



BERMUDA
COLLEGE

ANNUAL REPORT

2023 - 2024

MISSION

Bermuda College is committed to providing its community with innovative programmes, training, support services and access to partnerships that lead to local and global success.

VISION

Transforming lives through innovative education.

CORE VALUES

COMMITMENT TO STUDENTS

QUALITY TEACHING

COMMITMENT TO EMPLOYEES

RESPECT, RECOGNITION AND BEING VALUED

COMMITMENT TO HIGH STANDARDS

STABILITY, SECURITY AND SAFETY

RESPONSIBILITY AND ACCOUNTABILITY

Many Paths. Discover Yours.

Information contained in this Annual Report is current according to records on file and verification at the time of printing.

Bermuda College is accredited by the New England Commission of Higher Education (NECHE).

Inquiries regarding the accreditation status should be directed to the administrative staff of the institution.

Individuals may also contact:



New England Commission of Higher Education

3 Burlington Woods Drive, Suite 100

Burlington, MA 01803-4514

■ Tel: (781) 425-7785 ■ Web: www.neche.org

DELIVERING SUCCESS

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CHAIRMAN'S REPORT

Mr. Nasir Wade



The Bermuda College Board of Governors saw several changes in its membership. The terms of service ended for Mr. Jerome Reid, the Board Chairman, along with Whitney Butterfield and Ms. Necheeka Trott, the Faculty Representative. New appointees included Mr. Nasir Wade as the Board Chairman, Mr. Denton Williams as the Deputy Chairman, and Dr. Teneika Eve as the Faculty Representative. Additional new members are Mrs. Jozelle Opoku, Dr. Lana Talbot, and Mr. Shelby Weldon.

Board Approvals

The Board approved several significant initiatives to...

- Extend the CCS IT contract for an additional twelve months
- Accept the Aircare proposal to extend the lifespan of Bermuda College's existing HVAC systems
- Replace the West Hall fire alarm system
- Implement the Prior Learning Assessment (PLA) Policy

Bermuda College Foundation (BCF) Grants

Once again, the Bermuda College Foundation played a crucial role in supporting the College, disbursing a total of \$449,429 in grants. Major elements included:

- \$388,000 for the installation of solar panels.
- \$47,000 for automotive technology and training
- \$7,500 for the aquaponics programme.

Scheduled accreditation site visits

- The American Culinary Federation (ACF) will conduct a site visit from October 8-10, 2024.

- The Accreditation Commission for Education in Nursing (ACEN) will conduct a site visit in February 2025.

50th Anniversary Celebrations

In recognition of Bermuda College's 50th anniversary, a series of celebratory activities are being organised to commemorate this milestone

By-laws and Meetings

The Board amended the by-laws to ensure that it holds an open meeting once a year, promoting transparency and community engagement.

Financial Statements and Reports

The College presented its 2022-2023 financial statements and annual report to the Minister, who then tabled them before the House of Assembly and the Senate.

Bermuda College has realised annual savings of \$44,000 through the installation of solar panels and LED Lighting. Further solar projects executed through the BC Foundation are anticipated to continue reducing expenses and promote sustainability.

Honorary Fellows Induction

Three individuals were inducted into The Company of Honorary Fellows: The Hon. John Barritt, JP; Mrs. Cecille C. Snaith-Simmons, SRN, SCM; and Mr. Donald A. M. Scott, JP, recognising their significant contributions to the community.

Presidential Search

The search for a new President commenced in December 2023. The Search Committee met in January to begin reviewing applicants between February and April 2024. The final decision is expected to be announced in time for Fall 2024. Mrs. Branwen Smith-King was appointed Interim President in July 2023, upon the retirement of Dr. Duranda Greene.

Government Funding

The original Capital Funds Grant from the Government for 2023-2024 increased from \$75,000 to \$365,000, allowing the initiation of the Tech Hall roof installation works. The Government operating grant remained unchanged from the previous year at \$14,653,901.

Cybersecurity Incident

In March, Bermuda College experienced a cyberattack. Thanks to recent IT system upgrades approved by the Board, the downtime was minimal, underscoring the importance of continuous investment in cybersecurity.

INTERIM PRESIDENT'S REPORT

Mrs. Branwen Smith-King



As the Interim President of Bermuda College for the 2023-24 academic year, it is my pleasure to present the end-of-year report which highlights the significant achievements, challenges, and progress of the institution over this past academic year. This report encapsulates our collective efforts to advance the college's mission while providing quality education and fostering a thriving academic community.

First and foremost, I extend my gratitude to the Bermuda College Board of Governors for granting me the opportunity to lead this exceptional college community of students, staff, and faculty. The past year has been a journey of learning and growth, and it has been a privilege to work alongside such committed and dedicated individuals.

In May, we celebrated the graduation of 102 students, who proudly walked across the stage to receive their associate degrees, diplomas, and certificates. Notably, half of these graduates earned academic honours, reflecting their hard work and dedication. The Athene Division of Professional and Career Education (APACE) also saw its students receive workforce and professional development certificates, along with international qualifications. Additionally, the Division of Nursing and Allied Health programmes celebrated the pinning ceremony of four nursing students. This diverse environment, where multi-generations of Bermudians come together to study and learn, is truly worth celebrating.

However, student enrolment remains a concern. There was a 5% decrease in enrolment for the Fall 2023 semester, followed by a modest 1.1% increase during the Spring 2024 semester. As Bermuda's population decreases, enrolment presents a significant challenge for the future of the College. To address this, we must continue to foster creativity and innovation in our course offerings and certificate programmes, both online and in-person, to attract more students – both traditional and non-traditional.

The Bermuda College Foundation has been instrumental in supporting the College's needs. Their extensive outreach and donor recruitment efforts have led to significant improvements on campus, including enhancements to classrooms, the installation of solar panels, and increased student financial aid. We are deeply appreciative of the dedication of Mr. Garry Madeiros, Chairman, and his Board of Directors for their unwavering support.

Throughout my interim term, there have been numerous memorable highlights. Welcoming the professional staff and faculty back to campus for their kick-off event last August was a spectacular experience. Engaging with students on campus, discussing their majors, and participating in student activities like the dunk tank are moments I will cherish. Bermuda College is a gem, and I am profoundly grateful for the opportunity to serve the Bermuda community in this capacity.

As I conclude my interim term, I am confident that the incoming president will continue the tradition of excellence at Bermuda College as it celebrates its 50th anniversary in the upcoming academic year. I look forward to witnessing the continued growth and success of this remarkable institution. In conclusion, this report reflects a year of significant achievements and ongoing challenges. Our collective efforts have strengthened Bermuda College's position as a vital educational institution, committed to providing quality education and fostering a vibrant academic community.

Thank you.



ABOUT US

Bermuda College was re-accredited by the New England Commission of Higher Education (NECHE) in 2015, and has over 1000 students including Athora Division of Professional and Career Education registrations; approximately 550 of whom are registered in credit courses. There are 36 full-time lecturers. Bermuda College offers a variety of academic, technical and professional courses in the following Divisions: Arts & Science; Business Administration, Hospitality & Technical Education; Nursing and Allied Health and Athora Professional and Career Education (PACE). Credit programmes lead to associate degrees, diplomas or certificates, while the College's partnerships with external institutions provide on-Island access to undergraduate degrees and professional certifications and designations.

Bermuda College embraces the community college philosophy and is dedicated to offering the highest standards of academic and professional excellence. It boasts a virtual campus with wireless coverage throughout the campus.

HISTORY

The College was created by the Parliament of Bermuda through the passage of the Bermuda College Act in 1974 with the amalgamation of three flourishing institutions: the Bermuda Technical Institute, established in 1956; the Bermuda Hotel & Catering College, established in 1965; and the Academic Sixth Form Centre, established in 1967.

SIZE OF CAMPUS:

26 acres

DEGREES AND CERTIFICATES GRANTED:

Associate degrees, certificates and diplomas

NUMBER OF FACULTY:

36 full-time lecturers

AVERAGE CLASS SIZE:

14 students

FOR BERMUDA COLLEGE STRATEGIC PLAN DETAILS VISIT:

<https://www.college.bm/index.php/about/bc-governance>

ACTING VICE PRESIDENT, ACADEMIC & STUDENT AFFAIRS

Necheeka Trott MBA, MA, B.Sc.



This year, Bermuda College has continued its legacy of transforming lives through innovative education. As the Acting Vice President of Academic and Student Affairs (ASA), I am immensely grateful to the team members and their staffs who have individually and collectively contributed to the unique, real-life learning experiences at Bermuda College. These efforts have fostered valuable business and community partnerships, internships, career networking opportunities, and dual enrolment successes. In this post-pandemic era, we have also enhanced our outstanding student support services.

