

NEWS RELEASE

Wilfrid Laurier
University



Laurier Brantford launches program in organizational leadership *Unique program, based in the liberal arts, will begin in September 2004*

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BRANTFORD – Laurier Brantford is launching a program in organizational leadership. One of two new programs scheduled to begin next September, it will further broaden the campus's unique mix of programming and better meet the needs of a growing student population.

“Organizational leadership continues the Laurier Brantford tradition of offering new, relevant and unique programming for our students,” says Bruce Arai, associate dean of Wilfrid Laurier University's Brantford campus and one of the program's designers. “We've found a similar program in the United States, but this the first of its kind in Canada.”

The program is designed for students who aspire to management or leadership positions in a wide range of organizations. These could include traditional businesses, co-operatives, non-profit or non-governmental organizations, and such public sector industries as health care, education, law and policing, or foreign affairs.

Designed around Brantford's core curriculum in contemporary studies, the program offers students an alternative to programs that usually focus on technical disciplines or mathematically based commerce, business or administrative disciplines. Brantford's program will emphasize liberal arts skills, including effective communications, analysis and problem solving.

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This is the second new program scheduled for launch next September. Laurier Brantford has also just announced that it is creating a new program in criminology, headed by noted criminologist and co-founder of the Canadian Society of Criminology, Tom Fleming.

Laurier Brantford also offers 12 other liberal arts programs, concurrent and consecutive education programs, and 11 joint programs with Mohawk College.

The campus was launched, in part, to capitalize on an increasing demand for post-secondary education. It opened in a newly renovated Carnegie Library in 1999 with close to 100 full- and part-time students. It has since added two residence facilities that accommodate 260 students, acquired two buildings to increase teaching and office space, and now has 750 full- and part-time students.