

# HERZING<sup>®</sup> COLLEGE

Career-Focused. Convenient. Caring.

[www.herzing.ca](http://www.herzing.ca)





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# Chancellor's message

At Herzing College, our mission is to provide career-focused education in high-demand fields so students can come to school, get a solid general education, and at the same time learn specialized, marketable skills while developing essential work habits. Our hands-on coursework and combination of academic and real-world instruction are designed to provide those skills needed by students to be job-ready.

We are not only career-focused in our educational offerings, but we strive to serve students in a caring and convenient manner. Our goal is to treat all students as individuals. Our staff and faculty understand that students are our first priority- students are

our reason for being and we are determined to make all reasonable efforts to help them succeed. For example, we try to schedule classes during the same time of the day- mornings, afternoons or evenings. This makes it much easier for our students to maintain jobs, have time with their families, and be

involved in other activities. We exemplify our career focus in working closely with advisory committees and experts from industry when designing our curriculum. From day one, we work with students to define their career objectives and prepare them for attaining employment in their chosen professions.

We're proud of our placement results which in most years result in 90% of our available graduates across the Herzing system finding employment in their career fields within six months of graduation.

Since the first Herzing campus was founded in 1965, Herzing College has emphasized the values of student service, ethical behavior, and respect and fair treatment of students, faculty and staff. I am both pleased and proud to announce that this deep-rooted tradition will be maintained by Renée Herzing, my daughter, who became President/CEO of the College on March 1, 2009.

Herzing continues to stress the importance of meeting the job needs of employers in technology, business, healthcare, design, and public safety. Of equal importance is our focus on providing all that we can to help students fulfill their goals. We continue to stand ready and able to demonstrate our commitment to your success.

Yours truly,



Henry G. Herzing  
Chancellor

# History

## Rich History

Herzing College began in Milwaukee, Wisconsin in February 1965 as a class of twelve students in a seven-month computer course. Over the past forty-five years, Herzing College has expanded geographically and programmatically under the same leadership to encompass four campuses in Canada. In the US, Herzing University includes eleven campuses. Herzing College campuses offer diploma programs in the fields of technology, business, healthcare, design, legal studies and public safety.

## Reputation for Success

Herzing College has become a significant educational force in the markets it serves. With a foundation based on high ethical standards, our commitment to student service and the success of our graduates directly benefit employers and the communities they serve. Our primary focus is, and always has been, providing students the administrative support, academic knowledge, hands-on skills, and personal growth required to achieve their academic goals and find gainful employment in their field of study.

## Learn from Industry Experts

Herzing's career-focused courses are taught by dedicated and caring instructors who bring a blend of practical industry experience and valued academic credentials into every classroom. As current experts in their field, our instructors make sure you'll graduate with the relevant knowledge and skills that are attractive to today's employers.

## Hands-on Learning

The best way to learn something is by actually doing it. Based on this principle, many Herzing classes have two components: lecture/demonstration and lab. Some labs will be conducted in our state-of-the-industry computer, design or medical labs while others will be more situational in nature (such as creating and implementing a business strategy). Either way, you'll actually be performing the same tasks that professionals in your field perform, thereby gaining valuable, real-life experience. Many of our programs include an industry internship, where students gain experience and knowledge alongside industry professionals.

# Career-Focused. Convenient. Caring.

## **Career-Focused. Convenient. Caring.**

When we asked why our alumni and current students chose Herzing College, they shared the following as their top three reasons:

### **1. Career-Focused**

- **Employment from Day One:** Career Services works with you as soon as you begin classes to ensure you remain on target to secure employment upon graduation
- **Industry Credentials:** Many of our programs and classes prepare you for industry Certification tests or licensing to give you an extra edge at graduation
- **Relevant Skills Training:** We constantly update our programs based on industry advisory board input to ensure our programs teach the knowledge and skills employers seek
- **Hands-on Labs:** Regardless of your program choice, Herzing incorporates hands-on training into many courses

