

# PRESIDENT'S REPORT TO THE BOARD

Reporting period from September 7 to October 31, 2022

## PRESIDENT'S OFFICE

Standing alongside the Iranian community—The trauma of gender-based persecution and violence in Iran weighs heavily on many of us, and we acknowledge that these may be challenging times for some students and employees. Capilano University stands united with the Iranian community—a community with strong ties to the University and the North Shore where our campuses are located. Our hearts are with all who have personal connections to this situation. [CapU's full message](#).

From October 24–27, I attended the Universities Canada fall membership meeting in Ottawa, and while there, I also met with federal government officials to introduce CapU and discuss funding for student housing, transportation and immigration.

During this reporting period, we held many important events, including:

- The groundbreaking of the Centre for Childhood Studies which is slated to open in late 2024. The centre will more than double Capilano University's existing childcare capacity, as well as offer new studio space, study and research labs, classrooms, faculty offices and increased opportunity for practicum placements on campus.
- The grand opening of the new student and alumni services area. CapU prioritizes providing spaces for our students and alumni so they can access the tools and resources they need to succeed. This area provides a welcoming and safe space where students can work, collaborate, gain knowledge and prepare for their futures.
- "Truth & Reconciliation Week" from September 26–29 where we honoured National Day of Truth and Reconciliation and the University's commitment to decolonization and reconciliation. The Indigenous education & affairs team organized a range of events, including music, talks and workshops.
- The opening of our Progress Pride crosswalk which serves as a visual reminder that members of the 2SLGBTQ+ are welcomed on campus and we provide a safe space where we will advocate and stand allies.
- "Providing Healing, Promoting Hope"—CapU celebrated the 30<sup>th</sup> anniversary of Women's History Month from October 11–14 with a series of events that included topics from women in literature to women in technology.

## ACADEMIC & PROVOST

The fall term is in full swing with the majority of courses being in person and a renewed feeling of reconnection and engagement with faculty and students. Several academic initiatives are moving forward, including foundational activity to develop a digital-learning framework, and a focus on reviewing and development of academic policy, including relevant (new and revising) policy for planning for graduate studies under the leadership of Dawn Whitworth, associate vice-president, creative activity, research & scholarship & graduate studies.

The academic & provost has participated in several provincial meetings focusing on collaborative activity with other BCAAU sector institutions and progress is being made on pathway plans with Langara College. As has been past practice, the institutional response to the National Survey of Online and Digital Learning conducted by the Canadian Digital Learning Research Association was completed. The focus of this year's survey was digital learning trends in Canada; national results will be available in the spring.

Activity continues with the next phase of engagement and feedback with the development of an *Indigenous Framework*. Facilitated by the Acting Director, Indigenous Education & Affairs, Micki McCartney, a range of perspectives and input will be sought, as well as considering other guiding policy documents (provincially), Truth and Reconciliation Calls to Action, In Plain Sight and the Calls to Justice with the Murdered and Missing Indigenous Women and Girls Inquiry. The dialogue opportunities will contribute greatly, thoughtfully and poignantly with the goal to have a substantive draft by the end of the calendar year for Senate review and approval.

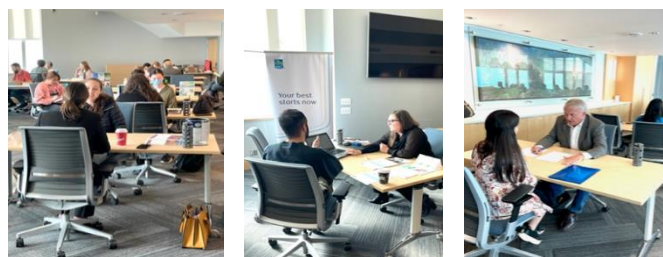
## FACULTY OF ARTS & SCIENCES

- » This fall term, Capilano Creative Writing hosted three visiting writers as part of the Open Text Visiting Writers Series. In September, we welcomed Dalton Higgins, non-fiction writer and instructor from Toronto Metropolitan University. In October, we will be joined on Zoom by poet Sally Ito, who has just published her sixth book of poetry, *Heart Hydrography*. Finally, we will host our first in-person event at CapU Lonsdale, a writing and movement workshop with fiction writer Samantha Warwick. These events are supported by a grant from the Canada Council for the Arts.
- » Tom Flower (biology) contributed a chapter “Deception in Animal Communication” to the textbook, *The Routledge International Handbook of Comparative Psychology* (Edited by Todd M. Freeberg, Amanda R. Ridley, Patrizia d’Ettorre).
- » The biology department was also delighted to run BIOL 312— Human Physiology 1 this fall, the first upper-level course specifically for the new BSc General students.

## FACULTY OF BUSINESS & PROFESSIONAL STUDIES

- » The School of Communication recently completed the program review process and the Program Review Action Plan was unanimously accepted at the department level. The action plan is with the Faculty Council for approval.
- » The School of Communication Course Outline Revision Process is being streamlined to allow courses to navigate approval process in a timely way in support of ongoing course review/revisions. This month, three course outlines have been updated and/or added and are tracking to be updated by September 2023 and approximately 15 courses are now tracking for approval for September 2024 or January 2024.
- » Faculty in the School of Communications have included EDI elements in all courses, recently complemented by an information session with Librarian, Bethany Paul (Indigenous Teaching, Learning and Initiatives). To record progress, a tracking sheet has been created for class work to be documented.

- » The School of Business successfully concluded its second Resume Speed Dating event. The initiative was supported by Blue Shore Finance, RBC Royal Bank, Smythe CPA, Sherwin Williams and many more. This event was an extraordinary opportunity for CapU students to get a critique by industry experts, to get advice on resume and CV writing and to meet with potential employers for co-op, internships, part-time and full-time positions.



- » Held on September 23, the *Careers in Business Information & Analytics* panel was a great success. Panelists included Liza Malkovich, IT business analyst from Best Buy Canada; Simon Chela, business insights service manager from ICBC; Emilie Gladstone, analytics leader from VCH; and Debora Stranaghan, solution & quality service director from

UNIT 4 Business Software. Given interest, the panel will host a follow-up in March. The event was managed by faculty member/moderator Susan Romeo-Gilbert along with lana Dokuchaeva, employer engagement and outreach liaison.

- » With 50+ students, five faculty and employers, the School of Business hosted a *Careers in International Business and Supply Chain* panel on October 19, focusing on career opportunities, challenges and opportunities in the sector. The event was managed by coordinator and faculty, Global and Local Hub Azita Shafai along with moderator faculty Robin Furby and lana Dokuchaeva, employer engagement and outreach liaison. The speakers represented four companies: Western Group, Vancouver Fraser Port Authority, Canadian Trade Service and XPO Logistics.



- » The School of Business, in partnership with Neptune Terminal, did a company tour to the Neptune Port Terminal, visiting the company's operational facility and to learn more about their commitment to safe and responsible operations, continuous improvement and role in the supply chain for Canadian potash and steelmaking coal. The tour was organized by coordinator and faculty, Global and Local Hub Azita Shafai along with lana Dokuchaeva, employer engagement and outreach Liaison.



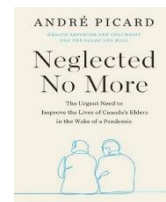
- » Yen Yuen, CDC's career development advisor, collaborated with Azita Shafai, coordinator and faculty, Global and Local Hub of the School of Business, to create an event that included educating students about exploring various career pathways in the supply chain/logistics and International Business field. The School of Business's alumni Ashley Woodhouse (BBA, 2014) and Cole Caswell (BBA, 2015) generously joined the in-person event to discuss their careers within international business and answer questions from 12 participating students.



- » The School of Business, in partnership with the Business + Higher Education Roundtable, will launch initiatives to support student entrepreneurs: a five-part workshop series on building an entrepreneurial mindset; an entrepreneurs-in-residence mentoring program; support for entrepreneurial research projects; a matchmaking program to pair students with start-up organizations for internships; micro-WILs and consulting projects; and a business pitch competition. Some of these programs will start in November with the rest to rollout in January 2023 with Christine Sjolander as the faculty lead.
- » Christine Sjolander, faculty in the School of Business, in collaboration with the Canadian Association of Career Educators and Employers (CACEE), published a 60-page research report investigating the operational aspects of post-secondary career centres across Canada. The study looked at the impact of priorities such as equity, diversity, inclusion and accessibility (EDIA), Indigenization and decolonization and COVID-19 on how career centres support students in finding full-time work and Work-Integrated Learning (WIL) opportunities. It also provides national benchmarks on various operational aspects of career centres, including resources (staff and budget), services offered to students and employers and metrics and reporting processes. Download a short executive summary [here](#).