HIGHLIGHTS

- Organised two advising weeks aimed at highlighting the importance of the advising process and encouraging students to engage with their advisors.
- Twelve students were inducted into Phi Theta Kappa, including four dual enrolment students.
- Reviewed and evaluated College Placement Test (CPT) scoring criteria.
- The College hosted its First Career Readiness Conference
- Created videos for the new student support resources, tutor.com
- Partnered with various organisations to create new pathways for current and future students. Notable collaborations include:
 - Coffee Roasting at Rock Island Café
 - One Communication CIS Career Fair
 - Tech Education Day by the Economic Development Department

- Three students graduated from the Technology Leadership Forum Programme (TLF)
- Culinary Arts Students engaged in a meet and greet with Michelin star Chef Charles Mitchel at the Loren at Pink Beach

- Expanded the academic options for students with new transfer pathway agreements signed with Troy University, Kentucky State University and Thomas College. These new pathway options allow students to begin their studies locally, building a solid foundation before seamlessly transferring their credits to nearly 40 accredited partner colleges and universities in Canada, the Caribbean, the United Kingdom and the United States.

Enriching the Learning Experience

- Expanded course offerings with the introduction of MAT 2205: Introduction to Mathematical Statistics, and BIO 1107: Plants in Service of Humanity.
- Engaged with the community more robustly through the innovative planning of the College Library which hosted a series of events, activities and presentations that drew appreciative crowds. The Library now features a Library café in its foyer, providing hot beverages and a comfortable environment for students and visitors alike.
- Collaborated with the Chartered Financial Analysts (CFA Bermuda) to offer a "Building Financial Literacy" workshop series. This initiative equips learners with the tools they need to manage their finances effectively.
- Provided faculty development on the Education Reform Unit on Signature Learning programmes for public middle schools. Faculty gleaned valuable insights into the latest educational reforms and how they could actively contribute to these initiatives.
- Collaborated with the UK Government and the Turing Scheme. This exciting partnership provides all-expenses-paid internship opportunities in Europe for our current students and recent graduates (to be offered in Spring 2025).

A Note of Gratitude

We sincerely thank Karen Girssette, US Consul General, for her unwavering support in fostering relationships and partnerships with US educational institutions.

A Legacy of Excellence: Celebrating Craig Simmons' Retirement

Bermuda College marked the retirement of a remarkable lecturer, Craig Simmons. A well-respected economist, Mr. Simmons left an indelible mark on both his students and the community at large, with insights and guidance that proved invaluable to businesses and policymakers alike. The College is indebted to Mr. Simmons. His legacy will continue to inspire future generations of students and leaders.

This report is a testament to the efforts of our dedicated faculty, staff, and partners. Together, we have made significant strides in fulfilling our mission of transforming lives through innovative education. We look forward to building on this momentum and creating even more impactful opportunities in the years to come.

ARTICULATION AGREEMENTS & EXTERNAL PARTNERSHIPS

Coordinator
Dr. Constance Ridley-Smith



The Office of Articulation Agreements & External Programmes seeks out and builds explicit connections with quality partner institutions overseas, specifically in Canada, the Caribbean, the United Kingdom, and the United States. The Office established a Development Plan consisting of five goals in alignment with the College's Strategic Plan and its underpinning mission statement – "Bermuda College is committed to providing its community with innovative programmes, training, support services and access to partnerships that lead to local and global success". Three of the five goals were accomplished during this reporting period:

- Increasing the number of students who attend the transfer partner schools after obtaining their associate degree at Bermuda College
- Creating a more targeted approach to match students with schools offering degrees in their career interests
- Increasing online partnerships to give Bermudians additional options to study at major universities overseas

HIGHLIGHTS

- Conducted fairs, on-site visits and Zoom chats in partnership with College faculty
 - Marine Science students with Arizona State University and the Bermuda Institute of Ocean Sciences (BIOS)
 - Pre-Med and Pre-Vet students with St. George's University, Grenada
 - Nursing students with Northampton University, UK
 - Business Administration students with Bryant University
 - Online Computer Science options with Voorhees University. Voorhees offers 18 online degree opportunities for students.
- Facilitated the availability of online nursing degrees and other online degree programmes
 - University of South Carolina Upstate (nursing)
 - University of Bridgeport (nursing)
 - Walden University (undergraduate, graduate and doctoral degrees in nursing, public health, IT, education, health sciences, counselling and psychology)
- Eastern Kentucky University (risk management)
- Saint Mary's University (psychology)
- Framingham University (graduate degrees in business, educational technology and nutrition education)
- University of Ontario (educational studies)
- Southern New Hampshire University
- Facilitated new transfer pathway agreements with Troy University and Thomas College, and partnered with the U. S. Consul General to offer more such partnerships, going forward.
- Maintained a bespoke webpage for transfer pathway information and testimonials.

Through strategic partnerships, targeted student matching, and the provision of increased online university options, Bermuda College continues to provide students with pathways leading to local and global success.



Photos from left to right:
> Signed partnership with Northampton University, UK

> Signed partnership with Pre-Med and Pre-Vet students with St. George's University, Grenada • Voorhees University Representative visited for the Transfer Pathway Fair

> Signed new transfer pathway agreement with Troy University



ENROLMENT AND GRADUATION TABLE



ENROLMENT

	2023	2022	2021	2020	2019
Total number of Students	552	583	576	687	674
Full-Time Equivalents (FTEs)	477	497	493	570	568
APACE Registrations (APACE)	467	487	576	327	633

ATTENDING STATUS

Full-Time	304	309	318	372	350
Part-Time	248	274	258	315	324
Percent Full-Time	55%	53%	55%	54%	52%
Percent Part-Time	45%	47%	45%	46%	48%

GENDER

Male Students	251	240	224	265	278
Female	301	343	352	422	396
Percent Male	45%	41%	39%	39%	41%
Percent Female	55%	59%	61%	61%	59%

AGE

Under 25	423	440	455	546	521
25 and over	129	143	121	141	153
Percent Under 25	77%	75%	79%	79%	77%
Percent 25 and over	23%	25%	21%	21%	23%

RETENTION RATES

Fall to Spring	76%	74%	77%	71%	78%
Spring to Fall	64%	59%	60%	70%	60%

GRADUATION

Graduation Rates (2-year)	11%	18%	14%	13%	24%
Graduates Total	102	89	103	107	123
Male	36	41	48	50	63
Female	66	48	55	57	60
Percent Male	35%	46%	47%	47%	51%
Percent Female	65%	54%	53%	53%	49%
Graduates that would recommend BC	80%	75%	81%	90%	89%



STUDENT SUCCESS STRATEGY 1

We will equip and support our students to achieve their educational and professional goals by offering dynamic, relevant and varied programmes/courses that create clear pathways to success.

DIVISION OF ARTS & SCIENCE

Dean
Tammy Richardson M.Ed.



The Division of Arts & Science is proud and grateful for the culmination of another successful year. Dedicated faculty, hardworking students and a network of supportive partnerships have created a thriving environment for creativity, knowledge, innovation and experience.

HIGHLIGHTS

■ Twenty-eight students were graduated from the Division's seven associate degree programmes – Art & Design, Arts, Early Childhood Education, Arts & Science, Science, Actuarial Science and Education. Seven students were recognised for exceptional academic accomplishment at the Annual Awards Ceremony.

■ Collaborated with the Bermuda Underwater Exploration Institute (BUEI) to allow students to actively participate in labs on Bermuda World Water Day, and the coastal erosion of the Southlands property. Students also contributed to the Hungary Bay Restoration Project, planting nearly one hundred red mangroves, and planted endemic and native species at the Rebecca Middleton Nature Reserve. These partnerships were fostered in large part by Senior Lecturer in Earth and Environmental Science, Amy Harvey.

■ The sixth series of Bermuda Environmental Sustainability Taskforce (BEST), part of the College's Eco Club continued with its Eco Lunch and Learn workshops. Topics ranged from botanical gardens to solar energy.

■ A select group of students and faculty attended the Insurance Linked Securities (ILS) conference at the Fairmont Hamilton Princess Hotel. Students majoring in actuarial science, accounting and business met with some of the leading industry executives in the ILS sector, and were afforded educational and career prospects through internship opportunities. Students were matched with mentors and were able to gain hands-on experience throughout the year in some of the daily responsibilities of an actuary, accountant, or broker.

The Division continues to educate and inspire through an evolving education landscape, celebrating student achievement and Division commitment, and anticipating a bright future.



■ Mr. Myles Darrell, Conservationist and Head of Natural Heritage at Bermuda National Trust headlined Roche Science Week events in February that highlighted conservation in Bermuda and the preservation and protection of Bermuda's native and endemic flora. More than 200 middle school students participated in lively science labs in natural science, technical science and allied health areas for Demo Day. CariGenetics, led by Dr. Carika Weldon, also showcased groundbreaking genomic sequencing of brain coral from Bermuda's marine ecosystems.

