



## from NSCC Foundation & Alumni Relations

Back row from L to R: Chris Olive, Evie Sabean, Michelle Bussey, Lisa Taylor, Ashley Power, Ben Trenaman, Frank Lockington. Front row from L to R: Susan Pike, Whitney MacLean, Alexa Zarins, Heather Mosher

The holiday season is upon us, and we would like to take this opportunity to say how truly grateful we are for the incredible year. We've crossed a lot of milestones this year, none of which would have been possible without the support of you, our donors, volunteers, industry partners and alumni.

This year, thanks to the generosity of donors, partners and sponsors, the funds raised with the Make Way Campaign will support students with scholarships, bursaries and urgent aid, as well as provide leading-edge instructional equipment for years to come. In partnership with you, many new programs were also created, such as Limitless, Sponsor-a-Student, Student Works, and Entrepreneur-in-the-Making, just to name a few.

We recently launched NSCC Career Link – a networking program that introduces current NSCC students to alumni and industry mentors. It allows participants to provide guidance, share experiences and answer questions. With more than 4,300 NSCC graduates province-wide in 2019 and an ever-growing number of alumni, we believe NSCC Career Link will be a valuable tool moving forward.

As this year ends, we want to thank you for your help in making it one to remember and for building a lasting legacy. This holiday season, we hope you find time to relax and reflect on the amazing impact you've made in your community.

From all of us here at NSCC Foundation and Alumni Relations, have a safe and happy holiday season!

We look forward to partnering with you in the new year!



NSCC Cadets among other work placement recruits: Far left - William Poulin, 2<sup>nd</sup> year Marine Navigation. Back row, middle, grey shirt, Matthew Scott, 2<sup>nd</sup> year Marine Engineering. Far right, blue sweater Shawn Murley, 2<sup>nd</sup> year Marine Navigation.

## Canadian Steamship Lines offers employment post-graduation

Finding work post-graduation is at the top of every students' mind nearing the end of their studies. That's why Alyssa Walters, Talent Acquisition Coordinator for Canadian Steamship Lines (CSL) Group, has made that process easier for some students. She was excited when her organization decided to revamp its cadet program in October 2019.

CSL offers cadets in their second year \$5,000 toward their studies, up to a total of \$15,000 by the end of their studies. The company also offers those students two years of employment post-graduation to the sponsored students to provide them with job security. "We wanted to recognize the hard work our cadets put into their studies, and the industry needs new talent," says Alyssa. "This scholarship provides work opportunities for these cadets and gives them a sense of security as soon as they finish their studies."

Alyssa says that continuing to invest in students is the best way to enact change because they are curious, willing to learn and ready to get involved. "We know these students have a future in this industry because they have already excelled in their first year of studies and their first sea phase. This is not just an investment in the students; it's an investment for the future of the marine industry."

## Global News announces gift for NSCC students

NSCC's Radio Television Journalism students have reason to celebrate. Global News, a Corus Entertainment network, announced they're donating over \$16,000 to students enrolled in the program.

The event, held in September at NSCC Ivany Campus, marked the beginning of an exciting opportunity for students entering the program. The donation will be divided into four annual bursaries over the next four years. Overall, 16 students will receive financial support through this Global News Award.

"Global News is proud to support the future of journalism and the community through this award," says Ward Smith, Senior Vice President of Global News. "At a time when truth and facts matter more than ever, it's encouraging to see so many young, curious minds steering their education toward a future career in journalism."

The award hopes to increase the number of applicants to the program from visible minority groups. Additional criteria for the award includes a demonstrated commitment to the program and industry.

"As a College, we value the strength diversity can bring to our society," says NSCC President Don Bureaux. "This generous donation by Global News will give students from diverse backgrounds an opportunity to excel in this important field."



Members of the Global TV team, Rhonda Brown, Alyse Hand and Alexandra Henderson with NSCC President, Don Bureaux and Ivany Campus Principal, Paul Little, with students from the Radio Television Journalism program



Diesel Repair students with DAC Industrial Reps and the donated engine

## An investment in students is an investment in the workforce

A skilled workforce and strong community are at the centre of every booming economy. At NSCC students learn this concept early through work-integrated learning – a requirement of the majority of programs at the College. This is something Jack MacMaster, General Manager at DAC Industrial Engines, saw as a great opportunity.

Jack knew immediately that to build on the success of his parent-company, Deutz, he would need to make improvements. Jack's solution was to take on two NSCC students for their work-terms. "After the first two hires, we realized it was a great investment and opportunity to work with NSCC," says Jack.

Since then, Jack says he has continued to bring on NSCC students. He sees it as an investment in his community and workforce, some of the NSCC students DAC has trained have since graduated and become full-time employees.

The partnership between Deutz and NSCC has not only impacted students and the workforce, but Deutz has also become a donor. Deutz generously donated an engine to the automotive program at the Lunenburg Campus. The gift was an excellent opportunity for NSCC grads working at DAC to meet current students.

