

# RESPONSIBILITY

During our staff-wide consultation last year, the topic of committing to sustainable practices surfaced time and time again, with employees from across the Institute recognizing the opportunity to demonstrate leadership in this area and contributing outstanding ideas. This recurring

theme was identified as a priority for the Institute and, through our strategic planning process, helped shape our renewed vision, mission and guiding principles, including a commitment to exemplify corporate social responsibility (CSR).

Clearly, our people want to make a difference. Our long-term commitment includes evolving CSR initiatives and activities, as well as triple bottom-line reporting. We have many stories to tell about how we take this responsibility seriously. Without question this is a time of tremendous growth in all areas at NAIT.

The unprecedented demand for skilled employees has resulted in the expansion of NAIT's physical footprint - with new world-class centres including the Shell Manufacturing Centre, the Spartan Centre for Instrumentation Technology, the Petro-Canada Centre for Millwright Technology and the Sandvik Coromant Centre for Machinist Technology. This expansion has been fuelled, in large part, by our highly successful "Building on Demand" campaign which has raised almost \$80 million from the private sector.

These facilities, along with our proposed \$1.5 billion, 10-year workforce development plan to train about 108,000 students per year - an increase of nearly 50 per cent over current levels, are significant milestones in our progress towards providing business and industry with the solutions they need to meet the needs of our robust economies.

Our new baccalaureate programs - the Bachelor of Technology in Technology Management (BTech) and the Bachelor of Business Administration in Enterprise Management (BBA), help meet a need identified by business and industry for highly-qualified, productive graduates ready to meet the demands of a knowledge-based economy.

We continue to make great strides in applied research, pursuing innovation through ongoing prototype projects and with start-up companies in our Duncan McNeill Centre for Innovation.

This inaugural look at what we're doing to meet our commitment to CSR is just one step toward formalizing a means for dialogue with the community to build on our success. To that end, we have organized this publication around our economic, environmental and social footprints and invite you to share your thoughts at [csr@nait.ca](mailto:csr@nait.ca).

We look forward to hearing from you.

  
W.A. (Sam) Shaw, Ph.D.  
NAIT President and CEO

  
Douglas Goss, Q.C.  
NAIT Board Chair,  
Counsel, Bryan and Company

## WE WANT TO HEAR FROM YOU

To provide feedback on NAIT's corporate social responsibility highlights, please complete our survey at [www.nait.ca/csrsurvey](http://www.nait.ca/csrsurvey). Questions and other comments can be directed to [csr@nait.ca](mailto:csr@nait.ca).



This publication is printed on FSC certified paper.

# CSR

## Highlights of NAIT's Corporate Social Responsibility 2007



AN INSTITUTE OF TECHNOLOGY COMMITTED TO STUDENT SUCCESS

11762 - 106 Street NW, Edmonton, Alberta, Canada T5G 2R1

[www.nait.ca](http://www.nait.ca)

AN INSTITUTE OF TECHNOLOGY COMMITTED TO STUDENT SUCCESS

[www.nait.ca](http://www.nait.ca)

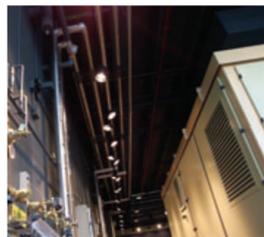


# OUR

THIS INAUGURAL LOOK AT WHAT WE'RE DOING IS JUST ONE STEP TOWARD FORMALIZING A MEANS FOR DIALOGUE WITH THE COMMUNITY.



# OUR FOOTPRINT = ECONOMIC + ENVIRONMENTAL + SOCIAL



## DID YOU KNOW? ...

NAIT is home to Canada's first high voltage, fully operational commercial fuel cell, which is used for alternative energy research and generates power for NAIT's use.

NAIT has the largest diploma-granting business school in Western Canada.

NAIT has one of the most technologically advanced facilities in the world - the NAIT HP Centre for Information and Communications Technology.

Applied research capabilities at NAIT include prototype development, beta testing, systems design, new business ventures and problem-solving.

NAIT is the largest apprenticeship trainer in Canada, accounting for 50 per cent of training in Alberta and 17 per cent of the national total.



## WHO WE ARE

### Solutions provider

The Northern Alberta Institute of Technology is a leader in technical training and applied education designed to meet the demands of business and industry. NAIT graduates provide the skilled workforce required to support today's global, knowledge-based economy.

