

# PRESIDENT'S REPORT TO THE BOARD

Reporting period from March 11 to May 13, 2021

## PRESIDENT'S OFFICE

CapU's executive team, return-to-campus leads and union leaders, along with colleagues from other B.C. post-secondary institutions, were invited to participate in a COVID-19 recovery [town hall event](#). Hosted by Thompson Rivers University, the guest speakers included Dr. Bonnie Henry, Dr. Réka Gustafson and Dr. Brian Emerson.

We anticipate that most of our employees will be engaged in some level of on-campus work by the fall. Our [Return-to-Campus Planning Team](#) and senior leaders are reviewing every aspect as we prepare. Fall term modes of course delivery will expand to more in-person, on-campus activity, with some courses continuing in adapted and remote formats. 75 per cent of our planned fall courses include a face-to-face component. We are projecting 65 per cent in-person and 10 per cent mixed-mode (face-to-face and online), with the remaining 25 per cent online.

CapU has a series of [safety plans, policies and guidelines](#). These will be updated to align with the COVID-19 Go-Forward Guidelines for B.C.'s Post-Secondary Sector, which will be provided by the Ministry of Advanced Education and Skills Training as early as end of June. In the interim, we have the [COVID-19 Return-to-Campus Primer](#) released by the B.C. Provincial Government to refer to. CapU will continue to follow current health guidelines and implement safety precautions recommended by public health and WorkSafeBC.

As we look ahead, those aged 18 and above can make appointments to be vaccinated. This is notable progress and CapU will do its part to encourage students and others in our campus community to [be vaccinated](#).

Though there are uncertainties ahead, we can be confident in our ability to work together for the benefit of our students and one another. We know how much many of our students want to be back to in-person learning.

## ACADEMIC & PROVOST

Significant collective energy and effort over the last two months has focused on planning forward for the next academic year. Considering the information to date and anticipated options for the Fall term, the directional plan is to maximize in-person academic programming. To complement the Return-to-Campus Planning team (Integrated Planning team + co-leads), an additional dialogue table has been established (Joint Academic Planning Group). The [COVID-19 Return-to-Campus Primer](#) affords a framework to support fall course planning (mode/s of courses). The Summer term will continue to be offered in a primarily remote adapted online mode.

Aligned with the academic plan of creating more individualized learner pathways, the [Prior Learning Assessment Policy](#) has been reviewed, and scoping has been undertaken for a range of operational elements associated with this activity. Additional activity is planned to further this approach to credit informal learning where possible and consistent with the revised policy. The President's Advisory Committee—Academic Freedom Policy Review is meeting regularly and making

positive contributions to further this policy revision work. To the credit of so many faculty and academic units, annual activities continue to progress (e.g., program development, program review).

May saw the annual Teaching and Learning Symposium focusing on Indigenization, land and place based pedagogies, and decolonizing practice. The range of sessions afforded abilities to learn, reflect and think through new approaches. As specific appreciation for all those involved in the planning and implementation and for faculty for creating this space for learning and ongoing development.

Additionally, I extend my congratulations to the recipients of the 2021 Teaching Excellence Award: Allen Stevens, Education Assistant Program; Danielle Wills, Mathematics and Statistics; Jane Ince, Communication; Justin Wilson, Psychology; and Sarah Yercich, Sociology and Criminology.

## FACULTY OF ARTS & SCIENCES

- » The School of STEM engineering lab has received two major equipment upgrades: an environmental monitoring station and drone-based LIDAR remote sensing equipment, which will be used to continue to develop our engineering students' learning.
- » The Institute of Interdisciplinary Studies was happy to celebrate the work of its graduating students at the annual Student Research Symposium on April 24. We congratulate interdisciplinary studies student Carson Polly for receiving the Mitacs Excellence in Student Research Award, along with recipients from other programs such as Mary Mae Oquendo, applied behaviour analysis; Marley Handel Lane, communications; and Dianne Natrall, early childhood care and education.
- » The first offering of a new interdisciplinary studies course INTS 110 Making Change: Regional Research and Action will be offered in fall 2021, and faculty and students will collaborate with the Átl'ka7tsem/Howe Sound Biosphere Region Initiative. The course takes a problem-based learning approach to introduce students to the key issues facing our region.
- » The art history department celebrated its 5th Annual Spring Lecture with guest speakers, Mike Dangeli and Mique'l Dangeli on March 18, 2021. In this live Zoom presentation, "Ceremonial Survivance During Covid: Virtual Potlatching & Socially Distanced Totem Pole Raising," these two artists welcomed us into their home and discussed their journey as Indigenous artists and scholars. They recounted, among other stories, the creation and recent raising of a pole dedicated to missing and murdered Indigenous people along the Highway of Tears. The event was well attended, with outreach to students, employees and the community. President Paul Dangerfield attended the event and delivered a welcome and land acknowledgment. This event was coordinated by Efrat El-Hanany and Megan Smetzer from the art history department and was generously supported by the Neil Brown Guest Speaker Endowment Fund.
- » School of Sociology instructor, Bob Muckle received a CARS Unified internal grant this past year for his project, "Documenting Artwork and Other Forms of Material Culture Related to COVID-19 in Public Spaces within Metro Vancouver." During the Spring term, he has been working with two student research assistants (Emily Bridge and Jazia Porter) on the project and there has been substantive media coverage.

