

# PRESIDENT'S REPORT TO THE BOARD

September 29, 2020

## PRESIDENT'S OFFICE

The start of the 2020 academic year was certainly different than any year prior, and not just because we have adapted the University to respond to COVID-19. New recruiting and admissions processes have resulted in year-over-year increases in domestic student enrolments, research funds were received for the first time from Mitacs, TD Bank's Ready Commitment contributed \$450K to the Indigenous Digital Accelerator and we received notice that our new Bachelor of Kinesiology was approved by the ministry.

However, what has been truly remarkable has been the University's ability to execute our COVID-19 resumption plan guided by facilities, IT Services (ITS) and the Centre for Teaching Excellence (CTE). Equally extraordinary has been the aptitude of employees and students to pivot to our new adapted model supported by initiatives such as a CapU Cares fundraising campaign for students, digital ambassadors in the classroom, a team of COVID-19 building leaders and a new well-being framework and action plan to strengthen student and employee resilience.

## ACADEMIC & PROVOST

- » Summer saw the highest enrolments to date in the May–August term to date, with courses adapted to primarily online mode with substantive teaching and learning support through the CTE and enhanced service activity through ITS. Significant planning activity and adaptations continued over the summer months in preparation for the Fall 2020 term and in support of the overall academic continuity planning for the fall and beyond. The resumption plan for fall classes utilized guidelines and directives from the Provincial Health Officer, WorkSafeBC and other policy guidelines and requirements (e.g., post-secondary sector plan). Requirements for physical distancing, applicable screening protocols and routine and frequent environmental cleaning were put in place along with communications to advise faculty and students. While the University continued to work through the overall resumption plan, specific and focused planning has been done at the course and program levels with substantive faculty leadership. The priority remains the safety of employees and students while working toward high-quality learning experiences. Many areas including the faculties, Registrar's Office, CTE, Library, ITS, Office of Health and Safety (OHS) and campus planning collaborated closely to prepare the fall schedule with four modes of course offerings: online, mixed mode (online and some in person) and in person. Continued appreciation and gratitude is extended to those in faculties, academic leadership, and the many academic units for their dedication, teamwork and resilience to take up the challenges that have been presented due to the ongoing pandemic. Their focus has continued to be on academic quality and continuity, building-in additional plans and activities to best support teaching and learning in adapted ways while keeping students' experiences central.
- » A town hall for faculty was held in late August, to provide updates and convene a space for questions on the resumption plan and planning for the Spring term. The session was well attended and a video recording was posted on *Frontlines* for wider access. A subsequent town hall will be held in the middle of the term to learn about faculty experiences and share further updates, including information for the Spring 2021 term.

- » To deepen commitments associated with the [Truth and Reconciliation Calls to Action](#), Calls for Justice with the [Missing and Murdered Indigenous Women and Girls](#) inquiry and the [Okangan Charter](#), an Equity, Diversity and Inclusion Action Group (EDI AG), comprised of faculty, staff and students, was struck under the office of VP Academic & Provost. The EDI AG will provide input and guidance on processes and activities that will inform the development and/or expansion of EDI infrastructures and supports on campus. The goal of the group is to transform institutional structures and activities that have historically excluded or marginalized underrepresented populations and to develop an EDI recommendation document. Facilitated by the Canadian Centre for Equity and Diversity (CCDI), the action group will advise on EDI best practices across the spectrum of University activities, including: (1) policy and memberships, (2) well-being and accessibility, (3) student services, (4) curriculum and pedagogy, (5) hiring and evaluation practices, (6) training and education, and (7) dialogue, forums and communications.
- » Planning continues with the academic plan with a four-phased process and an Academic Plan Advisory Group (APAG), comprised of faculty, academic leadership, staff and students, has been struck to advise and contribute along with several other existing committees. The *2030 Academic Plan* will emerge directly from the vision, purpose and values central to [Envisioning 2030](#) with a goal that a final plan will be presented at Senate and the Board of Governors for approval in February 2021.
- » At the beginning of August, we welcomed [Dennis Silvestrone](#) who joined CapU as the dean, Faculty of Business & Professional Studies.

## FACULTY OF ARTS & SCIENCES

- » Creative Writing at Capilano University is quickly adapting to the online setting by launching several new initiatives. Our Open Text Readings Series will bring acclaimed poets and novelists from all over the world to our students via Zoom, to read from their newly published books and to guide online workshops. Thanks to a Canada Council for the Arts grant, our campus-wide writing contest will award the best student creative writing with a \$1000 prize. Finally, our 30-year-old student publication *The Liar* will be relaunched with a new website, featuring online publication and author interviews.
- » Active planning is underway for an innovative dual-credit program with a North Vancouver high school that creates, implements, researches and evaluates market-aligned, problem-based, technology-rich teaching and learning activities. It brings together students (as learners), educators (as mentors) and local organizations and community stakeholders (as authentic problem suppliers), and engages and involves them in a meaningful and sustainable partnership with a goal to pilot in summer 2021.
- » The Interdisciplinary Studies program is in the process of updating our MOU with Quest University to explore options for Quest students to transfer into CapU's BA framework and the INTS program profile so that students in their third or fourth year could transfer their credits to complete a CapU BA with a major in interdisciplinary studies or complete their current degree by taking Capilano University courses.
- » A new partnership has been launched between the [Howe Sound Biosphere Region Initiative](#) and Capilano University involving the faculty, and the offices of Indigenous education and affairs and creative activity, research & scholarship. Many of those involved with this initiative have been linked to CapU via our EarthWorks initiative and many faculty at CapU have engaged in research and place-based learning coursework in Howe Sound for many years. The first milestone will be a successful proposal to be a UNESCO-recognized biosphere region. There is much work ahead for faculty across many disciplines and certainly engagement with the Squamish and Sechelt Nations, the regions' businesses, professional associations and citizen-science groups will be essential scaffolding as we walk this

relationship forward. Our first dream is a cross-disciplinary field school offered in the Summer term involving the geography, biology, anthropology and the tourism and outdoor recreation departments. At this time, a small group of faculty are actively investigating sites and options for such a program.