### Our vision

To be globally valued for student success, applied research and innovation

### Our mission

Educated, skilled and successful learners

### Our key directions

Champion student success; pursue academic excellence; advance institutional sustainability

### Fast facts

- One of the largest post-secondary institutes in Alberta, offering some 250 degree, diploma and certificate programs and more than 1,000 continuing education courses.
- Annually about 4,000 students graduate from NAIT, and more than 2,000 apprentices complete their technical training component for journeyman certification.
- In the 2006/07 academic year, NAIT served the equivalent of 12,274 full-time students in all credit programs - the Institute's highest level to date.
- 94 per cent of NAIT grads are employed within months of graduation. Approximately 134,000 NAIT alumni work throughout Alberta and around the globe.
- NAIT trains more students and apprentices and has more graduates per year than any other post-secondary institute in the Alberta college sector.
- Founded in 1960, NAIT has 15 campuses - ten within the Edmonton metro area and five throughout northwestern Alberta.
- NAIT provides corporate training in 23 countries with offices in places such as China, India and the United Arab Emirates.

- NAIT is currently in a growth phase, with more than \$70 million in construction projects.

- With more than 3,000 staff, NAIT is the 13<sup>th</sup> largest employer in the Edmonton area, and the 32<sup>nd</sup> largest employer in the province.

- In 2007 NAIT was named one of Alberta's top employers for the second consecutive year.



## A NAIT EDUCATION PAYS IT BACK - TO THE REGION, TAXPAYERS AND STUDENTS

An economic engine and "a sound investment," NAIT pumps \$4.1 billion annually into the economy of the northern Alberta communities we serve, according to a July 2007 province-wide report commissioned by the Alberta Association of Colleges and Technical Institutes (AACTI).

### Among its findings:

- NAIT contributes \$128.5 million annually to the local economy through operations and capital spending.
- Out-of-region students generate about \$33.2 million in regional income.
- The accumulated contribution of NAIT skills adds some \$3.9 billion in regional income to the current economy.
- Students save the province \$6.5 million each year they're in the workforce, based on improved health, and reductions in crime, welfare and unemployment expenses.

The report also shows NAIT delivers a 16 per cent return on investment to students:

- For every year students attend NAIT full time, they earn an additional \$5,733 annually.
- Collectively students generate about \$109.5 million annually in higher earnings due to their NAIT education.

### NAIT delivers projects on time and on budget

- In fall 2007, the \$39.6-million Spartan Centre for Instrumentation Technology and Petro-Canada Centre for Millwright Technology, and the \$14.6-million Shell Manufacturing Centre opened on time and on budget.

- All new facilities operate at full capacity from their opening day.

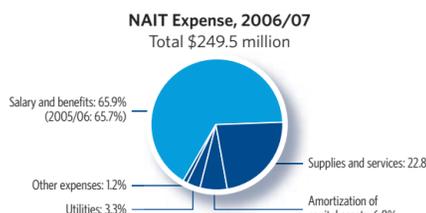
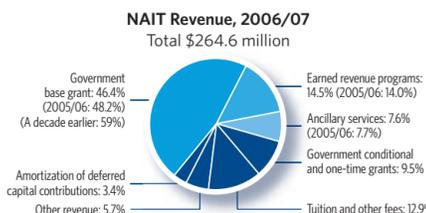
### Giving back to the community

- Endowments increased by \$490,000 in 2006/07, and 58 new student awards were established. NAIT students received \$3.6 million in scholarships, bursaries and awards from NAIT and external funding agencies.
- NAIT returns 89 per cent of its annual expenditures directly to the economy through employee salaries and the purchase of goods and services.

- Studies done five years after graduation show 92 per cent of graduates and 97 per cent of apprentices remain in Alberta, continuously contributing to the economy through tax revenue and purchasing power.

### Finding solutions for success

NAIT works to decrease reliance on government funding by increasing partnerships based on mutual benefit.



### NAIT research grows the economy

NAIT's research and development (R&D) department increases economic activity through the acceleration of research and the development of technology transfer to the private sector.

NAIT offers resident expertise in more than 200 business and technology programs, as well as leading-edge equipment and facilities including 300 specialized labs and shops, a centre for manufacturing solutions, a business accelerator and a world-class centre for information and communications technology.

NAIT engaged in 40 prototype projects during 2006/07, helping turn practical ideas into profitable ventures.

### WATER RECYCLING

In 2006, NAIT and the City of Edmonton piloted a program to recycle water from the main campus swimming pool to irrigate city trees and shrubs.



### ECONAIT

A committee of NAIT staff works to raise campus environmental awareness through initiatives such as sessions on climate change and annual surveys on environmental issues. Recently, econAIT challenged staff and students to use refillable mugs for coffee and tea.

## Leading the local green scene

In October 2007, NAIT hired a Sustainability Officer to develop a long-term sustainability vision, making NAIT a leader among Edmonton post-secondary institutes. Priorities include coordinating programs focused on environmental performance, implementing an expanded NAIT-wide recycling program, working with the City of Edmonton to pilot a composting program and developing plans to reduce consumption of electricity, water and gas.