"I think community can be built by keeping our youth closer to home and by helping them build a career here," says Jack. "Our economy will benefit in the long-run if we create an environment where youth want to stay."

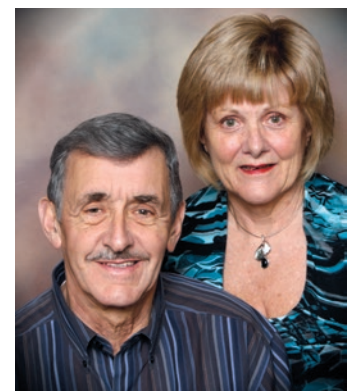
## Removing financial stress from the equation

When Doug and Elaine Thistle decided they wanted to provide an NSCC student with an award, they were motivated by two main factors: create opportunity and ease financial stress.

Doug Thistle moved to Nova Scotia from Newfoundland in 1974, and though he hadn't completed high school, he was determined to succeed in business. Thistle relied on direction and guidance from a mentor he gained early on. "When I came to Nova Scotia, a gentleman took me under his wing and taught me how to succeed in the automotive industry. The one thing he emphasized was attitude and effort. If you have the right attitude and put in the right amount of effort, you can succeed."

For Doug and Elaine, providing a student with a renewable award was a natural choice. They believe that a student may feel more motivated to complete their program if financial stress was removed from the equation.

Doug says donating to the NSCC Foundation is rewarding in a different way – there's no monetary gain, but you know you're helping to better the future of a student in need. His words of encouragement to anyone considering donating were simple: "You never become poor by giving to others."



"I am so thankful to Global Maritimes Media for the I award I've received. Having help to pay for my tuition takes some stress off my plate and allows me to fully dedicate myself to my studies and my future. I really can't thank Global Maritimes enough, and I am honoured to have been chosen for this award!"

– Elyse Whitman, Recipient, Global Maritimes Media Award / Radio Television Journalism – Journalism Concentration, Ivany Campus, Class of 2020



## NSCC students help Media Ladder Digital Marketing give back to community

Community is at the heart of Media Ladder Digital Marketing for Andrew Loscher and Louise Dixon, founders of the Truro-based web-design and development company. They try to incorporate community into their work wherever possible.

Three years ago, when an NSCC student approached them seeking a work-term with Media Ladder Digital Marketing, Andrew and Louise saw it as an opportunity to initiate a project that had been on their goal list; one that was focused on giving back to their community. "Sometimes you have a project that you want to come to life, you have a plan in place, but are lacking the resources. Taking on our NSCC student, Jason, allowed us to do more of what we wanted to do to give back to the community."

Though Media Ladder Digital Marketing has worked with high school students in the past, providing them with work-integrated learning, Andrew and Louise say working with NSCC students has been a different experience. "NSCC students come employment-ready, which means we have been able to move projects along faster. Not only are we helping a student by giving them education and training, but it's been helpful in us accomplishing more."

In working with NSCC students for their upcoming work term, Media Ladder Digital Marketing will be able to build and donate a website to a local

organization whose goal is to provide assistance to the homeless in Truro. "When students have access to education, it helps them build their skills and gain experience, all of which goes right back into the community."



Andrew Loscher and Louise Dixon

## Q & A with Linda and Jim Ross



Linda and Jim Ross both attended the Nova Scotia Land Survey Institute, one of NSCC's predecessor schools – where they first met.

Frank Lockington, Director of Planned Giving, sat down with the pair to talk to them about NSCC and what they've been up to since they graduated.

### Q: How did you become connected to NSCC?

J: We both graduated from Cartography at the Nova Scotia Land Survey Institute (now COGS) in Lawrencetown in 1974. I re-assumed my connection with NSCC after retirement when I was asked to teach biology and Aquatic Environments in the Water Resources program at the Waterfront Campus of NSCC in Dartmouth.

L: I went directly from high school and chose the Cartography program because it was 'different and non-traditional.'

### Q: You've both been generous in your support of NSCC. What inspires you to include NSCC among your philanthropic priorities?

J&L: We both value education and have seen firsthand the benefits of an NSCC education. We hope that our involvement will help make the road a little smoother. In consultation with our financial advisors, we were made aware of the benefits of planned giving. Initially it did take some thought and preparation, but it gives us the opportunity to give a gift to a cause we truly believe in. Both of us would urge others to consider a bequest as part of estate planning.

### Q: Do you have any words of wisdom for those about to graduate from NSCC?

J: "I think it is necessary to acquire a good solid work ethic early in your career, to continue lifelong learning and to do good work."

L: "At the time, it [the industry] was very male dominated and only a few women had graduated from the school. There was a great sense of accomplishment in succeeding and perhaps breaking down a few barriers."

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