

**BEST** IS A  
BOLD GOAL.

SO—TOGETHER—  
LET'S BE BOLD.

Here's the thing:  
Using the metrics that define success  
in the community college world, which are:

**GRADUATION RATE**

▶ number of students who complete their schooling

**EMPLOYMENT RATE**

▶ number who land appropriate jobs within 6 months of graduation

Bow Valley College now stands firmly amongst the top tier of two-year schools in North America. But while Bow Valley College is already a leader by the numbers, we think the school can become, in fact, the leader.

*This is our Quest—for BEST.*

## OUR HISTORY

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### **1963/64**

Vocational Preparatory classes are held in Calgary, Edmonton, Drumheller, Lethbridge and Medicine Hat for 442 students.

### **1965/66**

School is named the Alberta Vocational Centre (AVC) in 1965 and planning begins for a permanent facility. Most classes are held at 300 – 5 Avenue SW.

### **1966/67**

710 students enrolled at AVC.

### **1968/69**

Double shifts are imposed to expand programming and meet demand. AVC introduces ESL program for Czechoslovakian refugees. Planning begins for new building.

### **1972**

AVC moves to new location at 332 – 6 Avenue SE in April serving 1,400 students. Nursing Aide Training School is relocated to AVC from SAIT.



**1973**

On-site daycare facility developed for children of students.

**1974/75**

Enrolment rises 21% in one year.

**1975/76**

AVC works with Drumheller Correctional Institute on an educational pilot project for inmates.

**1980/81**

Computers in Education project launches.

**1981/82**

AVC offers General Education Development (GED) exams for adults.

If you join us in our new \$20 million, Quest for BEST campaign, ~~we believe~~ we know Bow Valley College can become the

# NO. 1 COMMUNITY COLLEGE IN NORTH AMERICA

And having the continent's best community college here in Alberta offers our regional economy – along with thousands of our students – a big competitive advantage.

*May we explain?*

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## OUR HISTORY

### **1986/87**

NEW PROGRAMS: Certified Care Attendant for the Physically Disabled. Expansion of teaching on First Nations reserves of southern Alberta.

### **1987/88**

Development of in-service training programs for corporations such as British Petroleum and Sony Corporation, and for hospitals and school boards.

### **1990/91**

Name changes to Alberta Vocational College to reflect new emphasis on academic programs.  
NEW PROGRAM: Dental Business Assistant.

### **1992/93**

NEW PROGRAM: Medical Office Assistant.



**1994/95**

Strong emphasis on collaborative programs with organizations such as Langara College, AVC-Edmonton and AVC-Slave Lake, Calgary Immigrant Aid Society, Calgary Public Library, Alberta Tourism Education Council, SAIT, Siksika Nation, and Alberta College of Art & Design. NEW PROGRAMS: Level I Day Care Orientation program; Artstream.

**1995/96**

In response to a request from the City of Calgary, the Out-of-School Care for School Age Children was developed in collaboration with two B.C. colleges, Douglas and Langara Colleges.

**1996/97**

Transition to board governance begins.

**1997/98**

First agreement signed with Alberta Union of Public Employees, Chapter 011, Local 071. Name officially changed from Alberta Vocational College to Bow Valley College on April 1, 1998. Agreement brokered with Red Deer College for delivery of the Practical Nurse program.

# EVERYBODY TALKS ABOUT JOB CREATORS. BUT WHAT ABOUT THE EMPLOYEE CREATORS?

Community colleges play an often-unappreciated role in a fast-paced, quick-change, leading-edge economy like Calgary's. After all, what do you do if your community has jobs but can't find qualified people to fill them? That's the special economic niche the best community colleges fill.

They graduate the licensed practical nurses our hospitals desperately need. They graduate the qualified-from-the-get-go legal assistants our law firms crave. They graduate the administrative professionals who keep our offices running smoothly. And that's just a fraction of what they do.

Calgary is fortunate. In Bow Valley College, our community has one of Canada's finest, fastest, most innovative employee creators.

And, we create the lifelong learning opportunities that unleash the vast potential in every student, to launch and further a career, and contribute to our economy and our community.

With your farsighted help, an expanded Bow Valley College will be a mainstay of Alberta's expansive economic future.

Our Quest for BEST plan is ready to go. It just requires \$20 million in investment from visionary individuals, corporations, and foundations.

Government is already at the table. Thanks to \$271 million in government support, Bow Valley College has two outstanding new buildings in the heart of downtown Calgary. Come for a tour—you'll be impressed.