## FACULTY OF BUSINESS & PROFESSIONAL STUDIES

- » The Schools of Business and Communications and Academic Initiatives & Planning are developing a Minor in Business and Minor in Communications that would be open to students in non-business/communications degrees, improving options for students across the institution with a goal to launch the minors for Fall 2021.
- » The District of Squamish has formed an 11-member [Economic Partner Forum](#) as part of a new governance approach for economic development. The voluntary group, with Dean Dennis Silverstone participating for the University, will provide a collaborative framework to share expertise, knowledge and resources in an effort to fulfill on economic development strategies, plans and actions outlined in the District of Squamish 2019–2022 Strategic Plan.
- » By design, the School of Business department orientation was quite different this year. In an effort to create a welcoming and comforting feel to the orientation, small online group orientation sessions were held with a maximum of 10 students, hosted by two faculty via Zoom. The sessions offered maximum engagement and interaction and provided a level of comfort to the online learning model. Out of the 264 new students entering the school this year, 172 students participated in the new student orientation.
- » The School of Business has reached the one-year mark following its successful program review in Spring 2019. Of the 13 goals within the action plan, the School of Business has completed five, including creating new special topic courses and increasing the computer skills content in the Bachelor of Business Administration. Over the next few months, some of the priorities that the school will be focusing on include finalizing the self-study report for Accreditation Council for Business Schools and Programs (ACBSP) accreditation, establishing block transfer agreements and building a focused plan for more Work Integrated Learning (WIL) within the curriculum.
- » Faculty Andrea Eby (business) has started with the Work-Integrated Learning (WIL) University project to support the School of Business curriculum initiative. The project begins with an audit of School of Business courses to assess WIL components, plus any courses being redesigned and relaunched with a WIL focus.
- » Enactus has maintained a busy schedule. Square One, a financial literacy project, won Opening Round runner-up at the Enactus National Competition 2020. The Enactus “U-belong Team” is hosting four webinar coffee chats for students to connect in disconnected times. The Enactus CapU Mobilizing Local Love in North Vancouver met up on campus in August (while practicing social distancing) to package mental wellness items for seniors in our community in partnership with United Way Lower Mainland's Local Love campaign. These bags included items that offer activities for seniors to do and items letting them know that we are thinking about them.
- » Faculty Laurie Prange's classes and several other School of Business faculty participated in five of the 12 projects with CityStudio North Vancouver. One project led to the development of “Parklets”—small seating areas or greenspaces that are integrated into city streetscapes—being developed all along Lonsdale Avenue this past summer. For details: <https://citystudiocnv.com/business-professional-studies/>
- » Faculty Mitra Kiamanesh (business) was recognized as a regional recipient of the 2020 ACBSP Teaching Excellence Award. The Accreditation Council for Business Schools and Programs (ACBSP) recognizes individuals each year who exemplify teaching excellence in the classroom. She was honored, along with other regional recipients, at the ACBSP

Virtual Conference 2020 in June. The ACBSP Teaching Excellence Award was established in 2002 and this is the first year a Capilano University faculty member has been the recipient.

- » External reviewers visited the School of Legal Studies on August 25 to conduct a program review. Their report will be forthcoming.
- » Faculty Alaa Al-Musalli (communications) has been working on a concept paper for a Post Baccalaureate Diploma in Business Communication and developed a one-week workshop for SFU's Lifelong Learning on syllabi outcomes and objectives alignment as part of their program review.

## FACULTY OF EDUCATION, HEALTH & HUMAN DEVELOPMENT

- » The Health Care Assistant department has successfully partnered with Vancouver Coastal Health (VCH) and the Sechelt Hospital Foundation for a second year for sponsorships covering the costs of tuition and books for 10 students during 2020–21. Upon graduation, sponsored students will be hired immediately into an 18-month work contract in VCH home and community care.
- » All second-year students in the Rehabilitation Assistant diploma program successfully completed six weeks of practicum in July and August in B.C. health authorities after the course was disrupted with COVID-19. The program is grateful to its partner physiotherapists and occupational therapists for their support. Students had practicum placements in facilities in Bella Coola, Prince George, Comox and throughout the Lower Mainland.
- » Planning continues for the construction of a second childcare facility on campus (Centre for Childhood Studies). The University has engaged the services of an architecture firm and a management structure has been established to guide the planning process. The construction of the facility will be supported by \$3-million in funding received from the provincial government through the Childcare BC New Spaces Fund.
- » The University One for Aboriginal Learners certificate program has strong enrolment and has relaunched after a one-year hiatus. The program helps to prepare Indigenous students for success in University studies through a combination of preparatory and 100-level courses, cohort-based learning and robust student support. The program will be delivered remotely this year, with enhanced participation from CapU Elders-in-Residence.
- » The Access Work Experience department has received one-time funding to deliver the Discover Employability program in 2020–21. This program prepares adults with developmental disabilities for employment and further education through cohort-based learning, peer mentorship and practicums. This is the second year in a row that the program is being delivered—evidence of strong demand on the North Shore to support these learners once they leave the K-12 system.

## FACULTY OF GLOBAL & COMMUNITY STUDIES

- » Operating within newly Senate approved bylaws, GCS held its first faculty meeting on August 31, including planning conversations for schools and the faculty in order to align our work within *Envisioning 2030*. Stephanie Wells, has been acclaimed the faculty vice-chair for 2020–2021.
- » The School of Tourism hosted a successful virtual reception to personally congratulate all TREC grads and was honoured to have two leaders in the industry send messages to the newly minted TREC professionals, Bruce Poon Tip, founder of G Adventures/CapU honorary doctorate recipient and Walt Judas, CEO of the Tourism Industry Association of BC.

- » Two new committees have been formed in the School of Tourism: Indigenization committee of five faculty members who are working on ToRs and committee goals: how to align with the University *Envisioning 2030* goals and engage with Indigenous student voices and a research committee of seven faculty.
- » Faculty Roy Jantzen (TREC) is focusing his education leave on writing a book and continuing his professional development within the UN Sustainable Development Goals.
- » Five faculty have secured positions to edit the Introduction to Tourism & Hospitality BC open textbook due out late fall.
- » Following the theme of outdoor recreation, the OREC team hosted a virtual campfire focused on incoming students as part of the fall retention strategy.

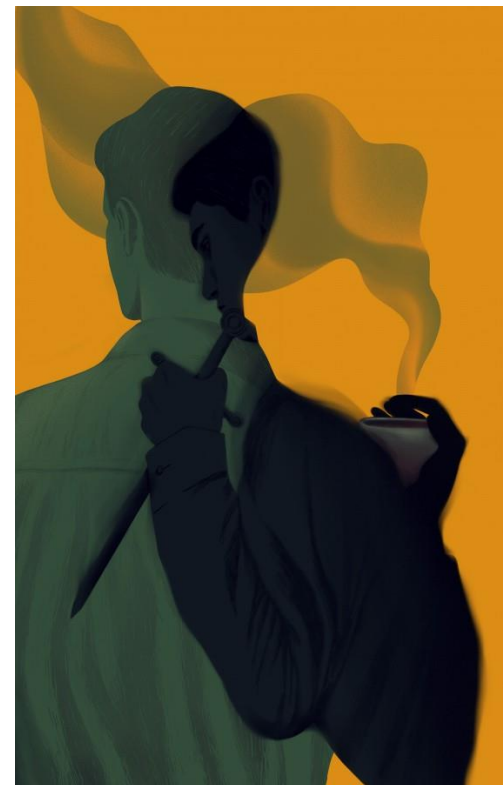
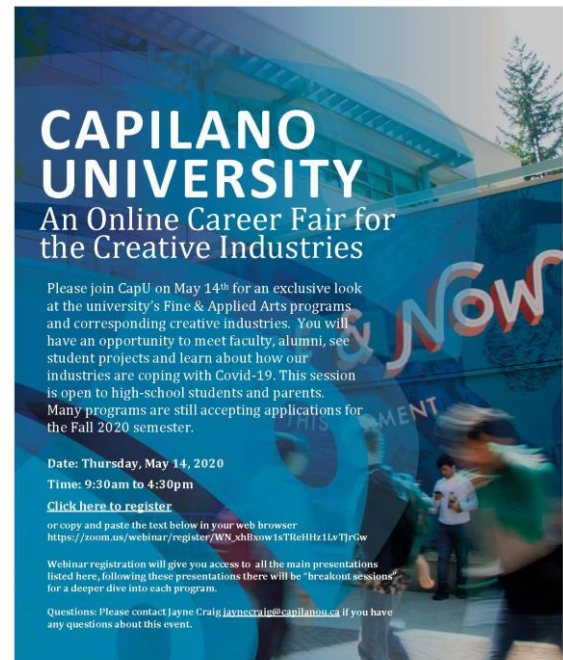


- » Nazmi Kamal raised funds for both the CapilanoU Emergency Bursary Fund and the BC Hospitality Foundation by biking over 110km to visit (physically distanced) 19 of his international students from his tourism sales class. He says, “they are all international students and lack access to their facilities and communities during this time of isolation.”
- » Christy Dodds, STM’s co-operative education coordinator, co-authored “Understanding Ethical Risk for Co-op Practitioners” for the winter edition of [Careering Magazine](#).
- » A *Master’s Program Development Plan and Research Framework* report has been completed and tabled with the school in June.
- » PADM 202 *Local Government Finance in BC* textbook has been rewritten by instructor Lisa Zwarn, with Alison McNeil, PADM chair, and Isabel Gordon, director of financial services at the District of West Vancouver, also on the project team. Process included review of the text by outside readers from the local government sector. PADM secured a generous contribution of \$28,000 from the Municipal Finance Authority’s Education Fund for this project.
- » A PADM student orientation and resource eLearn site was developed and launched by Anna Delaney, departmental assistant, in August 2020, providing helpful online welcome information and resources for new and continuing students.



