

ANNUAL PROGRAM REPORT



ACADEMIC YEAR 2025–2026

Land Acknowledgement

As many of us are settlers on this land, it is our collective responsibility to pay respect and recognize that this land is the traditional territory of the Mississauga's of the Credit First Nation and that we are here because this land is occupied. In recognition that this space occupies colonized First Nation territories, and out of respect for the rights of Indigenous people, it is our collective responsibility to honour, protect and sustain this land.



Why it matters

Our work is grounded in community, care, inclusion and responsibility. This acknowledgement remains an important part of how SAGB opens its annual reflection on service to students.

MANAGEMENT MESSAGE

Message from the General Manager

As I reflect on the past year (June 2025- May 2026) I am proud of how the Student Association has continued to support, advocate for, and engage students across all our campuses. Through essential services such as student nutrition programs, health and dental benefits, Presto Load transit program, legal support, academic concerns, events & recreation, clubs & networks, and many other initiatives, we remain committed to helping students succeed both in and out of the classroom.

This year marked an important period of transformation for our organization. We continued to strengthen our programs and services, while implementing organizational changes that encourage greater collaboration, stronger governance, more innovation and organization development. We opened a new satellite student program and lounge space at Waterfront - Limberlost Place . Our goal has been to create a more responsive and student-centered organization that reflects the diverse needs of our George Brown community.

I am continually inspired by the passion and dedication of our student leaders, staff, and community partners. Their creativity, resilience, and commitment to student success have helped us navigate challenges, including reduced revenues resulting from declining enrollment. Despite these pressures, we have remained focused on maintaining high-quality services and supporting students across our three main campuses and four satellite locations. The Student Association thrives because of the diversity, inclusivity, and engagement of our student community. Whether through clubs, events, advocacy campaigns, student government, or volunteer opportunities, students continue to shape and strengthen our organization in meaningful ways.



Former Director of Student Experience & General Manager

As we look ahead to 2026-2027, our focus will be on strengthening student engagement, enhancing service delivery, advancing equity and inclusion, building organizational resilience, and creating new opportunities for students to connect, lead, and succeed.

On behalf of the Student Association, thank you for your continued support and commitment. Together, we will continue building a strong, inclusive, and vibrant student community.

Rosalyn Miller

General Manager, Student Association of George Brown

Executive Summary

A year of impact guided by SAGB’s Strategic Priority Pillars.

All work undertaken during the 2025–2026 academic year was guided by SAGB’s strategic priorities and aligned with their objectives. These priorities provided the framework for how the Association designed programs, allocated resources, responded to student needs, strengthened internal capacity and measured impact. Despite enrolment declines, labour disruption, changing campus engagement patterns and growing affordability pressures, SAGB remained focused on accessible, student-centred service delivery across campuses and satellite locations.

19,769	61	19,572	8,666
event participations	ratified clubs	health-plan enrolments	SNAP pantry visits
7,001	\$203,925	\$118,492	2.3M
people assisted by SafeWalk	PRESTO assistance	Equity & Care funding	social media views

STRATEGIC PRIORITY PILLAR 01:

Build connections within an engaged student community

Expanded event opportunities, strengthened support for student clubs, increased the number of ratified clubs, broadened campus outreach and engagement, and improved access to student spaces, fostering a stronger sense of belonging, leadership, and participation.

STRATEGIC PRIORITY PILLAR 02:

Enhance student health and well-being

Reduced barriers to food security, health care, safety, and emergency assistance through accessible, low-barrier services; expanded food supports to GBP satellite campuses; and increased health and wellness programming and opportunities for students.

Strategic Priority Pillar 03:

Invest in people, technology and processes that lead to digital transformation

Expanded digital-first communications and service access while identifying opportunities for stronger data, tracking, registration and verification systems.

Strategic Priority Pillar 04:

Promote organizational learning, sustainability and high-performance teams

Strengthening collaboration, partnerships, organizational learning and operational resilience while adapting to resource and enrolment pressures.

STRATEGIC PRIORITY PILLAR 01

Build Connections Within an Engaged Student Community

Student engagement remained a cornerstone of SAGB’s work, creating meaningful opportunities for students to connect, belong, lead, and participate in campus life. Through events, recreation, club programming, student media, and campus outreach, students built relationships, developed leadership skills, and strengthened their sense of belonging within the college community.

