

2019/2020  
**ANNUAL  
REPORT** | OCAD  
UNIVERSITY





# WELCOME TO OUR 2019/2020 ANNUAL REPORT

This year, the OCAD University community bid farewell to outgoing President Dr. Sara Diamond amid a global pandemic that, even as it sent us into lockdown, enabled the creativity we are known for to shine.

Championing that creativity was one of Dr. Diamond's strengths. She led the institution through remarkable change and transformation during her 15-year tenure and will continue to serve the university as its President Emerita. Fittingly, this year's decision by the Ontario government to give OCAD University full degree-granting authority was the perfect culmination of years of effort by Dr. Diamond, together with members of the community, to have OCAD U recognized as the powerhouse it has become.

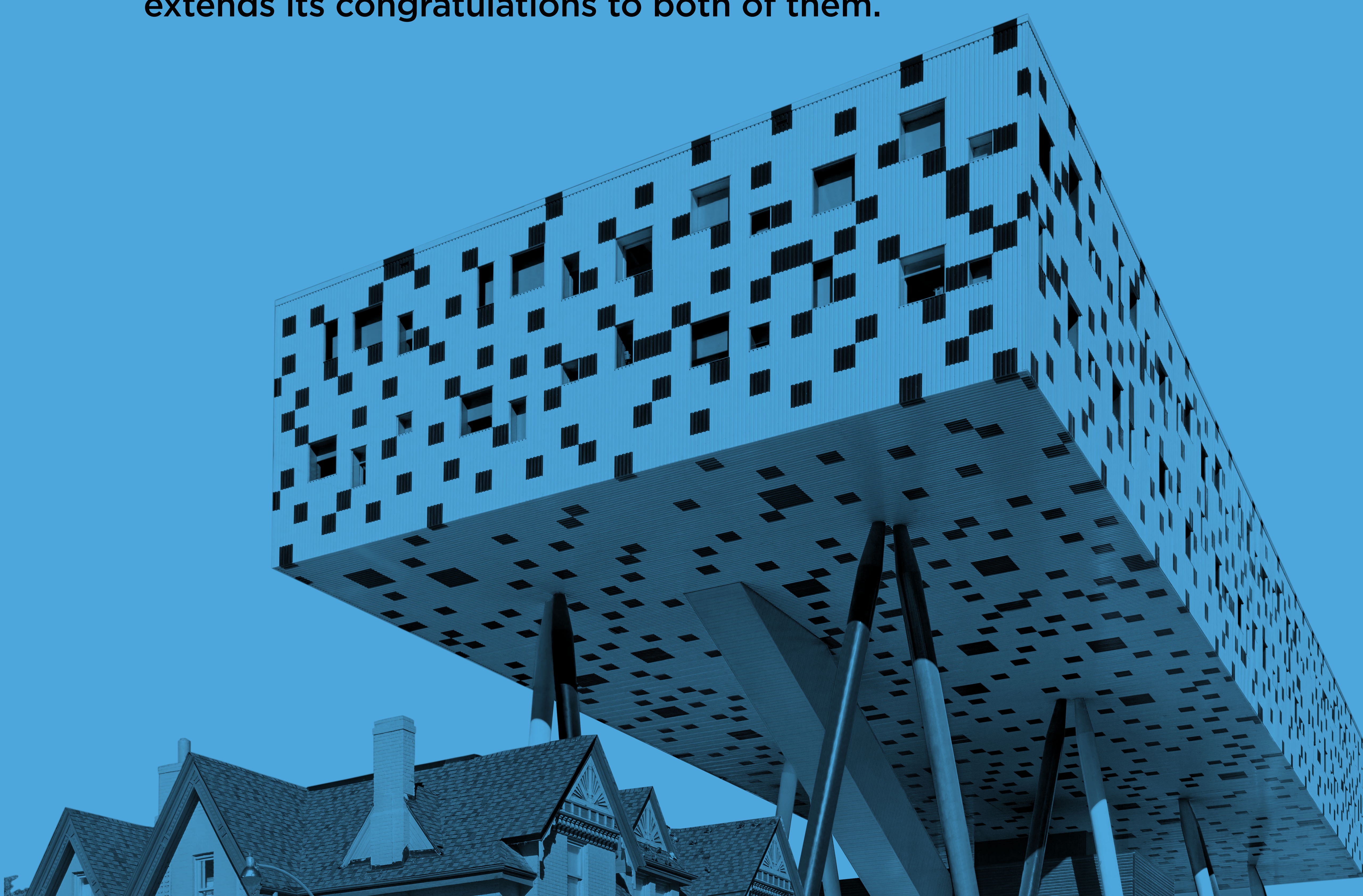
When Dr. Diamond took the helm in 2005, the institution was still in its infancy as a university — a status granted in 2002. In the intervening years, she worked tirelessly to bolster OCAD U's traditional strengths in art and design while also building graduate studies offerings, research and digital media. Throughout, she spearheaded collaborative efforts to strengthen equity and diversity at the institution, and support Indigenous cultures, research and decolonization.

Dr. Diamond forged novel partnerships between traditionally disparate industries, helping OCAD U students to develop an innovative mindset as well as the soft skills they need to advocate for change. Most importantly, students and alumni thrived during her tenure, enjoying a revitalized campus; increased financial and experiential learning supports; a robust set of career development resources; myriad new partnership, placement and research opportunities; and enhanced academic offerings.