## FACULTY OF FINE & APPLIED ARTS

- » On May 14, the Faculty of Fine & Applied Arts hosted an “Online Career Fair for the Creative Industries”. The online fair went from 9:30–4:30 p.m. and hosted 20 different program sessions. Faculty did an amazing job of presenting their programs in innovative ways while connecting with online participants. Our audience included high school students, counsellors, teachers and parents from schools in the North Shore, Lower Mainland and as far away as Mt. Sentinel in South Slokan and Sisler High School in Winnipeg.
- » The Indigenous Digital Accelerator has on-boarded Chastity Davis Consulting as our first Indigenous-led business acceleration project. Chastity Davis is an experienced principal consultant with a demonstrated history of working in the government relations industry. Davis recently received two awards for her business: Young Entrepreneur of the Year, Outstanding Business Achievement (BC Aboriginal Business Awards); and Forty Under 40 (*Business in Vancouver* magazine).
- » Costuming for Stage & Screen diploma completed its program review and received an external review team response letter.
- » 2D/3D Emmy nominations: Animation grads worked on *Dragon Prince* (Bardel) and *Carmen Sandiego* (Wildbrain) which have both been nominated for Emmy awards. *The Rocketeer* (Icon Creative Studio) with graduates from 3D and VFX was also nominated.
- » IDEA School of Design had 14 students' work place among the winners in Applied Arts' Magazine's Annual Student Competition. This contest accepts entries from both the US and Canada. For more about our CapU student awards, visit: [Applied-Arts-CapU-Winners](#). Image on the right: Coralie Mayer won the award for illustration for her work “Single”.
- » IDEA School of Design: Congratulations to Haluka Yagi (IDEA Grad 2021) for receiving the Registered Graphic Designers (RGD) Honourable Mention for Packaging Design with her “En Sake” project.
- » BlueShore Financial Centre for the Performing Arts secured additional funding through the Capilano University Foundation team to purchase live-stream technology to augment and support programming through the 2020/21 academic season. Additionally, this investment will support the development of branding and digital assets to create a consistent, shared experience and further promote the relationship with Blueshore Financial in a time where many theatres cannot operate.



- » A Bachelor of Motion Pictures Arts first year student film, *Detached*, will screen at the DaVinci International Film Festival in LA, September 10–13, in the COVIDAVINCI category. The students on the production team are Natalia Bahamon, Mika Heiskanen, Mia Oberholzer, Ethan Sands and Michael Tsen.
- » Fourth-year Bachelor of Motion Pictures Arts student, Benjamin Cross won the Great Yellowknife Music Video Challenge with his video for the song “Yellowknife” by Juno Award winning artist Craig Cardiff.  
<https://youtu.be/Jdq0tA3bAXg>

## KÁLAX-AY / SUNSHINE COAST CAMPUS

- » The regional campus has begun the Fall 2020 term feeling optimistic that we have taken every possible precaution to ensure our learners' and employees' health and safety. Many thanks to our Emergency Operations Centre and facilities colleagues whose herculean efforts we appreciate! Without our ability to greet returning and new students as we have in the past, the kálax-ay campus conveys a warm welcome the first week of the term.
- » Work is beginning to take shape on the work-integrated project for the Sunshine Coast through the University project funded by the province's Co-Op WIL Initiative. We look forward to connecting and learning more about employers' and communities' emergent needs on the Sunshine Coast and developing robust work-integrated learning opportunities for our students—building connections and capacity along the Coast.
- » The shísháhl Nation successfully received funding from The Ministry of Advanced Education, Skills and Training (AEST) to continue the Pathways 2 Higher Learning (P2HL) Indigenous ABE program. Capilano University is walking together with the Nation to provide relevant learning opportunities for its people.



## LIBRARY

- » **Library opening:** The library opened on Monday, August 24 in preparation for the Fall term. During the summer, shields were installed at service desks and at employee workstations and furniture was removed to ensure a minimum two-metre physical distancing across the student study and computer spaces on both floors of the library. As of September 8, the library is now open Monday to Friday, 8–7 p.m.
- » **New library services and academic support services chat:** On September 1, the library launched the [Library Services chat](#), staffed by library employees. This chat is intended to replicate the library services desk in the remote environment and is a place where students and faculty can ask library-related questions. Library staff are now also monitoring and answering questions coming through the new [Academic Support Services](#) chat. Through this chat, library employees will help students navigate the remote environment, learn about academic supports available to them and connect them with appropriate services.
- » **Library teaching:** The team at Capilano University Library pride themselves on their dedication to student learning and exemplary information literacy instruction. Developing student research and resource evaluation skills is a priority in their teaching, but like all areas of the University, the pandemic posed many challenges. Over the summer the library's teaching program rapidly pivoted to online instruction, finding modest success and even embracing new opportunities

provided by the online learning environment. Moving into the Fall term, liaison librarians are pleased to be able to offer synchronous classes that replicate the curriculum and content of in-person classes, as well as asynchronous options such as video tutorials, interactive online quizzes and assignments and research guides tailored to specific course work.

- » A new research guide on the Coronavirus disease (COVID-19) (<https://libguides.capilano.ca/COVID19>) was created by librarian, Fiacre Ó Duinn. It includes links to collections of the latest data and statistics, journals and books made available by publishers for the duration of the crisis, PPE standards, general literature on pandemics and epidemics and primary resources.
- » **“Smart Start”**: Krystyna Nowak, teaching & outreach librarian, co-presented a “Smart Start” webinar with Dara Greaves of the Writing Centre called "Researching it Write: Understanding & Getting Help with your Research Assignments" on September 4. The webinar taught new students what a research assignment is, how to interpret research assignment instructions and how the Library and Writing Centre can help students with different aspects of their research assignments.
- » **Online practicum student**: Over the Summer term, the library had the unique opportunity to host a practicum student from the University of Toronto's iSchool as all of their practicum projects moved online. Will Trefiak joined a small project team for two months to create a resource guide for students undertaking a CityStudio North Vancouver project. The team included Adele Therias, CityStudio project lead here at CapU, and the project idea emerged from her work with students in Laurie Prange's BADM 466: Managing Change. The guide brings together research, best practices and a repository of past projects to help students understand the many steps and supports required to execute a successful project. Will brought his experience with local government and open data to the project, and reported: "It was great working with librarians and faculty at CapU on this project, I appreciated everyone's patience and expertise!"