19,769	79	61
event participations	events delivered	ratified clubs
278+	2,590	2.3M
club events	student election participants	social media views

How we advanced the priority

- Events & Recreation delivered campus festivals, cultural nights, outings, gaming and social experiences across campuses. Student feedback averaged 9.5/10 for event atmosphere, and 90.5% said events helped them connect with other students.
- Clubs & Networks grew to 61 ratified clubs, including 26 new clubs, with 278+ documented club-led initiatives and events.
- SA Connect expanded low-barrier, gamified activations across seven campuses and locations, making SAGB services easier to discover and more approachable.
- Student Media & Communications published 203 Dialog stories/comics, generated 130,000+ Dialog website visits/pageviews, and reached 2.3 million social media views with 27.6K content interactions.
- Election outreach combined class talks, booths, ambassadors and peer promotion, resulting in 2,590 student voters across Fall and Winter elections.
- Student spaces advanced through Limberlost Place enhancements, Waterfront SNAP relocation, St. James gaming upgrades and continued planning for the St. James King Lounge re-imagination.

Strategic impact

Student feedback showed that engagement opportunities fostered connection, belonging and community while increasing awareness of SAGB services and supports. The next step is to build more consistent year-round touchpoints, deepen club co-creation and continue modernizing student spaces.

STRATEGIC PRIORITY PILLAR 02

Enhance Student Health & Well-Being

Reducing barriers to food security, health care, safety and emergency support. As affordability challenges continued to impact students, SAGB expanded access to programs designed to support health, wellness, and basic needs.

19,572	14,000+	8,666	8,480
health-plan enrolments	health-benefit interactions	SNAP pantry visits	Nourish n' Go bags
8,402	7,001	1,313	\$118,492
breakfast participations	SafeWalk users assisted	escorted walks	emergency relief funding

How we advanced the priority

- Health Benefits supported domestic, international and ESL students with plan administration, claims, coverage and opt-outs through in-person, email, phone and live-chat channels, supported by orientation and campus outreach. Running as well the first Health & Wellness fairs across GBP major campuses.
- SNAP expanded access to food supports, recording 8,666 pantry visits, distributing 8,480 Nourish n' Go bags and serving 8,402 breakfast participations. Flexible Food Selection supported 1,255 unique students.
- SafeWalk delivered 1,313 escorted walks and assisted 7,001 people, alongside safety education, First Aid/CPR training and community support across campuses.
- The Community Care Centre recorded 7,645+ interactions, distributed 7,702 sexual and menstrual health supplies, and provided \$118,492 in Equity & Care Relief funding to 424 students.

Strategic impact

These services reduced barriers related to food insecurity, financial hardship, safety, and health, helping students participate more fully in college life. The year also reinforced the importance of low-barrier access, culturally responsive service delivery, proactive outreach, and strong cross-campus partnerships.

CROSS-PRIORITY STUDENT IMPACT

Student Success & Affordability

Practical support to help students overcome academic, legal, financial, and transportation barriers.

353 academic cases	2,270+ academic support interactions	474 tax clinic students
1,055 legal-service students	6,790 unique PRESTO students	\$203,925 PRESTO assistance

Student success work advanced multiple Strategic Priority Pillars at once: it reduced barriers to participation, strengthened access through coordinated service delivery, and generated operational learning about how students navigate complex systems.

How we advanced the priority

- Academic Support helped students navigate appeals, academic integrity, probation, registration and complaints. Across 353 cases, the program recorded more than 2,270 interactions and resolved 238 cases, with satisfaction above 4.5/5.
- The Income Tax Clinic served 474 students through in-person and virtual support, with 388 submitted tax files.
- Student Legal Services supported 1,055 students across OSAP, housing, academic, employment, immigration and other legal matters.
- The PRESTO Loads program distributed 8,157 \$25 vouchers to 6,790 unique students, providing \$203,925 in direct transit support. 84.5% reported reduced financial stress and 89% reported improved campus accessibility.
- SAGB continued to provide student employment, leadership and training opportunities that supported communication, teamwork, problem-solving, time management and workplace readiness.

Strategic impact

Students benefit most when support is easy to find, practical and coordinated. Priorities include stronger policy-literacy outreach, efficient case workflows, improved communication and verification processes, and continued investment in affordability supports.

STRATEGIC PRIORITY PILLAR 03

Invest in People, Technology & Processes That Lead to Digital Transformation

Improving how students discover, access and experience services through stronger digital communication, systems and workflows.