### **2. Convenient**

- **Block Schedules:** We try to schedule resident classes in morning, afternoon, or evening blocks to provide students with a more life-friendly schedule
- **Locations:** Most Herzing College campuses are near mass transit options and offer nearby, free parking

### **3. Caring**

- A student's needs are our first priority
- Every staff and faculty member commits him/herself to assisting the student
- The faculty accepts responsibility to partner with the student in the learning process
- The small student-teacher ratio provides each student with more "face time" with faculty
- Administrative procedures are regularly evaluated to ensure the best possible service to students



# Real Students, Real Success

**Toronto — John-Paul Alino**  
**Network Systems Technology**

“Herzing instills the fundamentals needed to succeed in the workforce through small class sizes, focus on the practical vs. the theoretical, and support from the instructors. I found the instructors to be very thorough, knowledgeable, and understanding of the needs of all students.”

**Winnipeg — Celina Glesmann**  
**Accounting And Payroll Administrator**

“Thanks to Herzing I feel I have up-to-date training and skills. I now have a strong working knowledge of accounting and related procedures allowing me to become more confident with taking on new challenges and facing different challenging situations. My training and internship at Herzing College has benefited me both personally and professionally by preparing me to meet other professionals in my career area and to broaden my employment/educational network.”

**Winnipeg — Fiona Heron**  
**Business Administration**

“The faculty and staff not only provided me with the knowledge necessary to succeed in my chosen career, they also taught me to believe in my abilities and myself. For this I am very grateful.”

**Montreal – Aleksandar Anastasovski**  
**Micro Computers and Networking Systems**

“My choice was Herzing College because of its wide and precise (hands on work) teaching. At Herzing College I have learned a lot of Micro-computer and networking procedures that I’m using now using on the job every day!

**Ottawa — Denis Mainville**  
**Computer Technology**

“The small classes made it so much easier to work and concentrate, especially after being away from a school environment for a long period of time. The course was divided equally with as much practical work with hands-on, as in-class theory. The instructors are very professional and at the same time very friendly, which makes the classroom atmosphere feel so much like home.”

