

# Laurentian in Barrie

...making the vision a reality

Presentation to Barrie City Council  
September 26<sup>th</sup>, 2011



**Laurentian** University  
Université **Laurentienne**

Sudbury | Barrie, Ontario, Canada  
Admissions September 2011  
[laurentian.ca](http://laurentian.ca)



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Université Laurentienne

Sudbury | Barrie, Ontario, Canada

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UNIVERSITY

## Laurentian University

- Close to 10,000 students this year, up from 6,000 a decade ago
- 102 undergraduate, 25 masters and 8 PhD programs and 53 certificates, diplomas, and professional degrees
- #1 in Canada in total sponsored research income among primarily undergraduate universities for second year in a row
- One of three Canadian universities “on the move” according to Maclean’s
- Globe and Mail : “Laurentian has buzz”
- In Barrie since 2001, now 1,000 students + 200 in Orillia in 10 programs
  - Bachelor of Arts in Anthropology, English, History, Law and Justice, Political Science, Psychology, Sociology,
  - Bachelor of Social Work, Bachelor of Business Administration, MBA
- Vice-Provost in Barrie: Dr Bernadette Schell
- Independent student government for Laurentian students in Barrie
- Oversight by one Board of Governors and one Senate



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## Downtown Campus Responds to Community Needs

- Aligns with provincial Growth Plan
  - One of the few among the 25 *urban growth centres* not to have a university campus.
  - Not only is this a missed opportunity, but the City must plan the appropriate community infrastructure to ensure a *complete community*.
- One of the City of Barrie's five strategic goals for 2010-2014 is to create a vibrant and healthy city centre. One of the projects identified is to encourage a city centre postsecondary presence.
- Community representatives, including elected officials, business and community leaders, and representatives from the City of Barrie and Simcoe County, the Royal Victoria Hospital, school boards, the Downtown Barrie Business Association (BIA), the Public Library, United Way, Aboriginal and Francophone organizations, told us in May they wanted Laurentian to establish a downtown campus.
- Laurentian students, faculty and staff in Barrie want their dedicated space, more 4-year majors.



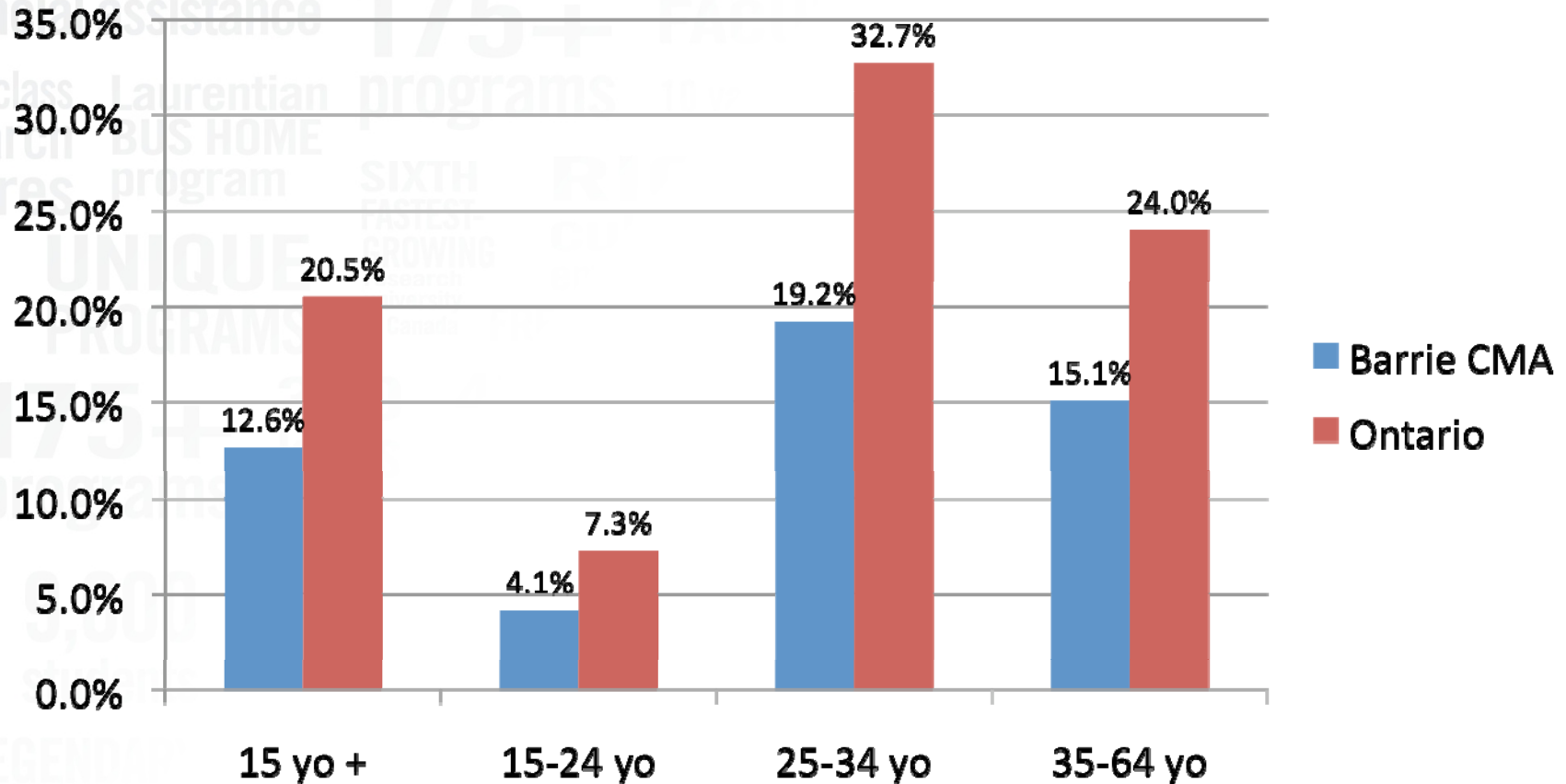
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## Why a University Campus in Barrie?

