

# Building the Future

## Fuel for a growing economy

Parkland College has undertaken significant industry, business, and community consultations to determine the short- and long-term training needs of the region. The Trades and Technology Centre has been designed to meet current labour demands and incorporates the flexibility to adapt to the needs of the region in the future.

The Trades and Technology Centre is a major expansion of services and program delivery options that are not currently available in the region. The current proposal sets the facility at 24,550 square feet. The concept includes a power engineering lab, an 8,000-square-foot industrial trades shop, a science and technology lab, six technology enhanced classrooms, a large student common area, and administrative space.



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PotashCorp's Steve Fortney (far left) and Lee Knafelc look on as Parkland College President Dr. Fay Myers delivers a message of thanks during PotashCorp's matching gift announcement at Parkland College in Yorkton on June 20.

## PotashCorp provides leadership gift

As one of Saskatchewan's largest companies, PotashCorp has developed a reputation for giving back to the community. Parkland College saw that firsthand on June 20, 2012 when PotashCorp announced a matching gift challenge in support of the college's proposed Trades and Technology Centre.

The gift is the beginning of the Campaign for Parkland College — its first ever major capital campaign. The multi-million dollar fundraising effort is aimed at constructing the state-of-the-art Trades and Technology Centre in Yorkton. The expansion at Parkland College is necessary to sustain the rapid economic growth of East Central Saskatchewan.

Until the end of 2012, PotashCorp will match community and industry contributions to the campaign to a maximum of \$1.225 million. This gift is the first of its kind, and the largest of its kind, ever given to Parkland College.

"We understand that a skilled labour force is key to a sustainable future," said Lee Knafelc, Vice-President of Human Resources and Administration at PotashCorp.

"For communities across Saskatchewan, and companies like ours, a new generation of skilled talent will be needed to fuel growth and prosperity."

The facility will house training space and classrooms that will allow Parkland College to produce more than 350 skilled graduates per year, and upgrade the skills of over 2,000 workers annually. This project is a major expansion of services and program delivery options that are not currently available in the Parkland region.

"This important gift comes at a critical time, and provides the college and the region with significant momentum. We are grateful to PotashCorp for its vision, encouragement, and leadership," said Parkland College President Dr. Fay Myers.

"We know the demand for skilled tradespeople and technicians is expected to remain high in this province for a long time. We have a lot of support from the communities and industry partners in our region. They're telling us this needs to happen. And a commitment like this from PotashCorp will go a long way to making it a reality," Myers added. ■

## Principles for campaign success

Education is one of the key inputs in building sustainable communities. The Trades and Technology Centre will help retain our youth, support the economic development of the region, and revitalize our communities. That's why Parkland College is seeking leadership gifts from local businesses and industry.

"The opportunity in our region is like no other time in our history," said Campaign Director William Litchfield. "It really gives the college an opportunity to support our regional and provincial economic growth, and the needs of local businesses."

The college is working alongside Calgary-based consulting firm Myers & Associates to plan and deliver a successful fundraising effort. As part of that plan, the college has formed a Capital Campaign Cabinet of influential individuals from the area to provide guidance in this quest.

Parkland College is also in close contact with Saskatchewan government representatives to fine tune the proposal for the benefit of the province. The project has been identified as a top priority for the region by the Yorkton Chamber of Commerce and regional members of the provincial government.



DAVID STOBBE / REUTERS

PotashCorp is well known in Saskatchewan for giving back to communities through matching gift campaigns just like this one with Parkland College. Offering to match others' donations is a key aspect of PotashCorp's community investment program, and such gifts frequently make headlines for the boost they give to a wide variety of fundraising efforts.

One of PotashCorp's ongoing goals is to be a responsible community member. The company seeks to support projects and initiatives that reflect its own goals and values. Areas of priority include food security, education and training, community building, health and wellness, environmental stewardship, and arts and culture. But PotashCorp ultimately strives to improve the quality of life in areas where its employees work and live.

"We really like the match model because it gets the stakeholders involved," explained Lee Knafelc, Vice-President of Human Resources and

Administration. "It drives interest in the project. It kind of raises the bar and challenges the community to step up. It's just a good fit for us."

PotashCorp can boast of numerous examples of successful matching gift challenges. In 2012 alone, it matched \$1 million in donations to Saskatchewan's food banks, \$500,000 in pledges to Kinsmen Telemiracle, and \$100,000 in contributions to Regina's Z99 Radiothon to purchase new equipment for the Neonatal Intensive Care Unit at Regina General Hospital.

While challenges of that sort are welcomed with open arms, Knafelc laments another type of obstacle facing the company: a shortage of skilled workers.