## FACULTY OF EDUCATION, HEALTH & HUMAN DEVELOPMENT

- » The Health Care Assistant (HCA) program hosted nationally-renowned health journalist and author, [Andre Picard](#), on Oct 18. Picard met online with HCA students in Sechelt and North Vancouver to discuss his latest book, *Neglected No More: the urgent need to improve the lives of Canada's elders in the wake of a pandemic*.



- » Through joint efforts between the Adult Basic Education (ABE) and Community Development & Outreach (CDO) departments, upgrading programs for Indigenous students launched again this fall with Skwxwú7mesh (Squamish) Nation students at the Elsha7an Learning Centre in North Vancouver and shíshálh (Sechelt) Nation students at the kálaꞤ-ay Sunshine Coast Campus. Curriculum and program delivery are customized to support Indigenous learners and includes land-based learning.
- » With funding support from the Ministry of Advanced Education and Skills Training, the full *Discover Employability* program launched again this fall, following several years of modified delivery. The program supports students with intellectual and developmental disabilities to explore post-secondary opportunities, learn self-advocacy and build employment skills. The program is aligned with the Education and Employment Access program, which has similar goals and learning outcomes but also includes significant practicum components and peer mentorship opportunities. Both programs are fully enrolled for the 2022–23 academic year.
- » Several faculty in Early Childhood Care and Education (ECCE) have recent appointment in leadership roles provincially, nationally and internationally:
  - Kathleen Kummen, faculty, joined the Board of Directors of the Early Childhood Educators of BC (ECEBC)
  - Nancy van Groll, faculty, ECCE, was appointed to the executive of the Canadian Association for Research in Early Childhood, a special interest group within the Canadian Association for Teacher Education (CATE)
  - Bo Sun Kim was appointed to Advisory Committee of the Research Center of Education for Social Responsibility (ESR) at the Pusan National University of South Korea as a consulting expert (Aug. 31, 2021–Aug. 31, 2027).
- » Alexandra Berry, ECCE faculty, has a new publication in the *Journal of Postcolonial Studies* titled “Interdisciplinary propositions for remaking collective anti-colonial research and pedagogical processes: engaging with Max Liboiron”, <https://www.tandfonline.com/doi/full/10.1080/13688790.2022.2129360>

## FACULTY OF FINE & APPLIED ARTS

- » After several months of construction closure over the summer, the BlueShore at CapU has an interior refresh, just in time for fall classes and performing arts events to begin. Fundraising to help complete this refresh was done through the “Take a Seat” seat naming campaign, aimed at selling the naming rights to individual seat locations.



- » Over the weekend of October 15 and 16, 2022, the BlueShore Centre for the Performing Arts celebrated 25 years of presenting events at CapU. Highlights of all genres within the School of Performing Arts, including jazz, opera, choral and world music, as well as contributions from theatre students made this an unforgettable event, showcasing the incredible talent coming out of CapU in recent years. Over 80 artists collaborated on our stage, making this one of the largest events the BlueShore team has undertaken. Assisting in making this all run smoothly were the arts and entertainment management students, working behind the scenes to work as artist liaisons, merchandise sellers and ushers. Additionally, technical theatre students were on task backstage, working alongside our professional crew with set ups and changeovers in between acts. We are so proud of the work with faculty and students, enmeshed within all aspects of performances at the BlueShore. Feedback from guests was wonderful and all had a memorable evening!

- » Wei Li, a graduate in 2D Animation and Visual Development, wanted to make a film a few years ago, and we were able to bring him in as an artist-in-residence, embedded with our second years where he could work on his film among students and answer any questions they may have about the process. It was a win-win for both Wei and the students. He continued to work in this role through COVID-19 remotely, and recently finished the film. It premiered at Tribeca Film Festival in New York in June 2022 and Whoopi Goldberg interviewed him on stage. The film was screened at the Short Films: Spark Animation Festival Celebration on October 30 and was given the “Best Canadian Film” award.



- » Jason Karman, faculty, School of Motion Picture Arts, has won Outstanding Director for his feature film *Golden Delicious* at the 2022 Reelworld Film Festival. Jason's debut is supported by Telefilm Canada Talent to Watch program, which has launched Canada's brightest talents. Reelworld Screen Institute is a branch of [Reelworld](https://www.reelworld.ca/), one of the largest national platforms dedicated to changing the face of the media landscape by empowering and showcasing Canadians identifying as Black, Indigenous, Asian, and People of Colour in the screen-based industries. Cardi Wong, who graduated from the Acting for Stage and Screen program in 2013, also stars in the feature.

- » Malibu Taetz and Josh Vanderlinden, both Bachelor of Motion Picture Arts alumni, co-directed *This is Christmas*, a short film which screened at the Edmonton International Film Festival on September 26, 2022.



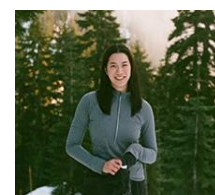
- » The PIEoneer Awards honour innovation and achievement in the global education industry. With a distinguished judging panel representing geographical and professional diversity, the awards recognize individuals and organizations who push professional standards, evolve their engagement or redefine the international student experience. The PIEoneer Awards 2022 took place September 9 in London, UK. The School of Motion Picture Arts was one of six global finalists in the category of Progressive Education Delivery and recognized as Highly Commended.

- » Troy McLaughlin, CapU Theatre instructor in dance and choreography, is the choreographer and movement coordinator of the world premiere of *Redbone Coonhound* by local writers Omari Newton and Amy Lee Lavoie at the Arts Club Theatre, October 6–30, 2022. *The Vancouver Sun* says the show is, “Quick-paced, brilliantly funny and lacerating...a huge Canadian hit.”



- » PLynn Johnson, who teaches acting for the camera, is an intimacy coordinator and has been busy on local film and TV sets. Intimacy coordination is a relatively new film/TV position, arising out of the need to make scenes with physical and sexual intimacy safe for the actors—much like fight choreography. PLynn was the intimacy Coordinator for the series “Grease: The Rise of the Pink Ladies” for Paramount Plus (release date to be announced). She was also intimacy coordinator for the CBC feature film and series of “Bones of Crows” written, directed and produced by Marie Clements.
- » Synthia Yusuf, a graduate of the Musical Theatre program, is currently working as cast and understudy for the character of Hermione in the production of *Harry Potter and the Cursed Child* at the Mirvish Theatre in Toronto.
- » Michelle Bardach, a graduate of the Musical Theatre program, just completed a run of *Anne of Green Gables—The Musical* in Charlottetown, PEI. She is the first Indigenous actor to play the part of Miss Stacey. She is also voicing the character of Colocolo Opossum on the new cartoon series *Spirit Rangers*, released this month on Netflix.

