

# REPORT

# to the Community

APRIL 2022

At Trent University, we are proud of the strong connection between our University and the greater Peterborough community. While the COVID-19 pandemic has presented challenges, the past year demonstrates Trent's place as a foundational leader in our community and our commitment to the region's success. At both our Symons campus and Traill College location, the history and future of Peterborough are interwoven with our Trent story. This edition of the *Community Report* reflects on the milestones, relationships, and impact of Trent University over the past year as we continue working together to support the social, cultural and economic health of our community.

**Dr. Leo Groarke**, President and Vice-Chancellor of Trent University  
**Julie Davis**, Vice-President External Relations & Development

## The (Economic) Impact of Trent

**\$675 MILLION** Trent's total estimated economic impact

**\$150 MILLION** Trent's operating budget

**6,135 JOBS** directly and indirectly supported in our community, outside the University

**\$161 MILLION** Student expenditures locally

**9%**

local GDP generated by Trent University

**\$322 MILLION** ESTIMATED ECONOMIC IMPACT OF TRENT STUDENTS (more than 85% come from outside the region to attend Trent)

## By the Numbers

**100+**

diverse and dynamic academic programs across the arts, sciences, social sciences and professional programs

**20:1** STUDENT-TO-FACULTY RATIO

**54,000** Alumni  
**WORLDWIDE**

**1,593** EMPLOYEES  
in Peterborough;  
THIRD LARGEST EMPLOYER  
IN PETERBOROUGH

## Acknowledged for Excellence

**2021 EMPLOYER OF THE YEAR  
AND GREEN INITIATIVES ACCOLADES**

Trent University received top honours at the 2021 Peterborough Chamber of Commerce Business Excellence Awards being named Employer of the Year. As a leading regional employer, Trent is committed to professional development, employee wellness and diversity while also supporting the local community, especially through the pandemic.

The University was also honoured to be selected for the Business Excellence Award in the Green Initiative category for the new Forensic Crime Scene Facility, a first-of-its kind

professional forensics training building constructed on a Canadian university campus, which aims to be Canada's first zero-carbon building certified by the International Living Future Institute.

In 2022, the University's demonstrated leadership in environmental education and stewardship was recognized by Otonabee Conservation as the 2022 recipient of the Environmental Excellence Award for Business, acknowledging outstanding groups who have contributed to a healthier environment for everyone.

**TRENT** UNIVERSITY  
CHALLENGE THE WAY YOU THINK

# Trent Gives Back

Trent University faculty, staff and retirees gave a record breaking \$150,936 for the 2020/21 annual United Way campaign in support of community organizations and services in need. For more than 50 years Trent has supported the communities it serves, giving over \$2 million for the local United Way to address issues like homelessness, food insecurity, domestic violence, and mental health challenges. The University has been Peterborough United Way's top workplace campaign for the past four years.

## CAREER OPPORTUNITIES AND CAREERSPACE

Students participated in the Trent University Volunteer Fair, hosted by Careerspace, as one of the many ways the University works to support students in their next career steps. Trent is committed to ensuring that every student has access to work, placement, volunteer and co-op opportunities before they graduate. With 30 in-person and 70 virtual organizations in attendance, students found a wide variety of opportunities to explore.

# Impact Through Volunteerism

## TRENT STAFF & FACULTY

Trent University's Community Relations office surveyed staff and faculty on their local contributions, outside of Trent, over the past year. The purpose of the survey was to recognize the time, resources, and donations the Trent community has made to their region.

### VOLUNTEERING

Almost **71%** of survey respondents volunteered in the past year. More than one third volunteered in community development work, and an equal number volunteered in agencies supporting education and youth.

### GIVING

**92%** of survey respondents supported a charitable organization with either donation of goods or monetary contributions. Of these, almost half of all donations were to organizations focused on community development and support.

# RECOGNIZING Community Leadership

The **Trent Community Leadership Award** recognizes faculty and staff who make exceptional contributions to the region. This award seeks to reinforce the value of giving back and getting involved, to extend the positive impact of the University in multiple ways.

In 2021, Trent University presented the prestigious awards to Louise Campbell and Dr. Paul Elliott.

"Volunteering my time to The Wisdom Exchange Project, Community Care, Peterborough Regional Science Fair and OPSEU 365 are an important aspect of my life. Making connections with older adults, sharing knowledge with fellow board members, nurturing young minds and supporting my colleagues gives me amazing opportunities to stay connected with my community."



**Louise Campbell**  
Scheduling Administrator, Office of the Registrar

"My passion for environmental education and knowledge of nature drives me to work with others to build a sustainable future. Through my work with Peterborough Field Naturalists, The Pathway to Stewardship and Kinship project, Camp Kawartha, the New Canadians Centre and through my work with students, I seek to make a positive impact in our community."



**Dr. Paul Elliott**  
Professor, Trent School of Education

# BINGO! in Downtown Peterborough

With an annual economic impact in Peterborough that represents approximately 9% of the local GDP, Trent University is a catalyst for regional prosperity, and social and cultural vitality.

Between September 7 and October 22, students studying at Trent's Peterborough Campus were encouraged to visit various locations around downtown Peterborough to complete a range of fun activities in an effort to fill out a bingo card and win prizes.

The goal of the Discover Peterborough Bingo initiative was for students to explore Peterborough, their home away from home, and uncover new favourite shopping and leisure destinations, and to support local businesses who have been impacted negatively by the effects of COVID-19.

The University is looking forward to partnering with Peterborough Downtown Business Improvement Area (DBIA), and Peterborough & the Kawarthas Tourism (PKT) again next year for the interactive scavenger hunt.

## RESEARCH FOR THE COMMUNITY

Through community-based research, students gain practical experience and exposure to potential employers. Local organizations benefit from new ideas stemmed from a skilled student talent pool and research that produces relevant data for communities.

- **484** active research projects
- **158** projects started in 2020, and valued at \$7,853,673.80
- **839** ongoing 2020 student research placements
- **225** School of Education B.Ed Placements

## CONFERENCE OF CONNECTION

1500 students from multiple school boards in Peterborough participated in the third annual FemSTEAM conference co-hosted by Trent University and Fleming College. The event featured a line-up of leading Science, Technology & Trades, Engineering and Math (STEAM) professionals and showcased programs and facilities available to students and community members right here in Peterborough.

# Trent Lands and Nature Areas

## The Vision

Create an inspiring, sustainable and complete Symons campus community to learn, live, innovate and be active.

## Initiatives Underway

- In November 2021, Trent University received a \$350,000 grant from TD Bank Group to implement environmental enhancement projects in the new University Green Network. The Plan includes a commitment to maintain 60% of the Symons Campus as Nature Areas and green spaces that provide valuable spaces for the community to interact with nature.

- In May 2021, peopleCare Communities was selected to build a 224-bed not-for-profit long-term care home on Trent's Symons Campus. This investment in our seniors is particularly relevant to our community, as Peterborough has almost 2,500 people waiting two to four years for a long-term care bed.
- In 2020, Trent University received \$4.8 million in funding from the Federal government to support Cleantech Commons – a premier green technology research and innovation site, to be built on Symons Campus. Cleantech Commons is a partnership between the University and the City of Peterborough, and will host a cluster of companies and start-up enterprises in environmental and clean-technology.

