Four Centres – Sod turning fall 2005; opened for students fall 2008



## Time to retrain, retool & reinvent

**For all that we have accomplished, we know that the world doesn't stand still.**

Global economic forces change our working, learning and living environment on a daily basis.

Over the years, central Albertans have learned to innovate, to adjust and to stay a step ahead. That is an ongoing challenge.

Individuals need to retrain, to shift occupations and develop new expertise. Businesses and industry must retool and reinvent. Communities must adapt and diversify.

To stay in a leadership position in this quickly changing world, we need a competitive advantage.

**For central Alberta, that competitive advantage is RDC.** Our programs, facilities, people and ideas generate energy and innovation throughout the region.

Our annual budget of nearly \$100 million and workforce of over 1,600 people drive the economic health and growth of our region.

Most importantly, RDC is the source of quality post-secondary education for everyone from welders to teachers, nurses to business entrepreneurs, videographers to instrument technicians. At RDC, people expand their credentials, retrain for a changing economy, explore new ideas and design new ways of working and living.

All right here in the central Alberta corridor.

## Time to reinvest

**By investing now, we are making a commitment to continued growth in the future.** This is an important time for local philanthropy and belief in our region. Together, we are poised to increase support for students, to expand diploma and degree programs, and to open great new buildings **featuring broad community use.**

Community use of the RDC Arts Centre, Library Information Common and recreation facilities already set the standard for broad public access, and that trend will only grow. Our next phase of facility development will include new business, health, wellness, fitness and sport facilities that will serve central Albertans with the same warm welcome.

# Where do we go next? Central Alberta has very real, emerging needs.

As always, RDC is forward-looking with its strategic long-term development plan.

As a community, we need to continue to find the best ways to support **healthy living** – especially with a demographic shift to an aging population. The timing is critical as the demand for accessible health care increases in central Alberta. In our planning for the future, RDC is focusing on the ongoing need for quality healthcare and education in the community.

Education and **wellness** go hand in hand. People in our communities are looking for more opportunities to stay active – to be fit, play sports and engage in diverse recreation activities. We all are looking for ways to integrate **fitness** and healthy lifestyles with our daily lives.

We also need to find new and vigorous ways to support and sustain the lifeblood of our regional identity – our small and medium-sized **businesses**. Central Alberta is a hotbed of energy and entrepreneurship – and our intent is to further build on that strength. Unlike large corporations with their significant budgets for R&D, personnel development and training, our small and medium-sized enterprises need a community of support. We can't take their ongoing existence and success for granted.

To meet these needs, RDC has identified **three priority initiatives** with integrated elements:

## Health

- » Centre for Health Education
- » Wellness Village

## Active Living

- » Centre for Sport & Wellness
- » Athletics Leadership Fund

## Business and Entrepreneurship

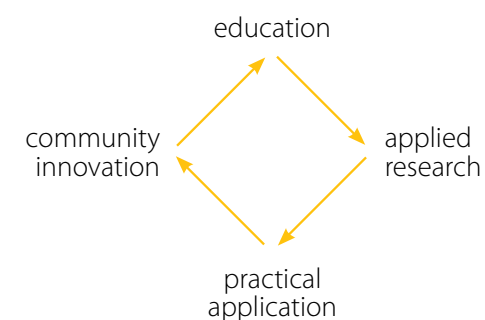
- » Donald School of Business

In each of these areas, growth and development will require new capital investments (facilities and equipment) as well as new academic program investments (planning, program development and research). Each of these priorities carries a consistent underlying factor, and that is the direct support of our learners through **Access & Excellence**.

While initiating growth in these priority areas, we continue to improve student access and academic excellence. Our region's students need to be able to afford their education and training. We want to continue offering and growing competitive scholarships, bursaries and awards to attract, retain and reward the very best students to RDC and our region.

So while we expand facilities and programs, we also encourage support for our Access & Excellence fund – your direct line to invest in deserving students.

In all three growth areas, RDC will integrate teaching and academic work with applied research, community based services and work, and community innovation. Learning at RDC is improved through the active involvement of community members and RDC returns the favour by offering training, skilled and knowledgeable people for employment, and opportunities to innovate.



# Health

Demand for skilled health care workers, for innovative strategies and for new perspectives on health is increasing as our population grows and ages. A new **Centre for Health Education** will expand health care programs and support new learning methods – developing and retaining our region’s best health professionals to serve the people of central Alberta. A new **Wellness Village** will integrate expertise, services, research and teaching elements of wellness for central Albertans.