- » The Global Coproduction Film Project is a partnership between CapU and VIA University College in Aarhus, Denmark. The project was recognized as an example of Collaborative Online International Learning—Virtual Exchange (COIL-VE). The faculty mentors on the project were Michael Thoma (MOPA faculty) and Rune Lünell (associate professor, VIA multi-platform storytelling & production), and the support project team were Chris Bottrill (AVP, international) and Stasa Andric (study abroad and partnership officer) from CapU; and Tina Lisberg Bundgaard (executive senior adviser, global engagement) and Louis Thonsgaard (associate dean, VIA film & transmedia, VIA multi-platform storytelling & production) from VIA.
- » The Music Diploma Program is launching a new series this fall—free and open to the public—in the BlueShore at CapU on select Fridays from 11:45–12:45 p.m. called, *Re-Sounding Music at Capilano University*. The series features diverse perspectives not captured within the traditional Western Classical curriculum and in line with CapU's purpose and academic plan. The series includes Alexander Technique (a health and well-being practice for musicians), a masterclass with Métis soprano Melody Courage (CapU Music Diploma alumnae), and lectures from experts in equity, diversity and inclusion in classical music, as well as perspectives from non-western traditions.
- » The Arts and Entertainment Management program is thriving in its new home at CapU Lonsdale. Faculty and students are thankful to be part of such a vibrant space. Connections are being formed with the local community to support arts and cultural events in Lower Lonsdale. Events are being planned for late fall and throughout the spring term.
- » Soprano and Music Diploma faculty [Heather Pawsey's documentary film \*The Lake\*](#) screened at the Kay Meek Theatre. *The Lake* is a documentary film by Vancouver film-maker John Bolton about how Canadian composer Barbara Pentland's 1952 opera, *The Lake/n̓x̌aʔx̌aʔitkw*, was staged for the first time incorporating syilx̌w/Okanagan perspectives in 2014. Heather Pawsey plays the lead role of settler Susan Allison and she worked closely with syilx̌w/Okanagan traditional knowledge keeper Delphine Derickson and several other Indigenous collaborators. It is a great example of meaningful collaboration with Indigenous artists and a model for both students and faculty as we seek to decolonize our programs and systems. The film won a host of awards and was screened at Le FiFa International Festival of Films on Art (Montreal); at the DOXA Documentary Film Festival (Vancouver); at the VIFF (Vancouver International Film Festival) Centre; and in Westbank First Nation. It was just accepted into the Classical Arts Film Festival (Napa, California) and will be featured at the Association for Opera in Canada's National Summit in Vancouver in November; and available soon to Telus Optik subscribers in B.C. and Alberta.
- » Alumnus Shruti Ramani (2021) was added to the faculty of music at the VSO School of Music as Vocal Faculty in Jazz, Hindustani Music. He will be joining the Ostara project on their upcoming Western Canadian tour. The Ostara Project, spear-headed by award-winning jazz musicians Jodi Proznick and Amanda Tosoff (alumna, 2005) of Music Arts Collective, showcases the strength and creativity of Canadian women in jazz. Membership is fluid and what remains constant is that Ostara artists are all top-tier musicians, composers and bandleaders who reflect the geographical, cultural and creative diversity of Canada's musical landscape.
- » Arts and Entertainment faculty and coordinator, Christy Goerzen's novel *River Mermaid* has been nominated for a 2023 [White Pine Award™](#).
- » We are pleased to announce that two Bachelor of Design students, Tiffany Zhong (left) and Michelle Viet (right), won two of the five national "Student Trailblazer Awards" from the Canadian RGD (Association of Registered Graphic Designers), gaining a \$1,000 cash award and publicity on the RGD website. <https://www.rgd.ca/2022/09/23/2022-rgd-trailblazer-awards-results.php>. There



are also a number of other 2022 RGD awards that went to CapU students—both as winners and honourable mentions: <https://www.rgd.ca/2021/09/08/2022-rgd-student-awards-wins.php>

- » The Indigenous Digital Accelerator (IDA) has established an IDA Advisory Committee, comprised of three Indigenous women with a wide breadth of business, executive and education experience. They are Dorothy Christian Cucw-la7, PhD; Debra Hoggan, MBA; and Doreen Manuel, MFA. The advisory committee meets with the IDA Manager, Jackson Crick, quarterly to guide and advice on the direction of activities. Combined these women have over 120 years of experience in business, education and executive leadership.

## FACULTY OF GLOBAL & COMMUNITY STUDIES

- » TRECSA and the School of Tourism Management hosted the first in-person World Tourism Day in three years on September 27, 2022. With over 160 people attending, there was positive feedback from both students and panelists on how much they enjoyed the event. Plans are already underway on how to enhance the experience for next year.



## KÁLAX-AY THE SUNSHINE COAST CAMPUS

- » Orientation this year was held in the Shísháhlh Big House. HCA, ABE and P2HL students, all employees and Nation partners attended. Elder Robert Joe spoke and Donna Tack, employment training and post-secondary coordinator, from the Nation's education division, sang a song from her people. We feasted and welcomed our students to a new academic year.

- » The kálax-ay campus employees and students came together to honour Truth & ReconciliACTION Week (September 26–30). Elder Robert Joe and Jessica Silvey, Indigenous education advisor, spoke about Truth and Reconciliation, encouraging students and employees to share their thoughts. We shared lunch and sat together, talking and making Cedar hearts that are on permanent display with miniature orange sweaters as an art installation in the Learning Commons. Employees wore **Orange shirts** throughout the week to honour and uphold Survivors and intergenerational Survivors of the Indian residential school system and to commemorate those who didn't return home.



- » The campus continues to focus on building community relationships through engagement and participating in topics that focus on a stronger community. Recently, the Sunshine Coast Regional District (SCRD) contacted us to develop and deliver a customized Microsoft training program for their staff this fall. The Continuing Studies team is working with kálax-ay campus Program Developer Karen Webb to create a curriculum to meet the specific needs of SCR D staff, with workshops planned for November 4 and 25.

- » Our first 'meet & greet' of the year for students—a 'Pizza & Games' night—happened October 27, helping to build a stronger sense of belonging, inclusion and friendship amongst students, First Year Experience and learners taking online courses.

- » All campus employees came together for our Annual Retreat on October 14, facilitated by Jorge Ocegüera, who flew over in his plane (yes!) to facilitate another exceptional session. Topics included: communication and student experience. The afternoon was a mix of learning, thinking together and laughing.



## INDIGENOUS EDUCATION & AFFAIRS (IEA)

- » The IEA team was pleased to welcome students and Elders back to the Kéxwusm-áyaḵn Centre in September.
- » Elders Latash-Maurice Nahanee and Rose Nahanee have a regular schedule in the Kéxwusm-áyaḵn Centre. Elders have also participated in many events over the past several months. Some of these include:
  - The HR team included Elder Sempulyan in opening the Progress Pride crosswalk launch on October 3, 2022
  - CFA invited Elder Rose to share a Welcome for Women's History Month on October 11, 2022
  - The BlueShore Theatre invited Elder Latash to share a welcome at the 25<sup>th</sup> Anniversary Gala on October 25, 2022
- » The Indigenous student services team, Crystal Henderson and Shasha McArthur joined the UniversityOne class for introductions and a walking tour of the campus.
- » Indigenous student services, along with many colleagues (communications, marketing & digital experience, HR, student services, counselling (Riel Dupuis-Rossi), facilities, and the Library), worked together to host **Truth & ReconciliACTION Week** (September 26–30). Events included:

Monday, September 26, 2022

- Elder Sempulyan: opening remarks and a blessing for Truth and ReconciliACTION
- Cultural Keeper and Truth Sharer Elizabeth Ross: shared some Squamish history
- Elder Latash Nahanee: shared Cultural Teachings
- Joel Cardinal: came in virtually to share his experiences and truths about TRC

Tuesday, September 27, 2022

- Talaysay Tours: walking tour of Capilano University's main campus
- Elder Rose: shared teachings about traditional medicines and cultural teachings
- Donna Cole: facilitated arts and crafts for making Orange shirt pins
- In partnership with Riel Dupuis-Rossi, David Kirk and Elder Rose Nahanee hosted an Indigenous student sharing circle
- Film Screening of *A Road Forward* and a pizza night

Wednesday, September 28, 2022

- Suzette Amaya Kwakwakawakw, Coast Salish, Nisga'a and Nehiyaw: shared her story, thoughts and ideas on how everyone can get involved when it comes to Truth and ReconciliACTION
- Elder Robert Joe: joined Indigenous student services for lunch in the Kéxwusm-áyaḵn Centre
- In the afternoon, Talaysay Tours, along with Candace Campo, did a walking tour with CapU employees

Thursday, September 29, 2022

- Wayne Dunkley and Donna Cole facilitated a discussion on *Being and Belonging* at Capilano University
- Paul Dangerfield hosted the President's Perspective
- Samantha Jack from the Nuu-Chah-Nulth and Yale Nations: shared process towards Truth and Reconciliation
- Elder Robert: provided closing remarks

- » All employees were encouraged to wear their **Orange shirts: Every Child Matters** throughout the week to honour and uphold Survivors and intergenerational Survivors of the Indian residential school system and to commemorate those who didn't return home.
- » On October 13, Shasha MacArthur, employee, IEA, presented on AR, VR and 360-immersive environment projects created by Indigenous artists and creatives.





