SENECA'S COMMUNITY OUTREACH & PARTNERSHIP DEVELOPMENT INITIATIVE

Engaging the non-traditional student

Seneca

THE SENECA BRAND
A DIFFERENT SCHOOL.
A DIFFERENT GRADUATE.

- The underpinning of Seneca's Strategic and Academic plans - seeks to change the way people think about colleges

  - Being the leader in post secondary pathways

  - Producing grads who are engaged citizens

  - Building on what students bring

  - Meeting students where they are as a starting point

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THE *STATUS QUO* IS NOT AN OPTION

- Many youth do not have access to the Seneca vision

- Youth weighed down by the challenges of :
    - Poverty
    - Family Violence
    - Isolation – Coping with new Language & Culture
    - Unemployment
    - Single parent families
    - Homelessness and related issues

- Outcomes:

    - Under-achievement

    - Early school leaving

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WHAT ARE THE SOLUTIONS?

- First Generation Funding (2006) – Provincial Government strategy
  - Infusion of resources to support access and success

- Who were the students?

- Where did they come from?

- Why did they come?

- Based on the above, what can we reasonably assume? That they were all successful?

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LEARNINGS FROM 1ST GEN

- Understanding the Complexity of Diversity

- Recognition of Key Success Factors

- Identification of Transferable Practices

- Commitment to Continuous Improvement

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PRIORITY NEIGHBOURHOODS ARE NOT OUR PRIORITY

- Colleges and Universities absent in many

- MP's Town Hall – Model Outreach Practice

  - Opposite of "Build it, and they will come"

- Find the community and meet them there

- Overcome fear driven by media stereotype

- Collaborate with community players

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EDUCATION FAIR
MODEL OF
COMMUNITY ENGAGEMENT

- San Lorenzo Church and the Hispanic Community

- City of Toronto & the York Gate Mall and the Jane Finch Community

- TAIBU Community Health Centre, On-Track Employment, Malvern Family Resource Centre and the Malvern Community

- Thorncliffe Neighbourhood Services & Thorncliffe Park

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PROMISING PRACTICES

- Diversify outreach strategies

- Adopt an asset-based approach

- Embed interventions in the community

- Model   School ←—————→ Family

        Community Partnerships

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WHAT HAVE WE LEARNED?

- "Build it, and they will come" still does not work

- Grassroots "guerilla" tactics work (door-to-door)

- Flyers and pamphlets (thru existing programs)

- Club cards & Youth Magazines - BOSS Launch

- Website sign-up for workshops - tech savvy youth

- Empower partner organizations thru role equity

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CHALLENGES: NAVIGATING PARTNERSHIPS

- Malls are high maintenance

  - Insurance policies

  - Security

  - Tenants

- Community Partners' Volunteers
  - Trained
  - Focused
  - Enthusiastic
  - Rewarded

- Colleges & the Kardashians = Competitive Sisters

COMMUNITY OUTREACH – PHASE II

- Relationships

  - Relationships

    - Relationships

- Determine partners' needs - create win-win

- Involve Marketing, Liaison and Access programs at all colleges

- Target guidance counsellors in local high schools and middle schools

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QUESTIONS

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