**Ottawa — Kristin Homuth**  
**Pharmacy**

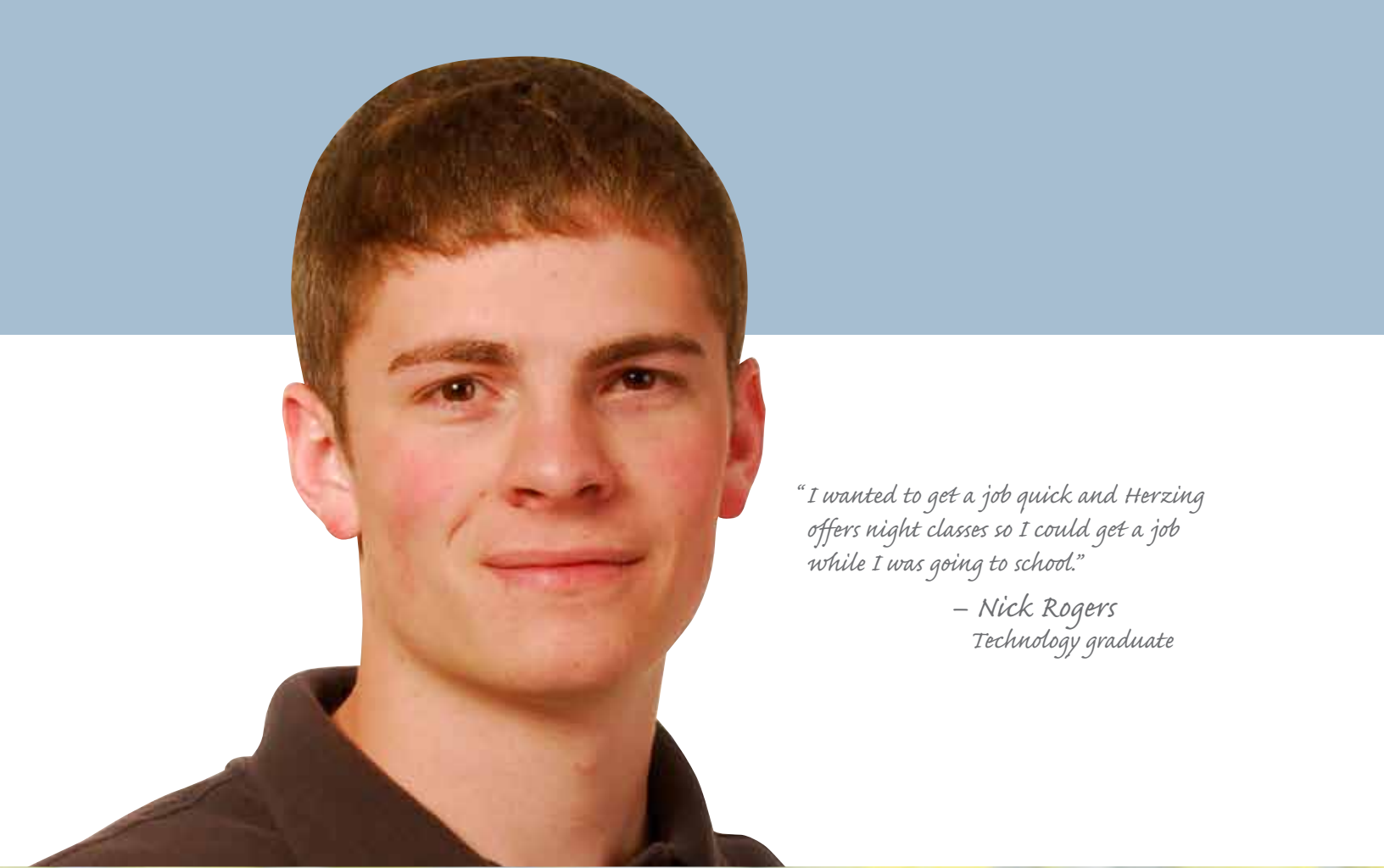
“I never imagined I’d be a tech 2 (which includes checking other techs prescriptions) only 10 months after I graduated!

**Montreal – Timothy Matthews**  
**Micro Computers and Networking Systems**

“I chose Herzing for its awesome reputation and intensive courses on subjects that are really important in my new line of work. Ever since graduation, I have been working in an excellent environment that I am proud to be in, and making a difference in, using exciting new technologies.

**Montreal – Mike Golden**  
**Micro Computers and Networking Systems**

“Herzing provided me with the technical expertise to be an efficient technician in networking and the knowledge to acquire certifications. I was able to work at the same time as my studies and get the help I needed when require. I now work for an IT Solutions company in Montreal where I represent well the company with the skill sets I graduated with at Herzing.



*"I wanted to get a job quick and Herzing offers night classes so I could get a job while I was going to school."*

*– Nick Rogers  
Technology graduate*



# Technology

## **Computer Programming/ Database Administration**

Computer programmers write, test, and maintain the detailed instructions called programs that computers must follow to perform their functions. Programmers are well versed in sophisticated programming and Web development languages that focus on commerce and database applications. These are programs that can be used internally at a company or on the Internet for e-business.

Many companies are migrating to Internet or Web-based programs. Every business today runs on one or more databases for everything from customer information, order entry, and inventory tracking to sales, marketing, and payroll functions. As a programmer, your responsibilities may include Database Administration, a role that involves storing, manipulating, retrieving, and maintaining a database.

Programmers are often grouped into two broad types — applications programmers and systems programmers. Applications

programmers write programs to handle a specific job, such as a program to track inventory, within an organization. They may also revise existing packaged software.

Systems programmers, on the other hand, write programs to maintain and control computer systems software, such as operating systems, networked systems, and database systems. In some organizations programmers, referred to as programmer-analysts, are responsible for both the systems analysis and the actual programming work.