## FACULTY OF BUSINESS & PROFESSIONAL STUDIES

- » The Capilano University Marketing Association (CAPUMA) students competed at the American Marketing Association (AMA) International Collegiate Conference under the faculty advisor Andrea Eby's guidance and support. There were

296 AMA US-based collegiate chapters represented. The only Canadian chapters were from BCIT and CapU. AMA collegiate chapters are required to submit a chapter plan, annual report and have an opportunity to participate in competitions—leading to the AMA International Collegiate Conference held annually.

- **Semi-finalist, PODS Case Competition:** Sierra Siciliano, Jacob Jordan, Kiana Wing, Josh Fairfield, Nicholas Korz, Thiago Romano Rocha, Isabella Mesquita, Jasluv Brar, Grace Hardman, Negar Issari, Raissa Xavier, Antonio Barthélemy
  - **5th place, Undergraduate Research Comp:** Terrence Alanis, Jasluv Brar
  - **7th place, SABRE Simulation:** Mary Dyck, Nick K., Cate Sproule, Kristine Yuen
  - **Perfect Pitch:** Honorable Mention – Amanda Phillips; Finalist – Dora Solic
  - **CAPUMA:** Outstanding Chapter Planning
  - **Marketplace Simulation:** Lola Milic, Le Van P. Kay Budworth, Linh Ha
  - **Sales Competition:** Mary Dyck
- » Faculty's Vice-chair, Laurie Prange, was a contributor to an article published in BC Business on micro credentials. <https://www.bcbusiness.ca/2021-Education-Guide-Micro-credentials-are-catching-on-at-BC-universities-and-colleges>
- » Faculty Jane Ince, Nancy Nowlan and Erin Robinson, supported their Spring 2021 classes' presentation at HUBBUB. The most creative and exciting projects from CityStudio collaborations were displayed and visitors voted for their favourite ideas. A judging panel selected the most impactful, relevant and promising projects, with prizes to celebrate the students' hard work.
- » The School of Business is pleased to announce that our application for international Accreditation Council for Business Schools and Programs (ACBSP) was approved. This approval was based on the comprehensive self-study report and external reviewers' site visit in March. The following programs have been fully ACBSP accredited for the next 10 years: Bachelor of Business Administration including the concentrations; Business Administration Diploma; and Accounting Assistant Diploma
- » The School of Business has established two new articulation agreements: Coast Mountain College located in Terrace, B.C. provides a pathway for students in their business diplomas and certificate program into the BBA; Tamwood College, a Vancouver-based private college, provides a pathway for students in their business diplomas and certificate programs into both the BBA and NABU programs at Capilano University.
- » The minors in business administration and communication studies were reviewed and approved by the Degree Quality Assessment Board. This program will be available to students for the coming academic year.
- » New course and programming development is underway in the School of Legal Studies for a Minor in Legal Studies, a new degree concentration and an additional elective focusing on data privacy and cybersecurity.

## FACULTY OF EDUCATION, HEALTH & HUMAN DEVELOPMENT

- » In March and April, students in the Rehabilitation Assistant diploma program successfully completed six weeks of clinical practicums in hospitals around B.C., gaining experience delivering rehabilitation services despite the challenges of the pandemic.