2.3M	130K+	27.6K
social media views	Dialog website visits/pageviews	content interactions

How we advanced the priority

- Expanded digital-first communications through Dialog, social media and student-focused campaigns, extending SAGB's reach beyond physical service locations.
- Maintained multi-channel access across key services, including health benefits, academic support and other student-facing programs, allowing students to connect through in-person and digital channels.
- Used SA Connect activations and digital communications together to make services easier to discover and to connect students with the right supports.
- Continued to identify opportunities to streamline registration, verification, case workflows and service coordination as demand and service complexity increased.
- Strengthened the focus on integrated data, consistent tracking and clearer impact measurement so future decisions can be informed by comparable evidence.

Strategic learning

Digital transformation is not only about technology. The year demonstrated that stronger digital service requires aligned people, clear processes, reliable data and communications that meet students where they are. Priorities for the next cycle include digital-first engagement, integrated measurement and more efficient service workflows.

STRATEGIC PRIORITY PILLAR 04

Promote Organizational Learning, Sustainability & High-Performance Teams

Building the capacity, collaboration and resilience required for sustainable student service.

Throughout the year, SAGB focused on ensuring the organization remained responsive, sustainable, and prepared for future challenges.

SAGB continued delivering programs and services while navigating enrolment shifts, staffing pressures, a support-staff strike, reduced campus traffic and changing student engagement patterns. These conditions reinforced the importance of organizational learning and adaptable operating models.

How we advanced the priority

- Opening and activating new student space at Limberlost Place
- Expanding outreach across four satellite locations
- Strengthening cross-department collaboration
- Increasing digital-first service delivery and communication strategies
- Advancing modernization of student spaces and facilities
- Enhancing organizational processes and service coordination
- Continuing to adapt services despite enrolment and operational challenges.

What worked

- Student-centred service design & Culturally responsive programming. Looking Ahead
- Interactive and diverse outreach
- Cross-department and club collaboration
- Multi-channel and digital-first service delivery
- Low-barrier financial, food and wellness supports
- Partnerships that extended reach and expertise

What needs to evolve

- Stronger staffing and operational capacity
- More consistent data, tracking and reporting
- Streamlined registration and verification workflows
- Sustainable digital content and communications
- Continued modernization of spaces and service systems
- Collaborative partnerships

2025–2026 IMPACT SNAPSHOT

A Year of Impact

One closing view of the reach created through SAGB’s Strategic Priority Pillars.

19,769	61	19,572		
event participations	active student clubs	health-plan enrolments		
8,666	7,645+	7,001		
SNAP pantry visits	CCC interactions	SafeWalk users assisted		
353	1,055	6,790		
academic cases supported	legal service clients	students receiving PRESTO		
\$203,925	\$118,492	2.3M		
transit assistance	emergency relief funding	social media views		
4,033	3,000	\$55K	2,590	54
orientation/service-fair engagements	frosh kits distributed	cash sponsorship received	election voters	election class talks

From priorities to outcomes

The 2025–2026 results reflect an organization focused on creating connection, removing barriers, supporting student success and building the capacity required to serve students today and into the future. Through collaboration, innovation, advocacy and care, SAGB continued to strengthen the student experience across George Brown College.

PERFORMANCE & LEARNING

How SAGB Measures Impact

SAGB uses different tracking methods based on the nature and purpose of each program, including pre-event registration, ticketing platforms, drop-in registration forms, on-site counts and service records.

UNIQUE PARTICIPANTS

Individual students are counted once, regardless of how many times they use a service. This measure helps show reach, access and the breadth of students benefiting from a program.

NON-UNIQUE PARTICIPANTS

Students are counted each time they participate. This measure helps show repeat engagement, depth of participation and ongoing service use over time.

A year measured in more than numbers

The 2025–2026 results span connection, leadership, health, food security, safety, academic advocacy, legal support, affordability, communications and physical space. The next opportunity is to make outcomes even easier to compare over time through consistent definitions, integrated tracking and clear outcome measures aligned to the Strategic Priority Pillars.

We'd Love to Hear from You!



CASA LOMA CAMPUS

E Building, First Floor, Room E100
142 Kendal Ave
Toronto, Ontario

WATERFRONT CAMPUS

Concourse Level, Room 033
51 Dockside Dr
Toronto, Ontario

ST. JAMES CAMPUS

St. James A Building, Room 147
200 King St. East
Toronto, Ontario

LIMBERLOST

Third Floor, Room 303
185 Queens Quay E
Toronto, Ontario

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INSTAGRAM

@SAGBC

FACEBOOK

@SAGBC

WEBSITE

www.sagbc.ca