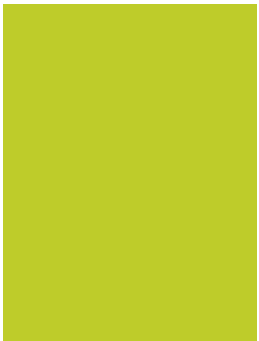
Photos from left to right on next page:

> 2023 Graduate Award recipients with Dean T. Richardson
• Chemistry students with Lecturer Dr. Jefferey

> 2023 End of Year Art Show - Costume themed with Lectures
M. Walsh • Student Award Winner and Senior Professor
E. Smith, Culinary Artistry for the End of Year Art Show with
Culinary Instructor S. Ming

> 2023 End of Year Art Show gallery wall • Students in Bermuda
Underwater Exploration Institute (BUEI) labs for Bermuda
World Water Day

> Mr. Myles Darrell with ROCHE Science Master Class -
high school students • Student with Bermuda Underwater
Exploration Institute (BUEI) facilitator during Bermuda
World Water Day



DIVISION OF BUSINESS, HOSPITALITY AND TECHNICAL EDUCATION

Dean
L'Tanya Roberts BSc, MEd, MBA



This year has been remarkable for the Division of Business, Hospitality, and Technical Education. Students excelled in their programmes, gained real-world experience and achieved significant milestones. Faculty dedication and strong community partnerships continue to play a crucial role in these successes, and the division remains committed to providing access and opportunities for students. Thank you to everyone who supported us throughout the year.

HIGHLIGHTS

Business

■ Three Bermuda College Computer Information Systems (CIS) students - Logan Arruda, Kirk Hyde, and Isaiah Pearman - graduated from the Technology Leadership Forum (TLF) Internship Programme. The programme, in collaboration with partner companies on the island, equips students with practical skills and real-world experiences in the technology and leadership fields. Students participated in hands-on Information and Communication Technology (ICT) projects, classroom workshops, and leadership development activities, preparing them for future careers.

■ Government's Economic Development Department (EDD) hosted the 2023 Tech Education Day in November. The EDD's remit is to advance the sustainable growth, development and diversification of Bermuda's economy. Six Bermuda College students attended, Logan Arruda, Kirk Hyde, Davon Campbell, Daniel Bingham, Shavontay Vickers, and Kishon Zuill, engaging with industry experts and exploring potential careers in technology.

A Computer Information Systems (CIS) Career Expo for Bermuda College CIS students provided them with the opportunity to learn from industry partners about local job opportunities and the skills employers seek. Various departments gave insightful presentations about their fields, including Engineering, Network Operations, Maintenance, Communication Technicians and the Data Operations Centre.

Culinary and Hospitality

■ Hospitality students were treated to a Coffee Roasting Educational Tour to Rock Island Café, providing students with an understanding of the coffee roasting process.

■ MSA Tourism/Culinary Arts students and teacher, Mrs. Lisa Stevens, visited Chef Shawn Ming and his students in the training kitchen. They explored the spice garden and learned the importance of freshly grown vegetables in preparing various dishes. Chef Ming and his team also taught essential food preparation skills.

■ College culinary students, along with Chefs Dr. Eve and Ming and Culinary/Hospitality Instructor Mr. Desa, met and chatted with Michelin-starred Chef Charlie Mitchell at The Loren at Pink Beach. This opportunity, facilitated in collaboration with Davida O'Brien, the Tourism Standards and Training Manager at Bermuda Tourism Authority, allowed students to ask questions and explore in-depth this dynamic industry.

Technical Education

■ VAC students and Instructor, Ornette Fough travelled to Lindo's Foods for a tour of the Refrigerator Rack System. Students gained knowledge of system operations and maintenance. Mr. Fough continues to build community partnerships, allowing students to gain hands-on experience with equipment related to the NCCER refrigerator modules.

■ Second-year HVAC students also travelled to the plant at the L.F. Wade International Airport. The tour covered various NCCER modules, allowing students to see how coursework applies to a real HVAC plant. Hands-on knowledge gained during this tour helped students understand the additional skills needed for future careers in HVAC.



Photos from left to right:

> Culinary students with Michelin-starred Chef Charlie Mitchell at The Loren at Pink Beach

> Six Technical Education students attend 2023 Tech Education Day

> Three Computer Information Systems Students attended Technology Leadership Forum • MSA Tourism/Culinary Arts students and teacher

> Culinary student during class time during baking and pastry module, students at HerbGoddess Teas (Tea Shop) • HVAC students during instruction and demo class

> Onsite visit to Lindo's Foods Refrigerator Rack System • Efficiency Limited's donates HVAC equipment to the Department of Technical Education



BERMUDA COLLEGE
CIS STUDENTS: LOGAN ARRUDA, KIRK HYDE, DAVON CAMPBELL, DANIEL BINGHAM, SHAVONTAY VICKERS, AND KISHON ZUILL.



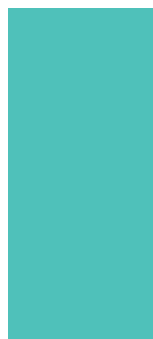
BERMUDA COLLEGE
CIS STUDENT LOGAN ARRUDA



BERMUDA COLLEGE
CIS STUDENT KIRK HYDE



BERMUDA COLLEGE
CIS STUDENT ISIAH PEARSON



DIVISION OF NURSING & ALLIED HEALTH

Director
Kathy Ann Swan, MA, BScN, RN



The Division of Nursing and Allied Health at Bermuda College offers four Associate of Science programmes, including: Diagnostic Imaging Technology; Pre-Health; Pre-Medical Science; and Nursing.

The Nursing programme is dedicated to providing quality, innovative, and comprehensive nursing education that exemplifies excellence in nursing practice.

This year marks a decade since the introduction of the Associate of Science (Nursing) programme to Bermuda College, a significant milestone for the local community. The programme has produced a number of distinguished alumni, thanks to expertise and experience of its dedicated faculty who continue to make remarkable contributions to the local healthcare system and beyond. The success of these programmes is a testament to the commitment of key nursing industry partners and stakeholders, whose support remains invaluable.

HIGHLIGHTS

- Continued preparation for the next phase of the accreditation process – a candidacy site visit from the Accreditation Commission for Education in Nursing (ACEN), scheduled for March 2025.
- Nursing students participated in clinical experiences at Lahey Hospital and Medical Center in Burlington, Boston. This two-week programme achieved significant success, thanks to the support of Brenda Hill, Kelly McKinney, Dr. Dina Garcia Banigan, and Doreen Kane.
- Students were provided with legal assistance, pro bono, by Terra Law, to help them with the requisite paperwork for the National Council Licensure Exam for Registered Nurses (NCLEX-RN).
- Renee Faulcon, a full-time nursing faculty member, was recognised as the 2023 Nurse of the Year, marking the third time a member of the Nursing Education Team has received this prestigious award.
- Hosted the annual nursing student-led Paediatric Expo in March 2024 in the Student Centre and adjacent courtyard. The event attracted over 100 children and their families, demonstrating a strong commitment by our nursing students to Family Health education.
- In collaboration with Lahey Hospital and Medical Center, a Diabetic Health Fair was held in the Bermuda College Gymnasium. Over 80 individuals participated, with Dr. Ramsay, an optometrist from Lahey Hospital, providing free eye testing using state-of-the-art equipment. Testing extended to the following day to accommodate all participants.
- Josephine Bean, RN was featured in the Royal Gazette as a 'Game Changer'. She was the first nursing graduate to pass the NCLEX-RN in 2015, setting a high standard for future graduates.
- The Bermuda College Foundation provided significant support, subsidising the cost of overseas clinical experiences and purchasing essential equipment, such as the Sim Junior and SimBaby simulators.
- The Division also continued to build on its partnership with the Caribbean Nurses Association, enhancing educational offerings and professional development opportunities.
- Healthcare students regularly engaged with current and relevant healthcare topics through expert-led forums. These sessions not only keep students informed but also foster collaboration across various programmes, including Nursing, Pre-Health, Pre-Medical Science, Nursing Assistant, and Emergency Medical Technicians. Topics covered this year included: Dementia & Alzheimer's; Customer Service; Diversity and Inclusion; and Diabetes.
- The Nursing Pinning Ceremony returned to Bermuda College campus, and was held in the recently renovated Hallett Hall Lecture Theatre. The event featured Mrs. Brenda Hill, Executive Director of International and Executive Health from Lahey Hospital and Medical Center, as the guest speaker. The graduate student address was delivered by Melanie Garcia, using this year's theme of 'Determination'.
- The team continues to drive the Strategic Plan for the Division of Nursing and Allied Health forward. The active involvement of key stakeholders, both locally and overseas, remains crucial to the success of this plan.