- » In March, the Sunshine Coast Health Care Auxiliary made a donation of \$500 each to 16 students in the Health Care Assistant (HCA) program at the Kálex-ay campus, recognizing the importance of their careers in the context of the COVID-19 pandemic.
- » Sixteen students recently graduated from the HCA program at the Kálex-ay campus in Sechelt, nine of whom were pre-employed by Vancouver Coastal Health (VCH) home care services. Their tuition was fully sponsored by this organization in return for a year's commitment to employment.
- » HCA programs in Sechelt and North Vancouver ran successful and safe practicums in three long-term care facilities. Faculty advocated successfully for student vaccines and kept students up-to-date with new and changing safety protocols by utilizing VCH infection control services and nurses as guest speakers and references.
- » Available in summer 2021, a new Margot's Memorial Bursary has been established for students enrolled in the HCA program.
- » Julia Black, ECCE program coordinator, and Mary Battle, Kiwassa Neighbourhood House, are the recipients of the 2021 Child Care Award of Excellence, Partnerships Award in the Community. The Child Care Awards of Excellence recognize the outstanding achievements of people, organizations and local governments who help families and communities thrive by providing or supporting the delivery of quality early years programs in B.C.
- » In April 2021, ECCE instructor Tahmina Shayan virtually presented a paper on teacher negotiating discourse at the "Lives of Teachers" roundtable at AERA (American Educational Research Association).
- » By participating in the Fall 2020 CityStudio project, in partnership with the Museum of North Vancouver (MONOVA), ECCE instructors Elaine d Beltran-Sellitti, Tahmina Shayan and students in the EDUC 178 course, *Caring and Learning in Early Childhood Settings*, engaged with processes of becoming aware of and contesting the colonization of place in the context of self, culture, history, materials and contemporary issues. As the topic for this inquiry project, students selected a public art piece that invoked social justice in the City of North Vancouver or in the student's home city in Canada or abroad. Students composed reflections and artistic responses in relation to their many visits to their public art piece of choice. The partnership between the CapU ECCE instructors and MONOVA engendered the design of a virtual exhibit for educators that opens on May 31.
- » Exhibition of ECCE student projects at MONOVA May 31–December 31: "Encounters with Public Art: Towards Critical Literacies of Self, Place and Education."  
Photo: Cathedral by Douglas Senft  
Source: <https://www.cnv.org/Parks-Recreation-and-Culture/Arts-and-Culture/Public-Art-in-the-City/Waterfront-Park>
- » The article, "[Federal budget 2021: 7 actions to ensure Canada's 'child-care plan' is about education](#)," was published in *The Conversation* on April 21, 2021. It was co-written by ECCE faculty Alex Berry, Sylvia Kind, Laurie Kocher and Kathleen Kummen, together with early childhood education research partners at Western University and York University, University of Toronto and Ryerson University.
- » On May 4, the Centre for Childhood Studies at CapU hosted a virtual town hall meeting with the North Shore Branch of Early Childhood Educators of BC to begin to envision the implications of the federal budget in early childhood



education. Organized by Sara Sutherland, CapU Children's Centre manager, Violet Jessen, Kathleen Kummen and ECCE faculty, the event was attended by over 130 participants, many of whom were CapU alumni.

- » English for Academic Purposes (EAP) coordinator, Maggie Reagh, was nominated as the co-chair of the English as an Additional Language (EAL) Articulation Committee at the BC Council on Admissions & Transfer (BCCAT), and will start her role this summer.
- » Capilano University has received \$75,000 in funding from the BC Ministry of Advanced Education and Skills Training to support initiatives and programs for students with disabilities. Starting in Fall 2021, the Access Work Experience department will draw on the funding to deliver the Discover Employability Program, a 1-year certificate that provides career exploration and employability training to students with developmental disabilities.