*So, may we count you in for the Quest for BEST?*

## OUR HISTORY

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### 1998/99

First Strategic Plan is created and is focused on Growth Through Partnerships.

NEW PROGRAM: Corporate Readiness Training Program (CRTP). International Recruitment and Marketing Officer is appointed to pursue growth opportunities.

### 1999/2000

New technology is harnessed to create a virtual student lounge with e-learning resources.

NEW PROGRAM: Life Skills Coach. Brokerage agreement with Lethbridge Community College for delivery of the Practical Nurse program, Partners with China, Zimbabwe, Guyana, and Hawaii for ESL instruction.

### 2000/01

34% of revenues are generated through entrepreneurial activities. Crowding in existing facilities sparks study of space requirements; determines that major expansion would be required in three to five years.

### 2001/02

Enrolment rises 15.5% with 46% enrolment increase in Health and Community Care programs. Centre is launched for Career Advancement and the opening of Career Connections. NEW PROGRAMS: Accounting and Financial Management; Aboriginal Practical Nurse.



**2002/03**


Enrolment increases another 14.7%.  
NEW PROGRAMS: Teacher Assistant (brokered from Red Deer College); Interior Decorating and Merchandising; Events Management. Socio-Economics Benefits Study completed.

**2003/04**

Delivery of the first diploma program - Legal Assistant (brokered from Red Deer College).  
NEW PROGRAM: Health Care Interpreter. Acquired sole ownership of Test of Workplace Essential Skills (TOWES) and established distributorship through 34 colleges across Canada.

**2004/05**

Agreement with NorQuest College for delivery of the Dental Business Assistant and Hospital Unit Clerk programs. College develops Academic Plan, outlining growth plans. Career Connection opens three new locations. Centre for Quality Caregiving is launched. College announces plans for two-phase campus redevelopment. Campus Calgary, is launched.  
NEW PROGRAMS: Education Assistant; Business Administration Diploma and Correctional Studies Diploma programs; Life Skills and Career Development Coach Diploma; Computer Aided Drafting & Design (brokered from Medicine Hat College); Disability & Community Support; Immigration Practitioner Certificate.



**THE QUEST FOR BEST IS  
MORE THAN A CAMPAIGN.  
IT BRINGS TO LIFE THE  
VISION OF THOUSANDS  
OF SERIOUS MINDS.**

## OUR HISTORY

### 2005/06

**NEW PROGRAM:** Pharmacy Technician Diploma. College celebrates 40th anniversary; 10th anniversary of Canmore campus and 20th anniversary of Airdrie campus. College officially launches public fundraising campaign, *Improving Lives Beyond the Classroom*, with \$10-million goal. Bow Valley College signs MOU with Mount Royal University (formerly Mount Royal College) aimed at improving articulation and collaborative programming. Bow Valley College signs MOU with Prairie College of Applied Arts and Technology to bring career programs to Three Hills, AB.

### 2006/07

College begins Phase 1 construction of downtown campus expansion. Workplace Training Services unit launched to assist businesses with integration, retention, and productivity of employees. Work Experience for Immigrants Program is renamed Corporate Readiness Training Program. Bow Valley College and the Calgary Catholic School District receives the 2007 Mayor's Excellence Award in the category of Literacy Support and Enhancement for the innovative Bridge program.



# WHAT SHOULD BOW VALLEY COLLEGE LOOK LIKE AT ITS BEST, BY 2020?

In 2011, more than 2,000 business leaders, government officials, community organizers, faculty, students and administration pooled their ideas around this one question. The consensus? Do even more of what you're already doing. And do it even better. That's what our \$20 million Quest for BEST Campaign is all about.

## 20,000 learners by 2020

... more than 40% larger than today's capacity, to enable us to keep up with both business and student demand.

## Tackle the "skilled-workforce" gap

You've read about it in Alberta's business news: a forecasted gap of 114,000 employees by 2021. With this campaign, Bow Valley College will create a new, larger, better-equipped School of Health... a new, larger, better-equipped School of Business... and expand our highly successful English as a Second Language program through the new Centre of Excellence in Immigrant and Intercultural Advancement.

## Raise the graduation rate even higher

Our graduation rate of 77% or better is already among the highest in North America. By comparison, many post-secondary institutions in Canada hover in the 50% range, and in the United States, community college graduation rates typically average around 30%. The good news? For the minority of our students who fail to complete, we know how to help them—with financial aid for students in need, and tutoring for those who struggle academically.