> Class of 2023 Graduates - Associate of Science (Nursing)



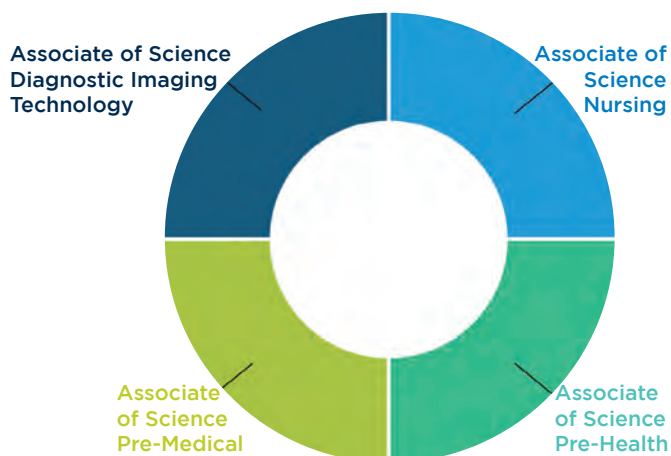
> Kathy Ann Swan RN and Josephine Bean, RN

- As the tenth anniversary of the first nursing graduates approaches, this is a time to reflect on the past, celebrate the present, and anticipate future growth and improvement across all programmes within the Division. Despite it being the newest division at Bermuda College, rapid expansion continues due to ongoing collaboration with key partners and a commitment to meeting the evolving needs of the healthcare system.
- The entire team in the Division of Nursing and Allied Health remains dedicated to ensuring that graduates emerge not only as competent professionals but also as compassionate caregivers.

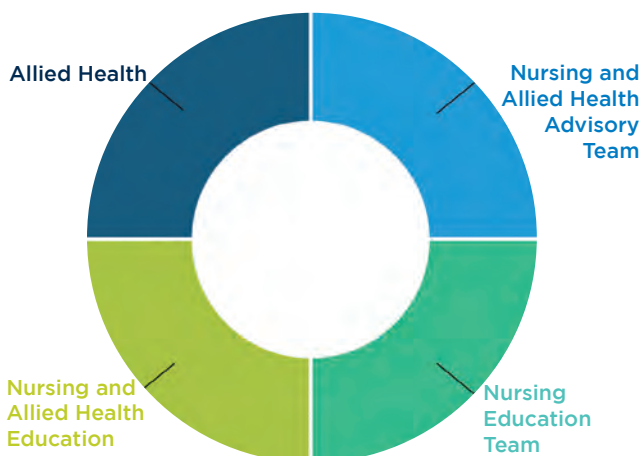


> Nursing students at Lahey Hospital and Medical Center in Burlington, Boston for their overseas clinical experience.

Nursing and Allied Health Programmes



Nursing and Allied Health Committees



COUNSELLING & CAREER CENTRE

Director
Nikkita Scott, Ed.M.



The Counselling & Career Centre (CCC) supports the mission of Bermuda College by offering various support services to facilitate personal and professional growth. The team advocates, educates, and empowers students as they navigate their academic journey.

The CCC faced several unexpected challenges due in large part to a shift in the organisational structure which impacted its operations and staffing resources. Nevertheless, the team achieved measurable success during this reporting period.

COUNSELLING SERVICES

- Individual Counselling
- Group Counselling/Workshops
- Accessibility Services
- Financial Support Services

STUDENT ACTIVITIES

- Student Employment
- Workforce Skills Development
- Student Government Council
- Student Clubs & Activities

HIGHLIGHTS

■ Submitted a successful bid to the UK Government's Turing Scheme that provides funding for international opportunities for education and training around the world to the UK and British Overseas Territories. Eligible students will be able to apply for internships in Europe in 2025.

- Hosted the first Career Readiness Conference on campus in October, engaging nearly 50 students. The Conference featured workshops on mental health, LinkedIn, and personal branding.
- Offered wellness and well-being support through Wellness Wednesdays and therapy dog, Lava, specifically during exam periods.
- Hosted the first BC Village COSPLAY, and recorded three podcasts through MENSPEAK. Both initiatives provided platforms for student growth and development.
- Created a framework for Memoranda of Understanding with the Department of Family Services and Teen Services

■ **\$498,265.63** were disbursed in awards, scholarships, and need-based funding, all helping to reduce financial barriers to education and professional development.

■ The Counselling & Career Centre also raised awareness about the College and engaged students by partnering with the Mirrors Peer Forward programme and CedarBridge Academy.



3362

contacts across all service areas



370

students engaged in group services



156

contacts with students in career development, student employment consultations, workshops, and on-campus employment.



159

students were seen by the Accessibilities Coordinator, the majority of which came out of the Division of Business, Hospitality and Technical Education.

Despite challenges, the team made significant strides in supporting students' growth, and addressing barriers to student success.



Photos from left to right:
> Spirit Day Athletic events

> Cosplay Chaos (ANIJOY) three Cosplayers wearing the outfits of their favorite fictional characters

> Spirit Week Events - Staff Dunking Stool
• BBQ Lunch fundraiser



CENTRE FOR LEARNING AND ACADEMIC SUCCESS (CLAS)

Director
Dr. Lisa Osborne



The Centre for Learning and Academic Success (CLAS) at Bermuda College serves all students in their pursuit of academic excellence. It plays a vital role in fostering student success by providing academic support in a friendly and comfortable environment. CLAS is responsible for,

- In-Person Tutoring – providing tutoring services in mathematics and science-related courses
- Online Tutoring, offering support via Tutor.com.
- College Skills Course (CSC 1110) – delivering foundational skills to new students.
- Computerised Placement Test (CPT) assessments – administering the placement test for new students.
- Dual Enrolment Programme – facilitating programmes that allow senior school students to earn college credit.
- Phi Theta Kappa Honor Society – recognising academic excellence among students.
- Workshops and Orientation – conducting academic skill-building workshops and orientation programmes.

HIGHLIGHTS

■ Employed a variety of strategies to encourage student use of the newly launched Tutor.com, a 24/7 student support service that provides on-demand tutoring and homework help for students in more than 250 subjects. The CLAS website was updated to include comprehensive information about the service, and marketing materials were created and presented to showcase its features and benefits through various platforms, in-class visits were conducted, and student feedback on their user experience was highlighted regularly.

The results:

- 131 online tutoring sessions were facilitated on Tutor.com since its launch last year.
- Forty students utilised the new online platform.
- The average student satisfaction rating was 4.71 out of 5.
- Most Popular Subjects: English Composition, College

Algebra and Introductory Accounting

■ 92% of students were glad for the service.

■ 100% of students would recommend this service to a friend, found it helpful in completing homework assignments, and helped improve their grades. 95% felt more confident about their school work.

■ Collaborated with the Arts and Science Mathematics and English Departments to determine and implement new placement scores for ACCUPLACER Review Findings. Both departments reviewed the placement scores associated with preparatory and college-level mathematics and English courses, and concluded that the placement scores for preparatory and college-level mathematics and English courses are accurate.

■ Welcomed 100 new students to the campus for Fall 2023 Orientation that featured Orientation Ambassadors assisting with the new adjustment to college life

and culture. Students gave the event a 93% thumbs-up approval rating. Thirty students attended the Spring 2024 Orientation Fair that featured an impressive Mocktail display by the Bartending Instructor and their student from the APACE Division

■ Inducted 12 new members (7 males and 5 females) into the Bermuda Chapter of the Phi Theta Kappa Honor Society, the first in-person induction ceremony since the pandemic. The Interim President and Acting Vice President were awarded special honorary membership medallions. Guest speaker at the event was a dual enrolment alumna, Taiyana Allen, who graduated from BC in 2016 with the Most Outstanding Actuarial Student Award and was also presented with an honorary PTK membership medallion.

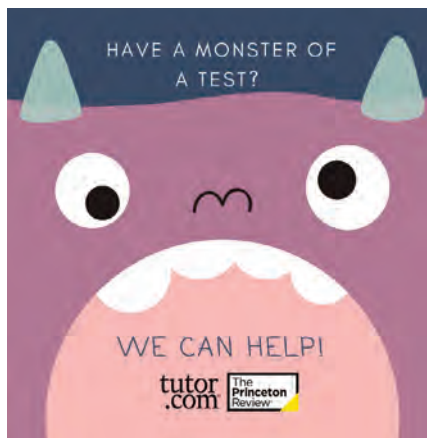
■ A total of 31 associate degree dual enrolment students completed the academic year. The cohort achieved a 90% success rate, with nearly half of the students achieving a grade point average (GPA) of 3.0 or higher. One student graduated in the 2023 Commencement ceremonies in May.

■ Admitted 30 new senior school students to the Bermuda College Dual Enrolment Programme for the Fall 2023 semester, including one student from Chatmore Academy. The programme was also expanded to include Nursing and Allied Health options. A dual enrolment orientation for all DE students was held during the Summer. Fifty-eight (58) new dual enrolment students attended.

■ Hosted an in-person presentation about Dual Enrolment options at the College for senior school parents and students interested in enrolling in the programme. Approximately 100 parents and students attended. This year the programme was effectively promoted with a dedicated page on the College website, the creation of a brochure and radio interviews.