## FACULTY OF FINE & APPLIED ARTS

- » A Cinema Studies Minor was approved by the Fine and Applied Arts Dean's Advisory Council and will be heading to the next meeting of the Senate Curriculum Committee for approval with a targeted launch for January 2022. The minor is unique in that it will contain course offerings from three faculties.
- » **Global Co-production Film Project 2021: VIA University College and Capilano University:** Capilano University, North Vancouver, and VIA University College, Aarhus, Denmark, have had a very positive exchange partnership between our motion picture arts programs the past three years. The Global Co-production Film Project is a virtual initiative between [VIA University College's Film and Transmedia](#) and [CapU's School of Motion Picture Arts](#) inspired by the theme of global sustainability. Launched in February 2021 and currently in motion, this project involves creative teams composed of around 20 VIA and CapU film students, organized in four creative global teams and six faculty from across both sides of the Atlantic. The project has a potential to culminate in having some of the works selected to screen at the [Global Sustainability Short Film Alliance](#) in June 2021. Learn more: [capilanou.ca/globalinitiatives](https://capilanou.ca/globalinitiatives)
- » School of Motion Picture Arts instructor Dwayne Beaver has a new documentary, "Duty to Document", that looks into how governments avoid transparency and sideline citizens through 'oral government' and deleting public records. This documentary has been gaining traction in current times and premiered on April 27. View the premiere: <https://youtu.be/fcFp9HCnU7g>
- » Costuming for Stage and Screen Diploma instructor Anthea Mallinson and her alumni team (listed below) won the Excellence in Textiles Award on May 1 at the 2021 Canadian Alliance for Film and Television Costume Arts and Design (CAFTCAD) ceremony for their work on the TV series, "The Chilling Adventures of Sabrina." The alumni team included: Emily McIntyre, textile arts; Ahro Ko, textile arts and costuming; Layne Beck, costuming; and Katie Blecker, costuming.
- » First-year arts and entertainment management program students put on their program event, an online drag show called "Dragstravaganza," which was a live event on April 18. It was a friendly competition-style performance, featuring Vancouver's amazing local drag artists, displaying their improvisation skills, runway style and unique talents. All proceeds from the event were donated to their community partner, the Queer Arts Festival; they raised \$1500.



- » Jazz studies successfully completed a discretionary hire with instructor, Kofi Gbolonyo, who brings to CapU the West African musical elements and their integral relationship to jazz. Gbolonyo's contributions will significantly enhance the program's commitments to decolonize how jazz is taught.
- » The Music Diploma program is happy to announce plans for the return of their instrumental ensemble course this fall, after a four-year hiatus. This added ensemble will offer more options and is open to all university students, through an audition process.
- » The [IDEA program's blog](#) continues to present a mosaic of our students' and alumni's experiences. Highlights from the 70 stories posted include 50 student awards and scholarships in provincial, national and international design and illustration awards in 2020.
- » Two IDEA alumni illustrated books were published this year: Fiona Dunnett (IDEA Grad 2018) collaborated on 'Travesía' (Arsenal Pulp Press)—a bilingual coming-of-age story about a migrant girl's Mexico-U.S. cross-border journey; and Daniel Pahl (IDEA Grad 2019) collaborated on "A Thought is a Thought"—a children's book that simplifies the power of mindfulness into a rhyming book.
- » The IDEA program received a further boost this year by the addition of an excellent promotional video created in collaboration with the CapU marketing & digital experience department. These initiatives bore fruit as application numbers to the program almost doubled and we look forward to welcoming our first double cohort of students in fall 2021.
- » The IDEA School's commitment to advancing Truth and Reconciliation continues with its seventh annual collaboration with Indigenous artists on a project in the IDES 244 course, which encourages students to explore, research and communicate the Indigenous experience in Canada. This year the class collaborated for the second time with Indigenous visual artist Bracken Hanuse Corlett (@wuulhu) of the Wuikinuxv and Klahoose Nations.
- » The IDEA School supported three teams in the City of North Vancouver's CityStudio HUBBUB event this year. Second-year students partnered on projects with the North Vancouver Fire Department's safety education staff and a CNV campaign for invasive species awareness and education.

## FACULTY OF GLOBAL AND COMMUNITY STUDIES

- » PATA Student Chapter's latest "Where in the World" travel podcast featured Joanna Jagger, convener of the Bachelor of Tourism Management, for International Women's Day on the topic of gender equity in the industry.
- » Faculty Joanna Jagger was part of an industry panel discussing inclusion in the industry during the BC Tourism & Hospitality Conference from March 8-12.
- » Faculty Nazmi Kamal held an international panel of foodies during his TOUR 142 Gastronomy Tourism Class. Talented foodies included a wine representative from Croatia, a food tourism marketer from Sweden and a Michelin-star chef from Ireland who also presented at CapU Universe on the topic of 'Travelling to Save the World's Gastronomical Traditions'.
- » Faculty Stephanie Wells attended a tourism roundtable stakeholder session held by the North Vancouver Chamber of Commerce.