Although far too numerous to itemize here, some of the university's additional achievements under Dr. Diamond's leadership include: a 37 per cent increase in enrolment; dramatic improvements to infrastructure thanks to the Creative City Campus project; nearly \$70 million raised through the Ignite Imagination campaign; the creation of OCAD U CO, a commercialization entity and executive training studio; the awarding of Tier 1 and Tier 2 Canada Research Chairs; the building of curricular, research and infrastructure capacity in digital media; and a strong, multisectoral network of local, national and international partnerships.

In January 2020, the university announced that Ana Serrano had been selected to succeed Dr. Diamond as OCAD U's new President and Vice-Chancellor. Formerly Chief Digital Officer of the Canadian Film Centre (CFC), Serrano comes with more than 20 years of experience building award-winning digital products, securing public and private sector investment, creating strategic alliances and starting new ventures.

As one era ends and a new one begins, the university community extends its congratulations to both of them.





**“Dr. Sara Diamond’s leadership transformed OCAD University. As President and Vice-Chancellor, she led campaigns to evolve the physical campus and weave the university into the fabric of our city. More than that, she drove lasting change through the university’s new name, branding, vision and mission. Her remarkable leadership of program development, research and investment have cemented OCAD University’s leadership in STEAM+D and excellence in the media of the future. As a passionate champion of OCAD University and its greatest innovator, she will be sorely missed.”**

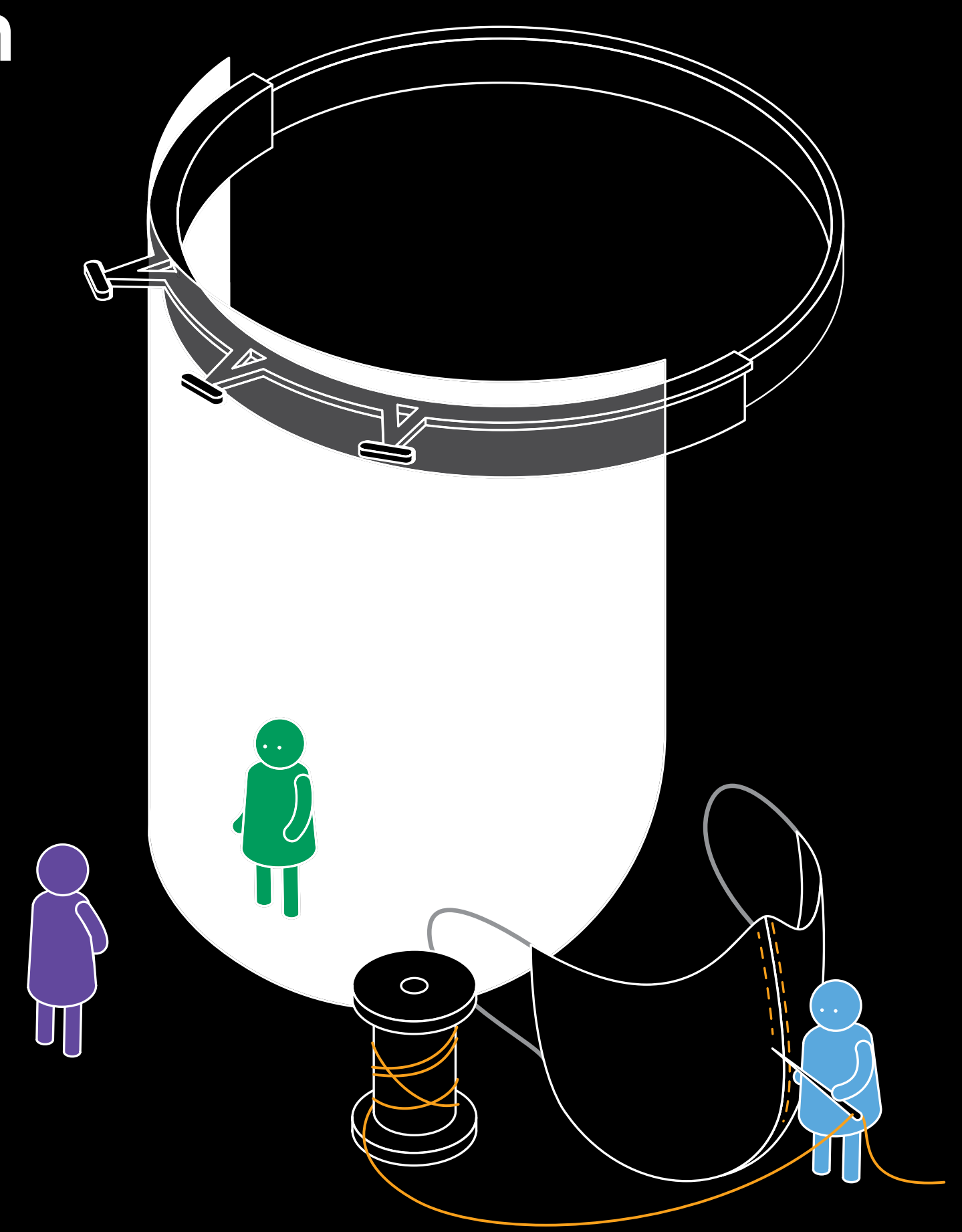
**— Jaime Watt,  
Chair, OCAD University Board of Governors and  
Executive Chairman, Navigator Ltd.**

# IN A TUMULTUOUS YEAR, OCAD U THRIVES

No enumeration of the events of the past year could exist without mention of COVID-19. OCAD University was not unique in the nature of its challenges in 2020, but its pandemic response — particularly during the period covered by this report — showed incredible courage, resilience, generosity and imagination.