### **Computer Networking/ Administration/Information Technology Management/ Microcomputer and Networking Systems**

Network or computer systems administrators design, install, and support an organization's Local Area Network (LAN), Wide Area Network (WAN), Internet, or intranet system. They provide day-to-day onsite administrative support for software users in a variety of work environments, including professional offices, small businesses, government, and large corporations. They maintain network hardware and software, analyze problems, and monitor the network to ensure availability to system users.

Systems administrators are the information technology employees responsible for the efficient use of networks by organizations. They ensure that the design of an organization's computer site allows all the

components, including computers, the network, and software, to fit together and work properly. Furthermore, they monitor and adjust performance of existing networks and continually survey the current computer site to determine future network needs.

Administrators also troubleshoot problems as reported by users and automated network monitoring systems, and make recommendations for enhancements in the construction of future servers and networks. Another very important role of a network administrator is to protect an organization's data and systems from unwanted intruders.





*“I’m so happy right now to be attending one of the greatest private colleges in the country, Herzing College. The quality of their education programs is very high, and I like the way the instructors take care of their students. I can’t wait to graduate from this wonderful school.”*

*– Theo Mambula  
Business student*



# Business

## **Business Administration in Sales and Marketing**

The success of a business organization is highly dependent on employees working together in a variety of areas, such as accounting, marketing, sales, human resources, and administration.

A diploma in Business Administration prepares students for a wide scope of disciplines in business and marketing. People with this training work in not-for-profit organizations, in government, and in organizations throughout the private sector, including

entrepreneurial endeavors. They are proficient in the use of computer software and applications and have a broad understanding of business functions.

People with this training launch new products or modify established market relationships with in-depth knowledge of the market and its potential, as well as understanding consumer behavior, marketing products and services, pricing policies, and the marketing and advertising environments.



*“I chose to go to Herzing because, first of all, it is just very convenient. The classes are small as opposed to some of the local bigger schools and I was really interested in a more personal setting.”*

*– Maureen Mangels  
Healthcare graduate*

# Healthcare & Social Services

## **Pharmacy Technical Assistance**

Pharmacy technicians/assistants play an important role in providing essential healthcare services in their communities. They order and receive medications and pharmaceutical supplies. They utilize specialized software to maintain patient profiles, prescription orders, and inventories. Pharmacy technicians/assistants compound prescribed pharmaceutical products by calculating, measuring, and mixing the quantities of drugs and other ingredients required. They assist pharmacists by ordering, packaging and labeling pharmaceutical products and by maintaining prescription records and inventories of medi-

cation and pharmaceutical products. Working with the registered pharmacist, pharmacy technicians demonstrate tact and excellent judgment to ensure confidentiality of sensitive information.

Upon graduation, Pharmacy technicians/assistants can work in either a community, clinic, or hospital pharmacy. Job opportunities also exist in government health departments, insurance, and pharmaceutical companies. Some common job titles include: pharmacy technician, pharmacy technical assistant, and pharmacy aide.



*"I knew early on that I wanted to be involved in the residential design field, and Herzing College had [a program] in design that just seemed to fit perfectly with what I was looking for. I was able to obtain a job almost immediately after graduation, and I use the skills that Herzing taught me every day."*

*– Erica Marty  
Design graduate*

# Design

## **3-D Animation**

Computer animation is one of the most rapidly expanding areas of design, encompassing technical development and creativity. The expansion of the market and the applications of computer animation are predicted to have an explosive growth for many years to come. This is an exciting, fast-changing, and rewarding area.

This program prepares students with the skills and competencies needed in the game, film and television industries. It includes

storyboarding, character animation, modeling characters and scenes, texturing, special effects, lighting, and an internship. Animation studies begin with a strong foundation in design, drawing, color, 3-D animation, and game production. As they advance, students learn to develop a storyboard, create and animate 3-D models, and develop background layouts and special effects. Students learn to work in production environments and to market themselves and their skills. As part of their coursework, all students develop a demo reel to show prospective employers.