Photos from left to right:
 > 12 new members Phi Theta Kappa Honor Society
 > Introduction of online tutoring sessions with Tutor.com
 • Freshman Orientation Computer Lab Session
 > Freshman Orientation - I AM Bermuda College
 • Freshman Orientation - Student Ambassadors welcome desk and check-in



BERMUDA COLLEGE LIBRARY

Director
Bernadette McIntosh-Tucker, B.A., MLIS



The mission of the Bermuda College Library is to successfully facilitate and support the learning and teaching functions of students and faculty. Additionally, as a community library, we strive to connect people to information and people to people, by extending beyond our walls to offer programming, initiatives, resources, and services to all ages 16 and above.

HIGHLIGHTS

- Increased in-class sessions for bibliographic services, teaching research skills, accurate citation, and academic integrity. As a result, one-on-one appointments increased substantially, indicating students' appreciation for personalised support.
- Introduced "Chat & Chew" series at the Library for the campus community. "Savvy Students, Smart Choices: Navigating AI in College", in collaboration with Dr. Mary McKemy, from Winthrop University, was the first topic. The session explored AI's role in education and promoted the responsible use of this new technology.
- Provided robust research support, with EBSCO host being the most frequently used database. The newer ProQuest database is gaining in popularity.
- Strategically and intentionally fostered inter-departmental engagement and sought to establish new external partners to yield productive outcomes.
 - The Library presented new library offerings and additional database subscriptions after collaboration with the Faculty Association.
 - Co-hosted a Mental Health interactive display in the Library foyer, and welcomed therapy dog, Lava, on-campus to help ease test anxiety in partnership with the Career and Counselling Centre.
 - Collaborated with the Math Department for Pi Day activities.
 - Hosted two student-focused events, a movie night and a Spirit Week event in partnership with Student Life.
 - Celebrated the International Day for the Elimination of Racial Discrimination in association with Citizens Uprooting Racism in Bermuda (CURB).

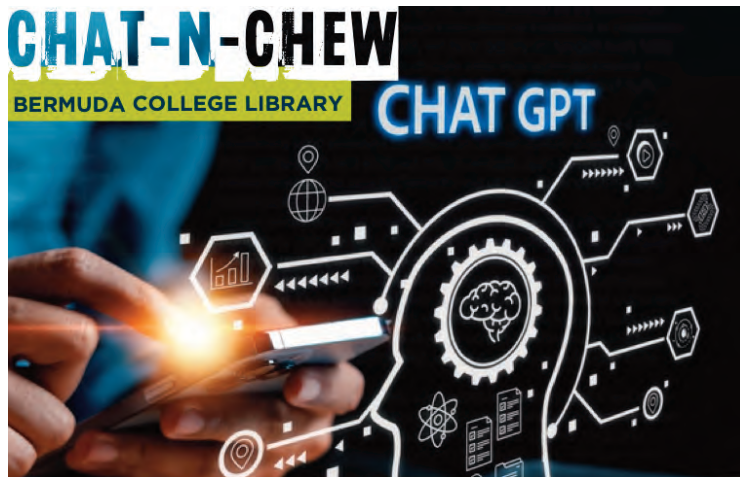
Social Media Engagement

- 📷 Increased Instagram followers by 18 percent over the previous year.
- 📘 Facebook followers number 56 and is showing good potential for marketing Library events and sharing academic resources such as APA and MLA LibGuides. Followers are also engaged by posing challenging questions on a range of academic topics, offering prizes as incentives.

- The Library enjoyed hosting a number of community events in partnership with its fund-raising arm, Friends of College Library (FOCL). These included cooking demonstrations, dramatic performances and readings by local authors, all reflecting Bermuda's rich cultural heritage and traditions, and a docuseries on the life of Madam C. Walker, followed by guided discussions on race, gender, and entrepreneurship. College lecturers Rui DeSa and Yesha Townsend facilitated the event.
- In response to a Library survey aimed at meeting the evolving needs of its patrons, and to evoke a more welcoming atmosphere for study space and 'chill' areas for students,
 - Created three new lounge spaces, thanks to the generosity of Appleby.
 - Partnered with the Bermuda Coffee Company to open a café in the foyer.
 - Created new dedicated public computer spaces for casual public walk-ins.

The Library space was chosen for filming by Method Media Bermuda, and by the Ministry of Education as a cosy backdrop for a livestreamed round-table discussion. These events indicate new potential for the space for similar activities and events.

The Bermuda College Library's achievements throughout this reporting period reflect its commitment to supporting student success, fostering internal and external collaborations, and adapting to changing needs. The Library will continue to serve as a vibrant and inclusive resource for the college and broader community.



> Introduction of "Chat & Chew" series



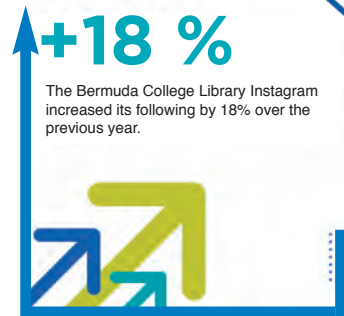
> High school student tour



> TeenTober Horror Movie Night



> New seating area in café Library foyer and new lounge space with strategic games.



> Valentine's Day with the Seniors



INSTITUTIONAL RESEARCH & PLANNING

Co-ordinator
Cordell Riley, M.Sc., JP



“

Research is seeing what everybody else has seen, and thinking what nobody else has thought!

”

~ Albert Szent,
Hungarian Pharmacologist and 1937 Nobel Laureate in Physiology/Medicine

As the pandemic has reset the dial for many academic institutions around the world, Bermuda College is working to understand its direct impact; thinking about what nobody else has thought, how our research can shape the BC of the future, and how it will inform our response to the needs and wants of tomorrow's students.

HIGHLIGHTS

■ There was a marginal decline in enrolled students in this reporting period. Despite the mitigating factors of a declining birth-rate and emigration, which is putting the total population on a downward trajectory, it behooves the institution to “thinking about what nobody else has thought”, in order to be the campus of the future. (Figure 1). Apart from the marginal increase in enrolment in 2022, the overall trajectory remains downward, particularly since 2016. That decline in 2016 is attributed to the large numbers of Bermudians who left the island the year after the UK Government provided the opportunity of full citizenship to all residents who were eligible.

■ Full-time students now account for 55% of all students, compared to 53% in 2022, and 37% a decade ago. Full-time students overtook part-time students in 2018 when they accounted 52% of the student body. Similar to students in programmes, full-time students have better educational outcomes than part-time students.

■ By gender, while there are still more females than males on campus (55% to 45%), the gap between the two is now at its lowest level.

■ The level of traditional students, those 24 years and under, continue to account for more than three-quarters of students (77% to 23%). This ratio has been fairly consistent for most of the past decade.

■ There were 102 graduates in the May 2023 Commencement ceremony compared to 89 in 2022, (Figure 2). Eight in 10 (80%) were satisfied with their academic programme, while a similar amount (79%) were satisfied with the quality of instruction. Half of all graduates (50%), planned to go overseas to continue their education,

down from the 56% recorded in 2022, (Figure 3). The United Kingdom emerged as the top country of choice for graduates at 36%, followed by the United States at 30%, and Canada at 16%, (Figure 4).

■ Graduates' satisfaction rating rose to 70% after falling below that level over the past two years (2021 – 2022, 2022 – 2023). Moreover, 80% of graduates would recommend BC to others, an increase from the 75% recorded in 2022 (Figure 5).

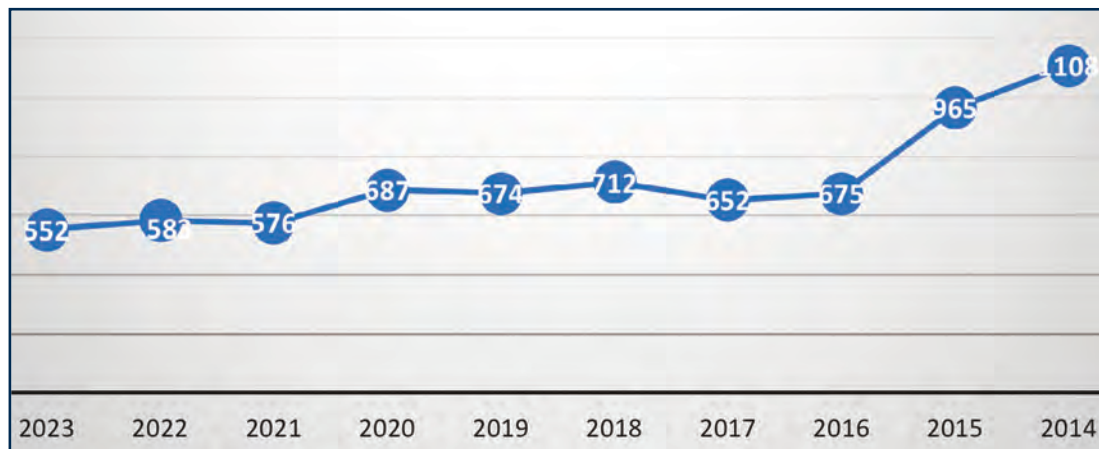
■ The Student Learning Preferences Survey focused on student preferences for learning as we moved to a post-pandemic campus. Some of the highlights of the study were as follows:

- Nearly 8 in 10 respondents (79%) felt that remote learning afforded more time for themselves.
- 72% cited not having to commute/no traffic issues as a benefit of remote learning.
- 43% felt that their personal space was being invaded when taking classes online.
- Two-thirds were more optimistic about the digital materials (66%) and about the technology used for learning (65%) since the pandemic.
- Going forward, 59% of students would prefer that courses were a combination of remote and in-person instruction.
- 50% would prefer more digital materials in all of their courses.