Rendering of entrance to Centres for Health Education and Sport & Wellness



The **Centre for Health Education** will expand and create new learning programs in areas such as:

- » nursing, medical lab workers and health care aides;
- » health informatics, therapy assistants and blended learning opportunities;
- » rural health care specialization, aging and gerontology care, and adapted physical education opportunities for those who are physically challenged.

The programs and spaces are being designed to promote **integrated teaching, professional development and practical skills development** under one roof. The environment will be an inclusive, inter-generational setting where the pursuit of healthy living is the central theme.

New facilities to support these programs include “smart” classrooms, labs specific to mobility, skill development areas for home care and clinical practice, pharmacy technician labs, as well as high-fidelity simulation technology, which is already in place. A campus health clinic is also part of the integrated health care complex. These initiatives will enhance rural health care by supporting teams that provide outreach services and health education across central Alberta.

## Wellness Village

Imagine a fully equipped Wellness Village where people consult with health and wellness experts, where those experts conduct research and teach skills, and where educators, practitioners and the public collaborate on integrated improvements in knowledge about health.

At central Alberta’s only Wellness Village, RDC staff, faculty and students will work and learn alongside health and wellness professionals to improve citizens’ access to:

- » cardiac rehabilitation
- » diabetes control and treatment
- » obesity management
- » nutrition education, and
- » community mental health.

RDC is working to further develop our partnership with Alberta Health Services and varied private and public organizations to collaborate on these programs and services. The Wellness Village will also offer Adaptive Kinesiology services and supports in collaboration with the University of Alberta’s Steadward Centre and the Canadian Paraplegic Association, so that central Albertans with spinal cord injuries and chronic illnesses (including multiple sclerosis, effects from stroke, and cerebral palsy) can enhance their health while remaining close to home.

# Active Living

RDC is collaborating with our governments, municipalities, and sports and health organizations to develop new sport and fitness programs and facilities with broad community access. The new **Centre for Sport & Wellness** is a key element of the next component in the growth of RDC. Aligned with this healthy initiative, an **Athletics Leadership Fund** will also support, develop and sustain leaders in our sports community – providing them further tools, beyond RDC learning, to become community leaders.



“Increasing our choices from both a learning and health perspective in the areas of wellness, sport and health education will have a lifelong impact on the well-being of central Albertans.”

– Linda Moore Martin,  
Dean – Science, Health, Sport and Education

Community members, groups, teams and clubs are excited to see new facilities on the horizon in Red Deer. All of our spaces will grow the opportunities for learning space primarily, while community and sport spaces will also benefit.

The new **Centre for Sport & Wellness** will enable:

- » gyms for competitions & instruction
- » athletic therapy and rehab labs
- » Athlete Training Lab
- » fitness and testing centres
- » multi-purpose Field House
- » motion and dance studios

The Centre will feature enhanced Kinesiology space to include sports performance, athletic therapy and rehabilitation labs. An Athlete Training Lab will play a key role in conditioning for RDC’s sports teams so College athletes no longer need to train off campus.

Also included in the new Centre will be an Olympic-sized ice surface, indoor track and racquet courts – used for educational purposes first and foremost, but will also be open for community use.

A Sport Administration Village will serve as the hub of hockey, coaching, refereeing and leadership development for the entire province, in partnership with Hockey Alberta.

The new Centre is being planned in collaboration with many sport and wellness organizations, as well as municipal officials, to ensure it meets community needs, and most importantly, RDC teaching and student needs.

## Athletics Leadership

Athletics and team sports help to develop leaders. They engage students so that they learn to lead in a team environment and then use these acquired skills to potentially become tomorrow’s business and community leaders.

We also know that athletics build not only physical, but social capabilities while strengthening health – and while making an immeasurable contribution to college and community spirit.

Recognizing this important role of athletics, RDC has launched a new strategy for athletic program sustainability that builds on the leadership of alumni and partner organizations so that athletes and teams can succeed in the long term.

Towards this end, our **Athletics Leadership Fund** will provide ongoing support to our student athletes in **all** of our Athletic programs. We want to enable our student athletes to focus on their athletic and academic pursuits. Not only will the Fund help to sustain each program, but it may enable the return of our Kings Hockey program.

With the help of alumni, sports organizations and community donors, this special fund will help ensure that future athletics needs are not constrained by annual budget fluctuations.