## **CAD Drafting**

Drafters prepare technical drawings and plans used by production and construction workers to build everything from manufactured products—such as toys, toasters, industrial machinery, or spacecraft—to structures, such as houses, office buildings, or oil and gas pipelines. Their drawings provide visual guidelines, showing the technical details of the products and structures and specifying dimensions, materials to be used, and procedures and processes to be followed. Drafters fill in technical details, using drawings, rough sketches, specifications, codes, and calculations previously made by engineers, surveyors, architects, or scientists.

## **Web Site Design by Graphic Design for web sites**

Web site designers work with specialized Web languages such as HTML and JavaScript®; Web graphic applications such as PhotoShop®, Flash®, and Fireworks®; and Web authoring tools such as FrontPage® and Dreamweaver®. Web site designers work in any organization that has client-side Web applications, such as IT companies, businesses, or government agencies. Many Web designers offer their services as freelancers to a variety of organizations spanning a multitude of industries. Possible job positions include Web designer and client-side Web site developer.

## **Interior Design**

Interior designers conceptualize and produce aesthetic, functional and safe designs for interior spaces in residential, commercial, cultural, institutional and industrial buildings. They are employed by architectural firms, interior design firms, retail establishments, construction companies, hospitals, airlines, hotel and restaurant chains, and other establishments or they may be self-employed.

# Industry Stamp of Approval

Herzing Colleges are licensed by the appropriate provincial authorities.

Herzing College seeks to gain industry approval by injecting certification preparation into many of our programs. Our graduates often complete rigorous independent testing that results in industry-recognized specialization from organizations like Microsoft®, CompTia®, and Oracle®, to name a few.

Some companies utilize industry certifications to provide a third-party basis to ensure that a job applicant has a certain skill/knowledge base. This saves the employer the time of doing independent technical testing or appraising the curriculum taken by the student.

With industry certifications, there is some employer concern about a “paper” certification. This type of certification is generally given to a person taking a crash course where the only focus is to pass a certification exam. With these short programs, there is often insufficient lab and instructional time to train the student to actually do the work. At Herzing, we provide much more time in certification subjects within our academic programs than is typically provided in short-term courses.



Here are some of the premier industry certification tracks covered within Herzing College’s regular curriculum:

#### **Technology Certification Preparation Includes:**

- Microsoft Certified Information Technology Professional (MCITP)
- Cisco Certified Network Associate (CCNA)
- Oracle Certified Associate (OCA)
- Oracle Certified Professional (OCP)
- A+, Net + Certification (CompTia)

# Providing industry with the most important resource of all—You

Since 1965 Herzing College has been a leader in providing a wide range of organizations and companies with trained employees who are able to be productive immediately. Our career services departments exist to help employers meet their needs for qualified technology professionals. Our strength lies in the quality of our graduates, who have “state of the industry” skills in business, technology, design, or healthcare and social services.

The Herzing College Career Services Department’s objective is to develop long-term relationships with human resource and industry professionals that will contribute to their organizations’ growth. All career services provided by Herzing College are free of charge and offer the following to employers:

- Highly trained, competent candidates
- Pre-screening of candidates to meet the employer’s specifications
- Each graduate comes with the Herzing College Quality Service Guarantee. If an employer feels (within the first 12 months of employment) that a Herzing graduate needs additional training in a course the student has taken at Herzing, we’ll provide it for free!

Herzing graduates have what employers need:

- Sound technical competencies
- Professional attitudes
- Motivation
- Team skills



# Other Student Services

## Other Student Services

At Herzing, you're not just a student, you're a valued customer.

We realize that attending a college is one of the most important decisions you'll ever make. At Herzing, we know that making the right choice is more than a matter of going to class, graduating, and finding a job. We know that your educational experience and success are highly dependent on a range of peripheral services that make the experience complete.

## Financial Aid Services

Herzing College will help students develop financial plans to pay for their education through a combination of financial aid, family contributions, and employer tuition reimbursement plans.

A variety of methods of meeting educational expenses is available at each campus. Financial aid (if you qualify), including Provincial student assistance programs,

bursaries, and Canada Student Loans\*, may be arranged to assist with the cost of tuition, school supplies, living expenses, and transportation. These different types of aid are usually combined in a "package" that can make it easier to achieve your career goals.