And why are graduation rates a critical measure? Because over the past five years, consistently 93% or more of graduates of our career programs have earned employment, in their field of study, within six months of graduation.

*Simply put: A Bow Valley College education works — and so do our grads.*

### 2007/08

Bow Valley College designated as a Comprehensive Community College. BVC opens the Franklin Campus to house Health and Community Care programming and establishes a new division and office. BVC and MRU develop a framework to establish a transfer for the College's Business Administration Diploma. Expansion of the Directions for Immigrants Program to include a new centre. BVCWorks and BVC Alumni Office are launched. BVC expands the Career Connection Program. A CCBenefits study shows that investments in the College returns \$468.6M in annual income. NEW PROGRAMS: Recreation Therapist Aide Certificate, Health Care Aide Bridge to Practical Nurse, Event Management First-Year Diploma, Interior Design First-Year Diploma.

### 2009/10

Hundreds gather for the much anticipated Grand Reopening of North Campus on May 26, 2010. Premier Ed Stelmach officiates over the Sod Turning of South Campus on June 24, 2009. The College adopts ApplyAlberta—providing a seamless online application process for students.

## You believe in hard work, right?

Then you'll definitely love our dedicated, determined students.

Our students – rather like community colleges themselves – are generally accustomed to doing more with less. That's not a complaint, mind you. It's more like a badge of honour.

We're also seeing a growing number of graduates from other institutions coming to Bow Valley College to acquire additional career training. Why? Because when you graduate from our college, you get hired – in your field.

Oh, and immigrating accountants, doctors, engineers and other professionals who need recertification and a crash course in Canadian work styles?

We actually specialize in them – and news network CNN has noticed. In a 2012 CNN report, Bow Valley College was profiled as a North American leader that is “getting it right” in terms of helping immigrants integrate at their optimal skill level into the workforce.

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### OUR HISTORY

#### **2010/11**

Bow Valley College welcomed the University of Lethbridge to its downtown Campus and advanced preparations to jointly locate Athabasca University and Olds College in Bow Valley College's South Campus. The Bow Valley College Board of Governors approved the College's purchase of the former separate school board headquarters. The College secured its first \$1 million donation and first named space, the RGO Library and Learning Commons. The “Vision 2020” planning effort asks just over 2,000 stakeholders, “What should Bow Valley College look like at its best, by 2020?”

#### **2012/13**

The South Campus is completed, providing larger and enhanced learning facilities in downtown Calgary, including space for our partners from Athabasca University, the University of Lethbridge, and Olds College. The Iniikokaan (Buffalo Lodge) Aboriginal Centre is created in South Campus.





**AVERAGE AGE: 28  
73% FEMALE  
FROM 125 COUNTRIES  
97 LANGUAGES SPOKEN**

**BOW VALLEY COLLEGE** is a public, board-governed college operating as a comprehensive community institution under the Post-secondary Learning Act of Alberta.

Operating in Calgary and throughout the surrounding region, our multi-campus college provides broad programming, including certificates, diplomas, foundational learning, and upgrading programs. Our programs and services are learner-centred, outcome-focused, and designed to provide graduates with opportunities to improve their lives, prepare for further education, and advance their careers.





# VISION

To be an innovative world-class college, rooted in communities enabling people to Learn a better living™ and Live a better life.

# MISSION

Where people live and work, Bow Valley College will contribute to the vitality of communities and the strength of the economy through innovative adult education programs and services which equip people for successful living, lifelong learning, and work in a global, knowledge-based economy.




As an international student,  
Bow Valley College was the  
best school for me

because of its well-developed support system. With the skills I gained from the Business and Administration program, I can help other new Canadians make a great start in Calgary.



**RYOKO  
TAKADA**

Success Canada Ltd.