## INDIGENOUS EDUCATION AND AFFAIRS

- » A Canadian Post-Secondary Indigenous Planning Environmental Scan is complete (internal working document) and is being used to establish a framework for Capilano University's Indigenous plan.
- » The Indigenous Advisory Circle, a strategic and relational table that will meet bi-annually with the Capilano University president, is in the process of being launched.
- » The Indigenous Education Steering Committee, which will meet quarterly with the director of Indigenous education and affairs to discuss programming needs and aspirations, will have its first meeting in September 2020.
- » We are currently planning for a COVID-19 safe launch ceremony for Skw'chays.

## ACADEMIC INITIATIVES AND PLANNING

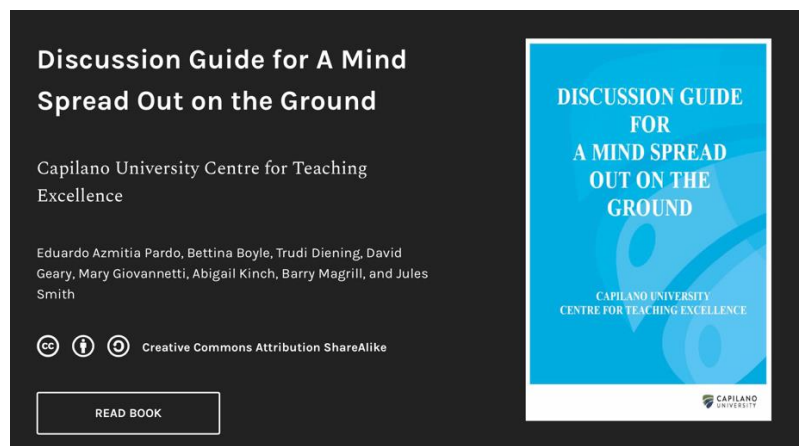
- » Following on the successes of Year 1, we are pleased to share the [2019–2020 CityStudio North Vancouver Annual Report](#) with the University community. In the initiative's first year, there were twelve course collaborations with municipal partners involving 356 students from across four faculties. Excitingly, we are embarking on ten course collaborations in Fall 2020 with the participation of students from all five faculties. For more information on upcoming 2020–2021 activities, explore [CityStudio North Vancouver](#).



- » Building on a Spring 2020 review of sector best practices and in consultation with faculty focus groups, Academic Initiatives & Planning (AIP) has overseen the implementation of refinements to the program development process and supports. In addition to the adoption of annual approval timelines for concept papers to assist with University planning and resource allocation, AIP is also providing expanded research support during the conceptualization and development stages of program development. Additionally, AIP and institutional research are in the early stages of identifying new collaboration opportunities to strengthen the University's ability to make data-informed decisions regarding program development and renewal.
- » In late August, AIP led a one-day workshop with the 2020–2021 Program Review group of seven programs (17 faculty involved) and faculty will have an opportunity to reflect on future directions and programmatic opportunities as they relate to [Envisioning 2030](#) and the *2030 Academic Plan* (under development), as well as connecting with their program advisory committees and external subject matter experts during site visits.

## CENTRE FOR TEACHING EXCELLENCE

- » **Ready for remote learning:** Significant activity has been ongoing in the CTE to ensure faculty and students are prepared for remote teaching and learning. Major improvements have been made to eLearn, our online learning management system, in time for the Fall semester to enhance the experience of remote and online learning. Our educational developers have produced 27 educational technology videos this summer, created online course templates for faculty and in a three-week period prior to the start of the Fall term have facilitated workshops for more than 235 faculty and have conducted 129 individual consultations.
- » Our new student digital ambassadors provide peer support for students navigating the online and remote learning environment and help to build an online community for learners. This program has been well received by students and faculty and was the topic of a recent article by the [Georgia Straight](#).
- » Frank Fucile has joined the CTE team as an educational technology specialist to support the digital enhancement of high-quality learning experiences. Frank is an experienced elearning specialist and instructional designer working previously at VIU, Royal Roads and at BCcampus where he was the manager of collaborative services working with post-secondary institutions across B.C. to implement shared educational technology platforms.
- » Brit Paris Ph.D (c) has joined the CTE as an educational developer. Brit comes to CapU from the University of Calgary where she has developed programming on educational leadership, feedback literacy and instructional design along with supporting faculty in the transition to remote teaching. Brit was also the managing editor for the journal *Papers on Postsecondary Learning and Teaching*.
- » The CTE Spring 2020 Book Club published a [discussion guide](#) to accompany *A Mind Spread Out on the Ground* by Alicia Elliott. The book club engaged members in deep, thoughtful, and sometimes difficult conversations about the many challenges facing Indigenous peoples today. This publication is the result of those conversations and explorations.



- » CTE Director, Laura MacKay is on the provincial advisory for the B.C. Post-Secondary Collaboration for Open Online courses. This project, in collaboration with BCcampus and the BC Council on Admissions and Transfer, will create system-wide sharing of curriculum development expertise and capacity to build online common resources for the most highly transferrable courses. Laura is also on the advisory for a new BCcampus program on studio learning.
- » **Integrated Classroom Advancement Project:** Over the summer, the software refresh was completed for all classrooms, labs and student spaces at the North Vancouver and Ká-lax-ay Sunshine Coast Campus campuses. Lifecycle replacements of projectors and podiums in seven classrooms were successfully installed. Due to budgeting and limited on-site resources necessary to comply with COVID-19 restrictions, updates to classroom furnishings were not undertaken this year.

## CREATIVE ACTIVITY, RESEARCH AND SCHOLARSHIP

- » **New Mitacs Student Research Award:** Five recipients announced over the summer



- » Congratulations to five recipients of the new Mitacs Student Research Award! Despite an unusual end of term, these five students completed their capstone projects and are being recognized by the Student Research Symposium committee Mitacs for outstanding work. This is the first year that Mitacs, a federal research funding agency, has sponsored Student Research Awards with cash prizes. And while the in-person Student Research Symposium was cancelled due to COVID-19 this year, students were thrilled to have their work adjudicated and receive a Mitacs award. We recognize the students for their hard work and thank Mitacs for their support.
- » **New NSERC eligibility:** CapU has recently met the eligibility requirements for the federal research funding agency, Natural Sciences and Engineering Research Council (NSERC). This will allow the University to apply to NSERC for a broad range of competitive peer-reviewed research funding. The objective of NSERC funding is to increase innovation at the community and/or regional level by enabling post-secondary institutions to increase their capacity to work with local companies, particularly small and medium-sized enterprises (SMEs). NSERC funding supports applied research and collaborations that facilitate commercialization, as well as technology transfer, adaptation and adoption of new products, processes and technologies.