Throughout, OCAD U worked closely with its colleagues in the post-secondary sector, public health authorities and governments. To ensure the health and safety of its own community, the university developed a gradual opening strategy for monitoring and responding to the pandemic. And, following the March 18 closure of OCAD U's physical facilities, faculty and staff worked from home to provide services and deliver curriculum. Much effort and creativity were deployed in transitioning to remote delivery so students could complete their winter term. Faculty continued to reimagine their courses for remote delivery in spring and summer, supported by workshops, guidelines and resources. The university also created the COVID-19 Emergency Bursary Fund to provide financial assistance to students in need.

Most striking, however, is the community's collective response. In March, the university began to disseminate COVID-related news and content, and it is in these stories that we see ourselves thrive. Whether by printing protective face shields approved for Michael Garron Hospital, or working with physicians in Toronto and Alberta (as Dr. Kate Sellen and the Design Health Studio have done) to develop self-management resources for COVID-19, OCAD U students, staff and faculty have found ways to connect, create and contribute.



## NEW HIRES REINFORCE COMMITMENTS MADE IN ACADEMIC PLAN

Another significant disruptor this year was the Black Lives Matter movement, which continues to build momentum globally. Here, too, OCAD U showed leadership. Adopting the same, precedent-setting hiring strategy that preceded 2018's Indigenous Cluster hire, the university welcomed five new tenure-track faculty members who self-identify as Black peoples of African Descent.

Joining OCAD U's Faculty of Design in 2020 are Angela Bains, Kestin Cornwall, Kathy Moscou, Michael Lee Poy and Marton Robinson. Their hiring is part of the university's dedication to its Academic Plan, which articulates a commitment to decolonization, diversity and equity.



“President Diamond will be remembered for her championing of equity, diversity and inclusion, which materialized in a ground-breaking Academic Plan, the hiring of diverse faculty and support of curricular decolonization. This commitment continues with our leadership in the sector: cluster hires that have seen Indigenous faculty and Black faculty joining OCAD University across all our various disciplines and practices, at both the undergraduate and graduate levels. As we have been responsive to the social movements that have influenced our decisions regarding decolonization, so have we been responsive to the current pandemic. After quickly pivoting to online and hybrid learning when COVID-19 closed our doors in March 2020, faculty, staff and students have participated in new modes of learning that demonstrate a level of innovation and creativity not yet experienced in our particular art, design and media context. At a very challenging time, we have seen the university come together as a community committed to maintaining the excellence our students and alumni have come to know and experience.”

— Caroline Langill

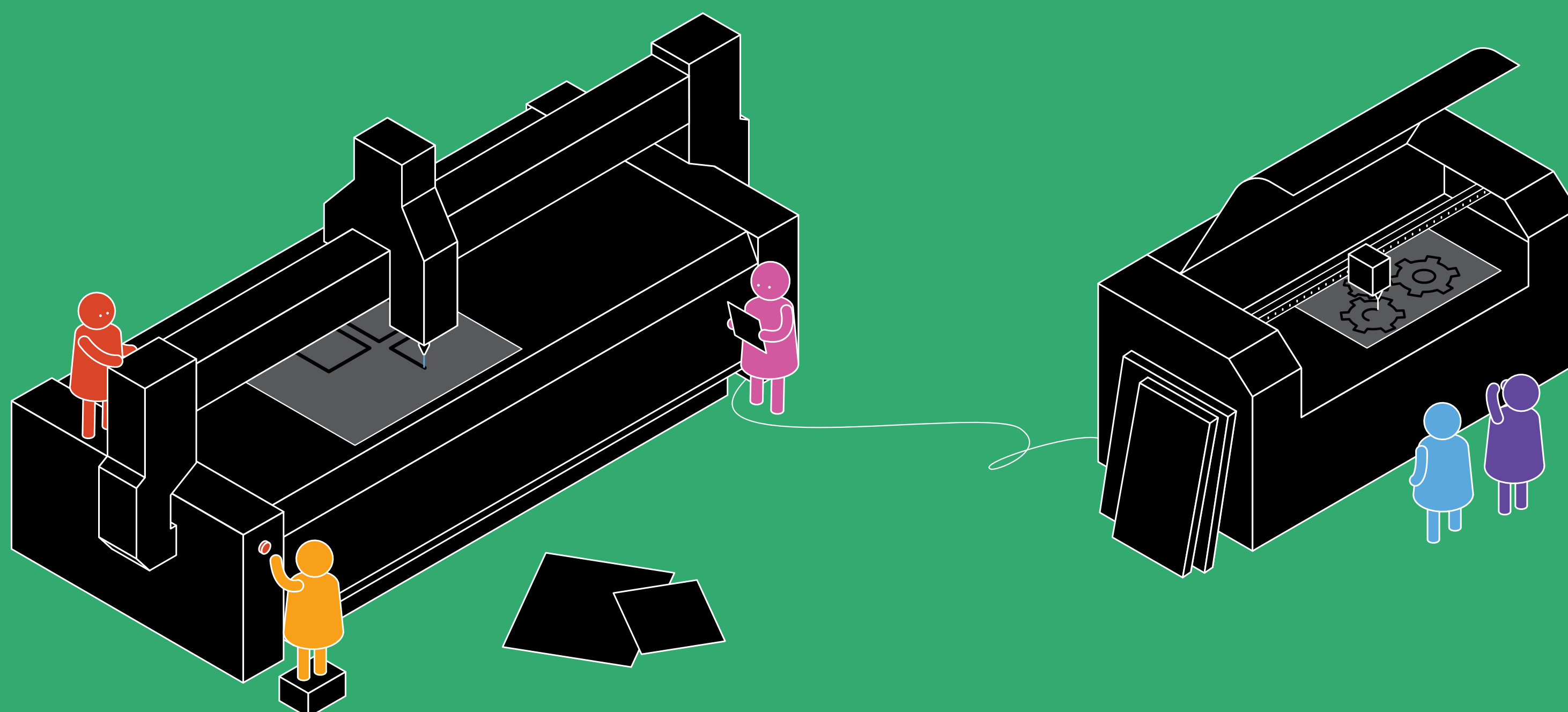
Vice-President, Academic and Provost

# NEW FABRICATION CENTRE ADVANCES STUDIO LEARNING

In early 2020, OCAD University marked an important milestone in campus revitalization: the opening of the newly renovated Fabrication Centre. Located at 100 McCaul St., this transformed, 20,000 square-foot facility enhances studio-based learning through healthier, more flexible workspaces and state-of-the-art equipment and tools.

