

ParentThesis

A NEWSLETTER FOR PARENTS OF STUDENTS AT BROCK UNIVERSITY

Brock launches \$75-million campaign

Brock University kicked off a massive \$75-million fundraising campaign in March to build much-needed space, bolster its research capacity and help create new industries for Ontario's changing economy.

The Campaign for a Bold New Brock will fund new teaching and research buildings and pump millions of dollars into new bursaries, scholarships and student awards.

Brock, one of the fastest-growing universities in the province, has already raised about \$34 million during its "quiet campaign", and aims to achieve its goal by the end of 2012.

University President Jack Lightstone said it is crucial to

proceed with the campaign despite the global recession. Developing future employment prospects for Canadians means investments must be made in higher education and areas of advanced research.

"Change must happen," he said. "Significant steps must be taken, not just for the future of University graduates, but for our whole community and every family in it. We at Brock recognize that, and we intend to be part of the solution."

Lightstone said the ambitious campaign — more than double anything the University has attempted to raise in the past — is self-financing and will not

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Brock President Jack Lightstone announces campaign goal.

Students find resources, friends in Mentorship Plus



A mentor and mentee share information.

Tasha Dallimore was ready to call it quits after her first year at Brock University.

But with the encouragement and support of her student mentor, the Brampton-born Dallimore vows to complete her undergraduate degree. Furthermore, she has narrowed her academic focus to Earth Sciences from a general arts program.

The first-year student and her third-year mentor, Erin Varga, are involved in Mentorship Plus, an enriched undergraduate program that is designed to

meet the ongoing needs of students — academic success, networking, volunteerism and reciprocal mentoring.

"I had a lot of problems at the beginning of the year," said Dallimore, "and I wanted to finish my first year and then leave.... But my mentor and my friends helped me get my life in order. I'm going to continue my university studies until I graduate."

Here's how the Mentorship Plus program works. First-year students are mentored by trained third-year students;

second-year students participate in leadership and skills training; and fourth-year students are mentored by Brock friends, graduates, staff or faculty.

It is hoped that eventually 25 per cent of Brock's student population, and more than 1,200 Brock graduates and community volunteers, will be involved in the program.

By her second week of classes, Dallimore was uncomfortably behind. She had enrolled in

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\$4.3 million more for student aid

Brock students can access \$4.3 million more in financial aid now that the University has reached its fundraising goal. Generous donors, including Brock parents, contributed \$1.38 million this spring, which qualified Brock for another \$3 million through the province's Ontario Trust for Student

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Brock

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impact or draw from the University's operating budget. He said donations reflect support for the initiative and will leverage further funding from federal and provincial governments.

"Governments today are looking to make capital investments that have long-term payoff for the future of our region, our province and our country.

"We know that 70 per cent of jobs in a new knowledge-based economy will require post-secondary education. And we know that in the next 10 years, the growing demand for higher education will require between 42,000 and 60,000 new spaces in Ontario, most of them in the Golden Horseshoe."

Research gives rise to jobs and new economies by advancing knowledge and innovation, and spawning new processes or products that could be grown, developed commercially or manufactured in this part of Canada.

Key economic catalysts of Bold New Brock include an advanced bioscience research complex on the main campus, and placing the Marilyn I. Walker School of Fine and Performing Arts in downtown St. Catharines, in conjunction with a performing arts centre.

The Niagara Health and Bioscience Research Complex will accelerate existing work on plant-based pharmaceutical discoveries, and have the real potential to make better use of assets that already exist, such as Ontario's concentration of commercial greenhouse capacity, the highest in Canada. (Please see related story on this page.

For more information, see boldnewbrock.ca

Mark your calendar

For a complete listing of important dates, please go to www.brocku.ca/webcal/2009/undergrad/sche.html

Ottawa announces \$38 million for research complex



Artist's rendering of the Niagara Health and Bioscience Research Complex.

As part of its Knowledge Infrastructure Program, the federal government announced in May that it's investing \$38 million in a new research complex at Brock University.

The Niagara Health and Bioscience Research Complex (NHBC) will bring together research and industry, and play a key role in advancing Canada's science and technology infrastructure. It will create a space for leading researchers — in advanced human health, bioscience and biotechnology — and entrepreneurs to work collaboratively to bring innovations to market.