## LIBRARY

- » To date, the library has spent 32 per cent more on streaming media resources than last year and 63 per cent more since 2019/2020. Engagement with multi-modal forms of information is on the rise and so is library demand. To date, we have nearly tripled last year's collection use. Librarians have taught more than 3,000 students in over 140 classes this fall, and staff have navigated almost 900 inquiries with peak question time from 10–1 p.m. on weekdays. Photo caption: Librarians Ashley Manhas and Jen Goerzen serving up some library advice during the CapU Street Party.
- » University Librarian, Christina Neigel, attended the director's meeting for the Council of Prairie and Pacific University Libraries (COPPUL) this fall. COPPUL is a consortium that enables universities, like CapU, to have greater buying power in group licensing for resources. It is also a space for universities to support Indigenous knowledge efforts, digital stewardship, open education resources and much more.
- » **Street Party!** At the annual CapU Street Party, the library team asked students to share a motivational song that gets them hyped for September. This [link](#) provides the curated list if you want to "hear" what motivates students.



## ACADEMIC INITIATIVES & PLANNING

- » At the October 2022 Senate meeting, a concept paper entitled, "Starting Your Own Business," proposed by the Faculty of Business & Professional Studies was approved for program development.
- » In early November, CapU's first cycle of centrally supported program review site visits will conclude with an external review of CapU's Jazz programs. Building on the first cycle of reviews, "Review 2.0" will launch in 2023–24.
- » CityStudio North Vancouver is thrilled to return with 11 projects this Fall 2022 term, in collaboration with City of North Vancouver partners and faculty. To learn more about this term's projects, explore the "Course Collaborations" section of the [CityStudio North Vancouver website](#). Hubbub #7 will take place on December 6, 2022, from 9:30–11:30 a.m. at CapU Lonsdale. Register through the website. We look forward to seeing you there!

## WORK INTEGRATED LEARNING (WIL)

- » The WIL Co-Lab has matched seven instructors with 12 community partners with an estimate of 260 work integrated learning experiences for our students (School of Business, Tourism and Communication).
- » Jutta Angus, education planning officer from the Sunshine Coast, was instrumental in matching rural community partners (Sunshine Coast Community Services; Sunshine Coast Association for Community Living; Sechelt Downtown Business Association) with three School of Communication courses lead by faculty Sue Dritmanis, Grace Kim and Masa Takei
- » The WIL Co-Lab mid-interim report was submitted to the ministry. Few highlights include:
  - With the support of marketing & digital experience and Yellow Pencil, a user experience and mapping project was completed to identify website requirements. Subsequently, the [digital hub and expanded experiential learning pages](#) were launched in summer 2022 targeting [students](#), [community partners](#) and [faculty](#). In the dedicated faculty webpage, an open resource was created for employee access to WIL-related resources/opportunities.

## CENTRE FOR TEACHING EXCELLENCE

- » 70 faculty are now enrolled in the Certificate for University Teaching and Learning and have completed at least one course in the certificate. Two courses were offered this term in person and one course was offered online. Feedback from participants continues to be excellent.
- » Events and workshops:
  - In partnership with student affairs, Mary Giovanetti (educational developer, CTE) and Ebru Ozturk (student rights and responsibilities advisor, student affairs) developed and facilitated a workshop on responding to academic integrity infractions on October 11, 2022, complementing the guidance and resources available on our website.
  - Educational developers and educational technologists created and facilitated workshops for various departments across campus, including a workshop on actioning active-learning techniques with the School of Tourism and a six-workshop series with faculty in the Legal Administrative Assistant program, launching October 18 with inclusive design in online learning.
  - *Decolonizing Wellspring*—a settler lead initiative—is off to a great start! Seven faculty from CapU have begun one or both series: Decolonize First workbook and the UN-settling Lab, with several attending both. The series is facilitated by Jessica Motherwell McFarlane.
  - Institutional outreach is ongoing with Open Education and e-Portfolios. In October, Alyssa Hamer, faculty associate, spoke at three departmental meetings (Public Admin, Access & Academic Prep and Allied Health) on Open Educational Resources and Brian Ganter, faculty associate, delivered over 10 classroom workshops on e-Portfolios, including two workshops for the Education Assistant Certificate program.
- » Educational Technology:
  - 155 consultations occurred from September 7–October 18
  - We have been working with IT on testing the upgrade to Moodle 4.0 and are preparing to train employees and update resources and materials to reflect the changes to the learning management system.
  - A new self-paced workshop is launched on *Creating Video for Online Learning* available on eLearn. There is also a kit of simple equipment upgrades for the home studio that can be signed out of the CTE by faculty who are creating videos for their courses. An online workshop will also be offered to faculty in the School of Legal Studies in December.
  - A new workshop: *Inclusive Design and Accessibility* (focusing on both the pedagogy and the technical side of incorporating more accessibility into course design) had its inaugural offering with the School of Legal Studies October 18.

## CREATIVE ACTIVITY, RESEARCH & SCHOLARSHIP

- » CapU **Research Ethics Board** has joined [Research Ethics BC](#), a harmonized system for research ethics reviews of multi-jurisdictional studies. This new membership allows for a submission of a single ethics application across all partner institutions, saving researchers the task of applying to each institution separately. Thanks to REB Chair, Carey Simpson, and REB Officer, Chris Turner, for stewarding this membership.



- » The Office of Creative Activity, Research & Scholarship (CARS) congratulates the following recent grant awardees:

**Faculty of Business & Professional Studies instructor, Pegah Yaghmaie** and student research assistant, for their Mitacs-funded applied research with the District of Squamish. The project, based on circular economy communication, will set some of the foundations to sustain an ongoing circular economy in Squamish and will include education and engagement with local industries.



**Faculty of Business & Professional Studies instructor, David Kuch** and student research assistant Lauren Canofari, have received a second Mitacs grant for their applied research with Sewllkwe Book. This research is focused on an Indigenous water management platform that covers the management of water and wastewater systems directly from any mobile device. This project is an extension to the first Mitacs-funded project and will focus on completing additional field studies and expanding Sewllkwe Book's brand.



## FINANCE & ADMINISTRATION

### CORPORATE SERVICES

- » Jacquetta Goy, director, risk management, presented on the new enterprise risk management framework to the Senior Leadership Council (SLC), the Audit and Risk Committee and the Board. Next steps will be to work with University leadership to finalize the risk assessment criteria and with directors and academic leaders to identify, assess, evaluate and write response plans for prioritized risks.
- » The policy and privacy functions temporarily moved under the leadership of the director of risk management. The SLC policy subcommittee was re-launched and a plan to expedite the policy review process was developed.

### FACILITIES SERVICES & CAMPUS PLANNING

#### RENOVATION PROJECTS & CAMPUS PLANNING

- » Construction of the on-campus student housing building is anticipated to begin in Spring 2023. The detailed design continues to be developed and the building permit is pending review and approval by the District of North Vancouver.
- » The business case for the new Squamish Campus was submitted to the ministry on October 7. Feedback is anticipated in late October 2022 and CapU will revise the submission through a collaborative process with the ministry.
- » Demolition of the facilities building is anticipated in late 2022 and the new Centre for Childhood Studies (CCS) building will be built in its place. Construction is expected to begin in late 2022/early 2023.
- » Campus planning & projects are working on processes to streamline work intake to serve the CapU community better. The objective is to prioritize requests, new ideas and initiatives from the campus community to support *Envisioning 2030* and *Illuminating 2030*.

#### THE OFFICE OF SAFETY & EMERGENCY SERVICES

- » The safety team has worked to improve hazard awareness and safety communication by introducing a monthly safety campaign that is shared with the University community. Campaigns have included heat-related illness, contractor

awareness, emergency preparedness and response, and preventing slips, trips and falls.

- » On October 20, emergency management conducted the Great BC ShakeOut, a provincial earthquake drill. Prior to ShakeOut, we provided rapid damage assessment training for 40 facilities employees along with employees at student housing, CapU Lonsdale and Sechelt. We tested procedures for post-earthquake damage assessment and reviewed and revised our response plan in preparation for upcoming active threat and earthquake drills.
- » This image shows Ray Henderson, manager, safety and emergency management, and Chris Sharp, environmental health and safety advisor, sharing earthquake safety information with students and employees.