## FINANCE & ADMINISTRATION

### FACILITIES SERVICES AND CAMPUS PLANNING

- » Health and Safety and emergency preparedness pivoted from COVID-19 response to COVID-19 recovery with a focus on planning a safe and healthy resumption of limited on-campus activities for Fall 2020. The summer has been spent applying public health and WSBC requirements to our environments, including: adjusting building occupancies to support hygiene and physical distancing needs; risk assessing in-person activities and working with employees to apply appropriate safe work practices; removing and moving furniture to support these initiatives and ensuring that appropriate signage and check-ins are in place to inform our community of their collective and individual responsibilities.
- » The construction of the Centre for Student Success Phase 2 in the Library Building is nearing completion. Various student-facing support services will be brought together into one convenient location. The space will also include café seating, universal washrooms, study and collaboration areas. Furniture and AV equipment installations will take place in the upcoming months.
- » Functional programming continues to be developed for the Centre for Childhood Studies building. The building includes a 74-seat childcare centre, academic laboratory to support course curriculum, offices and classrooms.
- » Design of a new wall envelope for the Library Building (1973 portion) is underway. Energy efficiency will be significantly improved with a high-performing curtain wall system while dramatically enhancing the aesthetic value of the building. Construction may begin in early 2021 pending approvals from the District of North Vancouver.
- » The District of North Vancouver is currently reviewing the detailed planning application of on-campus student housing. The proposed Phase 1 includes a 360-bed building with a dining hall. Project updates are anticipated in the coming months.
- » Several maintenance projects are wrapping up including an upgrade to the main electrical distribution system at the BC Hydro incomer point to increase power supply to our North Vancouver campus and the renewal of fire systems alarm controls in the Cedar, Fir and Willow Buildings.
- » Facilities operations has successfully developed and implemented a preventative maintenance plan for all building systems as well as the campus grounds. When a system requires maintenance, a work order is now automatically generated and assigned to staff.

### HUMAN RESOURCES

- » Respectful Workplace Training— Reboot: Equity, diversity and inclusion are a key element of *Envisioning 2030* and are the cornerstone to creating a respectful working environment at CapU. As such, the HR department has reviewed and updated our Respectful Workplace Training to ensure we are on the path to creating a diverse and inclusive culture. The training has now been split into two sessions: Respectful Workplace Training 1 and Respectful Workplace Training 2.
- » Respectful Workplace Training 1 is the required training covering WorkSafeBC legislation. This online-on-demand training helps employees recognize and prevent discriminating, bullying and harassing behaviours and understand CapU's policy and procedure for responding and reporting. Respectful Workplace Training 1 is a pre-requisite to Respectful Workplace Training 2.

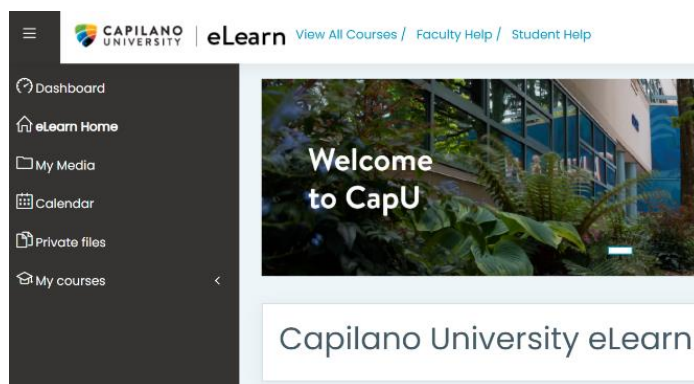
- » Respectful Workplace Training 2 brings together employees to start the conversation about what diversity, inclusivity and equity look like at CapU and how we all contribute to it. To facilitate the updated training, HR will be rolling out Respectful Workplace Training 2 sessions throughout the fall with all employees encouraged to complete the online Respectful Workplace Training 1 session and attend a Respectful Workplace Training 2 virtual workshop.

## INFORMATION TECHNOLOGY SERVICES



» The COVID-19 pandemic has necessitated an increased reliance on digital alternatives to numerous activities and operations across the University. The technology budget and associated projects were re-prioritized based on widespread discussions as to what is needed, from a technology lens, to support longer-term adaptation. Five key technology themes emerged from these discussions, and the report [\*Digital Delivery—IT Services Work Plan July to September 2020\*](#) outlines this work in detail. Some notable achievements include:

- » **Advancing eLearn:** our learning management system, based on Moodle and branded as eLearn, is being used by students, faculty and administrative employees. In collaboration with the CTE and marketing & digital experience, the interface was refreshed to enhance intuitiveness and ease-of-use. IT staff applied a number of patches, hotfixes, security fixes and upgrades to improve the responsiveness and robustness of this critical platform. A number of plug-ins were added for additional features and functionality.



- » **Expansion of video-conferencing tools:** Additional investment was made to implement Zoom for all CapU employees, including faculty, to support the 2020/21 academic year. The University also offers Webex and MS Teams as platforms for centrally-supported video conferencing. Recognizing that it is not sustainable to support a wide-range of tools for the same purpose, due to platform fatigue, support needs and licensing costs, the Educational Technology Advisory Committee will be undertaking an evaluation of video-conferencing technologies and making a recommendation for platform standardization.
- » **Virtual computer labs:** off-campus student access to software running in on-campus computer labs was a pre-existing challenge; this gap in our infrastructure was highlighted in the current situation. Work was completed over the summer to implement AppsAnywhere, a platform enabling students to access existing software resources from any computer with an Internet connection.
- » **Operational upgrades and improvements:** alongside the new priorities and projects facing IT Services, the need to maintain a stable, reliable and secure technology environment is more important than ever. Work continues to advance our cybersecurity strategy and demonstrable improvement in our third-party security rating was noted in the period of March to June. A number of updates and patches were applied to our numerous software assets in order to patch bugs, introduce new functionality, address cybersecurity issues and maintain their useful life. Work continues on the maintenance of our physical technology assets (i.e., computers, laptops, classroom equipment) and a shift was made to provide laptops rather than desktops to employees, further enabling remote work.

## STUDENT HOUSING SERVICES

- » Hiring is underway for a housing DDA who is now on maternity leave and a posting for a manager of housing is in process.
- » A residence meal plan was secured with Chartwells.
- » “Move In Day” was organized and coordinated on residence grounds and complied with COVID-19 regulations.
- » A COVID-19 exposure control plan is in place for domestic and international students. Facilities have all been cleaned and debugged.
- » New TV monitors have been installed in the residence dining hall.
- » Residence advising training has been completed.
- » Student residence door access/ID cards and photos have been completed.
- » Starrez software implementation has been completed. This is used for incident reports, programming proposals, searching students, submitting maintenance requests, etc.
- » A Books on Beds program has been completed with the Bookstore.

## STRATEGIC PLANNING, ASSESSMENT AND INSTITUTIONAL EFFECTIVENESS

### INTEGRATED PLANNING

- » After careful consideration of multiple scenarios, and thanks to the consistent collaboration of everybody involved, a revised 2020/21–2022/23 Integrated Plan has been developed and released. This new version provides a candid discussion on our accomplishments, our challenges and our planned actions with the hope that everyone will better understand our collective decisions and actions. To forge ahead in 2020 and beyond towards *Envisioning 2030*, we will have to work closely together to address our immediate challenges and adopt a resumption planning and implementation approach for the next integrated planning cycle that is just about to start.

### ENVISIONING 2030

- » *Envisioning 2030* presentations to all the faculties and departments were delivered to introduce our new vision, purpose, values, framework and institutional goals and priorities. In order to assist in the process to align goals and priorities to the *Envisioning 2030* desired future, meetings and customized processes have been developed for multiple faculties and departments. Diverse activities are underway, including the release of an official [Envisioning 2030 landing page](#), to further the initial implementation stage of our new framework. It is important at this stage that our community starts embracing and practicing our new set of values as we gradually incorporate *Envisioning 2030* into upcoming integrated planning rounds. A series of external presentations will start in the fall to share *Envisioning 2030* with external stakeholders.