# Business and Entrepreneurship

RDC is broadening and deepening its commitment to business education – programs, courses, workshops, seminars and special events that meet the needs of businesses in Red Deer and central Alberta.

RDC's Donald School of Business is focused on being responsive, relevant and integrated.

The School will be a model for community and regional business leadership. Canada's other named business schools are typically located in urban universities, with a focus on the large corporate environment. The Donald School of Business, in contrast, is focused on what works for start-ups, small enterprises, family businesses and entrepreneurs.

This is particularly important in central Alberta, where our thousands of small and medium-sized businesses have immediate and pressing needs for training, innovation and skill development. To be effective, business learning must be readily accessible right here in central Alberta.

In 2011, the Donald School of Business is relocating to the core of the business community in downtown Red Deer. There, it can readily interact and connect with the business community – providing convenient lunch time and after-work learning programs, in addition to expanded credit programs. The new location not only contributes to Red Deer's ongoing downtown revitalization but puts students, instructors and business people together in a stimulating and 'business-like' learning environment.

In conjunction with its relocation, the Donald School of Business will launch a number of innovative opportunities including:

- » 'Lunch & Learn' and 'Just After Business' seminars and speaker series;
- » a Chair in Entrepreneurship;
- » an Entrepreneur-in-Residence position;
- » a Centre for Not-For-Profit Management; and
- » increased business co-op options.

The Donald School of Business will also expand its involvement in business conferences and special events.

The School will continue to offer its current programming, including both credit (diploma, certificate and degree completion) and continuing education programs.

To accomplish these ambitious new goals on behalf of the business community, the Donald School of Business will work with supporters to achieve new funding, sponsorship and development opportunities.

"What I love about RDC is that it offers everything from one day workshops to apprenticeships to 4-year degree completion. This benefits not only the students but the community, by keeping our future leaders in central Alberta."

– Don Sutherland, Studon Electric & Controls Inc., Volunteer and Donor



"Like all successful business operators and entrepreneurs, we learned the value of timely, targeted education. RDC really helped build the skill sets of our business team and colleagues. It's vital to keep re-investing in meaningful, local education. Life is a continual learning adventure."

– Jack & Joan Donald

# Access & Excellence

A primary and timely goal of RDC is to increase access to post-secondary learning and to encourage and reward excellence. That is why, at the start of our *Building Communities Through Learning* initiative, we created the Access & Excellence initiative. While our facilities and programs grow, we remain focused on the students who are the centre of our College – and our community's future.

During difficult economic times, it is particularly important to support those who are upgrading their knowledge and skills. RDC provided support to 6,558 students in 2009 – via emergency funding, awards, student loans and bursaries, student government grants and loans.

Our Access & Excellence initiative creates the financial base for scholarships, bursaries and awards. Over the past 5 years, more than \$6 million in financial supports has been added to the fund. Almost 500 students share in nearly \$600,000 per year in direct financial support.

More bursaries and student emergency loans are required to bridge these difficult times. Requests have increased by 13% since 2008. Student financial need continues through all economic cycles, remaining a steady burden for those striving to further their education.

The need continues to grow.