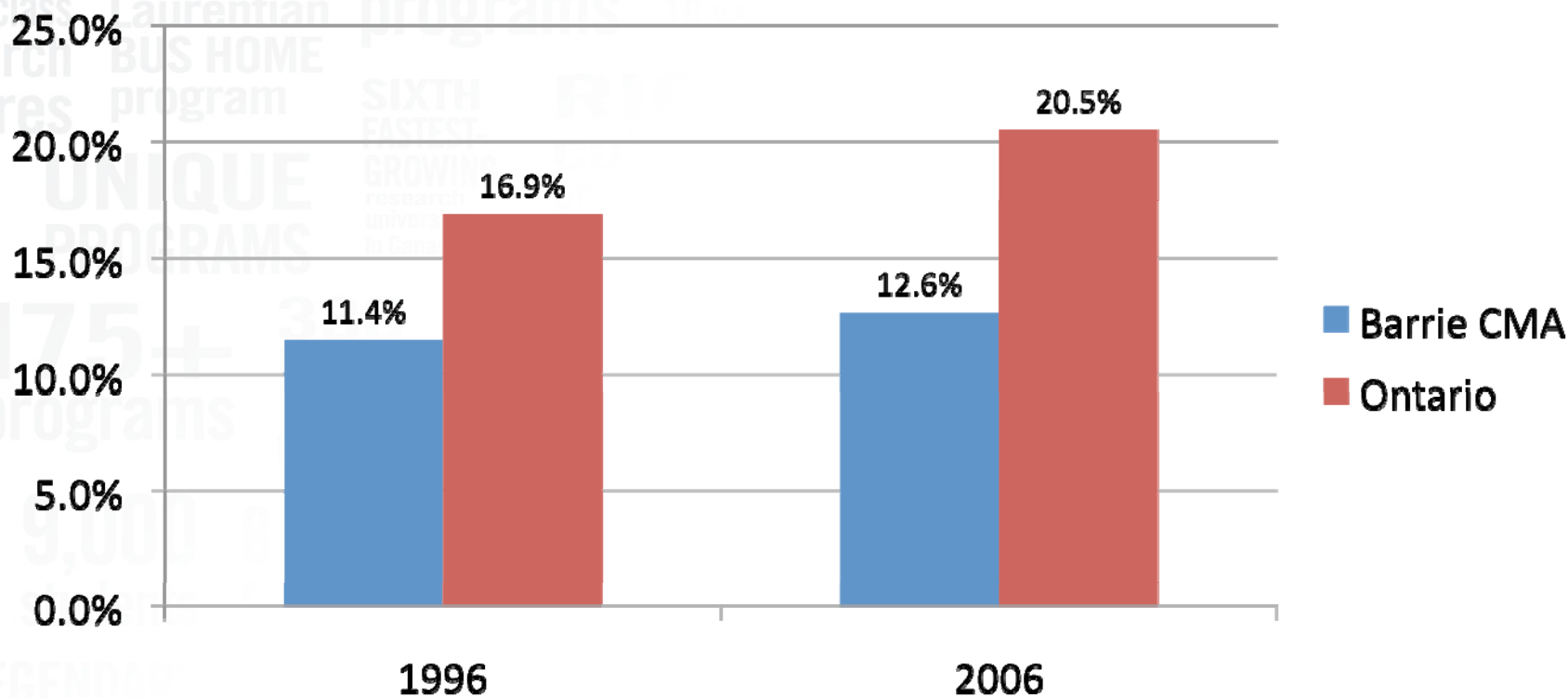
Low participation rate in university studies