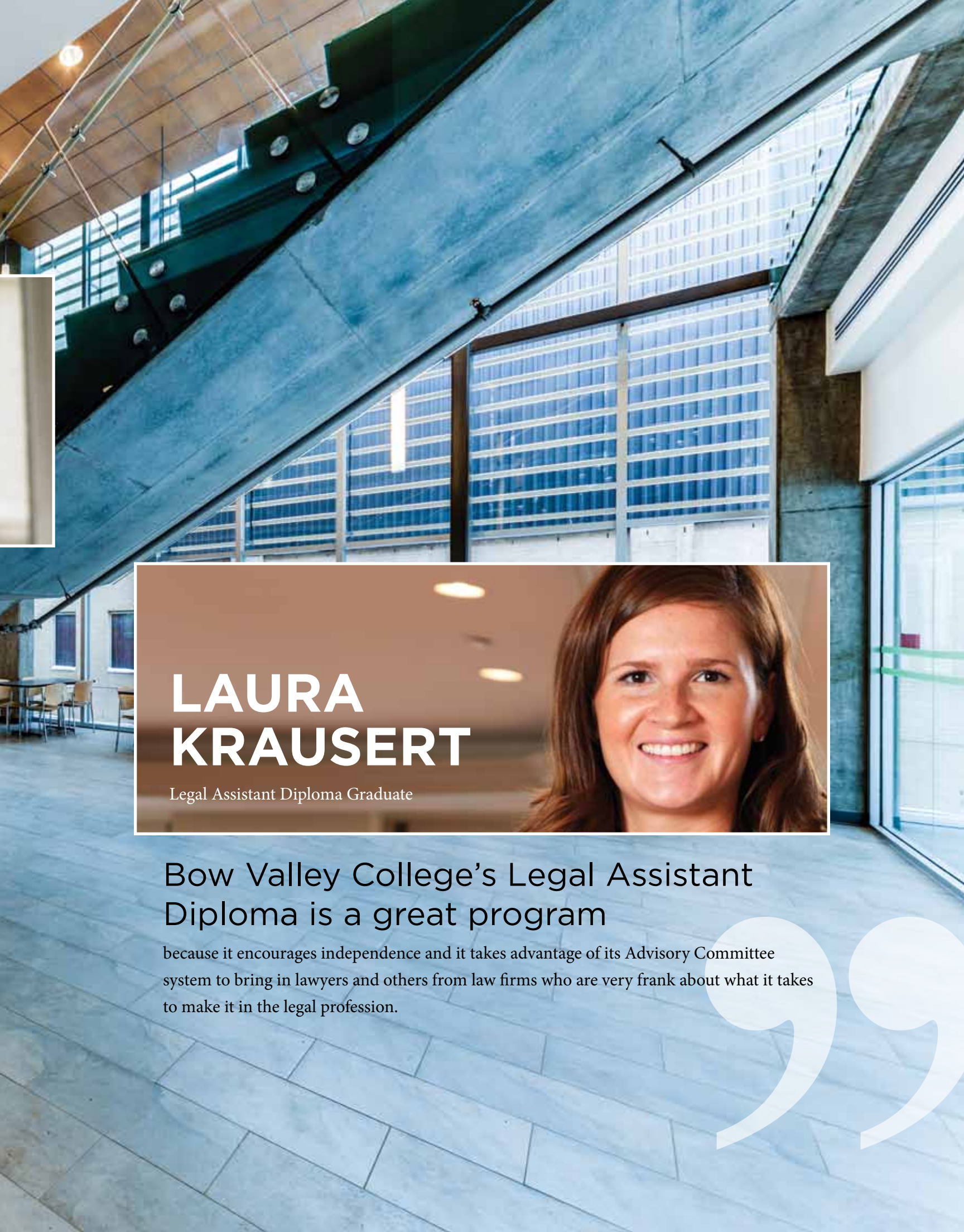


**MATHEW  
MOLINARI**

Human Resources Management Certificate Graduate

After graduating from university, I didn't have the practical experience employers were looking for. The Human Resources Certificate Program at Bow Valley College provided me with relevant classroom instruction paired with practical work experience which, I am pleased to say, resulted in full-time employment.





# LAURA KRAUSERT


Legal Assistant Diploma Graduate



## Bow Valley College's Legal Assistant Diploma is a great program

because it encourages independence and it takes advantage of its Advisory Committee system to bring in lawyers and others from law firms who are very frank about what it takes to make it in the legal profession.





There's just one way this extraordinary vision can come true, and that's if you'll share the Quest for BEST with us.

Please join Bow Valley College in this transformational campaign—transformational for Calgary, for Alberta, for Canada, and especially for the thousands of additional students who will be able to find their futures here thanks to your investment!

**SHARON  
CARRY**

President & CEO since 1997





# BEST

THANK YOU FOR SHARING  
THIS GRAND VISION:  
TO ACHIEVE OUR  
**QUEST FOR BEST**





Quest  
for BEST



# Quest for BEST

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