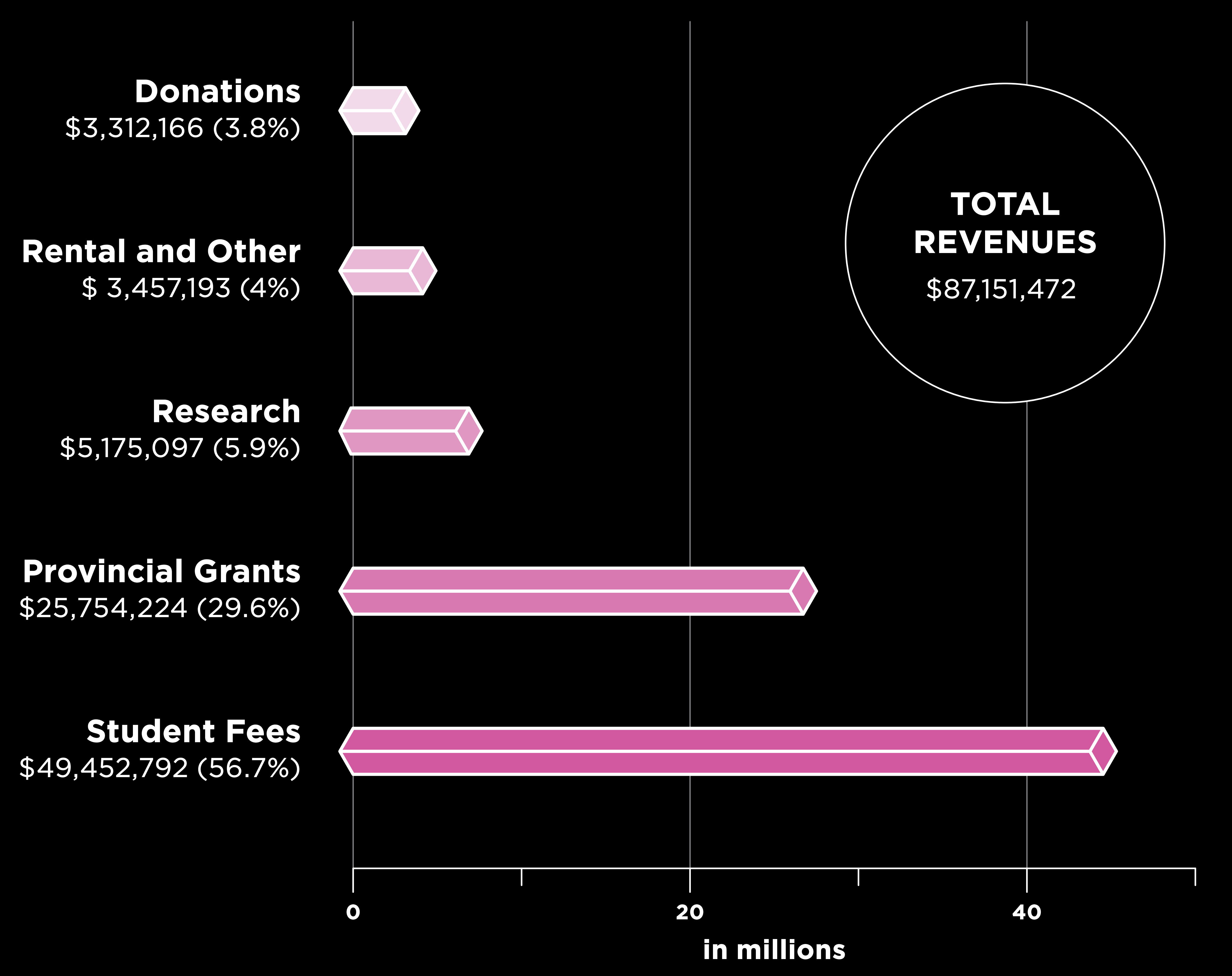
The new studios feature improved ventilation and building systems, beautiful natural light, and upgraded storage and workflow. Designed to maximize energy and encourage engagement, the studios are open, flexible, social and sustainable.

They also equip our students with much-needed tools. The four main studios — Wood, Metal, Plastics and Rapid Prototyping — give students access to a host of advanced technology, including a new, CNC waterjet cutter that allows for computer-controlled cutting of metals, ceramics, stone and silicone.