## Why a University Campus in Barrie?

Barrie has lost ground vs Ontario from 1996 to 2006 in its proportion of 15 yo+ having completed a university degree







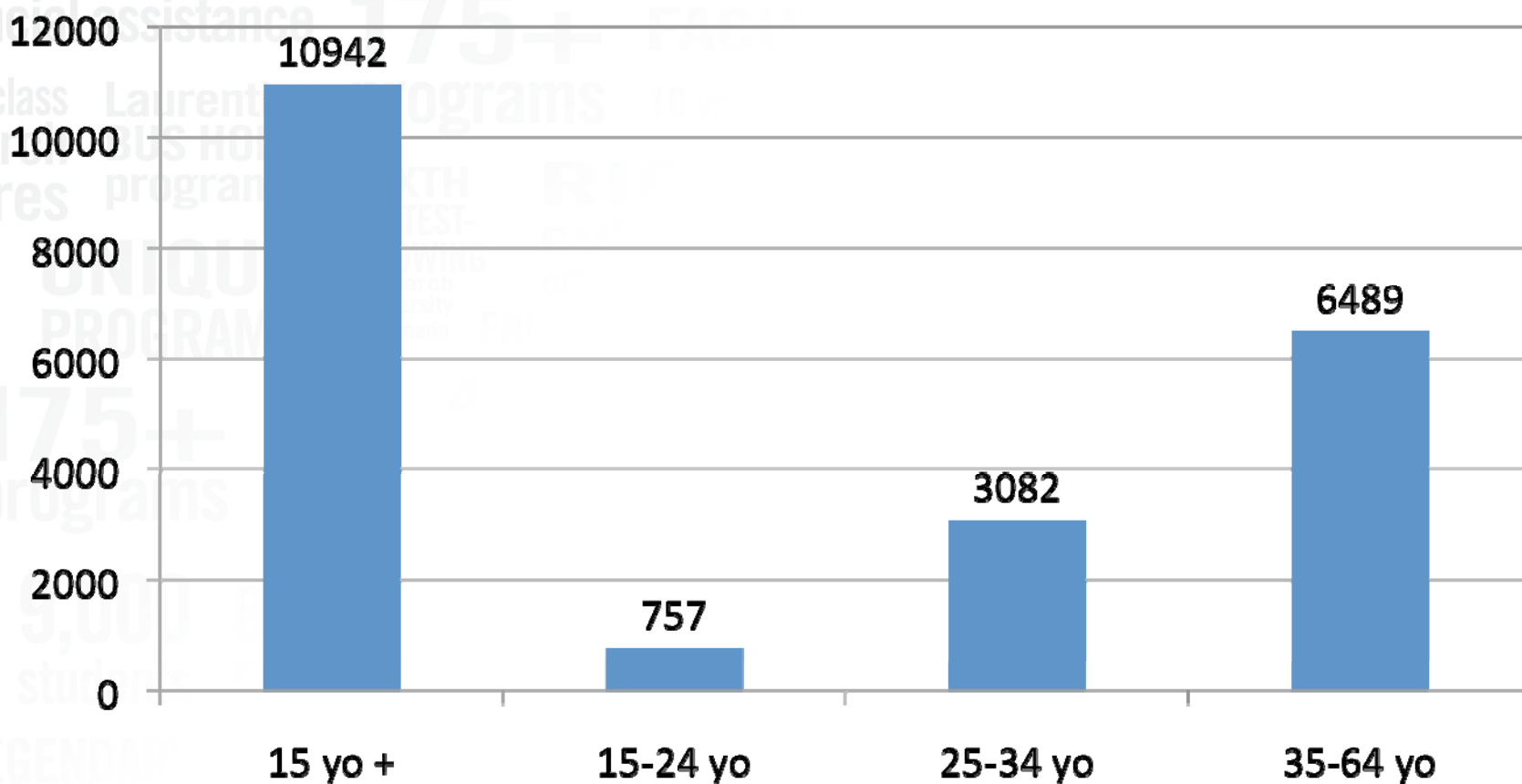
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## Why a University Campus in Barrie?