"The skilled trades ... tend to be a challenge to fill because we're competing against oil and gas and a lot of

## What's behind PotashCorp's matching gift?

The mining giant tells us why it likes matching gift challenges, and how it hopes to get the community involved.

other things that are going on in the province," he said. "We want to ensure that we're ahead of that curve and that we have the right people trained up in time to staff our large expansion projects."

That challenge underscores the importance of building the Trades and Technology Centre so the Parkland region as a whole can benefit.

**"The match model gets stakeholders involved. It drives interest in the project."**

**- Lee Knafelc, VP of HR and Administration at PotashCorp**

"These colleges are doing a great job in helping us to feed that supply chain and make sure that

we've got the right skilled tradespeople we need in our workforce," Knafelc added.

PotashCorp has a Corporate Community Investment Committee that reviews applications. An application form is available at [www.potashcorp.com](http://www.potashcorp.com) ■



## Where The Campaign Stands

The Trades and Technology Centre will help deliver on the vision of a stronger Saskatchewan and bring new opportunities to the Parkland Region. Investments in the project will provide the necessary resources to sustain economic, social, and cultural growth.

“Our strength as a province and a region has always been our people,” explains Dr. Fay Myers. “Building a community where families are confident their children can receive a good education is vital to attracting and

keeping our greatest asset.”

Parkland College has invested significant time and energy to develop a facility that will best meet the region’s current and future needs for creating a local, educated labour pool. This project is identified as a top priority by the Yorkton Chamber of Commerce and by regional members of the provincial government.

The current proposal calls for a \$14.9 million facility to be constructed in Yorkton — between York Road and Darlington St. East, and Highway 9 and

Dracup Ave. North. Parkland College is committed to securing \$4.9 million in contributions from businesses, organizations, and individuals within the region. The college has submitted a formal request for funding to the provincial government in order to account for the remaining \$10 million.

The Campaign for Parkland College is being built around PotashCorp’s matching gift challenge. The contribution has provided significant momentum to the campaign, and the college is confident that it will soon reach its goal. ■

## THE OUTLOOK

### Saskatchewan leading, but dark clouds loom

The latest forecast (Sept. 2012) from the Royal Bank predicts that Saskatchewan will lead Canada in economic expansion in 2013. Real GDP growth in Saskatchewan is expected to be 4.0 per cent next year — nearly double the growth rate of the country as a whole.

Statistics Canada’s August jobs report shows that Saskatchewan’s employment numbers jumped 3.8 per cent year-over-year. The unemployment rate was 4.4 per cent — tied with Alberta for the country’s lowest.

But on the other hand, the Conference Board of Canada warns that rapid growth like this can be stunted if there’s not enough skilled labour supply to meet the demand of expanding industries. In May 2012, the Conference Board cautioned that the province’s economic growth could gradually decline over the next 10 to 15 years, resulting in annual economic growth of less than 2.0 per cent. In short, the Conference Board said, the economy can grow only as long as trained workers are available for growth industries like mining, oil and gas, and construction.

## Facts and figures: Challenges facing our region



# 10,000

Number of additional skilled workers required in **Saskatchewan** each year until 2020 to fill void left by retiring baby boomers  
*(source: Saskatchewan Labour Market Commission)*

# 1,000

Number of additional skilled workers required in **Parkland Region** each year for next 10 years  
*(source: Saskatchewan Government projections)*

# 350

Full-time graduates produced each year at Trades and Technology Centre

■ = 100 skilled workers



## Parkland College — A Provincial Leader

Parkland College is rapidly expanding to keep pace with regional development. The college has grown from a small special interest training centre into a provincial innovator and leader in education. The College boasts provincial firsts such as the only professional firefighting program, the only rural industrial mechanics apprenticeship program, and the most diverse off campus university program in Saskatchewan.

Parkland College is the leading post-secondary educational institution in East Central Saskatchewan and leading innovation across the province through the delivery of a diverse programming mix, including:

- Master Degrees
- Bachelor Degrees
- Apprentice level training
- Diplomas
- Certificates
- English as an Additional Language
- Safety certifications
- Customized industry and business training
- High school diploma

The new Trades and Technology Centre will help make Parkland College and Yorkton an Educational Destination for students and support the growth of local businesses.

## An evolving campus

Engaged, passionate, and innovative. Parkland College is constantly evolving and repositioning to better meet the needs of its stakeholders.

### MISSION:

Parkland College is a catalyst; changing lives, communities and industry, one learner at a time.

### VISION:

Prosperous individuals, enterprises and economies – driven by excellence at Parkland College.

## Capital Campaign Cabinet

The Capital Campaign Cabinet is a group of forward-thinking industry leaders which will provide key industry insight, generate support and build awareness for the project.



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