## INFORMATION TECHNOLOGY SERVICES

- » After the spike linked to the beginning of the fall term, we went back to the average number of service requests with 1,267 requests received to date.
- » Following all the work done to get ready for the new term, the activity in October was mainly focused on consolidation and patching multiple systems, like eLearn, TargetX, Tableau, EnCampus and CapCard server, to keep our main system current and up-to-date with security patches.
- » In close partnership with the Registrar's Office, the highly anticipated DegreeWorks platform was released in pre-production to the advising team. DegreeWorks is a portal that allows students, advisors and faculty to map out required courses to achieve a credential. Students can access this new service starting January 2023.
- » We also kept a close eye on the new eLearn cloud environment. After a successful launch in September, we can confirm that the new environment is stable and that we will reach our defined objectives of reducing on-premises hardware footprint, while also reducing manual operating tasks needed to keep the environment current.

## PEOPLE, CULTURE & DIVERSITY

### EMPLOYEE EXPERIENCE, PROGRAMS & SERVICES

- » The HR business partners are working closely with their respective portfolios' to better align on such initiatives as recruitment and workflow processes to create efficiencies with certain activities. Items such as scheduling, orientation and onboarding require strong collaboration between HR and the different departments they serve.
- » The requests for reclassifications have come down significantly since our last report where we provided clarity on the process on *Frontlines* that included an FAQ for managers and employees. It allowed those seeking to engage in the process to have a better understanding of the function and their expectations of the process.
- » We are working on another FAQ page and a better process for the labour market adjustment stipends. Currently, the form is a PDF and requires HR to fill it in. This will be under the "Salary & Benefits" section on *Frontlines* soon.

- » Ergonomic process for medical accommodations—we have streamlined the process and will provide an opportunity for employees who have medically required ergonomic furniture at their hybrid office to purchase the equipment for an amount that accounts for depreciation, should they leave the employ of the University. This will allow for an opportunity for cost savings should we not be required to collect the equipment.
- » Organizational design—we continue our work in this space and are moving to an integrated view of the related work ongoing with organizational design, integrated planning and digital transformation. The process is highlighting the opportunities under different initiatives to allow us to deliver on the strategic objectives outlined in *E2030* and *I2030*.

## COLLECTIVE BARGAINING

- » MoveUp: Bargaining has made good progress and new dates are being reviewed for after the holidays.
- » CFA: Dates have not yet been scheduled but bargaining is anticipated to begin in January 2023.

## ORGANIZATIONAL DEVELOPMENT

- » Welcomed back Erin McFadden as she returns to CapU from maternity leave. In her role as HR manager, learning & development, Erin will lead the strategy for employee and leadership development and change management, as well as provide support to the continued development of the People Plan. She will oversee learning and development, and support talent acquisition.
- » We have implemented a new module in PeopleAdmin. The Applicant Tracking System will provide hiring managers with more control and visibility over candidates throughout the hiring process. The new module allows for an automated and streamlined hiring processes and provides an enhanced candidate experience.

## EQUITY, DIVERSITY & INCLUSION

- » We have finalized the new CapU external EDI webpage for prospective and current students and employees. The webpage will reiterate CapU's commitment to EDI to support messaging in *E2030*.
- » The EDI audit timelines were extended to allow for individuals who had not had a chance to register and take part in either the online survey or to attend focus groups.

## STRATEGIC PLANNING, ASSESSMENT & INSTITUTIONAL EFFECTIVENESS

### INTEGRATED PLANNING

- » This year's Integrated Planning process launched for Senior Leadership Council (SLC) on September 21, 2022. Expected outcomes for this cycle include a mid-year progress update, a refined version of areas of focus for Year 3 (Fiscal Year 2023/24), an end-year accountability update and some brainstorming of multi-year goals to inform the next Integrated Plan 3-year horizon. Budget planning assumptions call for a balanced budget for fiscal year 2023/24 and for a multi-year budget approach.
- » The planning process is focused on better understanding and improving the learner experience at CapU. Half-day and full-day facilitated sessions were designed for SLC to get familiar with CapU's learner life cycle and related stages. Both hands-on sessions asked participants to explore the current learner experience using elements like touch points,

service goals and budget commitments. Identifying ways to improve the learner experience was part of the desired outcomes.

## ENVISIONING 2030

- » Significant progress has been achieved to refine the *Envisioning 2030* progress tracker. This involved work done with the executive team to validate progress categories, progress to date and responsible people for each of the *Envisioning 2030* priorities for Years 1–3. Input was also received to improve the dashboards that the tracker includes. The next step is to present an updated version of the tracker to the execs for final approval. A working session will be scheduled with them to develop the tool for *Envisioning 2030* priorities established for Years 4–6.

## STRATEGY, ANALYTICS & INSTITUTIONAL RESEARCH AND CONTINUING STUDIES

- » As part of Phase 3 retention ML project, the team worked on transitioning the knowledge and skills internally. Specifically, the team explored the use of various cloud platforms to monitor and retrain the algorithm going forward. We also identified ways to leverage the existing dataset for other predictive analytics applications. In partnership with the Registrar's Office, we designed a proactive outreach process to source direct feedback from students, improving the student experience; data collection is currently underway.
- » Additional predictive analytics projects include partnering with the financial planning & analysis team to leverage ML time-series enrolment projections to explore the potential for multi-year budgeting processes. We also engaged a summer analyst in a course demand forecasting project to explore if we can better predict the number of ENGL 100 sections required based on enrolment patterns.
- » The continuing studies portfolio has undergone a change in leadership in September of this year. The new lead is currently conducting an in-depth analysis of the existing challenges and opportunities to define a go forward strategy.

## CENTRE FOR INTERNATIONAL EXPERIENCE

- » International enrolment has seen a strong rebound in the past two terms with fall registrations being the highest on record at 730 new international students, slightly edging out our previous high in fall 2019. Spring 2023 is set to be a record intake with over double any previous spring term deposits. Our biggest challenge remains to be slow and inconsistent study permit processing. Nevertheless, the rebound is strong.
- » For the Fall 2022 term, we saw a shift in the rankings of international enrolment with Iran taking second place, Mexico third and China slipping to number four. This is the first time we have seen China not in first or second place in many years. The pandemic has led to significant change in China registrations around the globe.
- » In pursuit of more diverse international registration, we have placed significant emphasis on developing Nepal as a new market, building the Philippines, Vietnam and seeking to rebuild Brazil. We contracted our first Regional Recruitment Representative (RRR) in Vietnam and the Philippines, and are in the process of selecting an RRR in Brazil. Our manager, CIE, Francisco Silva has returned from conducting pre-departures in India and extensive training of new agencies in Nepal. Additionally, we launched a new international marketing and digital campaign in Brazil, the Philippines and Vietnam on the "Bring it" theme developed by MDX.
- » In pursuit of more diverse and balanced international enrolment across programs and particularly in degrees, we have been developing relationships for articulation with many institutions in India, the Philippines and Vietnam. Our AVP, international visited 10 institutions in the Philippines fostering these relationships following the visit of many Philippine

institutions to CapU in June of this year. Four Memorandums of Understanding have been signed and many further partnership initiatives are underway.

## STUDENT SUCCESS

### ACCESSIBILITY SERVICES

- » Accessibility services had a heavier than usual fall term of one-hour appointments averaging eight per day between the two accessibility services advisors. The majority were new academic accommodation student requests.
- » Accessibility services offered two Smart Start sessions in September, “Student life resources or the stuff I wish I knew sooner” and ‘Arranging academic accommodations’ with combined participant numbers over 100.

### ATHLETICS

- » CapU hosted a successful student-athlete orientation on September 13, introducing student-athletes to CapU services and creating promotions to engage employees and students to explore and support Blues Athletics.
- » Men’s soccer battled through a tough season but is building resilience for next year. Women’s soccer fared much better with top two finishes in league play, earning a berth to the PACWEST provincial soccer championships.
- » CapU and Blues Athletics hosted the 2022 PACWEST Provincial Soccer Championships on October 29 and 30.

### RECREATION

- » We are excited to be launching the *Move More Speaker Series* this term, and will be hosting two online sessions for attendees to learn evidence-based methods for getting active. Our first session is on *How to make exercise work for you* by kinesiology instructor, Kyle Guay.