Barrie's Gap in University Graduates vs Province





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## A Laurentian University Campus in Downtown Barrie

- February 2010 : Board approved long-term capital strategic directions
- May 2010: Presentation of vision to City Council, enthusiastic support
- June 2010: Submission of long-term capital priorities to the province, \$40M ask to the province
- Since November 2010: Work with city staff to identify potential sites
- May 2011: Community consultation for university's 2012-2017 strategic plan



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## Laurentian in Downtown Barrie – A Vision for September 2020

- Downtown campus serving 3,000 students (2,500 full-time equivalent) offering:
  - Undergraduate liberal arts and sciences in English
  - AACSB accredited commerce programs
  - Social work
  - Strong commitment to Indigenous education
  - Unique programs such as secure data centres, IT security and computer engineering and environmental science
  - Executive development centre





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## **Laurentian in Downtown Barrie – A Vision for September 2020**

- Capital requirements:
  - \$60M academic facility of approx 162,000 sf
  - Student Centre funded through student levy
  - Private student residence on university-owned property
  - Approx 550 parking spaces on university-owned property (funded through permits)
- 10 potential sites identified by City staff
- Ancillary spaces and services can be considered in partnership with student union and/or community partners



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## Why Laurentian?

- Have been part of the community for over 10 years
- By far the #1 choice for university studies in Simcoe County
- Significant progress over these 10 years
- Permanent investments in tenured faculty already made
- Only university making a commitment to Barrie in its strategic plan, informed by community consultation
- Growing representation from Barrie on Board of Governors, Senate
- \$14M commitment towards the project
- Track record in working with a municipality to secure a downtown campus
- Committed for the long-run



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## How Will We Get There?

- Laurentian pledge of \$14M towards project
  - MoU with city including proposed city pledge of \$14M towards project, ideally by end of October
    - Backloaded over 10 years starting in 2013-2014
    - Could partially take the form of city-owned assets
    - Laurentian would commit to “triple match” the city’s pledge (City would put in \$14M, Laurentian puts in \$14M and will invest or secure another \$28M)
- Launch of community steering committee, chaired by Janice Skot
- Laurentian to submit updated bid jointly with city to provincial government (matching proposal submitted in June 2010)
- Joint site selection
- Gradual transition of programs to new campus

World class  
fitness and  
recreation  
centres

175+  
programs

9,000  
students

BILINGUAL  
UNIVERSITY

# LAURENTIAN UNIVERSITY



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feel

CLASS  
SIZES

BILINGUAL  
UNIVERSITY

PATHWAYS  
to career  
opportunities

5.8 million  
financial assistance

175+  
programs

ENGAGE  
FACULTY

World-class  
research  
centres

Laurentian  
BUS HOME  
program

SIXTH  
FASTEST  
GROWING  
research  
university  
in Canada

## Economic Study Impact by KPMG

JARY  
's Club

UNIQUE  
PROGRAMS

of  
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y  
175+  
programs

330  
lakes  
Climbing

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9,000  
students

L  
LEGENDARY  
PotBangers



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## Return on Investment

- More high school graduates staying close to home to pursue university studies, cost savings for families
- More diversified local economy to weather economic downturns
- More mature learners upgrading their competencies within the community
- More educated workforce attracts more business investments
- More good paying jobs in Barrie, individuals spending in community
- Attracting a greater number of smart university students from outside Barrie who will spend in the community
- Academic conferences from May to August will boost tourism activity
- Accelerated revitalization of the downtown core
- Increase in property values
- More research and innovation
- Greater national and international visibility for the city
- Frees up space for future college growth
- Leverage recent GO Transit infrastructure investments





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## Municipal Investments

Municipality	Institution	Investment	Type	Student Population
Brantford	Laurier	\$17M	Capital and in-kind	950
Orillia	Lakehead	\$10M	Cash	1,100
Sudbury	Laurentian	\$10M	Cash	400
Cambridge	Waterloo	\$6.25M	Cash	245
Stratford	Waterloo	\$10M + land	Cash and land	100
Milton	Laurier	land	60 acres of land	1,100 by 2015



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## Steering Committee

- **Laurentian:** Board member, VP Administration, Chief of Staff, Vice-Provost, student, faculty
- **City of Barrie:** Councillor, General Manager of Infrastructure & Development Services, Director of Economic Development
- **Community:** downtown BIA, downtown residents, hospital, school boards, Chamber of Commerce, Rotary, business, IT data/security, media
- **Expertise:** urban planning, architecture, real estate, facilitation
- Focus in the short term : advise on downtown site selection and associated matters
- Focus in the medium term :
  - Advise on overall project plan including communications and advocacy;
  - Have designates in selection of design team;
  - Advise on design of campus.



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## Take-Aways

- Universities drive innovation and creativity in the communities they serve
- Laurentian committed to Barrie, has become a strong advocate for the city
- Leadership of the City of Barrie has greatly influenced Laurentian's future direction
- Time to move is now
- Proposed Laurentian campus will be a game-changer for the City and the downtown core