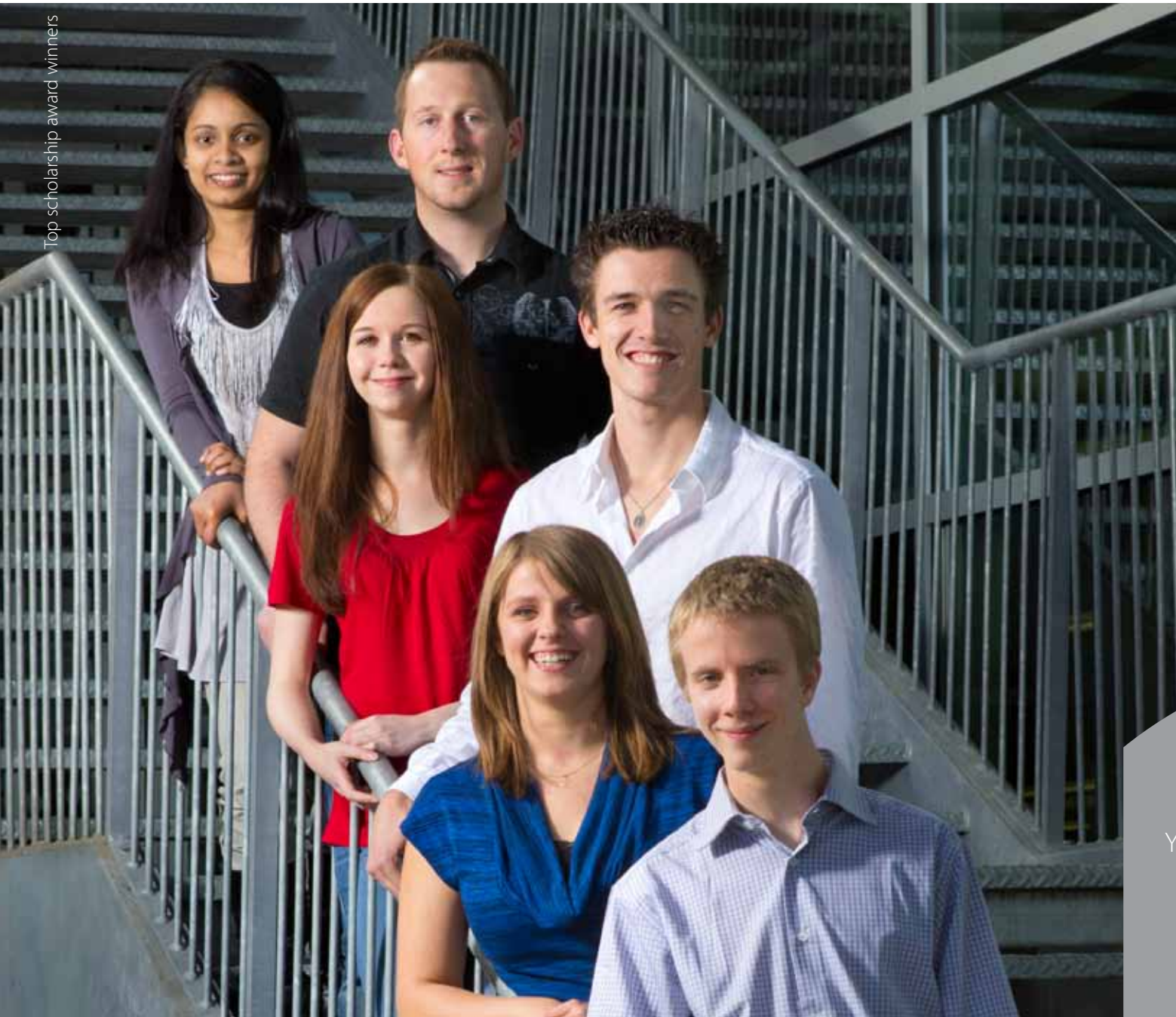
RDC is committed to making the educational and training experiences in Red Deer as attractive to students and mid-career learners as they are in other post-secondary settings around the world.

**For students**, access and excellence means being able to:

- » afford education so they can grow, improve their employability and contribute more to their communities;
- » stay in central Alberta; and
- » be rewarded for their achievements.

In this era of global communications and competition, we in central Alberta need to continue to grow our financial supports for worthy students and programs, so that we can **attract and retain the best**.

“As I strive to focus on my academic life, I also recognize that nothing is done without financial concern. Having this award helps me focus on achieving and serving in the community without the weight of monetary worry. You have given me the opportunity to continue my program, and I am deeply thankful.”  
– Krysta Andreeff, Scholarship recipient,  
Music program



# How we move forward: Creating community opportunities with your support

RDC is committed to facility and program growth that will meet the current and future needs of Red Deer and central Alberta. Central Albertans know that this region is increasingly one of diverse economic, community and individual opportunities. We are not a one-industry region – and RDC has always reflected this diversity in its comprehensive offering of programs.

In addition to our major initiatives in Health, Active Living and Business and Entrepreneurship, our many faculties and educational programs offer a varied and growing number of opportunities for partnership and private support. From the sciences to humanities, social sciences to arts, RDC is engaged in innovative and ambitious education programs that invite your involvement.

## Fostering partnerships

Solid community partnerships have always distinguished RDC.

RDC receives significant support from the Government of Alberta: 57% of its operating revenue. Another 23% comes from student tuition and fees.

Continued private support from dedicated philanthropists and supporters is essential to support opportunities that fall outside of the provincial government's mandate.

RDC's historic partnerships are expanding and developing through collaboration with Alberta Health Services, The City of Red Deer, Red Deer County, Hockey Alberta and the Red Deer Royals, to name only a few. We are also building new relationships with organizations that share a focus on our region's health and wellness.