Construction on the NHBC is

scheduled to begin this summer and the first phase of the project will be completed by March 31, 2011.

Ontario contributed \$33.5 million to the project in February 2008 and the Regional Municipality of Niagara has kicked in \$2 million.

"The Niagara Health and Bioscience Research Complex will strengthen Brock's capacity to partner with our surrounding communities to revitalize Niagara's economy," said Brock President Jack Lightstone. "This facility will forge new economic partnerships between research and industry that will foster a new economic cluster in

advanced health studies and biomanufacturing in Niagara.

"It will enhance the University's research capabilities through the creation of new specialized labs equipped with advanced equipment, and will also assist in alleviating our institution's teaching and learning space pressures."

The 142,000-square-foot, \$109-million research facility will be located on the main campus and will be home to almost 400 students, visiting and current faculty, scientists and researchers — including six Canada Research Chairs — and an industry-led business incubator.

Building rises for International Services

The framework for Brock University's new International Services building has risen above surrounding buildings.

The building will be the new home for Brock's international operations and the English as a Second Language (ESL) services, including the Intensive ESL program. It will also house the Faculty of Humanities' Department of Classics and expand the department's research and teaching space.

In March, Brock held a groundbreaking ceremony to mark the beginning of construction. This milestone represented the first tangible result of The Campaign for a Bold New Brock, the biggest capital fundraising campaign in the University's history launched earlier that same month.

The 4,000-square-metre building, designed by Robbie Young & Wright/IBI Group Architects from Toronto, is located in the area behind 573 Glenridge Ave.

The groundbreaking ceremony featured remarks by President Jack Lightstone; Kim Meade, vice-provost and associate vice-president,

Student Services; and Rosemary Hale, dean of Humanities.

"Our world gets smaller every day. That is why our University prioritizes such projects as the



Shovels go into the ground to celebrate the start of construction

International Services Building —to provide our students with universal learning experiences and opportunities," said Lightstone. "Brock owes it to our own local community to look beyond Niagara, and we are already committed to the concept of a global perspective in a knowledge-based economy. We already have more than 1,400 international students from more than 80 countries around the world. And we aim to increase our international student population to 10 per cent of our student body, up from less than five per cent."

"It is fitting that Classics is a part of a building focused on International Services. This department, concerned with ancient cultures and ancient

languages, knows full well the measure of success for internationalization," said Hale. "This new facility will have a museum and preservation lab to help expand the research capacity of Classics and archaeology. Here the students and faculty will be able to analyze the importance of understanding the past."

Meade said that "the consolidation of all international activities under one roof will support our Academic Plan and the specific objectives to increase the number of international students, foster within our community a sense of social responsibility, and stimulate faculty, staff and student engagement on an international level.

"As more international citizens come to Brock as researchers and scholars," she added, "they contribute their own unique perspectives to our teaching and learning environment."

Brock develops bold brand

Brock University has a new look that's bold, visually striking and thought provoking.

The imaginative brand signature and tagline — “both sides of the brain” — and other graphic and photographic elements help to visualize and state Brock's passion for taking students beyond academic convention and setting us apart from other universities.

Brock's interdisciplinary focus to higher education helps students develop their rational and analytical side, and also their emotional and creative side — not just their intellectual capacity, but also their skills and values as community volunteers.

The distinctive fingerprint in the Brock wordmark reflects the unique and personal character of our University, just as our fingerprints are distinct to each one of us.

Both sides of the brain ads have dominated the Maclean's Guide to Universities and the *Globe and Mail* newspaper. A review in the *Globe and Mail* said the initiative is “one of the most arresting university campaigns to come along in a



very long while.”

Brock's marketing campaign will celebrate our uniqueness, and it has developed strategic goals that will benefit the University and advance the goals of the academic plan Brock 2014. The strategic goals are fourfold:

- to increase prestige and respect for the University
- to increase enrolments of exceptional undergraduate students
- to increase the quantity of exceptional graduate students
- to increase research funding

The brand came to life with the launch of the Bold New Brock capital campaign in March. The marketing campaign will be rolled out in a timed and phased manner over the next year. Some of the launch priorities include:

- A redesigned website
- Brand Standards Manual (policies, tools and templates)
- Consistent messages and identity in recruitment material for the 2009-10 admission cycle
- On-campus displays

Grad student wins coveted scholarship



Ellen Robb

Ellen Robb, a PhD student in biology and president of Brock's Graduate Students' Association (GSA), was awarded the school's first Vanier Canada Graduate Scholarship in May.