### CAREER DEVELOPMENT CENTRE (CDC)

- » It was a busy start to the term with a drastic increase in foot traffic to the CDC area—92 students visiting from September to October. We participated in the Discovery Fair, and our team interacted with 216 new and returning students.
- » We received 376 new job opportunities with 4,398 views through Career Hub. Our career development advisors provided one-on-one career development support to 228 students, with about 55 per cent of students requesting virtual meetings.
- » On September 28, Anna Kuziakina, the CDC’s employer engagement and experiential learning facilitator, organized a *Link Up: Explore with the Dean* event with Dennis Silvestrone, dean, Faculty of Business & Professional Studies. Five CapU students and Dennis Silvestrone attended the UnTapped BC Workplace Inclusion Awards event, celebrating B.C. businesses and individuals who have demonstrated a commitment to fostering diverse and inclusive workplaces. Students reported enjoying their time with the dean and honing their networking skills.
- » To better acquaint students with the CDC and our CapU Launch program, we held info sessions for 13 students. Our student career development ambassadors connect with English 100 instructors to introduce students to the CDC through classroom visits or by providing recordings to instructors to share with their classes. They have also held a photo booth, providing students with professional photos for their LinkedIn profiles and other professional uses.

- » Supported the WIL Hub by promoting the resume speed-dating event to students and employers. Our student career ambassadors interacted with 43 students at the CDC booth during the event. We facilitated 15 hybrid and in-person lunch and learn career development workshops for 128 students, ranging in different topics.
- » Collaborated with the University of the Fraser Valley, Vancouver Community College and Douglas College to organize the second Virtual Pacific Career Fair on October 20<sup>th</sup>. Dr. Candy Ho shared relationship-building insights and tips as the keynote speaker. We welcomed 82 employers, with 807 students registered from all four institutions, with 405 who attended. For CapU, 137 students registered, with 71 who attended. We provided an orientation for 83 employers, focusing on how to use the platform and a session with Alyson Seale on “Seven Simple Strategies for Inclusive Recruiting Practices.” The Virtual Pacific Career Fair generated approximately \$2,144 in revenue.

## COUNSELLING & LEARNING SUPPORT

- » From September 7 to October 31, 2022, 286 counselling appointments were attended (among them, 90 were drop-in/same day appointments). Top personal concerns raised were anxiety, depression, relationships, family and trauma. Top academic concerns attention difficulties, adjustment/transitions, information/advising, stress management and career planning.
- » Indigenous counsellor, Riel Dupuis-Rossi travelled to Sechelt and met with the káíax-ay Indigenous students, introducing who they are and building relationships with the local Indigenous community. Iranian counsellor Saman Khan has been supporting local and international Iranian students requesting service in Farsi who are experiencing distress as a result of the uprising in Iran. Counselor Jules Smith is partnering with Wayne Dunkley of student affairs, offering therapeutic support and debriefing to students attending the *Being and Belonging* discussion series and counselor Jeff Ross has partnered with Athletics & Recreation as a team liaison, offering specialized support and workshops.
- » Learning Support Services continue to see a steady flow of students looking to develop their study skills. Appointments are up significantly from recent terms due to students taking proactive steps to improve their learning and instructors actively referring them to our services.

## STUDENT AFFAIRS

- » For Fall 2022 Orientation, student affairs and participating departments hosted two weeks of virtual and on campus events for new students. At the Orientation Kick-Off event, 553 new students attended a virtual session to hear from campus leaders, guest speakers and alumni along with student-led activities. Orientation activities included 16 student success workshops hosted by campus partners, guided campus tours, the Indigenous student orientation held by Indigenous student services and the new international student orientation held by the Centre for International Experience.
- » Student affairs and University events hosted the annual CapU Street Party and President’s Welcome BBQ on the first day of classes, with 2,200 new and returning students and employees in attendance.
- » Student affairs hosted two open houses at the beginning of October to give students and employees a chance to connect with the team and learn about the services offered. The student event attracted over 70 participants while the employee turnout was over 65. We’re happy to have connected with so many community members.
- » The [Your Early Support \(YES\) Program](#) is fully launched for the 2022/23 academic year, with the service available to all academic program areas, student service areas and all campus locations. This program is for students who are facing either academic or personal and mental health challenges during their time at CapU, and who need support to navigate

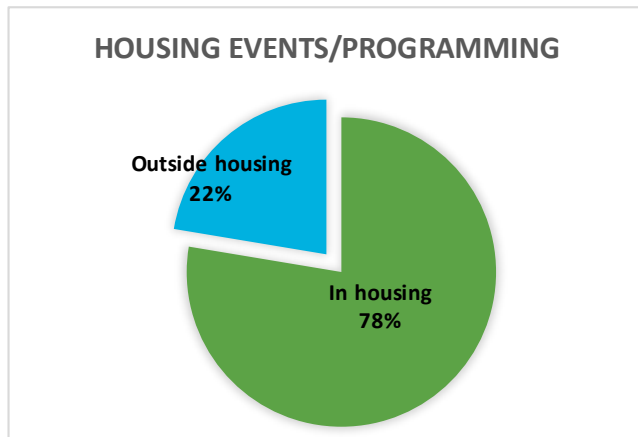


and get access to resources and support services either on campus or in the community. Employees can refer students to the YES Program through the [online referral form in Frontlines](#), and students can also self-refer by email.

- » From September 7 to October 31, 2022, the YES Program received 85 referrals, with a total of 202 referrals to date since Fall 2021. The majority of the referrals (64 per cent) were related to mental health and well-being concerns or personal challenges such as food and housing insecurity that were impacting academic performance.

### STUDENT HOUSING SERVICES

- » With a return to full operation since COVID-19 pandemic, our department focused on two critical service points: helping students integrate into their new community and creating a clean and safe environment that enhances health and well-being. With this in mind, our department responded to over 200 maintenance and cleaning requests, over 50 parent calls/emails, 60 plus active and passive activities/events ranging from soccer game, Whitecaps VIP lounge, Granville Island trip, Cleveland Dam, Scary Stories in the night, soccer tournament, laser tag, game nights, pumpkin patches, beach trip, which have seen over 500 students in cumulative attendance. See [link](#) for pictures of events. All these activities resulted to an average of 36 per cent increase in our department's offerings to students.



- » Since October 1, applications are open for spring 2023 and academic year 23/24. As of this report, we have 50 applications for spring 2023 term and 21 applications for academic year 23/24—A 163 per cent and 20 per cent increase respectively from previous years.
- » Our team has seen an increased demand for emotional and mental health support. In response, the housing team and 14 student employees have engaged in over 630 interactions with students this term. These interactions have help de-escalate situations, provided timely support, increased retention in housing and increased engagement in our community.
- » Housing saw an increase in the use of to-go boxes and single use plastics. Working with Chartwells, we reintroduced dine-in options in the cafeteria with meals being served using reusable dishes and cutlery that are washable, decreasing our overall waste by 6 per cent this term.

### REGISTRAR'S OFFICE

- » myCapMap (Degreeworks), a degree audit system project, moved to the production environment for internal use of the Registrar's Office and is now available for the academic advising, curriculum, and transfer credit and graduation teams. The projected go-live date to the University community is January 16, 2023.

### FINANCIAL AID & AWARDS

- » For this reporting period, the Financial Aid Advisors offered 80 appointments to students.

## ACADEMIC ADVISING

- » Academic advising reached out to all currently registered students in regards to the course withdrawal deadline to ensure students are one, aware of this deadline, and two, to connect with students who are unsure of the impact withdrawing from a course may have on their progression in their program.
- » The team offered 570 appointments and saw 150 students through the virtual drop-in appointment service.
- » For this reporting period, the team responded to over 3,000 student email inquiries.