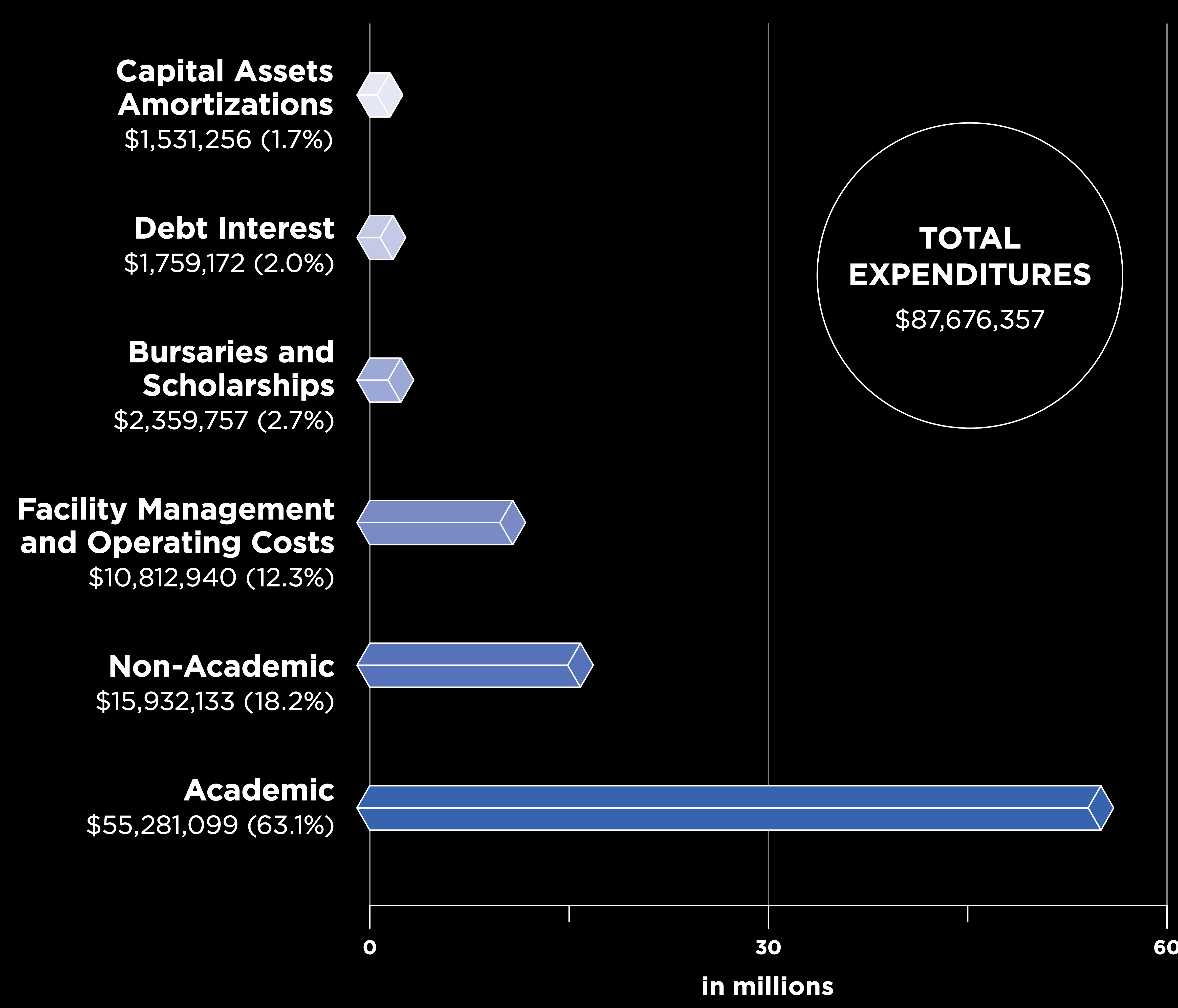


# 2019/2020 REVENUES



\*Research revenues plus other deferred contributions to research: \$7,796,885