She will receive \$150,000 over the next three years to pursue her studies into the cellular mechanisms underlying the positive health effects of resveratrol, an active ingredient in red wine.

Robb, who is from Niagara-on-the-Lake, Ont., will work

under the supervision of Professor Jeff Stuart from the department of biological sciences. She started working in his lab as an undergraduate student in 2006.

The scholarships are awarded to leading doctoral students from across Canada and abroad.

The federal government launched the Vanier scholarships program 2008 with an initial \$25-million investment.

Students appreciate Touch of Home

Parents, relatives and friends can pleasantly surprise students on their birthdays, holidays and other events with a Touch of Home.

The Brock Student Ambassadors' award-winning Touch of Home program has items that can be ordered and sent to sons, daughters or someone else who is special. Students can enjoy one of the Special Occasion features such as the Valentine chocolate-dipped strawberry bouquet or Halloween treats, or one of the regular items such as birthday cakes, cookie bouquets, fruit baskets, and much more. Bringing a smile to someone's face is just a phone call or e-mail away.

This year we have added a smaller personal size, more affordable treat that students may enjoy on a “just because” day.

Parents can also take advantage of the Plan of the Year that will ensure that their student receives a treat each month from October to March, plus a November Exam Care Package.

Revenue from this program is used to support our students through donations, such as

\$25,000 to the Good Better Brock capital campaign in 2000 to support the creation of teaching and recreation space on campus. An initial contribution of \$14,000 for a bursary in the Ambassadors' name has grown to \$28,000. In addition, two life insurance policies will generate \$50,000 in revenue for the University.

The Brock Student Ambassadors is a non-profit volunteer organization whose goal is to link students, alumni, university and community through various interactive committees.

The Ambassadors also offer Exam Care packages that contain an assortment of goodies to help students through the stresses of exams. To access the Touch of Home brochure and order form, or for information on Exam Care packages, please go to www.brocku.ca/foodservices (Touch of Home on the tool bar.)

You can also contact the Office of Alumni Relations regarding either Exam Care Packages or Touch of Home at alumni@brocku.ca or call 905.688.5550 x 3816.

Students find resources...
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courses that were full or inappropriate to her level. (She regrets that she didn't attend SMART Start, a Brock program for incoming students that would have assisted her in early course decisions.)

"With the help of Erin," said Dallimore, "I caught up when I finally was able to get myself and my work organized and got into classes. We would study together because I don't study well by myself. We were fortunate enough to be in the same Spanish class so we would work together."

Added Dallimore: "I liked that Erin wasn't judgmental and would always try to help. I gained a supporter and problem-solver in the process."

Varga, a Niagara Falls native who is entering her fourth year in English, remembers all too well what her first year was like. Those memories triggered her participation as a mentor in Mentorship Plus, and she was partnered with Dallimore.

"I remember passing by the sign for involvement in the Mentorship Plus program and immediately thought of my time as a first-year student at Brock," says Varga. "It was always the little things that worried me first year, like how to ride the buses, what was WebCT, where is J Block in MacKenzie Chown and how do I get to the gym?"

She wishes that she had had a mentor when she was entering her first year.

"I thought that this could be my opportunity to help someone who was having the same first-year worries like me," she says.

There were also some unexpected benefits.

"Being a mentor, I learned more about Brock too," says Varga. "If Tasha and I didn't know something, we made the time to figure it out together."



Alexandra De Vincenzo

Alexandra De Vincenzo signed up to be a first-year mentee because she didn't know anyone at Brock.

"I thought that this would

be a great opportunity for me to meet someone who has gone through what I was experiencing and learn about life at Brock," she says.

Not only did she gain a much-needed friend through her mentor, "I gained helpful knowledge about what to expect from some of my courses, how to survive exam periods and what to do on and off campus for fun with friends."