## STUDENT RECRUITMENT & TRANSITION

- » The student recruitment team returned to in-person domestic student recruitment visits to high schools in B.C. and Alberta, travelling together with other PSI's from the Post-Secondary BC (PSBC), Canadian Universities Event (CUE) and Alberta Out-of-Province Associations. This outreach will include over 200 high schools in B.C. and 26 high schools in Alberta, with some of these visits including a presentation about CapU's programs, student services and information about the new student housing project being given to Grade 11 and 12 students plus parents, high school counsellors and career advisors. Domestic recruitment initiatives have also expanded to include opportunities for PR students and adult learners to attend digital evening presentations too outlining their possibilities to study at CapU.
- » The team is also excited to return to hosting on campus events. Explore CapU Open House is being held on Saturday, November 19, 2022 and is widely promoted through recruitment visits and in collaboration with MDX who have created a social media promotion campaign. To strengthen relationships with the high school counsellors and career advisors throughout the Lower Mainland, the recruitment team will also be hosting an event for them on Friday, January 27, 2023 inviting these important stakeholders to come and discover what's new at CapU. COVID-19 prevented the team from holding this event during 2021 & 2022 and we're excited to collaborate with the campus community again, developing an event highlighting the exciting new developments that have occurred, over the past two years.

## ADMISSIONS & GRADUATION

- » The fall 2023 admissions package, including admissions process guide and other useful resources, was sent to the program areas to kick-off the next fall intake with consistent and transparent information.
- » The admissions team worked with MDX to refine the admissions email templates for the next admissions cycle and added CapU congratulatory banner in the admissions offer email to align with the branding guidelines.

## UNIVERSITY RELATIONS

University relations includes the departments of communications, government relations & community engagement, marketing & digital experience, philanthropy & alumni relations and university events. University relations' goals are to: enhance the University's reputation, develop positive relationships and secure resources to support University priorities.

## COMMUNICATIONS

- » Communications welcomed Erica Yeung, communications officer, to the team in October. Erica is a great addition to the team and will be managing social media accounts, writing content and providing additional communications support.
- » The team provided communications expertise for the following initiatives: Equity, Diversity and Inclusion (EDI) audit; the Hybrid Office Program (HOP); [Truth and ReconciliACTION Week](#); Women’s History Month; and Experience Well-being Week.
- » As part of the September 22 groundbreaking celebration for the Centre for Childhood Studies, communications wrote speaking notes, invited [media](#) to attend and followed up with community partners after the event with photos and key messages to [share](#) on social media.
- » The latest *President’s Letter* was released in October, highlighting the important role of transportation and transit to the region. It was also shared on [social media](#) and CapU [website](#), and expanded its reach as an op-ed in the [North Shore Daily Post](#).
- » Communications supported and promoted the opening of the Progress Pride flag crosswalk, garnering coverage from [CTV](#) and [North Shore News](#).
- » Working with partners from across the University, communications released a statement on behalf of CapU about the [events in Iran](#), with information about resources and support for employees and students.

## GOVERNMENT RELATIONS & COMMUNITY ENGAGEMENT

- » Paul Dangerfield and Jennifer Ingham met with federal ministers and policy advisors in Ottawa to explore funding opportunities for various initiatives. The meetings provided an opportunity to build relationships and talk about the work CapU is doing, as well as issues, opportunities and challenges including transportation, housing and regulatory issues for international students.
- » The Centre for Childhood Studies groundbreaking ceremony in September provided an opportunity to celebrate, thank and connect with First Nations, provincial and municipal representatives, local community members and partners. Jennifer Ingham, vice-president, university relations, was master of ceremonies. Elder Sesemyia (Rose Nahanee) who was raised on the Skwxwú7mesh (Squamish) territory by her father who is from the Skwxwú7mesh (Squamish) Nation and her mother who is from the Stó:lō Nation, provided a groundbreaking blessing. Government representatives included:
  - Hon. Anne Kang, Minister of Advanced Education and Skills Training, MLA Burnaby-Deer Lake
  - Susie Chant, MLA North Vancouver-Seymour
  - Bowinn Ma, MLA North Vancouver-Lonsdale
  - Hon. Selina Robinson, Minister of Finance, MLA Coquitlam -Maillardville
  - Councillor Liana Martin, Tsleil Waututh Nation
  - Mayor Mike Little, District of North Vancouver
  - Mayor Linda Buchanan, City of North Vancouver



## MARKETING & DIGITAL EXPERIENCE (MDX)

- » This fall, we made some exciting changes to the MDX team. To better support the unit's mandate, ensure success in a continually evolving digital landscape and provide growth and development opportunities for employees, several team members have new roles:
  - Shannon Colin is marketing project lead, focused primarily on project management and marketing strategy. She will support the MDX team in planning and executing projects and work with our client partners across the University to help them meet their goals.
  - Denise Corcoran is senior digital strategist, acting as subject-matter expert on user experience, digital strategy, and supporting the evolution of capilanou.ca. Denise will collaborate with the team, web vendors and IT services on user research, testing and bringing a data-driven approach to our work.
  - Kirk Pedersen is senior content strategist, focused on search engine optimization (SEO), web content strategy and expanding content standards and guidelines. Kirk will work closely with the team and IT services on a best-in-class content experience for our users.
  - Rachel Boagey joins MDX in the new role of digital content writer, leading website updates and maintenance, and fulfilling content needs for a variety of other channels.
- » In September, we hosted an inclusive marketing learning session with AndHumanity, an integrated agency with a justice, equity, diversity and inclusion lens. The session was attended by staff from MDX, communications, HR and members of our external creative agency, Will. A continued partnership with AndHumanity is planned, with the aim to integrate their services into ongoing marketing processes.

- » On October 17, Capilano University launched its annual brand campaign. The "Bring It" campaign focuses on increasing brand awareness for the University and supporting student recruitment by driving applications. Running until March 31, 2023, this year's campaign was informed by research findings and celebrates the distinct voices of students. It positions Capilano University as a place of connection, support and acceptance that embraces students for who they are and empowers them to achieve their potential. With a strong digital focus, we have developed a 30-second brand video, two 15-second videos for social media, digital ads for Facebook, Instagram, TikTok, programmatic, Google Display and Google Search, audio ads for Spotify, as well as a dedicated landing page at [join.capilanou.ca](https://join.capilanou.ca). Rounding out the campaign is a series of placements focused on high-traffic areas and mall stops where our audience shops and works.

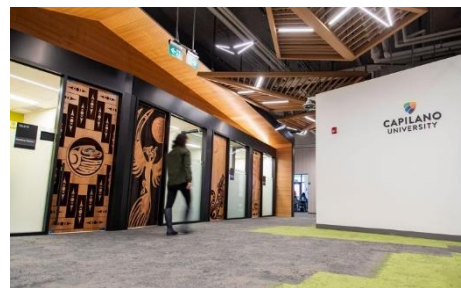


- » Our creative team designed a series of materials to help raise awareness of outgoing study abroad destinations. The materials facilitate a strong call-to-action for CapU students to explore study abroad options, widen access to programming, and support the vision set out by CapU's *Internationalization Plan* of "Enabling Imagination through a Globally Engaged University."

- » We also supported the BlueShore Financial Centre for the Performing Arts' Take a Seat campaign with a free-standing banner that sits outside the theatre, an email banner and photos of the new theatre seats.



- » MDX continued to focus on building content for the recently-launched TikTok channel, including advertising on the channel. To date, we have generated 21 million views for CapU content, helping to raise awareness in a critical channel for CapU's prospective student audience.
- » *Capsule*, the University's digital storytelling platform, featured three stories during the period, highlighting our diverse and dynamic campus community:
  - We published a photo series celebrating the party of the year, featuring 14 photos of the [CapU Street Party](#) that display how the campus transformed into a carnival.
  - Another *Capsule* story included a feature on the much-admired carved doors at CapU Lonsdale. The piece, [Opening Doors to Cultural Perspectives](#), features the work of four Indigenous artists. To ensure Indigenous voices tell Indigenous stories, Indigenous writer Alison Tedford from the Kwakiutl First Nation profiled the artists behind the doors.
  - [Twenty-Five Years of Good Music and Great Minds](#) promoted the October 15 and 16 BlueShore Financial Centre for the Performing Arts' gala event and highlighted the theatre's 25 years as a cultural hub on the North Shore. The story featured elements of history, personal memories, and information on the Take a Seat campaign.