This report reflects the ongoing efforts of this Office to undertake continuous exploration and analysis of our data, the aim of which is to support the college community and help it prepare for the future needs of its students.

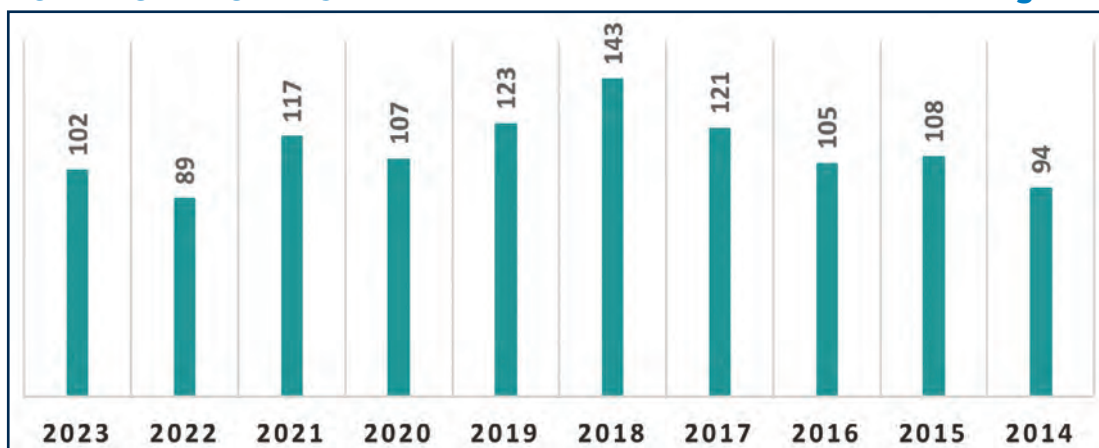
ENROLMENT

Figure 1



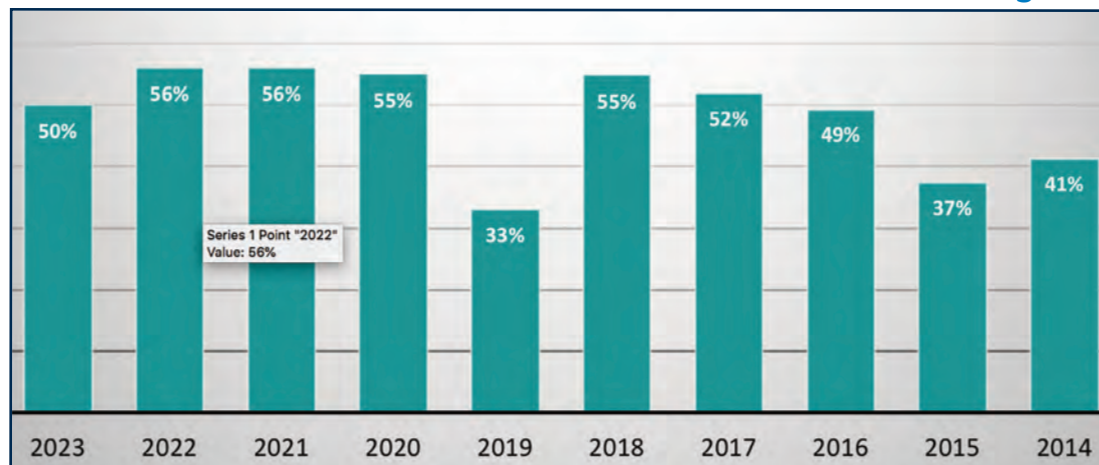
TOTAL GRADUATES

Figure 2



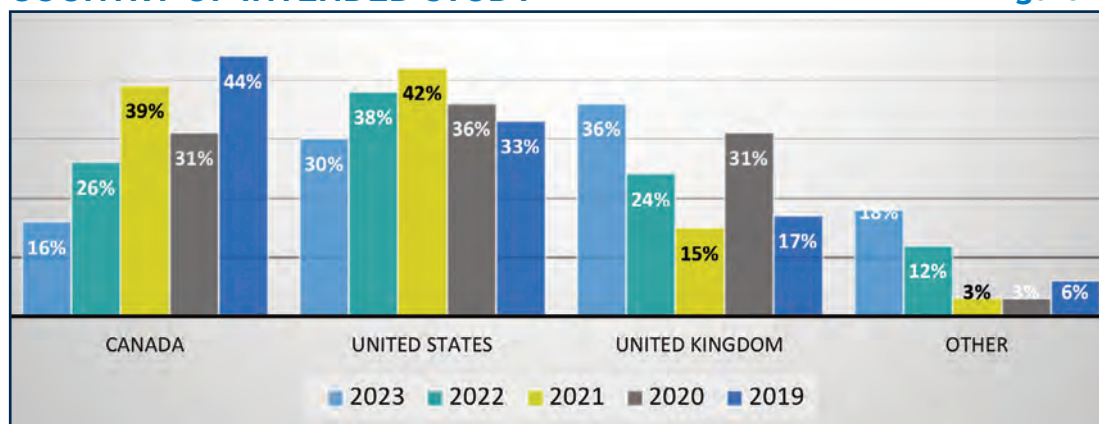
GOING OVERSEAS AFTER GRADUATION

Figure 3



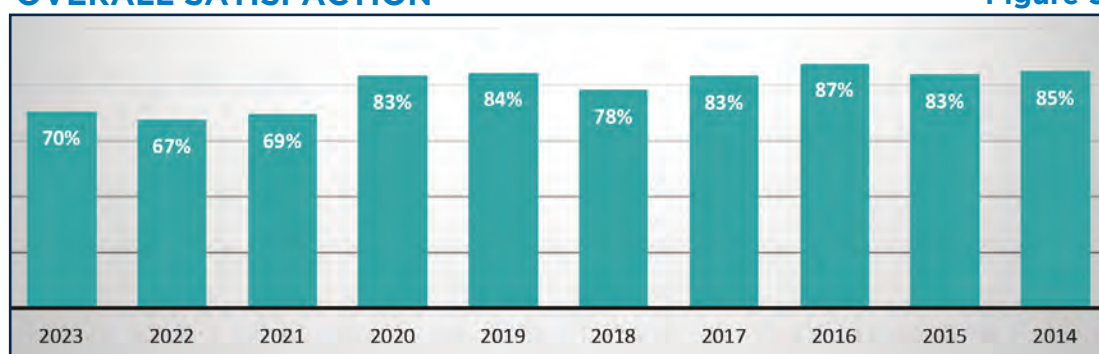
COUNTRY OF INTENDED STUDY

Figure 4



OVERALL SATISFACTION

Figure 5





CAMPUS CULTURE

STRATEGY 2

We will promote and practice a culture of excellence in learning, communication and collaboration; and support a 'community of care' that promotes recognition of Bermuda College as a great place to work, to which students and employees are proud to belong.

HUMAN CAPITAL

STRATEGY 3

As a great place to work, College employees will be developed, engaged, and operating to their fullest potential with a full understanding of their roles as it relates to the College's institutional goals. We will encourage and support strategic training and development opportunities with robust metrics to measure success and promote transparency.

HUMAN RESOURCES & DEVELOPMENT

Director
Lorrita Tucker A. CInst.L.Ex



The main objectives embedded in the strategic goals of campus culture and human capital are to foster college identity and to promote a culture of learning that leverages talent and expertise while engaging employees and students, internally and externally.

HIGHLIGHTS

■ The Campus Culture Committee (CCC), continued its internal branding goal to reimagine and upgrade specific spaces on campus. The project entitled “Vision Impact 2024” considered spaces around the campus that could visually impact student and visitor spaces with purposeful decor. The first space completed was the entrance lobby area of North Hall. The theme was “art”; and in conjunction with art faculty, Michael Walsh and Dr. Edwin Smith, and the Student Services Department, CCC purchased student art work, hung 5 stunning pieces and created a refreshed social and seating space in the lobby of the North Hall (G301) Lecture Theatre.

Subsequent designs to underpin the overall theme of “Creating a Culture of Care” will focus on cosmetic changes, furnishings and décor, encouraging persons to sit, talk, study, eat and rest – in between classes, meetings and work.

