

Trent University continues to grow

By Joanne Culley
PETERBOROUGH TODAY

You may have noticed Trent's new billboard and bus ads, or caught their catchy radio commercials.

After a period of intensive market research, the University has just launched an exciting new ad campaign with the theme: "The World Belongs to Those Who Understand It".

According to Trent University's Bonnie Patterson, Trent is one of the best universities in Canada to gain that understanding.

"We learned a lot through the reflective process we engaged in," said Professor Patterson, "about how we can raise awareness of this great university."

Backing up the campaign are Trent's continued high standings in national rankings. For the third year in a row, Trent was the premier Research University of the Year among Canadian undergraduate universities. This achievement



underlines the University's integrity as a teaching and research institution. Trent has also been ranked number one in Canada for quality of education two years in a row by The Globe and Mail's University Report Card.

Employment among Trent grads is well above average with 100 % placement in business, natural science and education, and 95% in the arts and social sciences.

Patterson says, "Our high standings help us continue to attract government funding so that we can maintain our excellence in education."

Trent has also done well in fundraising, and last year surpassed the goal of their

Building Capacity campaign, raising \$5.6 million.

Patterson continues, "Another landmark was receiving a gift from the Worsfold family of Stoney Lake, to build a Water Quality Centre which now houses North America's most advanced water quality testing equipment."

Trent University's DNA Building is scheduled to open this June. Patterson says, "Once the new building is complete, faculty and students will move in, as well as scientists from the Ministry of Natural Resources and other organizations. Our first graduates from the Forensic Science program will graduate in 2007."

This year 7,900 students are

enrolled at Trent – the largest number so far. And last year, the University had its largest-ever graduating class, at 1,444, with the first graduates from Trent's newer programs: the School of Education and Professional Learning and the Trent-Fleming School of Nursing.

Last year, the Trent Centre for Community Based Education received a foundation grant of almost \$1 million for its community-based research and experiential learning programs.

On a final note, Patterson says, "We are happy that Dr. Roberta Bondar has renewed her term as our Chancellor for another three years. As Canada's first woman astronaut and a highly accomplished physician, scientist, photographer and author, she continues to be a great ambassador for Trent, putting our name forward on the national and international stage."

Trent University is located at 1600 West Bank Drive, 1-888-655-5559. www.trentu.ca.