## PHILANTHROPY & ALUMNI RELATIONS (PAR)

- » The PAR team is happy to announce the recruitment of Irina Dordic who steps into the role of philanthropy & alumni relations officer. Irina brings 15 years of experience in communications, marketing, fundraising and event management.
- » On October 6, 2022, PAR hosted a special lunch on-campus for just under 70 donors and their guests along with 20 student award recipients. The event, *Momentum*, brought together scholarship, bursary and award donors with the student award recipients they have supported over the past two years. *Momentum* celebrates the contributions of our donors to help keep our students moving towards success. The luncheon featured a moving testimonial from CapU Business alumni, Amina El Mantari about the impacts of donor-funded student support. Attendees enjoyed a welcome reception, gratitude wall and trivia table, before enjoying lunch and conversation at tables. Donors also received their annual *Fund Summary Reports* during the event.



- » On September 28, 2022, CapU officially opened the new Student & Alumni Services (SAS) area in the Library Building and unveiled two new donor recognition plaques. The ribbon-cutting ceremony recognized the significant contributions of two families critical in ensuring this space could be built to support students. Thank you to Bob and Brenda McGill, and Jeri and Don Krogseth, for their unwavering support to our CapU community.



» To celebrate the 25<sup>th</sup> anniversary of the BlueShore Financial Centre for the Performing Arts and to showcase the newly-refurbished theatre, all donors to the Take a Seat campaign were invited to attend a VIP reception to express our gratitude for their support. The campaign contributed over \$237,000 towards this important theatre revitalization. The reception included live music from CapU Jazz students, a welcome drink from alumni-owned business, Copperpenny Distilling, and light refreshments before donors took their seats for the celebration concert. Custom engraved plaques are on the new seats to recognize donor support. Guests at the event included Brenda Bailey, MLA for Vancouver-False Creek and Chris Catliff, President and CEO of BlueShore Financial and his wife, Kym. A special thank you goes out to the sponsors of the 25<sup>th</sup> anniversary of the BlueShore at CapU: Quay Pacific Property Management and Clark Wilson and BlueShore Financial.



» An additional pledge of \$30,000 has been secured from the Y.P. Heung Foundation to top up the Y.P Heung Foundation Post-Secondary Award supporting students who demonstrate academic excellence, community engagement and financial need. This generous gift will provide eligible students with an annual award of \$5,000.

» We celebrated the signing of a fundraising partnership agreement between the Capilano University Foundation and the Howe Sound Biosphere Research Fund (HSBRIS) to support CapU students and faculty working on HSBRIS initiatives. The partnership includes all academic faculties, the office of Indigenous affairs & education and the office of Creative, Activity, Research & Scholarship (CARS). This creates new opportunities for research and course-based undergraduate project work that promotes sustainable development; biodiversity conservation; and reconciliation, equity and inclusion.



» **Photo:** Sophie Cheshire, the first co-op ambassador for the Átl'ka7tsem/Howe Sound UNESCO Biosphere Region is a summer co-op student with CapU's Tourism & Outdoor Recreation Management program. She began a research project on sustainable tourism and the UN Sustainable Development Goals (SDGs) in the spring. Her research will continue through next year's fall term.



» On September 29, 2022 the Alumni Association hosted their Annual General Meeting (AGM) and *Shaping the Future* panel, Reconciliation Within the Workplace. Held at CapU Lonsdale, the event began with a welcome reception and AGM of the Capilano University Alumni Association (CUAA). Discussions explored the true meaning of reconciliation, the purpose of the Truth and Reconciliation Commission #92, and the actions organizations and individuals are called to take to act on reconciliation within the workplace.



A special thank you to Brittany Barnes, CUA Board chair, who hosted the AGM portion and to our panelists: Keetah McBeath, associate vice president, Indigenous banking, TD; Flavio Caron, Indigenous awareness trainer, Indigenous corporate training; and David Geary, instructor, Indigenous digital filmmaking, CapU for an incredibly engaging and thoughtful discussion on the eve of the National Day for Truth and Reconciliation.

- » At the September 29, 2022 CUA Annual General Meeting, four newly-elected Board of Director members were confirmed to the Alumni Association Board. We are pleased to welcome Shan Hall, Joel Wollenberg, Chris Carnovale and Savannah Duggan who will each serve a three-year term. A sincere thank you to Laura Brown, Eddie Jang and Pardis Daneshyar who are completing their term and will be leaving to pursue exciting endeavors. Their passion and dedication to the CapU community is unparalleled and they will be greatly missed.

- » On September 6, 2022 alumni relations hosted a table during the Discovery Fair at CapU's Street Party (CUSP) to welcome future alumni on campus. Thank you to CapU alumni Eric Tsang and his company, the Phonix, for supplying the photo booth.



- » In partnership with Indigenous student services, alumni relations launched the second T&R Learning Circle (an alumni book club). Participants meet weekly to discuss assigned chapters and questions from Chief Robert Joseph's book, *Namwayut: We Are All One: A Pathway to Reconciliation*. Discussions are facilitated by Crystal Henderson, community engagement facilitator for Indigenous student services and Carman McKay, cultural teacher and storyteller from the Sto:lo and Musqueam Nations.

***"We all share a common humanity. No matter how long or difficult the path ahead, we are all one."  
- Chief Robert Joseph***

- » The Alumni Association awarded a funding grant to ShEvaesco through the Community Sponsorship Program. ShEvaesco empowers female-identified and non-binary youth with knowledge, strategies, and tools to confidently navigate life. The Alumni Association's Community Sponsorship Program provides funding to CapU alumni-affiliated charities, non-profit initiatives or services that impact and serve the local community with a goal of supporting the development of healthy, vibrant and inclusive communities.

## UNIVERSITY CAPITAL CAMPAIGNS

- » By October 2022, \$5,650,694 (11 per cent over goal) was raised through the Centre for Childhood Studies (CCS) campaign. The campaign continued its stewardship with a groundbreaking ceremony on September 22, 2022 on the new site of the CCS. There were 133 attendees, including donors, partners, CapU childcare parents and children, employees and government officials, including Minister of Advanced Education and Skills Training Anne Kang.



- » Leading up to the ceremony, a coordinated media plan was executed:
  - A thank you ad in *Business in Vancouver*



- A *North Shore News* digital advertorial and two-page wrap highlighting the CCS and other exciting capital projects at the University
- Two *North Shore News* gift announcement ads celebrating Canfor (\$150,000) and BMO Financials' (\$250,000) gifts to the campaign

## UNIVERSITY EVENTS & CEREMONIES

- » After hosting a very successful and well-attended CapU Street Party (CUSP) at the beginning of the fall term, university events & ceremonies continued to be busy with multiple university-wide events.
- » On September 22, we facilitated the groundbreaking ceremony for the new CCS. The event was attended by children from the Children's Centre who couldn't wait to get their hands in the dirt and help with the build.
- » The student and alumni services area was officially opened on September 28 with many employees and students coming together to learn about what the space provides to our students and alumni. We were able to thank the donors Jeri Krogseth and Bob McGill in person and honour them with a plaque acknowledging their kind and generous contribution. The event concluded with a ribbon cutting and celebratory cupcakes.
- » On September 29, university events supported the President's Perspective event at the BlueShore at CapU where the president addressed CapU employees about the honour of being a canoe family, putting our vessel back in the water and paddling together.
- » Also on September 29, the Alumni Association's AGM took place at CapU Lonsdale where university events assisted the alumni department with all the logistics, catering and audio-visual requirements.
- » On October 3, university events assisted the HR department in officially opening the new Progress Pride crosswalk located at the entrance to the main campus. This was a fun and colourful event which celebrated not just the opening of the crosswalk but the diverse and inclusive community at CapU. We were honoured with a heartfelt speech from Two-Spirit Elder Sempulyan and joined by Gary Fluffer Woods and Conni Smudge who opened the crosswalk with a Beatles-esque photo op alongside President Paul Dangerfield.
- » On October 6, we supported PAR with the annual *Momentum* lunch, providing an opportunity for students to connect with donors and show their gratitude for scholarships, bursaries or awards they received.
- » The BlueShore Financial Centre for the Performing Arts celebrated its 25<sup>th</sup> Anniversary on the weekend of October 15 and 16 by putting on two spectacular shows. The events team produced a donor welcome reception on behalf of the PAR department to thank donors for their support to the theatre. The event was well-attended and it was an enjoyable start to the wonderful weekend of music at the theatre.
- » Alexa Morgan, ceremonies and protocol officer, returns to the university events and ceremonies team, with a fond farewell and heartfelt thank you to Vanessa Masi Campanholo as she resumes her work with the Centre for International Experience (CIE).