■ The Human Resources Department completed the Performance Management tool, The Employees’ Performance and Contribution Review (EPCR). While the College’s professional support staff transitioned to the new system in 2023, now in its second year, faculty members and Deans were introduced to the performance management tool later several months later with a focus on teaching skill competencies, and discipline-specific competencies per department (e.g. social sciences, mathematics, English, arts, etc.) After some feedback and editing – the EPCR for the College’s teaching staffs is expected be rolled out in Fall 2024.

■ In August 2023, Bermuda College celebrated its annual Long Service Awards with a kick-off event at the Royal Hamilton Amateur Dinghy Club in Paget. Interim President, Branwen-Smith King, commenced the celebratory event with a rousing voice wake-up, the employee association presidents presented their visions for the upcoming year, and a surprise BC trivia competition revealed how knowledgeable employees were about the College. Great prizes followed for a few lucky winners. The day included a buffet lunch overlooking Hamilton Harbour, followed by a cruise, sponsored by the College’s Board of Governors. The key celebration of the day however, was the recognition of long service employees which saw a combined total of 145 years of commitment and service to Bermuda College. The College also celebrated and honoured its retirees.

LONG SERVICE AWARDEES 2023

REPRESENTING
145 YEARS
of service to the College
and the community

25
YEARS



Shawn Ming

20
YEARS



Karmeta
Hendrickson



Dr. Constance
Ridley-Smith

15
YEARS



Amy Harvey



Algene Maybury



Cherie Richardson



Denise Simons

10
YEARS



Williston Furbert



Michael Walsh

RETIREES



Dr. Jeremiah
Faries



Robert Masters



Dr. Barbara
O'Shaughnessy



Dr. Sharon Virgil



Jaqueline Wade

BUSINESS DEVELOPMENT & FINANCE

Consultant
Scott Wade, CPA, B Com



In the fiscal year 2024, Bermuda College received a total grant of \$14,653,901 from the Bermuda Government for operational funding, representing 73% of the College's total revenue, and an additional \$365,000 for capital funding. This support has significantly strengthened the College's financial position compared to the last reporting period.

Bermuda College Foundation

The Bermuda College Foundation has been instrumental in the College's efforts to modernise its campus and programmes. The College deeply appreciates the donors who have supported the Bermuda College Foundation Fundraising Campaign. Their commitment ensures that all Bermuda residents have access to quality, relevant tertiary education locally.



HIGHLIGHTS

Information Technology Services

Throughout fiscal 2024, Bermuda College initiated several key projects to ensure it continues to meet the needs of the community it serves.

These initiatives include:

- Digital Transformation Project - aimed at enhancing interactions between the College, community, students, and staff.
- Online Venue Rental Portal - launched to make the College's campus and facilities more accessible for community use.
- Expansion of Community Partnerships - focused on generating additional revenue and establishing the College as a central community hub, not just a place of learning.



DIVERSIFICATION OF REVENUE & PARTNERSHIPS STRATEGY 4

We will explore diverse revenue opportunities and partnerships that position Bermuda College as a premier community resource. We will leverage our facilities and utilise the campus to generate revenue by developing strong and diverse revenue streams which will have the added benefit of allowing us to establish and maintain strategic partnerships with both industry and academic entities, and to meet community needs.

ATHORA DIVISION OF PROFESSIONAL AND CAREER EDUCATION

Director
Tawana Flood, MTA



The Athora Division of Professional and Career Education has played a critical role in empowering Bermuda's workforce, helping learners achieve their professional and career goals in a fast-paced global economy. The division offers a comprehensive catalogue of professional and workforce development training, employability, professionalism and soft skills training, contract training, online bachelor degree programmes, and accelerated professional review programmes. These are offered in partnership with renowned agencies in Canada, the United Kingdom, the United States, and the Caribbean.

Programmes are designed with input from notable international and local partners, including government, charities, professional networks, recruitment professionals, and major industries driving Bermuda's economy. Innovative delivery methods include multi-formatted instructional delivery and self-paced/hybrid online courses. Instructors are qualified global professionals who bring practical experience and passion to both physical and virtual classrooms.



HIGHLIGHTS

Strategic Plan Completion:

The division completed its 3-year Strategic Plan with input from key local and international stakeholders.

Student Satisfaction:

The APACE student satisfaction survey results were favourable, scoring highly in programme relevancy and instructor quality.

LERN Ranking Improvement:

The division advanced from 5th to 4th place in generating online LERN continuing education registrations across Canada, the United States, and the Caribbean. LERN, the largest continuing education association in the world, singled out the Division for its popular courses in Bookkeeping, Data Analysis, and Leadership.

Financial Literacy Workshops

The Bermuda College Foundation (BCF) received a \$40,000 donation from HSBC, funding financial aid for individuals in the 'Building Financial Literacy' workshop series, delivered in partnership with the CFA Society of Bermuda. This donation will cover workshop costs for about 500 individuals over the next four semesters.

"Financial literacy is about being able to understand and effectively manage your money. It is a critical skill for every resident, regardless of age or financial situation, and the learning of it should not be hampered by an inability to cover a workshop fee."

- Garry Madeiros, BCF Chair

Child and Healthcare Programmes

Eleven students enrolled in the revised Certificate for Childcare course which focuses on managing children aged 0-4 years in Bermuda's childcare industry.

Healthcare programmes were expanded in partnership with the Division of Allied Health, covering topics like Diabetes, Dementia/Alzheimer's, Customer Service, and Diversity, Equity, and Inclusion, as requested by the Department of Health.

Bartending Programme Improvements:

Consultation with the Bermuda Chamber of Commerce, Bacardi's Shake Your Future initiative, Bermuda Government, and industry vendors yielded an enviable, trending bartending curriculum. Over 30 students were enrolled during this reporting period.

Career Advancement Training:

The division supported career advancement and succession planning for local organisations, with 37 Department of Corrections Officers enrolled in management training for career advancement opportunities.

Annual Awards Ceremony:

This year's annual awards ceremony saw the highest attendance to date, celebrating students' achievements in enhancing competencies and developing new skills. Various international qualifications and professional development certificates were awarded, including 78 City and Guilds Entry Level Introductory Awards in Employability Skills to high school students and 16 Certificates for Nursing Assistants (CNA).

The Athora Division of Professional and Career Education remains committed to providing high-quality education and training to help Bermuda's workforce thrive in a global economy. The future looks promising as the division continues to innovate and adapt to meet the needs of its learners and partners.



INFRASTRUCTURE STRATEGY 5

We will maintain and be known for having a modern campus that is safe, comfortable, technologically relevant, and environmentally sustainable.

INFORMATION TECHNOLOGY SERVICES

Director
Ben Nwasike MA



Information Technology Services (ITS) oversees the administration of all computing and telecommunication services at Bermuda College. Those services include, but are not limited to, the acquisition and management of infrastructure, the management and provision of helpdesk services, installation and maintenance of desktops, laptops, telephones, Enterprise Resource Planning (ERP) applications, and user training. ITS also maintains the email system, campus collaborative portal and websites, as well as the learning management system (LMS), Moodle, and printing services. Support for the College's computer labs and audio-visual services also fall under this remit.

HIGHLIGHTS

- Implemented a multi-factor authentication (MFA) for both Citrix and Moodle access, enhancing cybersecurity on the Bermuda College IT Infrastructure. The next phase will require MFA for all logins irrespective of the user's location.
- Implemented FortiSIEM, built on Fortinet's technology, to enhance cybersecurity by combining the dual functions of security information management and security event management. With these functions, the BC IT staff and partners can view real-time security data, track and analyse events, and maintain security data logs for auditing and compliance purposes.
- Implemented advanced cybersecurity measures, upgraded critical software systems, and expanded the IT team to provide a more secure and efficient IT infrastructure. The cybersecurity incident in March highlighted the importance of ongoing vigilance and investment in our IT security protocols.
- Upgraded Microsoft Dynamics Great Plains software to the latest version, eradicating notification issues encountered by requesters and approvers.
- Upgraded the Anthology student information system (SIS) to the latest version paving the way to achieving parity with the legacy client in terms of full features and functionality. The upgrade also resolved several operational issues in the previous versions.

The department welcomed two new staff, Diogo Mota and Michelle Grant. Mr. Mota is the Audio-visual Technician, while Mrs. Michelle Grant serves as the Instructional Technology & Design Specialist. Their addition to the ITS team greatly enhances the department's ability to serve the students, faculty, staff, and external stakeholders.

The fiscal year 2023-2024 has been one of significant progress and challenges for the Information Technology Services Department. Looking forward, ITS remains

committed to enhancing the technological capabilities of Bermuda College, and ensuring a secure and robust environment for learning and operations. Continuous improvement and adaptation to the evolving digital landscape will be pivotal in supporting the College's mission to provide quality education and services to all stakeholders.