- » The School of Tourism Management and Fleming College in Ontario have signed a block transfer agreement, the first for the school in a very long time.
- » A Global Hospitality and Tourism Management Post-baccalaureate Diploma student, Vivian T., was nominated to receive the Our Future Leaders Scholarship Award by the BC Hospitality Foundation.
- » Faculty Bridget McClarty was interviewed for the *Thinking Off-Piste* podcast on her research around spiritual connections to nature. She also participated in a ChatLive event speaking on her research topic, “What does it mean to have a meaningful or spiritual connection to nature?” and was recently featured in the most recent 60 Seconds with a series called “Experience Awe.”
- » The School of Kinesiology completed necessary curriculum revisions to meet the Ministry AEST requirements for the BKIN degree that will launch this fall.
- » Faculty Heather MacLeod Williams received a CARS Unified funding grant to support a research assistant for Move More North Shore, and in partnership with the athletics & recreation department applied for an Active Living Grant from Vancouver Coastal Health Authority. The research assistant will help with the evaluation and preparation for project scale-up in the fall and if successful, the grant funds will go toward active health coach positions.



## KÁLAX-AY THE SUNSHINE COAST CAMPUS

- » **P2HL:** As a result of surplus funding, the shíshálh Nation has purchased additional sections to continue P2HL (Pathways To Higher Learning) through the Summer term. As a result, some students are close to graduating and looking at starting post-secondary here at CapU in the fall. Others will complete levels and continue in September.
- » We are thrilled to offer P2HL again this fall. The ABE courses include English, math, biology, computers and First Nations culture and history. In addition, the shíshálh Nation received funding to provide wrap-around supports for the program. Some of these supports include cultural activities, nutrition and field trips (if and when safe to do so).
- » **Fundamental English:** The students have begun their third novel of the year and feel optimistic about their progress in learning English. One is applying to the HCA program and working hard with her tutor and instructor to strengthen her language skills.
- » The Literacy Coalition is working to put a project together that will involve three communities (Pender Harbour, Sechelt and Gibsons) entitled, *Hidden Treasures*. It will be a display (graphic, textual, photographic, etc.) around the themes of resiliency and survival through a pandemic and the discovery of one's *hidden treasures*.
- » This year, the Community Development and Outreach department (CDO) changed community partners in the Welcoming Communities program and is training two new settlement and outreach workers in the intricacies of the Immigration, Refugees, Citizenship Canada (IRCC) and the British Columbia Settlement Integration Services (BCSIS).

- » **káíax-ay Campus:** On June 9, we are hosting a Knowledge Mobilization event on sustainable gardening, in partnership with SD#46 (Davis Bay Elementary Community Greenhouse). The hour-long talk will come from within the greenhouse and will feature three of the greenhouse volunteers.
- » The work of creating a video for the Sunshine Coast campus is now complete: <https://vimeo.com/542798457>. The video captures Capilano University's messages about pathways to learning, connecting potential learners to place, the traditional, ancestral and unceded land of the shishálh and Skwxwú7mesh people of whose territories the regional campus resides and serves.

## INDIGENOUS EDUCATION AND AFFAIRS

- » On April 1, in honour of spring, a ceremony was held for the wakening of our canoe, Skw'cháys, in the Cedar Courtyard near the Bosa Centre for Film and Animation. This was also an opportunity to honour the work of Doreen Manuel here at CapU, specifically in regards to her nurturing and coordinating of the IIDF program from 2006–2018. Over this 12-year period, Doreen had to use her ingenuity and courage to keep the IIDF program afloat. This included a Blanketing Ceremony for Doreen and a presentation of a gift from the current IDF students and faculty following the canoe ceremony. This was also an opportunity to begin to acknowledge the 20th anniversary celebrations for the IIDF/IDF program (1999–2000 thru 2019–2020). We were planning to begin our celebrations last year but due to COVID, this has been delayed.



- » On April 1, an Awakening Ceremony was held for CapU's legacy canoe named Skw'chays. Squamish Nation carver Ses siyam (Ray Natraoro) and members of the Squamish and Tsleil-Waututh Nations led the ceremony. [View the ceremony on YouTube.](#)

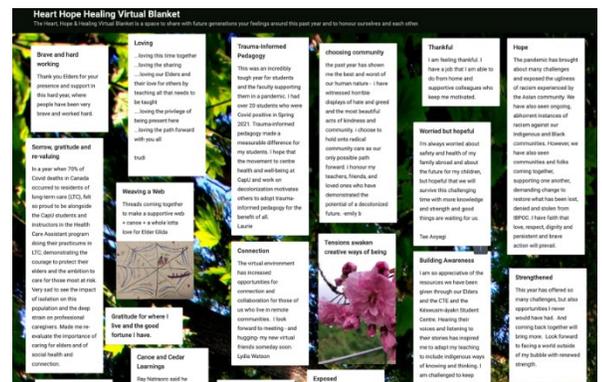
## ACADEMIC INITIATIVES AND PLANNING (AIP)