Library Information Common



Arts Centre Foyer

"RDC adds so much diversity to central Alberta – from the mix of people to the events, the many courses and workshops. It helps make this a great place to live, work and visit."

– Ken Mandrusiak,  
Black Knight Inn, Donor

## We are committed to building local strengths

RDC believes in communities and believes in strengthening central Alberta. We want to provide people with diverse opportunities to stay here, in their home communities, while improving their education, skills, health and personal development.

Over the next 3-5 years, RDC will further strengthen its connections and service to Red Deer and its regional neighbours including Rocky Mountain House, Hanna, Stettler and Drumheller. RDC will not only continue to attract students, businesses and organizations to our main campus, but will increasingly deliver learning opportunities directly in smaller communities and online.

As we develop our long-term sustainability, RDC renews our commitment to learners, employers and communities. With expansions in learning programs, facilities and student services, as well as increased bursaries, scholarships and awards, **we are empowering our community and improving the quality of life for so many.** Our new Centres on the main campus and the Donald School of Business downtown will only strengthen our connection to community.

## Proud of our track record

In 2005, we launched our *Building Communities Through Learning* growth initiative. Thanks to our many individual and organizational supporters – committing nearly \$20 million to RDC – in the past few years, we added over 18,000 square metres (more than 200,000 sq. feet) in the new Four Centres that opened in 2008 and 2009.

RDC delivers on its strategic plans.

## Why your investment is important

Government of Alberta infrastructure investments will continue to drive our growth. At the same time, our Red Deer and central Alberta community will be called on to show its commitment to the region through investments in RDC.

In the past, contributions and investments to RDC were often eligible for matching amounts through a fund established by the province. In the last three years, we've accessed \$3.6 million in matching funds for endowments and facilities, multiplying the investments of central Albertans.

RDC relies on the generosity and vision of philanthropists, donors and partner organizations to support our commitment to central Alberta and learning. Your investment of time, energy and funds is an investment in your own community.

Maybe you have a vision you'd like to fulfill. RDC welcomes the opportunity to partner with supporters to help meet the needs of learners and central Albertans alike.

**Investing now will only grow what this region can offer tomorrow.**

Gifts to the development of RDC have a major impact on the vitality of your College and your community. We are especially grateful to those who invest in support for RDC year after year. These sustained supports allow RDC to plan strategically for our region's ongoing education and growth.



Instrumentation apprentices in the new Four Centres

RDC: WE ARE INVESTING IN THE FUTURE OF CENTRAL ALBERTA

we invite you  
to join us

**Sigmund Brouwer** is a successful novelist and children's book author, with more than three million books in print. Noteworthy titles include his novel, *The Last Disciple*, and children's books, *Rebel Glory* and *Absolute Pressure*. After 30 years, *"what sticks with me about RDC is the encouragement from the professors and teachers"* who took the time to get to know him. Brouwer gives back by offering writing workshops for students across Canada and the U.S.

After attending RDC, **Sander Gelsing** completed a science degree, an arts degree and a degree in environmental law. He returned to Red Deer *"because of its smaller size and because of the fond memories of RDC."* He has been called to the Alberta and British Columbia bars, registered as a Canadian and U.S. patent agent and registered as a Canadian trademark agent. Gelsing now gives patent and trademark presentations to schools and business centres, including RDC.

Beyond her two years at RDC, **Linda Wilson** received her Bachelor's degree in Therapeutic Recreation and a Masters degree in Continuing Education. *"My two years at RDC led me to a career in Therapeutic Recreation, which then led me to a career in Corporate Training using traditional training methods, as well as using recreational activities to get at key learning objectives."* Wilson was chosen as the platform speaker/presenter for the 2002 and 2003 Business Expo. She volunteers extensively throughout the central Alberta community.

Involved heavily in RDC's Student Association during her time here, **Sheila Musgrove** completed the Legal Assistant diploma and started work towards a degree while at RDC. In 2005, she started her own business, TAG Recruitment, which earned the 2007 *"Emerging Enterprise of the Year"* from the Calgary Chamber of Commerce, and in 2008, ranked 24th in Canada's Profit Hot 50 listing. *"I owe a lot of my career and success to the amazing foundational knowledge and experiences that I gained at RDC."*



## Alumni Spotlight



"I can't imagine central Alberta without RDC. People would have to leave for education and training – and many would not come back. We need to support our own to ensure the continued strength and growth of the Central Alberta Region."

– Jeremy Jablonski (RDC Alum),  
Chair, Athletics Leadership Fund