### STRATEGIC ENROLMENT MANAGEMENT (SEM)

- » The SEM committee met on August 20 with two primary goals. The first was to agree on near-term enrolment planning targets due to COVID-19 impacts; the second was to provide updates regarding the recommendations outlined in the AACRAO Consulting report. The near-term enrolment planning discussion provided an opportunity for



members of the academic leadership to agree on high level planning assumptions. This establishes the foundation for calculating key enrolment indicators such as recruitment rates, retention rates and student mix. Members of the SEM committee provided their respective updates on the progress made regarding the SEM recommendations by AACRAO. A few highlights included: a new waitlist monitoring dashboard set and process which led to an increase in domestic and international course registrations in the Summer term; a new CapU branding direction and identity campaign to address the lack of unique branding; an improved applications review process which yielded higher conversion rates for both applications to offers and applications to registrants; and a CapU Cares Student Fund which further increased financial aid available for students.

## CONTINUING STUDIES

- » Continuing Studies changed its name from Continuing Studies & Executive Education to Continuing Studies. The new name is more inclusive of the range of programs offered, from summer camps to executive training.
- » In partnership with IT, we launched a new e-commerce website in July 2020. The new website provides more information on our offerings and has greater search capabilities.
- » Launched 50+ brand new online courses in topics ranging from leadership to project management to website design. Courses are offered in one of three online course formats. Cohort-based courses are offered asynchronously and allow learners to collaborate with peers to learn new skills. Self-paced courses, offered in partnership with MindEdge, give learners the flexibility to start anytime, from anywhere. Online: Live! provides synchronous courses offered on a video-conference platform such as Zoom.
- » All of the new courses are offered as part of a stackable program framework that recognizes learner progress in increments. Learners can apply what they learned in a short program towards the completion of a larger one. In this way, learners can choose from over 20 new programs.
- » In partnership with Beranger Consulting Group in Paraguay, we are offering a Spanish language online non-credit course in government administration. The pilot course begins in November and we hope to enroll over 100 Latin American public servants. If successful, more courses will be offered in Spring 2021.

## CENTRE FOR INTERNATIONAL EXPERIENCE

- » COVID-19 has created a challenging situation for international education. Issues affecting international education are: immigration, refugees, Citizenship Canada (IRCC) rules around entering the country and completing requirements to apply for a Post Graduate Work Permit (PGWP); air access to the country with international airline services now at 5% of pre-COVID-19 levels; University capacity for online delivery and related residency requirements for graduation; and the desire and ability for international students to study and succeed online.
- » With respect to IRCC rules, currently only students that have an approved study visa from before March 18 and need to participate in courses in-person can enter the country to begin their studies. Many students are attempting to travel here, and many are succeeding, but equally, others have been denied border entry. All students entering the country must self-isolate and we have developed a self-isolation and quarantine plan which is posted on our website. Our quarantine plan was approved by the provincial government and we have been recommended to IRCC to be an approved DLI to accept international students.
- » Despite the challenges presented by COVID-19, we reached our application targets for Fall 2020 with 2,200 international applications to our programs. We provided letters of acceptance to over 600 new students and around

350 new international students have started their studies for the fall. Global surveys indicate that around 70% of international students will defer their studies until they are able to participate in person, so we have achieved a higher rate than what appears to be average rates for most countries. We are fortunate in the sense that we had extremely strong international admissions over the past two years (134% increase) and were targeting reduced new international student enrolment this year to balance out domestic and international enrolment. As a result, our returning international student numbers were very high and we have an overall 14% reduced international enrolment compared to last year, but this is a reasonably strong number compared to peer institutions.

- » In alignment with the draft Internationalization Plan, we have been seeking to change our international recruitment and marketing activities, and ironically, COVID-19 has provided the need and the window of opportunity to change many of our practices as had been articulated in the plan. Over this year, due to the fact that we can not travel internationally, we have shifted to online fairs that are being conducted regularly around the world, and we have conducted over 10 direct online recruitment sessions to incoming and prospective students, and made especially strong attempts to encourage new students to start their studies online. We are also in the process of establishing three global regional offices to conduct marketing and agent support locally. Additionally, we are embarking on a global branding strategy and campaign in collaboration with MDX with the goal of raising our global brand awareness and ensuring we have a stronger stream of international student applications and admissions to sustain enrolment as current international students complete their programs of study.
- » Due to employment limitations, isolation, the shift to online learning and the inability of international students to return home or bring family members here, we remain concerned about their well-being, especially as we enter into increased social restrictions in the winter months. We have a team dedicated to the well-being of international students and are conducting regular open sessions to check in on students, and we have a mentorship network to maintain social engagement activities throughout the term.
- » Despite global mobility challenges, we continue to participate in study abroad planning and activities. Tourism has just completed the first successful virtual field school that was operated online here in Canada with field correspondents in Vietnam. This adapted approach was implemented as we were forced to cancel the Cambodia/Vietnam field school originally scheduled for April this year. Over 20 students have also been interviewed and accepted for exchange studies in the Spring term. We are monitoring conditions to determine if these will proceed, however, this illustrates the on-going enthusiasm students have for participating in global endeavours.

## OFFICE OF INSTITUTIONAL RESEARCH

- » The team welcomed a new interim Director of Strategy, Analytics and Institutional Research in July. Since then, the team has made significant progress on a number of key portfolio projects, including re-designing internal surveys to improve relevance and response rates, improving existing data visualizations to better suit end-user needs and providing one-on-one CapU analytics training for users across the University to reduce potential barriers for data-informed decision making. The team is excited to continue to strengthen the University's analytical capabilities by collaborating with key units across the University and by adopting a new team vision to shift from a traditional institutional-research mindset to a strategic-analytics mindset.

## DIVISION OF STUDENT SUCCESS

- » Daniel Levangie has been appointed associate vice president, student success. Effective Monday, July 20, 2020, Daniel now oversees student affairs, athletics and recreation, accessibility services, student housing, counselling services, learning success and the career development centre. Daniel joined Capilano University in May of 2019 as

director of student affairs and services. Since then, he has made an exceptional contribution to CapU, distinguishing himself as a thoughtful leader across a wide variety of student success and support platforms. The recruitment process for the new head of student affairs and services has begun.

### **ACCESSIBILITY SERVICES**

- » Accessibility services, in collaboration with MDX and IT, now have an appointment booking button on their webpage (which also has a fresh new look) for students to book appointments directly with accessibility services advisors through Target X. Accessibility services is now using Target X to collect key metrics for planning and information purposes.

### **ATHLETICS & RECREATION**

- » Built Return to Sport Guidelines with respect to COVID-19 for varsity sports and training.
- » Conducted planning for re-opening the weight room and CapU Rec programs.
- » Hosted monthly virtual Strava movement challenges/virtual races for the campus community.
- » Joined the Recreation 2020 Movement virtual portal, giving students/employees access to hundreds of live/pre-recorded fitness classes from Universities across North America for free.
- » Worked with internal and external stakeholders to develop the Move More North Shore program. Planning to launch a virtual model for January 2021.
- » Successfully applied for the North Shore Active Living Grant through Vancouver Coastal Health for the Move More North Shore program.
- » Developed and planned virtual fitness classes for the social portion of Orientation Week.
- » Worked with MDX to re-brand CapU Rec's logo, slogan and general brand image (launched in September).

### **CAREER DEVELOPMENT CENTRE (CDC)**

- » For the first time ever, the CDC continued its lunch and learn series in webinar formats over the summer. We offered 11 webinars in which 102 students participated.
- » Over the summer, we supported students in 129 virtual appointments.
- » The CDC also converted its classroom workshops to webinars to support faculty with the remote delivery of their courses. We supported faculty with eight classroom webinars and 147 students.
- » To engage with new and existing students, we participated in JumpStart, Smart Start, mature-student panel, virtual department fair and classroom events reaching a total of 265 students.
- » We have started a few new initiatives to engage students virtually, including a showcase of some of our alumni on Instagram live called "Career Insider Live." We held three sessions over the summer with 51 student participants. We are also working with a few alumni to produce videos in which they share their career tips that we can share on social media.