## Service Quality Assurance

This assurance is aimed at satisfying the needs of students and their eventual employers. It states that a Herzing College student may retake any course with which he or she is dissatisfied at no additional charge for tuition. Herzing College will allow any graduate to retake a course if an employer feels that he or she is not functioning satisfactorily in a job related to his or her program of study. The graduate will be allowed to retake any course offered in the student's completed curriculum without tuition cost to the student or the employer. Students must complete and pass the course and meet other conditions.

\*Does not apply in the Province of Quebec.

# Alumni association

We want you to stay in touch with us after you've graduated and landed your first job. At Herzing College we are proud of our alumni and encourage every graduate to join our Alumni Association. As a member of this no-obligation association you will have the opportunity to be active in an organization designed to assist in your professional development through:

- Participation in a professional forum for networking with peers and through participation in annual alumni events.
- Mentoring current Herzing students.

- Gaining public speaking experience by addressing students on the rewards and challenges of their selected career field.
- Serving on curriculum advisory committees or the Herzing College President's Council. Being active in the Herzing College Alumni Association demonstrates your commitment to your college and your community — it looks great on your resume, too!

**Qualifying alumni may take one subject free of tuition and for additional subjects receive an institutional grant for 10% of the tuition.**

# Career Services

## Employment from Day One

At Herzing, providing you with marketable skills is an important part of what we do. Helping you find employment is another big part of our commitment to your success. Our Career Services Department will be working hard behind the scenes from the minute you start your training. As you get closer to graduation, the Career Services Department moves to the forefront in its efforts to help secure employment. Building strong, long-lasting relationships with employers is an important objective for every career services department. Employers of all sizes in a variety of industries look to us to help them fulfill their human resource needs by providing them with qualified professionals.

**You can find Herzing graduates contributing to the success of organizations such as...**

Bell Canada  
Bombardier Aerospace  
Canadian Medical Association  
Canadian Space Agency  
Canadian Transportation Association  
Canwest Global Communications Corp.  
Clientlogic  
Computer Sciences Corporation  
Corel Corporation  
EDS Canada, Inc.  
Groupe Documens  
Health Sciences Centre  
Hewlett Packard  
Hospital for Sick Children  
IBM  
James Richardson International  
Manitoba Justice and Court Systems  
Public Prosecutions  
Manitoba Public Insurance  
Nygard International  
Optimal Robotic  
Statistics Canada  
Telus  
Tenrox Corporation  
Thompson Dorfman Sweatman



**Lina Peretto**  
Career Services Director

# What Instructors have to say about Herzing



At Herzing College we take pride in our work. Our instructors are highly qualified and dedicated professionals, who collectively bring a total of 479 years of practical industry and teaching experience into their classrooms every day. That's an average of 11.5 years of experience per instructor. In addition to this experience, many of our instructors have credentials ranging from a bachelor to a doctorate degree.

Furthermore, most of our instructors have added industry-recognized certifications to their educational credentials.

Some of the industry certifications held by Herzing instructors include:

- Oracle Certified Professionals
- Microsoft Certified Professionals
- Microsoft Certified Systems Engineers
- Certified Allied Health Instructors
- Certified Dental Nursing Assistant
- Novell Certified Professionals
- Cisco Certified Professionals
- CompTia Certified Professionals
- Certified Internet Webmasters
- Certified Graphic Designers
- Linux Certified Professionals
- Sun Systems Certified Professionals

All of this experience, knowledge, and skill translates into student satisfaction. Annual student surveys have consistently shown that 9 out of every 10 students attending our college have been satisfied with the quality of instruction.

**Jim Williams**

Computer Technology Instructor

# What Employers have to say about Herzing Grads

“The Red Cross (Quebec Division) has recruited many Herzing Interns (past and present). We put them in charge of difficult projects, and they deliver results with little supervision. I am so confident of their performance that when I am not in the office I leave them in charge of the province-wide network.”