### Enviro-action

- NAIT uses 100 per cent bio-degradable plates and cutlery in its cafeterias (a first for post-secondary schools in Edmonton), eco-friendly cleaning products, and turns vending machine lights off at night. (Extensive recycling programs are already in place for paper, cardboard, plastic bottles and beverage containers.)
- The Chemical Technology program collects, stores and disposes all hazardous waste materials (chemical) generated at NAIT.

- This publication, as well as Techlife magazine and the Report on Giving are now being printed on Forest Stewardship Council (FSC) certified paper that comes from well-managed forest areas. The paper also has 25 per cent post-consumer recycled content.

- NAIT staff contribute their expertise to the Edmonton Waste Management Centre of Excellence. The Centre serves as a resource for sustainable waste management research and boasts leading-edge management and treatment facilities.

### Putting research to work for a greener future

NAIT operates the only commercially operated high-voltage fuel cell in Canada. The 200-kilowatt phosphoric acid fuel cell was connected to the power grid in November 2003, and has since generated more than five million kilowatts of electricity - enough to power 5,631 homes for one month. The \$1.3-million fuel cell supplies eight per cent of NAIT's power and heats the Activities Centre swimming pool and showers. NAIT also operates a five-kilowatt solid oxide fuel cell in partnership with the Houston Advanced Research Center (Texas), monitoring its efficiency for ongoing research.

NAIT has a dedicated fuel cell researcher working to expand applied research activities and create an industrial partnership, with the goal of establishing Alberta as a leader in the hydrogen economy.

## One of Alberta's top employers

In 2007 NAIT was one of Alberta's top 35 employers for the second consecutive year. Benefits such as maternity top-up payments, free memberships to onsite fitness centres, 11 days off with pay at Christmas, generous pension plan contributions and tuition subsidies made NAIT a standout, according to award sponsor Mediatrix Canada Inc. NAIT received 6,753 job applications for 452 unique postings in 2007.

### Satisfaction runs high

In 2005/06, 93 per cent of NAIT graduates in credit programming were satisfied with the overall quality of their educational experience and 92 per cent said their program of study was relevant to the needs of the workplace.

In a 2006 study, 97 per cent of employers said they would hire a NAIT graduate again and 91 per cent said that NAIT teaches appropriate work skills.

Last year the turnover rate for full-time NAIT employees was eight per cent. The industry standard ranges from nine per cent to 12 per cent.

### Workplace diversity

NAIT strives to be an equal-opportunity employer with a work environment free from discrimination based on race, colour, religion, sex, national origin, sexual orientation, age, physical or mental disability and economic status.

In 2007, NAIT received the *Diversity Leadership Award of Distinction* from the Alberta Human Rights and Citizenship Commission at the Alberta Business Awards of Distinction. NAIT was also a finalist for the *Aboriginal Relations Award of Distinction*.

### Promoting physical and mental health

NAIT maintains an employee self-serve health and safety website for access to policies, services, programs and resources.

Campus Sport and Wellness regularly offers lunchtime fitness programs and seminars. NAIT also runs an annual Inservice, offering professional and personal development workshops in areas such as computer skills upgrading, wellness, leadership training, cooking and community-building events.

## Exceptional voluntary service

A volunteerism survey by the NAIT Academic Staff Association in spring 2007 found that the 200 staff who completed the survey could claim more than 36,000 hours of volunteerism in their communities and professional associations.

### Projects NAIT staff and students participated in included:

- NAIT provided construction skills training for 175 female volunteers (including 40 from NAIT) for the *Habitat for Humanity Women Build*. Culinary Arts students and instructors also donated and delivered a week's worth of food to the worksite.
- Computer Engineering Technology instructor Wayne Goode has spent the past two years in Africa with *Voluntary Service Overseas (VSO)*, where he works with doctors and computer programmers to improve patient monitoring at the Kagera Regional Hospital HIV Care and Treatment Centre. His work inspired NAIT co-workers to organize a fundraising walk and run that attracted 400 runners and raised an estimated \$10,000 for VSO Canada.
- Every year, staff shave their heads to support cancer research. In 2007, "Cash for the 'Stache" added a new challenge: Mechanical Engineering Technology students raised \$2,786 for the Cross Cancer Institute by persuading six instructors and a caretaker to part with their long-time moustaches.
- A hospitality management student group called Club 5 Star collected and donated over 1,560 children's books and \$1,400 to the Eastwood Elementary School library. The students plan on making the project an annual event.
- NAIT Aboriginal Liaison Coordinator Diana Blackman is donating \$500 from her federal residential school system survivor settlement to *Breakfast for Learning*, a national organization addressing child nutrition. She has asked other survivors to do the same.
- Three NAIT dental assisting staffers are heading to Ecuador with *Kindness in Action* to provide much needed dental care to a small village outside the city of Tena. In total, 23 volunteers including dentists, dental assistants, hygienists and lay people will participate.