

# **Barrie University**

## **STEM Hub**

November 27<sup>th</sup>, 2024

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# Barrie's Education

- Barrie has a high proportion of its population with a college diploma or certificate, but its university enrollment rate and overall post-secondary participation are lower than the Ontario and national averages.
- As a fast-growing municipality, Barrie is among the few urban growth centres in the Greater Golden Horseshoe without a university campus.

## Post-Secondary Education

**42.8%** of Barrie residents aged 25 to 64 years were attending postsecondary school, compared to **51.5% in Ontario** and **50.2% in Canada**.

## Bachelor's Degree or Higher

**25.4%** of Barrie residents aged 25 to 64 years had a bachelor's degree or higher, tracking lower than **36.8% in Ontario** and **32.9% in Canada**.

## STEM Education Gap

**16.7%** of Barrie residents aged 25 to 64 years holds a post-secondary education in STEM fields, which is lower than **22.1% in Ontario** and **20.2% in Canada**.

# Lakehead University Presentation

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# Envisioning Barrie's Future: A Catalyst for Growth, Innovation, and Partnership

Dr. Gillian Siddall, President and Vice-Chancellor  
Dr. David Barnett, Provost and Vice-President (Academic)



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# Creating Barrie's STEM Hub: A Nexus of Talent and Technology

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**Meeting Barrie's educational and workforce needs** by offering programs in Electrical Engineering, Computer Science, and Mechatronics to support local industries.





## Fueling Barrie's Growth

**\$4.54 Billion:**

Lakehead's total impact  
on Ontario's DGP

**116**

industry and not-for-profit  
industry partnerships  
around the world

**2,500+**

Lakehead alumni living  
and working in Simcoe  
County





# Labour Force Development: Powering Barrie's Future Workforce

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**100%**

of Lakehead undergrads  
gain practical experience  
through experiential  
learning

**Over 95%**

of Lakehead STEM  
undergrads participate in  
work-integrated co-ops  
and internships

**Over 90%**

of graduates work in fields  
directly related to their  
studies





# Future Proofing Barrie Through Strong Partnerships

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**Aligned partnership with Barrie's vision** by working with the City, industry, Georgian College, local leaders and community groups to support regional goals on talent development, innovation, and economic growth.





# Strengthening Barrie's Future with a Strategic Investment

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# Proposed Site

The relocation of Barrie Transit, scheduled for late summer 2025, along with the current occupancy of the 2<sup>nd</sup> floor by the Sandbox Centre for Entrepreneurship and Small Business Centre, presents a unique opportunity to utilize a city-owned vacant space to establish a university STEM campus in Barrie and drive activity into downtown.

## 24 Maple Avenue



- Meet the timeline for a **September 2026** academic school year.
- Approximately **7,000 square feet** is available within the first floor.
- The outdoor courtyard, approximately **15,000 square feet**, offers a unique opportunity for additional educational spaces.



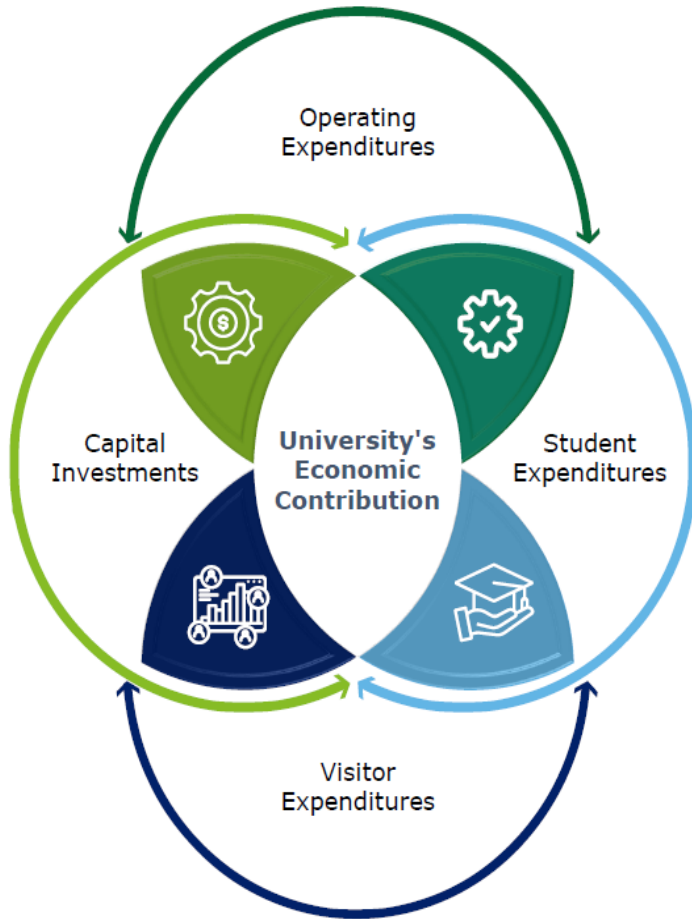
# Modular Campus



Images are for illustrative purposes only and not the actual design.

- Modular buildings to be installed on the courtyard space can meet the needs for the first **5-years of start-up** and ramp up of enrolment and programming.
- These modular units will serve as **classrooms**, **instructional labs**, and **research** spaces
- A **cost-effective**, modular design and **temporary solution** are intended for phase one of the project, over a permanent build, to maximize the overall utilization of the site.
- The benefit of modular spaces is that they are moveable and, as such, have the **potential to be re-used** to meet **future space** needs for the city.

# Impact of a STEM University Campus



- A STEM Hub university satellite campus will help establish Barrie as an **innovation hub**, aligning with the creation of a **Regional Innovation Centre (RIC)** in Barrie and the growing demand for talents in **innovation**, **automation**, and **Artificial Intelligence**.
- STEM program, such as **engineering** and **computer science** are applicable beyond the scope of manufacturing, as the **manufacturing sector** continues to be a key sector and employer across Barrie and the greater region.
- The 2022, the County of Simcoe Labour Market study identified that **21% percent** of the top 100 jobs advertised in the **manufacturing** sector required **NOC skill level A (university education)**.
- A dual approach, by having **both a college and university presence** in Barrie, can create a comprehensive ecosystem that nurtures skills development, from **technical training** to **research and innovation**.



# Thank You

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