# 2019/2020 EXPENDITURES

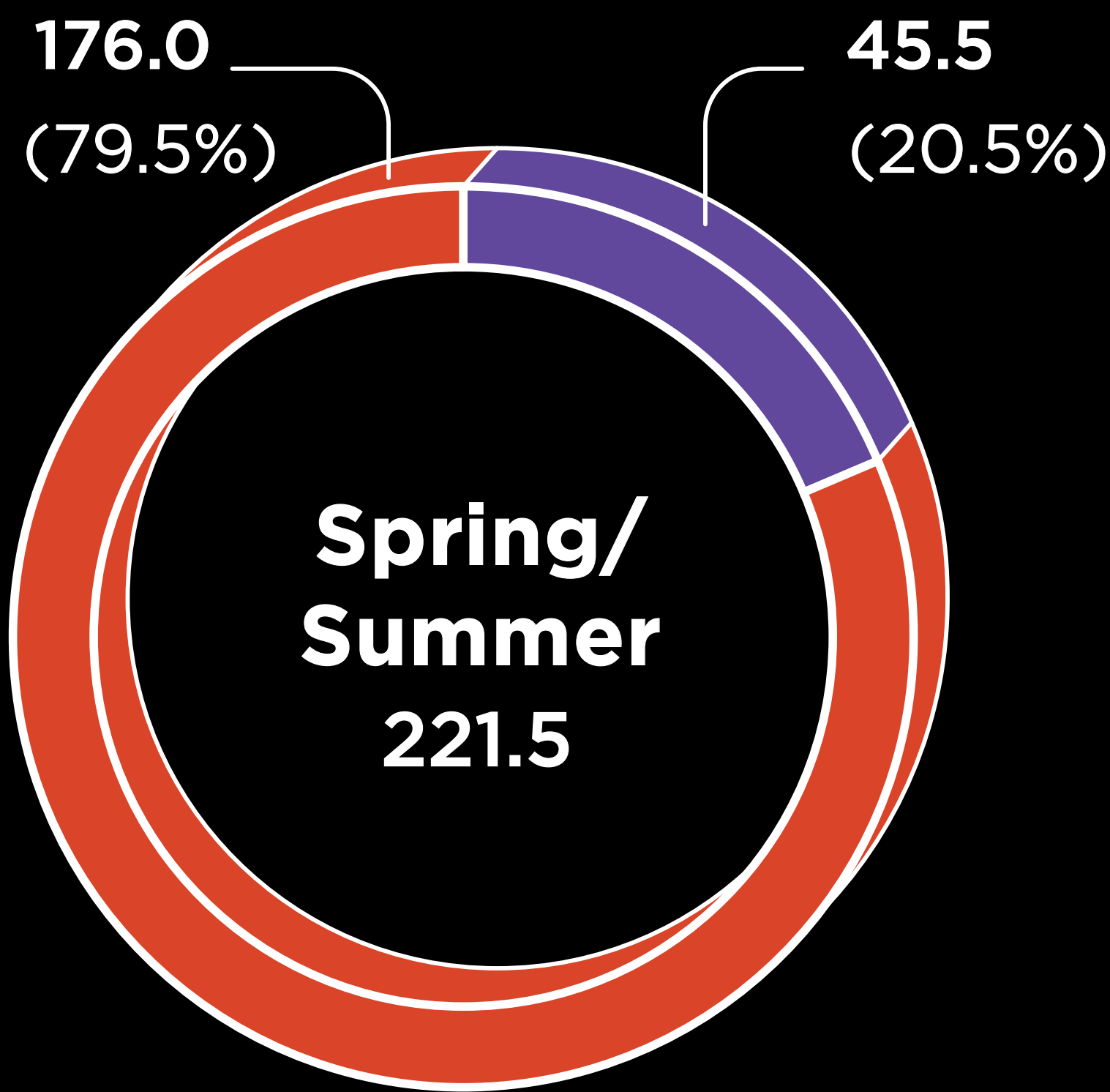
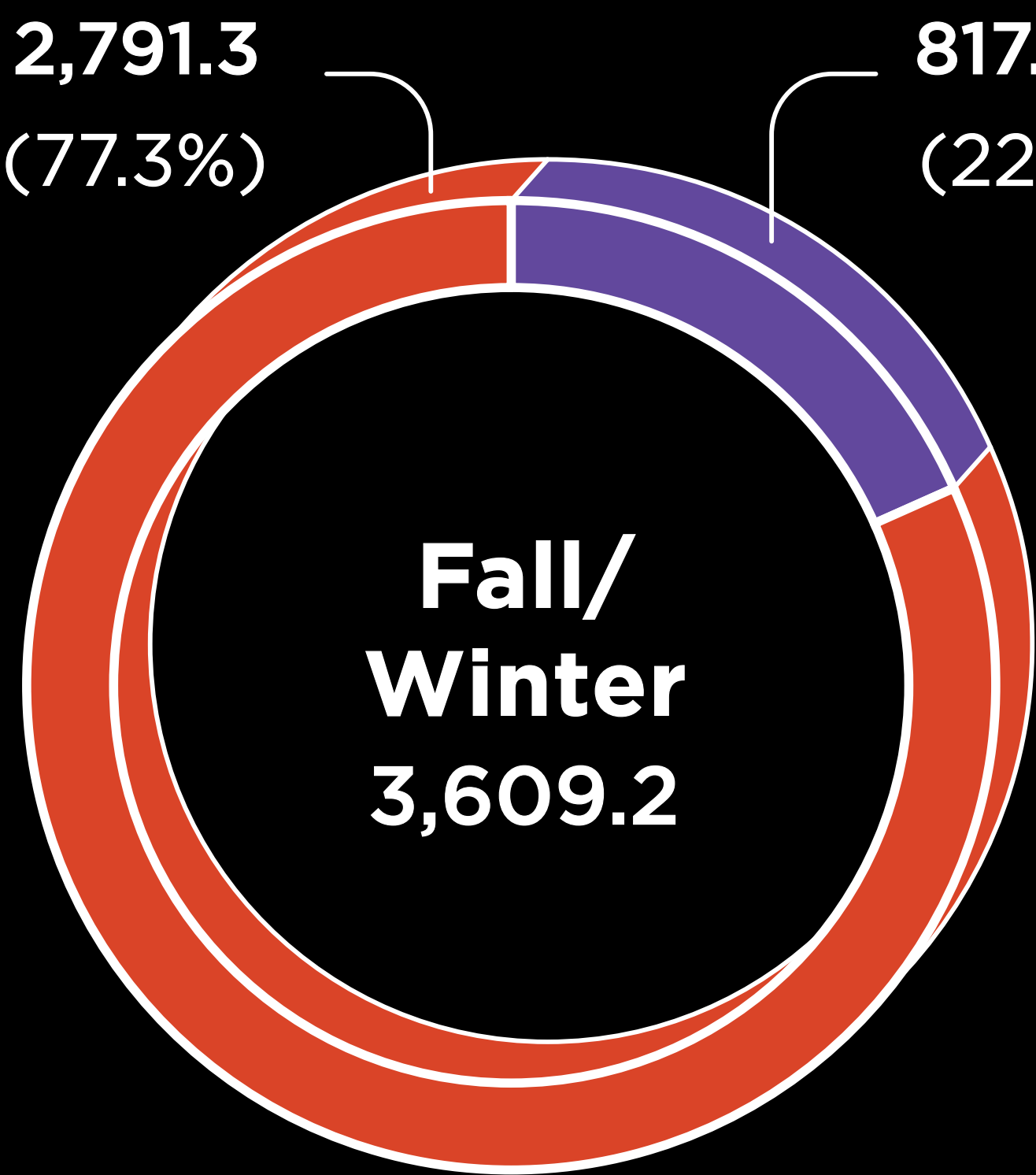