**Costa Zoumboulis**, Network Administrator  
Red Cross (Montreal, Quebec)

“Savantsoft Technologies, a Cité du Multimedia company in operation since 1998, has retained in the past the services of computer programming and networking interns from Herzing College. Although many other colleges were approached, due to the quality and thoroughness of the people referred by Herzing College, many were selected and retained for permanent employment. Our progression in our software products would not be the same without Herzing. Thank you for your support and your quality.”

**Me Christian Malard**, L.L.B.; Attorney,  
Member of Quebec Bar Savantsoft  
Technologies Inc. (Candiac, Quebec)

“EDS Canada, the country’s leading global information technology services company, has had a long-standing relationship with Herzing College. Over the years, we have hired several Herzing graduates from a variety of disciplines. Herzing College provides quality training and certification in those areas that are required in the IT industry. Their students graduate with great technical and professional skills.”

**Dave Hughes**,  
EDS Canada Inc. (Toronto, Ontario)

“We have had great success with internships due to the high level of training. We look for Herzing training in hiring all of our Legal Assistants. Keep up the good work!”

**Sandip Sett**, Attorney Inkster Christie  
Hughes (Winnipeg, Manitoba)

“Thank goodness for Herzing College. Where else would we find such able and enthusiastic Doctor’s Assistants trained in medical terminology, office, and billing procedures?”

**Brian Rodeck**, Assistant Executive Director  
Manitoba Clinic (Winnipeg, Manitoba)

“The graduates of Herzing College are trained to meet today’s challenging technical and business requirements. We are impressed with the skills of the Herzing graduates. They continually exceed the expectations of our clients!”

**Isabelle Copeland**, General Manager  
Harrington Staffing Services/Informatics  
Resources (Ottawa, Ontario)

Additional comments gathered from a survey of Herzing graduate employers:

“Herzing graduates are  
....dependable & professional.”  
....enthusiastic & knowledgeable.”  
....very good at learning.”  
....conscientious & hard-working.”  
....outstanding individuals.”  
....hardworking, personable, & very  
well trained.”

A survey of employers who hired Herzing graduates indicated that 2 out of 3 employers would “prefer to hire a Herzing graduate.”

# a note from your Herzing Admissions Advisor

I hope that this booklet has answered some of the questions you have about Herzing College. As an admissions advisor, I am trained to answer any questions you may have regarding our college. Questions like: “What is the cost of tuition?” “When can I get started?” “What are the admissions requirements and what programs of study are available?” When you visit our campus, I can provide you with information about everything from our mission statement to individual course descriptions.

I’ll be glad to sit down with you and review your educational and career objectives, go over our program offerings, take you on a tour of our labs and classrooms, and have you meet some of our faculty, staff, and students. We can also arrange a meeting with one of our financial aid representatives. They can help you find a financial plan that meets your specific situation and needs.

If you haven’t already visited one of our campuses, you can do so by contacting the admissions department at any of our campuses or by setting an appointment online.

Continuing your education is one of the most important decisions you will ever make in your lifetime. At Herzing we understand the importance of that decision, and we realize that there are many options available to you. We stand ready to help you in any way possible to make the right choice. We hope that means joining the Herzing family.

Maggie Tsoukalas  
**Admissions Advisor**





### **Montreal Campus**

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Montréal, QC H3H 1P8  
Phone 514.935.7494  
Toll-free 800.818.9688  
Fax 514.933.6182  
Email [info@mtl.herzing.edu](mailto:info@mtl.herzing.edu)



### **Ottawa Campus**

1200 St. Laurent Boulevard  
Box 225  
St. Laurent Shopping Centre  
Lower Level  
Ottawa, ON K1K 3B8  
Phone 613.742.8099  
Toll-free 866.933.2333  
Fax 613.742.8336  
Email [info@otw.herzing.edu](mailto:info@otw.herzing.edu)



### **Toronto Campus**

Toronto Eaton Centre  
Galleria Offices  
220 Yonge Street  
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Toll-free 877.437.9464  
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### **Winnipeg Campus**

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