- » Our Organizational Spotlight openings are booked until March 2021. Organizational Spotlight provides employers with an opportunity to educate students about their brand on our webpage and social media for a period of two weeks.
- » Two students have filled the CapU sponsored United Way campaign associates role.
- » To build visibility early with new students, we created a newsletter targeted specifically to new incoming students. We also created a new video to introduce the CDC so new and existing students and employees understand how the CDC supports students.
- » The CDC collaborated with academic advisors by providing training and tools to help them with basic career conversations with students.
- » CapU GROW training, which is an intervention to help student employees better reflect and relate on their work experience with their academics, was offered to student employee supervisors.
- » Over the summer, we improved and found new ways to make *Career Hub* easier to navigate and to be more engaging with students on social media. We also planned for converting all of our services, programming and events for online delivery for Fall 2020.

## **COUNSELLING**

- » COVID-19 has created significant challenges for universities to connect with their student bodies. Counselling has been busily working on both our processes and content as we strive to maintain high level mental health services to our students. Over the past four months, we have successfully implemented appointment booking/note taking software. This system allows clients to schedule meeting times with counsellors online while also housing confidential notes and providing key analytic measures to help guide future growth. Video conferencing will soon be added to phone therapy to add to the students' range of options. Counsellors have worked on increasing their capacity to support clients who are physically distanced through professional development.

## **LEARNING SERVICES**

- » Like many other supports on campus, our learning specialist has shifted to virtual supports and found success working remotely with students. Upcoming initiatives include redevelopment of web presence in the new virtual setting and active collaboration with key partner units to ensure effective referral mechanisms.

## **STUDENT AFFAIRS**

- » Since June 2020, the Student Life Hub has had 120 students chat with them on the @capustudentlife Instagram page between 10–2 p.m. from Monday to Friday.
- » Peer leader core training took place from August 24–28 with 78 students from nine different volunteer/paid/honoraria programs on campus.

## **NEW STUDENT ORIENTATION**

- » New Student Orientation (NSO) had a new look and feel this year as we took the entire multi-day event online.
- » New international students attended both the international student webinar and the NSO on September 3, where students preregistered for one of the three virtual zoom sessions facilitating general orientation, including the welcome, campus tour and a session on what to expect followed by breakout sessions hosted by student orientation

leaders. On September 4, we hosted optional Smart Start sessions filled with webinars and online panels for the day followed by NETworked, a packed week of online social events for all students. On September 8, students participated in their specific academic unit/program orientations.

- » Check out the [welcome video](#) featuring President Paul Dangerfield.
- » And here is a short [video clip](#) of our Student Life Hub staff drumming up excitement for Fall 2020 orientation.
- » To kick it all off, approximately 800 welcome packages were distributed at our socially-distanced curbside pick-up event September 1–2, where the CapU spirit was in full swing. Packages contained CapU merchandise and other crowd-pleasing golden ticket items. The events were so successful, we may have caused a few traffic jams!



- » The main virtual orientation sessions had a total of 780 students, with 636 of them continuing on to the breakout sessions hosted and facilitated by our CapU student orientation leaders. Smart Start offered 23 virtual workshops with 320 students attending. There was also a lunchtime department fair, with 20 CapU departments hosting virtual rooms and an evening community fair brought things to a close.
- » Orientation this year has been a massive collaborative effort involving the student affairs team, the events and ceremonies team, university relations, CIE, marketing, facilities and various university departments. Students participating in orientation should feel connected, inspired, empowered and ready to start at CapU.

## REGISTRAR

- » Since the start of the COVID-19 pandemic, the Registrar's Office (RO) has been offering all of its services remotely. Our team is providing service via email, telephone and by video conferencing. Providing a high level of service to students and the University community remains our top priority. Remote service will continue throughout the Fall term and will be reassessed for the Spring 2021 term.
- » The Registrar's Office is currently engaged with Jorge Ocegüera from strategic planning to develop a vision for the department that aligns with *Envisioning 2030*. The outcome of this initiative will culminate in a tangible service experience that the RO provides to all of our applicants, students and University partners. All employees in the RO will also be able to see how their work feeds into and aligns with *Envisioning 2030*. Completion of this project is targeted for mid-fall.
- » At the September 8 meeting of Senate, the RO presented 475 students who had completed the requirements for their respective credentials. This was an increase in the number of graduates compared to September 2019, when 366



students graduated. Senate approved the list of students and they will now have the opportunity to take part in the University's next convocation ceremony. Congratulations to all!

- » In response to the COVID-19 pandemic, Fall 2020 term courses are being offered in an adapted delivery format. Approximately 80% of the courses are being offered in a remote (online) format. The remaining 20% of the courses are being offered as mixed mode (a mix of in person and online) and in person. The scheduling team worked closely with the campus planning and health & safety teams to ensure that all in-person courses adhered to the Ministry of Health mandated health and safety guidelines. Planning for the Fall 2020 final exams is currently underway and the majority of the final exams will be held remotely.
- » The Banner curriculum reconfiguration project is currently in the testing phase. Testing is being conducted to ensure that the new alpha-numeric program codes that will replace the existing program codes will work within our existing systems. The projected completion of the project will be February 2021.

#### **FINANCIAL AID & AWARDS**

- » The financial aid & awards department adjudicated over 1,400 applications as part of the CapU Cares Campaign in August. Nine hundred recipients were selected, which included 260 new students and 640 returning students.
- » On September 4, the financial aid advisors facilitated two student sessions as a part of Smart Start: Funding your education and how to apply for scholarships and awards. On September 10 and 18, two more workshops on how to apply for scholarships and awards were held for students.

#### **RECRUITMENT AND ADMISSIONS**

- » The recruitment team is busy gearing up for a first of its kind, fully virtual online recruitment season. In partnership with Marketing and Digital Experience (MDX), the recruitment department is equipped with videos and visual assets that will allow prospective students and their supporters an insider's look at studying at CapU.
- » We have seen strong growth and interest in our programs due to our new digital presence on [SchoolFinder.com](https://www.schoolfinder.com). CapU recruitment was already preparing for a stronger online footprint and COVID has provided us with a back drop to further our reach. That being said, recruitment understands the importance faculty play in our recruitment and we will be working with program areas to support new initiatives to bring the CapU classroom experience to key feeder high schools in the area.
- » A thorough review of year 1 of the centralized admissions model took place in August. With feedback from various constituents in the CapU community, we will be implementing an improved version of the model starting in October. Program areas can expect to be introduced to their exclusive admissions facilitator in September for launch in October. Additionally, Education Planner British Columbia (EPBC) is working with CapU to ensure seamless transition to XML transcript reception—a new and improved way to receive transcripts in a timely manner throughout the year. Efficient, accurate and timely are the three pillars we are working to achieve in the 2020/2021 academic year. Thank you to all of our University partners for your support during these times of exciting change!

#### **ACADEMIC ADVISING**

- » Our advisors have been busy during the summer working remotely. Advisors have handled over 4,400 inquiries through emails, phone appointments and virtual student appointments since late June.

