In the Heart of the City

Vision

The Calgary Campus will enable the unique integration of industry needs and interactive learning, within one of the most vibrant cities in North America.

Urban and Rural Unite

In August 2006, Olds College welcomed its first students to the transition campus for the Olds College Calgary Campus located in the heart of Canada's fourth largest city. By September 2009, the permanent Olds College Calgary Campus will open in a city renowned for its dynamic entrepreneurial excellence, and home to a population intensely proud of its heritage, innovation, modern thinking, growth and success.

The first programs offered at the transition Calgary Campus include the Fashion Marketing Certificate and the Land Administration Certificate. Both of these programs address the specific interests and industry needs for a broad range of learners, consistent with Olds College's strategy to enable urban and rural learners the opportunity to succeed in the increasingly complex marketplace.

The Olds College Calgary Campus is not located amongst the sky scrapers and glass towers of the downtown core, but more appropriately on the grounds of the Calgary Exhibition & Stampede, within the historic Weston Bakery building. Constructed in 1929 – 1930, this building has heritage building status and represents the resurgence of Calgary's commercial development in the late 1920's. The Calgary Exhibition & Stampede has been the foundation of the city's agricultural roots for more than 90 years, and boasts an international reputation as a showcase for agriculture and entertainment.

Olds College and the Calgary Exhibition & Stampede have had extensive discussions pertaining to the College's participation in the expansion of Stampede Park and its educational programming. The benefits of establishing an Olds College Campus on the Stampede grounds include:

- Association with the Calgary Exhibition & Stampede, their status and influence, and the Stampede Park Development ($500 million, 15 to 20 year urban renewal initiative).
- Exposure to 4.0 million visitors annually.
- Access to land (193 acre classroom).
- Access to the Elbow River Park and a $17 million greening initiative.
- Opportunity to partner with the Calgary Exhibition & Stampede for diverse industry directed educational programming.
- Development of partnerships within the City of Calgary (e.g. horticulture, landscaping, and unique C-Train access to the Calgary Campus).

New skills are required to succeed in the increasingly complex global marketplace. The role of the Calgary Campus is to enable urban and rural learners to become leaders and contribute directly to the advancement of Western Canada. Increasingly, agriculture, horticulture, land and the environmental industries are changing from "production-oriented industries" to market and "consumer-oriented industries" as we move towards a knowledge-intensive global economy. This transformation is significant given that the very structure of each industry is dynamic and defined by constant irreversible change. Olds College is investing in the sustainable development of Western Canada, by enhancing its unique programming and improving learner access in an urban setting.

The establishment of an Olds College Campus in Calgary will greatly enhance learner access to Olds College, its unique expertise and industry-based programming. A stronger presence in Calgary will help Olds College enhance public awareness of industries and issues and expand relationships and partnerships within the public and private sectors.

New Skills Needed to Compete

The global marketplace is demanding new skills and sophisticated approaches to problem solving and seizing opportunities. Increasingly, agriculture, horticulture, land and the environmental industries are changing from production-oriented industries to market and consumer-oriented industries.

The Calgary Campus will enhance the College's unique programming and improve learner access in an urban setting. It will create market-focused leadership and have a significant positive impact on:

- Agriculture and Agribusiness
- Fashion Marketing
- Horticulture
- Land Administration
- Land and Environmental Management

Unique Solutions

The Olds College Calgary Campus will offer a variety of credit courses and educational programming, in conjunction with non-credit services that support the goals of Olds College, the Calgary Exhibition & Stampede and the consumer. Courses and programs will focus on leadership and will be home to such programs as:

- Agriculture and Agribusiness
- Fashion Marketing and potentially The Fashion Institute
- Horticulture
- Land Administration
- Land and Environmental Management

Courses offered will be in direct response to industry needs and will be delivered in a variety of formats including full-time, part-time, evenings, weekends and on-line.

Benefits

Contributors will be associated with this high profile and visionary initiative that will add significant value to the agriculture and energy industries, add value to life in Alberta, and advance technology and its use in a rapidly changing and competitive world.

Partnered for Success

- Calgary Exhibition & Stampede
- Calgary Economic Development
- Calgary Chamber of Commerce
- Tourism Calgary

Financial Impact

Calgary Campus Facilities

Permanent Facilities

	Partial Demolition	$ 520,000
	Renovations	$ 4,570,000
	New Construction	$ 4,700,000
	Equipment	$ 2,210,000
Total Calgary Campus		**$ 12,000,000**

For more information about this 2009 Capital Vision Campaign Project, please contact:

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