**Net Revenues over Expenditures** **-\$524,885**

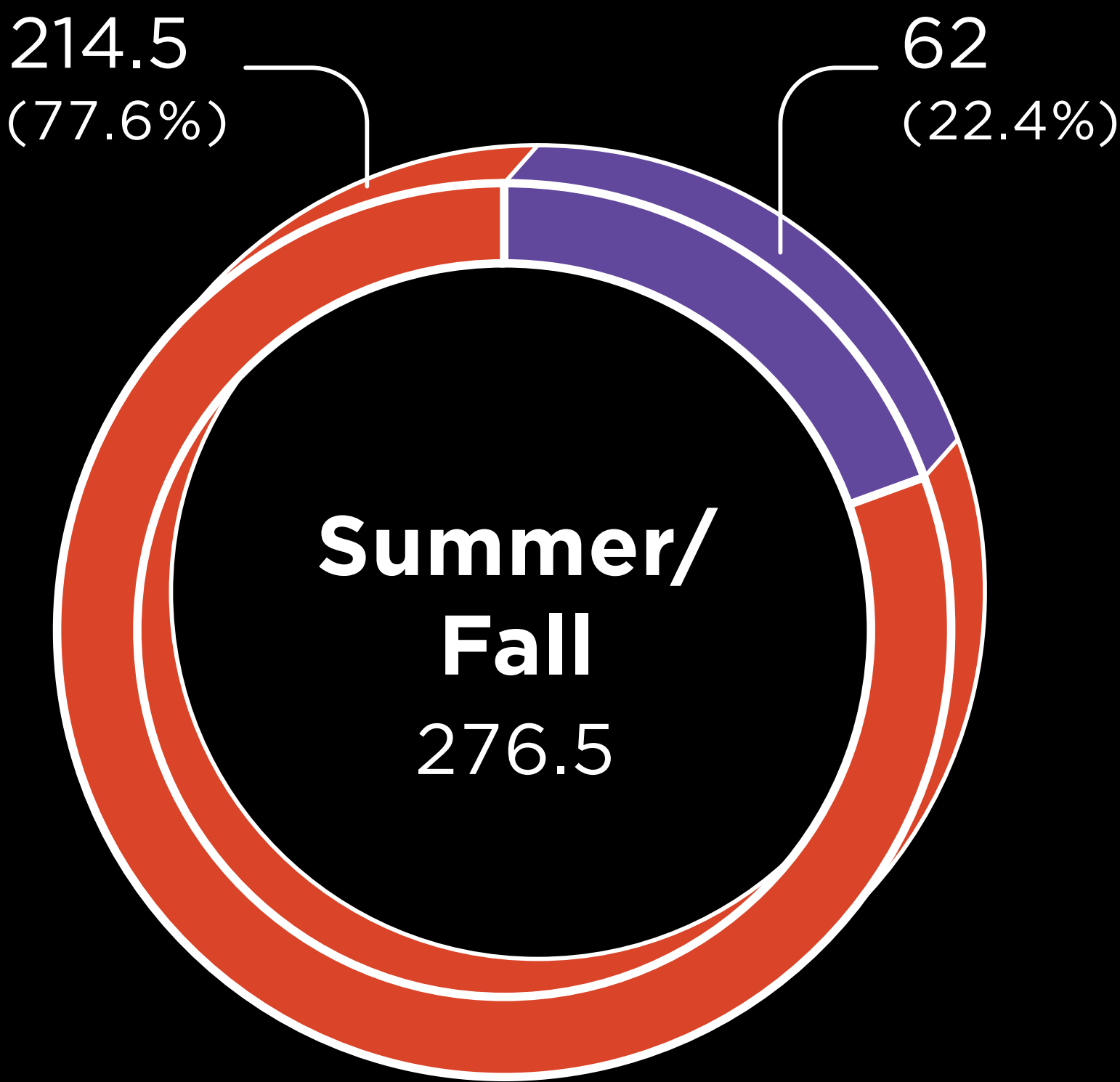
# 2019/2020 ENROLMENT

- Domestic Students
- International Students
- Not Specified

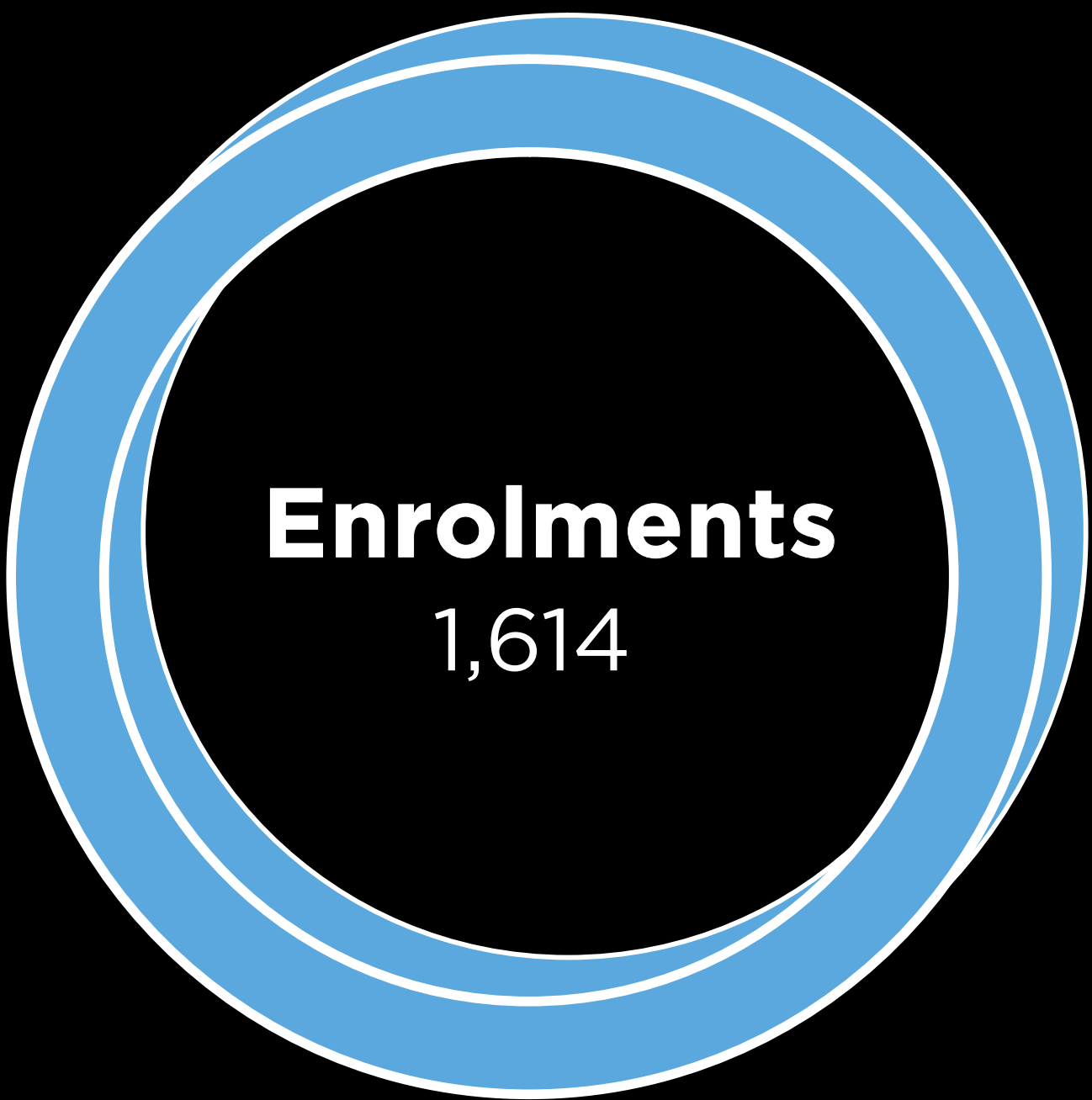
## Undergraduate Enrolment (FTEs)



## Graduate Enrolment (FTEs)



## Continuing Studies Enrolment





**“The talent, imagination, passion and commitment of the OCAD U community have made my years at the university a privilege. In these challenging times, let us celebrate the diversity and relevance of our faculty, programs and research. Let us acknowledge our efforts towards student success. Let us recognize our dynamic partnerships, relationships, advocates and volunteers, and let the work of our graduates inspire us. Let us continue to transform and thrive.”**

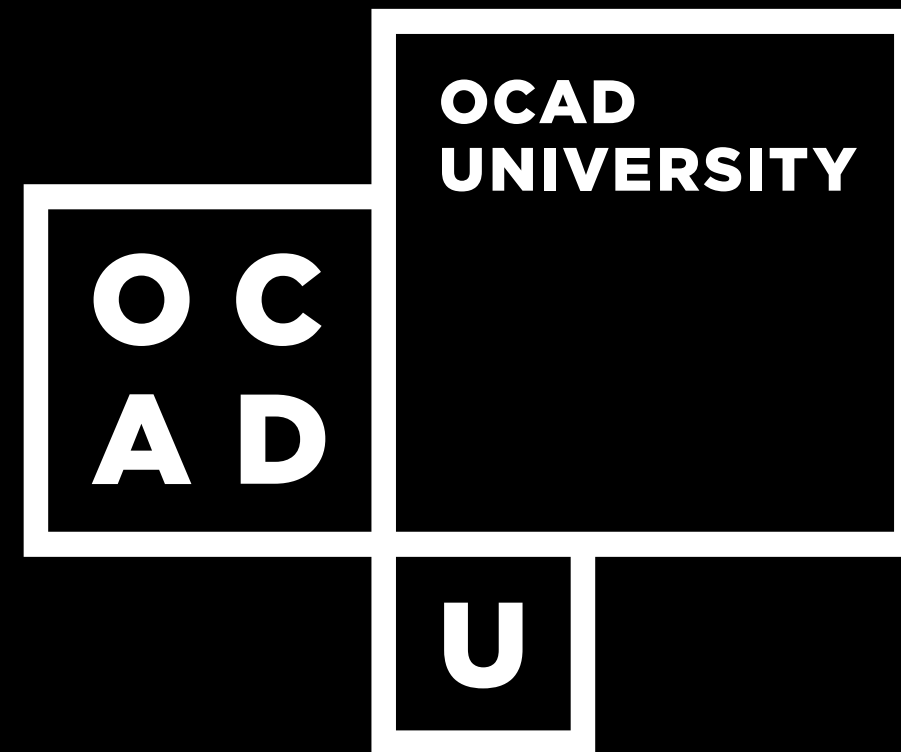
**— Dr. Sara Diamond**

**President and Vice-Chancellor (2005–June 2020) and  
President Emerita (as of July 2020)**



*OCAD U celebrates the opening of its newly renovated Fabrication Centre with student Stoyan Barakov; Dr. Sara Diamond; MPP David Piccini; and Jaime Watt, Chair, OCAD University Board of Governors*





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*OCAD University acknowledges the ancestral and traditional territories of the Mississaugas of the Credit, the Haudenosaunee, the Anishinaabe and the Huron-Wendat, who are the original owners and custodians of the land on which we stand and create.*

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Financial revenues and expenditures categories have been reclassified for presentation purposes.