De Vincenzo is excited to participate in the program next year and recommends that "anyone coming to Brock as a first-year student, with many friends or none, should participate in the Mentorship Plus program. I had a lot of fun and I learned a lot about life at Brock that I don't think I would have if I had not applied to this program."

Student aid...*continues from page 1.*

Support (OTSS). That money will be used for student awards and bursaries.

The addition to Brock's endowment will help 132 more students attend Brock each year, said Doug Earle, executive director, The Campaign for a Bold New Brock.

"This is amazing generosity in these challenging times," he said.

The Ontario government's OTSS program offers matching funds based on how much universities raise to be used for awards for Ontario students with financial need. As an incentive, the OTSS formula gets richer for universities

achieving better results.

With one week to go before the deadline, the University was \$70,000 shy of qualifying for the \$1-for-\$3 funding. But some generous gifts in the final days of the 2008-09 OTSS fiscal year pushed Brock's fundraising efforts into bonus territory. They included a major bequest from a Niagara-on-the-Lake family.

The estate of Doris White left Brock more than \$390,000. The gift is for music program endowments in her name, and English program endowments named for her late husband Kenneth White. After Ontario government bonus funds, the Whites' original gift is enhanced to more than \$1.2 million.

Centre complements Brock project



Artist's rendering of the Marilyn I. Walker School of Fine and Performing Arts.

The federal and provincial government jointly announced in May a commitment of \$36-million to construct a new Niagara Centre for the Arts and recital hall in downtown St. Catharines.

The city-owned Niagara Centre for the Arts will be adjacent to the Marilyn I. Walker School of Fine and Performing Arts, which Brock University plans to relocate to the downtown from the University's main campus.

"This project will be the cornerstone of council's vision for a revitalized downtown," said St. Catharines Mayor Brian McMullan. "With the proposed Marilyn I. Walker School of Fine and Performing Arts bringing students downtown by day, and the arts centre attracting audiences from across and outside the region, it will encourage the type of cultural district growth that will be a catalyst for positive downtown and regional development."

SSHRC research funding soars

Nearly 40 Brock University researchers were recently awarded more than \$2.25 million in grants through the Social Sciences and Humanities Research Council (SSHRC).

These SSHRC-funded social science and humanities research projects, undertaken to advance knowledge and build understanding about individuals, groups and societies, represent a success rate for Brock — in the fall competition — that has more than doubled from previous years.

"We greatly appreciate the support of the federal

government in research," said Liette Vasseur, vice-president Research at Brock University. "Brock has increasingly taken a greater place in Canadian research over the past few years and these results demonstrate the research excellence housed at Brock."

The research grants include a wide range of topics, including evaluating the effectiveness of Aboriginal network groups, finding modern relevance in works of fiction and the dramatic arts, investigating water issues or studying the various factors involved in aggressive behaviour.

Athletics sees changes

Two key Athletics staff members— Richard Deschatelets and Chris Critelli — are making changes in their lives.

Deschatelets, assistant director of Athletics and former men's and women's head wrestling coach Richard Deschatelets retired July 1 after 28 years.

In 26 seasons as the head coach of the Brock Badgers Wrestling program, the Badgers captured 22 Ontario University Athletics (OUA) championships (15 men, seven women) and 13 Canadian Interuniversity Sport championships (12 men, one

women).

Marty Calder is now head coach of the men's and women's wrestling program.

Critelli stepped down as head coach of women's basketball and into the role of Brock's assistant athletic director. She led the women's team to an OUA West Division championship in 2005-06 and to league playoffs 22 out of 25 times.

Si Khounviseth is Critelli's successor as head coach. A scholarship fund has been named after Critelli and will be supported by an annual golf tournament.

Brock University maintains a database of contact information for parents for the purpose of providing information on University and student affairs as well as charitable giving opportunities. All records maintained by the Office of Alumni Relations are considered CONFIDENTIAL and cannot be released without the permission of the individual(s) concerned. The Office of Alumni Relations does not sell, trade or give away mailing lists to other organizations. Should you wish to have your contact information removed from our database, contact Alumni Relations, at 905.688.5550 x 4345.

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