



## **New vice president emphasizes relationship building and student success**

On October 1, Seneca strengthened the leadership and experience of its senior executive team with the addition of Daniel Atlin as vice president, strategy and college affairs. Daniel's portfolio focuses on some of Seneca's key strategic relationships. His mandate includes fundraising at Seneca, as well as marketing and communications, Board of Governors support, strategic planning, alumni and government relations.

Daniel joins Seneca from the University of Toronto, where he served as assistant vice president of government, institutional and community relations. He is excited to be at Seneca at a time when Ontario's colleges are front and centre in helping to retool our economies, locally and globally.

"Seneca is a microcosm of Toronto and of the world," he said. "It is set apart by its breadth and depth of programs, faculty and students, and strong connections with local industries and communities."

Daniel has held a number of positions across the public and private sectors, including policy adviser to the Ontario minister of intergovernmental affairs, strategy consultant for the Toronto-based think tank, Digital 4Sight, and vice president (corporate services) and corporate secretary with Credit Union Central of Ontario.

"Daniel's diverse background in government, consulting and financial services, as well as his knowledge of the postsecondary education sector, will be a strong complement to the team," said Seneca President David Agnew.

Coming from the university system, and specifically the University of Toronto where a culture of philanthropy is well-established, Daniel has seen fundraising really mature, especially in the past two decades. He is optimistic about the opportunities to enhance philanthropy at the College level and believes Seneca is well-positioned to explore various approaches and build upon its history, geography and talent.

"Philanthropy at colleges is still in its early days," he said. "It takes a long time to build a foundation positioned to succeed."

For Daniel, the key to fundraising success is expanding Seneca's strong reputation for academic quality, cultivating beneficial relationships and finding what roles the College can play effectively.

“It is necessary to position Seneca as a relevant partner in stakeholders’ efforts be they industry, community or government,” he said. “We must deliver value and understand each other better to solve mutual issues. This is an ongoing process, where we will continually earn support and cultivate those relationships.”

Doing so, he says, means communicating across all possible media what sets Seneca apart from every other college such as our programs, our academic quality, our geographic footprint, and also focusing our students’ successes that resonate with the College’s supporters.

“It’s the challenge of the age to penetrate the noise and tell our unique story,” Daniel said. “That requires communicating using every means at your disposal and defining your message as clearly as possible.”

As he settles into his new role, Daniel’s first days on campus have revealed to him Seneca’s passion for education and College employees’ collective dedication to student success.

“Seneca is a hive of activity,” he said. “Students are everywhere and at the forefront.”

Vice President Atlin is looking forward to engaging with the College’s many partners in the coming weeks and months, and he can be reached at [daniel.atlin@senecac.on.ca](mailto:daniel.atlin@senecac.on.ca), or (416) 491-5050 x7007.