- » The advisors facilitated three sessions as a part of Smart Start: Inside the Classroom, Balanced Course load/balanced life, and Smart Academic Planning. On September 15, a session partnering with CIE on student success and transition to the University will be held for newly admitted international students.
- » Another ongoing initiative that academic advising is working on is meeting with program areas to gain a better understanding of programs and courses. This will enable advisors to enhance their knowledge which will provide the opportunity for more in-depth advising sessions with students.

## UNIVERSITY RELATIONS

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

### UNIVERSITY RELATIONS

- » The new reality of bringing the community together during COVID-19 led to the first inaugural honorary degree recipients' virtual reception. To foster the recruitment and retention of students, the VP university relations created the CapU Cares Student Fund and launched the fundraising campaign at an event hosted by the President. A significant gift was made after the event, and in August more than \$413,000 in donations were secured from individuals, employees, CUAA and corporations to support the initiative.
- » In August 2020, the university relations portfolio, working with financial aid and awards, announced the CapU Cares Student Fund initiative to students. A total of 1,436 award applications were received, resulting in 260 new students (226 domestic and 40 international) and 640 returning students (434 domestic and 206 international) each receiving \$450 in support for their 2020–2021 studies. A marketing campaign was created around the initiative to share with the broader community how CapU is supporting students during the pandemic.
- » UR officially established the chancellor's office within UR to help onboard and coordinate the chancellor's schedule for pan-university and chancellor events and activities in conjunction with the President's office. Over the summer months each of the portfolios in UR pivoted to support changes to CapU's operations made necessary by the pandemic. At the same time, projects focusing on student recruitment and integrated planning priorities were continued, with scaled back budgets.
- » The Discovery Group, a philanthropy and governance consulting firm based in Vancouver, was contracted to conduct a feasibility study for a fundraising campaign focused on a new Centre for Early Childhood Care & Education.
- » The portfolio has also completed its COVID-19 work resumption plan, utilizing technology to assist in its compliance with the province's *COVID-19 Go-Forward Guidelines for B.C.'s Post-Secondary Sector*.

### COMMUNICATIONS

- » CapU communications' main focus continues to be the University's response to COVID-19. Among the many plans and information materials that have been prepared to support the remote and adapted delivery of instruction and services for a safe Fall 2020 term, the department has prepared a comprehensive COVID-19 communications and training plan, including the principles and priorities for communications during this phase of the pandemic.

- » The website continues to be the core repository of information and FAQs related to working and learning through COVID-19. Over the summer, the content that was initially prepared in the early days of the pandemic was redeveloped to reflect the shift from crisis to context, response to recovery. In July, the department launched the University's first all-employee COVID-19 Thoughtexchange to collect employees' perceptions and assess comfort levels with the idea of returning to work on-location. The activity generated 440 thoughts and illustrated the range of feelings from low-to-no concerns to very specific concerns—many of which were subsequently addressed (i.e., an equipment loan program for employees working at home) through new COVID-19 response initiatives and considerate planning for September.
- » In addition to COVID-19 communications, the department has developed the University's guidelines for publications review—a requirement of the review currently underway by the Northwest Commission on Colleges and Universities (NWCCU). As well, we announced in this period: Dennis Silvestrone, PhD, CapU's new dean, faculty of business and professional studies; government funding to support the Centre for Early Childhood Care & Education development; the student digital ambassadors program; and MITACS student research award recipients.

## MARKETING & DIGITAL EXPERIENCE

- » In collaboration with the recruitment team and academic advisors, MDX launched a short-term marketing push to support targeted program enrolment goals for the upcoming Fall 2020 term. From May 18–July 31, 2020, the campaign generated 9,998 online visits to program-related pages and 813 leads.



- » Recruiting and MDX are finalizing the upcoming recruitment campaign for 21/22. On August 19, we hosted a focus group with current and prospective students to better understand how students are experiencing our campaign. We've received positive feedback on our progress and we continue to review and refine the work. The campaign is scheduled to launch in October 2020 and will run through to the new year.

## DIGITAL HIGHLIGHTS

- » In partnership with IT, MDX continues to work on enhancing capilanou.ca design and user experience. One such initiative is the new “Best Bets” functionality—an internal promotions tool to help students find content on our website.
- » As we deepen our transition to “data-informed” decisions, MDX is in the process of finalizing its Google Data Studio report, which will enable the University to track key metrics across the student journey.

## DESIGN HIGHLIGHTS

- » Working in partnership with the president's office, MDX provided graphic design for the *Envisioning 2030* plan and associated landing page to reflect the plan's pillars of imagination and creativity.



- » In August 2020, the development alumni relations team participated in a four day consultant-led education and analysis session, with the goal of educating and positioning the team to move successfully into a new, unprecedented level of fundraising and constituent engagement.

## ALUMNI RELATIONS HIGHLIGHTS

- » CapU’s alumni contributed more than \$15,000 to the Student Emergency Bursary appeal—an indicator that more alumni are engaged and wanting to give back to the community. The [Capilano University Alumni Association \(CUAA\)](#) also wanted to show their support for students, especially during COVID-19, by making a contribution to the CapU Cares Student fund along with its affinity partner, TD Insurance Melonche Monnex.
- » CUAA’s President Brittany Barnes had the opportunity to congratulate this year’s graduates at the virtual Convocation ceremony which is not usually part of the ceremonial programming. It was received with great success.
- » The alumni department is preparing to host its next *Shaping the Future* lecture on September 17, 2020. “The Future of Work” webinar will be moderated by Chancellor Yuri Fulmer, OBC, which coincides with the CapU Alumni Association’s annual general meeting.
- » The Alumni Association’s “CapUConnects” series also continued through the summer, hosting separate online events: “Quarantinis” with Sons of Vancouver Distillery—a CapU alumni-owned business; “Coping with Anxiety in the Wake of a Global Pandemic” with Anxiety Canada; and a lunchtime yoga session in August.
- » Through a unique 12-month mentorship program, the Alumni Association is empowering the next generation of leaders. The program is designed to help CapU alumni to positively impact their communities and shape their future. Mentees are matched with leading industry experts across a variety of sectors, and receive one-on-one mentorship, networking opportunities and professional development training sessions. Applications are currently being accepted for both mentees and mentors, with the first cohort launching in October 2020.



## UNIVERSITY EVENTS

- » The installation of Chancellor Yuri Fulmer occurred on June 18 at 11 a.m. British Columbia’s Lieutenant Governor, the Honourable Janet Austin, joined the ceremony through Skype to congratulate and formally install the chancellor. Respectful of the need for physical distancing and the importance of limiting social contact at this stage of the pandemic, Yuri’s wife, Alesia Fulmer assisted in the robing of the chancellor in his formal regalia and medal of office. The ceremony was held at the BlueShore Centre for the Performing Arts, with podium guests in attendance and an online audience of 346 people.







» Convocation 2020 followed the chancellor's installation on the same day at 1 p.m. It was broadcasted from the BlueShore Centre for the Performing Arts. Students who registered to participate received celebration boxes in the mail the week previous and joined online for the ceremony. The Convocation website recorded 1,467 views and the corresponding Facebook live had 15k views, 229 reactions and 42 shares. Student speaker, Dini Stamatopulos, was in person to give a rousing speech to the Class of 2020. The ceremony followed with live virtual receptions with each department area, giving students and faculty an opportunity to reconnect one last time.

» Over the summer, the department has been working with student success on their virtual orientation and curbside welcome package pick up, as well as with recruitment on their first ever Explore Virtual Open House conference.