By focusing on these strategic priorities, Bermuda College's Information Technology Services will continue to be a cornerstone of the institution's success, driving innovation and excellence in all aspects of campus life.

FACILITIES MANAGEMENT & SECURITY

Plant Operations
and Facilities Manager
Cleun Gaiton MPM



The Facilities Management Department oversees the overall maintenance of the College campus, including painting, electrical work, plumbing, air conditioning and refrigeration, maintenance contacts, monthly elevator service, and the mail service. It also maintains a physical security presence on campus.

Health and safety were the primary focuses for the Department during this reporting period.

HIGHLIGHTS

- Installed new fire alarm systems in West Hall and Brock Hall. Aside from keeping the College compliant with the local fire code, these installs give staff, students and all stakeholders added confidence that the buildings, though aged, remain up to date and functional.
- Purchased a new, larger utility golf cart to add to the fleet of vehicles, thus improving the efficiency of transporting larger payloads across campus
- Expanded CCTV network with the purchase of five additional high-definition cameras. This initiative is ongoing as old technology is phased out and replaced with industry standard equipment.
- Initiated upgrades for multi-purpose use of several campus spaces in collaboration with the Bermuda College Foundation (BCF). These projects will be realised in the upcoming fiscal year, and upon completion, will enhance the safety, functionality and overall positive campus experience for staff, students and stakeholders.



> Facilities workers - BC Strong



MANY PATHS. DISCOVER YOURS.

“

My chosen career required me not only to take art classes, but to excel in them. I was terrified. But, I found out quickly that I would make out just fine. The Art Department faculty, especially Dr. Edwin Smith, and students were so encouraging.

I found a special Bermuda College art scholarship that required me to host my own art show. Window to my Soul, became one of the most memorable experiences I had at Bermuda College.

Fast forward to 2022, and I created a new 'gallery' by designing and leading the project for the new Athene Career Development Centre at the College which opened in 2022. It won the Building & Interior Design Awards, Commercial Interiors by the Bermudian Magazine. I created the interiors with students in mind.

Bermuda College was my stepping stone, my confidence booster, and the foundation I needed.

”

VANESSA BEAN | BC ALUMNI
CLASS of 2007 - Associate in Art and Design
Senior Interior Designer | OBMI Bermuda



**BERMUDA
COLLEGE**

www.college.bm



BRANDING & MARKETING STRATEGY 6

We will have a strong local and international presence with a reputation that attracts a diverse range of students, external partnership opportunities, and community confidence. We will have a clearly articulated brand and a designated person/team focused on promoting Bermuda College by creating consistent, targeted campaigns.

COMMUNICATIONS

Director
Evelyn James Barnett,
MASCL, B.Sc.



The 2023-2024 reporting period proved to be a busy, challenging yet productive year for the Communications Office. Meeting with the academic deans and directors of various divisions and departments proved instrumental in launching a series of effective institutional marketing campaigns. These campaigns incorporated both traditional and social media platforms to enhance the College's outreach and engagement with the community.

HIGHLIGHTS

- Launched a series of marketing campaigns such as "Preparing for Success," "Never Too Late to Start," "Career Ranges," "Business Programmes," and "Technical Education." These campaigns conveyed the value and relevance of Bermuda College's programmes to the community, catering to individuals at various starting points in their education and career journeys.
- Developed campaign messages to attract interest to in-demand careers where Bermudians are generally under-represented, including hospitality, accounting, and healthcare programmes. Marine navigation, compliance, financial literacy, cybersecurity, and real estate were also featured using radio and television ads, social media platforms, digital media spaces, the College's video display screen in the administration building, and the website.
- Presented to various recruitment constituents at student, career and college fairs, PTAs, and alternative schools. The Recruitment Officer was also invited to participate in the Ministry of Education's Signature Discovery Series at the Island's three middle schools. This was hosted by the Ministry of Education's Education Reform Unit (ERU).
- Increased the number of Instagram followers, and thus community engagement, by 21% year over year with engaging posts and captions.
- Increased recruitment leads by 30%.
- Issued eleven major press releases about the College's activities, celebrations, and partnerships.
- Arranged various photo opportunities featuring the Interim President and her executive line officers that garnered local news coverage.
- Contributed an article to the prestigious publication, Bermuda Business Review on the College's relevance as a catalysts for change in the local marketplace.
- Supported internal departments with promotional or marketing initiatives, providing support through creative design, copywriting, social media posts, photography, and video captures.
 - Student Orientation, Registration and Advising
 - Dual Enrolment
 - Phi Beta Kappa
 - Faculty spotlights
 - College Library
 - President's Office
 - Counselling & Career Centre
 - Athora Professional and Career Education Division
 - Division of Business, Hospitality, and Technical Education
 - Division of Arts and Science
 - Student Life
 - Human Resources
- Worked to market the College radio station, BC Radio, to local retail businesses to grow a local following.
- In preparation of the 2025 New England Commission of Higher Education (NECHE) re-accreditation visit in 2025, a comprehensive review of the College website, involving all campus stakeholders, was undertaken to ensure content was updated and accurate.

These efforts collectively aimed to enhance Bermuda College's visibility in the wider community, attract prospective students, and maintain strong engagement with current students, faculty, and staff. Through strategic marketing and effective communication, the College continues to reinforce its role as a vital and vibrant higher education institution in Bermuda.

ACADEMIC PROGRAMMES

Associate of Arts

Art and Design
Arts
Arts and Science
Business Administration
Early Childhood Education

Associate of Science

Actuarial Science
Computer Information Systems
Diagnostic Imaging Technology
Education
Marine Science
Nursing
Pre-Health Science
Pre-Medical Science
Science

Associate of Applied Science

Culinary Arts
Heating Ventilation & Air
Conditioning
Hospitality Management
Motor Vehicle Technology
Plumbing Technology

Foundation Diploma Programme (UK)

Foundation Diploma Programme (USA & Canada)

Diploma Programmes

Computer Network Technology
Computer Programming Technology
Culinary Arts
Food & Beverage Management
Heating, Ventilation &
Air Conditioning Technology
Hospitality Management
Motor Vehicle Technology
Plumbing Technology
Wood Technology

Certificate Programmes

Accounting Technician
Applied Science Technology
Electrical Wiring Technology
Heating, Ventilation and
Air Conditioning Technology
Motor Vehicle Technology
Office Assistants
Plumbing Technology
Wood Technology

COMMUNITY ACCESS PROGRAMMES

BC On-line (Distance Education courses)

Culinary Education at Department of
Corrections

Dual Enrolment Programme (High Schools)

EXTERNAL PROGRAMMES

Georgia State University
Bachelor of Business Administration
(Finance and/or Risk Management and
Insurance)

Framingham State Univ.,
M.Ed. & Grad. Cert. in Ed. Leadership
MBA Concentration in Management

Mount Saint Vincent University
Bachelor of Business Administration

ATHORA DIVISION OF PROFESSIONAL AND CAREER EDUCATION (NON-CREDIT COURSES)

ACCA	Association of Chartered Certified Accountants
AMA	American Management Association
BOMI	Building Owners and Managers Institute
CPA	Certified Public Accountant (USA)
CPA	Chartered Professional Accountant (CANADA)
CITY & GUILDS	International Qualifications
ICDL	International Computer Drivers License
ILM	Leadership & Management Development
ACAMS	Association of Certified Anti-Money Laundering Specialists
ICA	International Compliance Association
KIXKO	

WORKFORCE DEVELOPMENT CERTIFICATES

PROFESSIONAL DEVELOPMENT WORKSHOPS

SHORT TRAINING AND EXAM REVIEW COURSES

ONLINE COURSES

OUR COMMITMENT

■ INNOVATIVE EDUCATION ■ QUALITY TEACHING ■ UNPARALLELED STUDENT SUPPORT

BERMUDA COLLEGE BOARD OF GOVERNORS

The Bermuda College Board of Governors is committed to steering the College towards greater achievements and continued excellence. Through thoughtful leadership and strategic initiatives, the Board ensures that Bermuda College remains a premier institution for higher education, dedicated to serving the needs of the community.

Mr. Nasir Wade (*Chairman*)

Mr. Denton Williams (*Deputy Chairman*)

Mrs. Branwen Smith King

(*Interim President from August 2023*)

Mrs. Malika Cartwright

Miss Daque Davis (*Student Representative*)

Mrs. Cherie Dill

Dr. Teneika Eve (*Faculty Association Representative*)

Mr. Christopher Famous

Mr. Frank (Chip) Gillis

Mrs. Karmeta Hendrickson

(*Professional Support Staff Representative*)

The Hon. K. H. Randolph Horton, OBE, JP

Mrs. Jozelle Opoku

Mrs. Jasmin Smith

Mr. Ryan Taylor

Dr. Lana Talbot

Mrs. Charmaine Tucker

Mr. Shelby Weldon

MANY PATHS. DISCOVER YOURS.



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