- » In early April, AIP and the Provost's Office received onboarding from the Degree Quality Assessment Board (DQAB) in preparation for our upcoming Quality Assurance Process Audit (QAPA) in 2021. QAPA is an external review process to ensure that B.C. public post-secondary institutions conduct rigorous ongoing program and institutional quality assessment. Launched in 2016, all public institutions participate in the QAPA once every eight years. This will be CapU's first audit.
- » Hubbub #4 took place on April 29, 2021 to great success. More than 125 people attended the end-of-term digital celebration focused on the Spring 2021 student projects generated in collaboration with our CityStudio North Vancouver partners. To learn more about this term's projects, explore the [collaborations section](#) of our CityStudio North Vancouver [website](#). Including the upcoming Summer term, CityStudio North Vancouver is on track to have involved nearly 600 students and community and faculty partners this past academic year. Congratulations to all involved in this initiative.

- » AIP has recently supported the Faculty of Business & Professional Studies in navigating the Ministry of Advanced Education & Skills Training's determination of new degree process. Thanks to the good leadership of Andrew Steed (business) and Lori Walker (communications) with the support of their respective schools, the University now has the authority to implement and offer Minors in Business Administration and Communication Studies effective Fall 2021.
- » The 2021/2022 Program Review cohort had their kick-off event during reading break back in February. The following six program areas will be participating in program review during the upcoming academic year: academic studies, Faculty of Arts & Sciences; communications, Faculty of Business & Professional Studies; education & employment access and English for academic purposes, Faculty of Education, Health & Human Development; and jazz and music, Faculty of Fine & Applied Arts.
- » AIP is pleased to welcome Maryam Babu as our new program review liaison. A recent arrival to the Lower Mainland, Maryam joins us from UAE, where she worked as a lecturer and researcher at the American University of Sharjah (AUS) by way of the Native Education College (NEC) in Vancouver where she taught business and math in 2020. Her past work experience includes teaching, research, academic advising and curriculum development and implementation. Maryam has a Master of Science in Accounting and a Bachelor of Science in Finance and Accounting with a Minor in Management.

## CENTRE FOR TEACHING EXCELLENCE

- » The 2021 Teaching and Learning Symposium: Land and decolonized place-based learning was a success with 214 participants attending throughout the week. Highlights include: Glen Coulthard's keynote on Land as Practice: Indigenous Place-based Education; Kory Wilson's Plenary on Reconciliation: Your Role; Ses siyam's (Ray Natraoro) session on Cedar Tree—The Mother of the Coast Salish People; and the hands-on workshop "Create your own Healing Medicine Pouches" with Shona Sparrow.
- » Participants were asked to contribute to a Heart, Hope and Healing Virtual Blanket to reflect and acknowledge the past year.



- » The 2021 Teaching Excellence Award Recipients are: **Allen Stevens**, education assistant program; **Danielle Wills**, mathematics and statistics; **Jane Ince**, communication; **Justin Wilson**, psychology; and **Sarah Yercich**, sociology and criminology.
- » This year's inaugural Award for Excellence in Open Education goes to Doug Alards-Tomalini (psychology) in recognition for his work as an Open Education faculty associate, championing Open Education and supporting affordable and easily accessible learning resources and textbooks for students.
- » Educational developer Mary Giovannetti and Amir Amiraslani (mathematics and statistics) recently presented a workshop on *Inspiring Problem-Based Learning (PBL) in Your Course* for teachers in School District #44 at their professional development day.



- » The Centre for Teaching Excellence implemented a new workshop registration system to digitize our workload and increase efficiency. We are currently piloting a live chat and ticketing system to improve our educational technology support for employees and students. The expected full rollout for the live chat service is fall 2021.
- » Demand for educational technology support is high with over 135 individual consultations in March and April. The Educational Technology team is collaborating with the Library and IT services on the integration of the Talis Aspire platform to provide our students resource lists within their [online course platform](#), providing all of their course materials within one platform.
- » The Centre is working with several departments and schools on fall 2021 teaching plans with increased support and added resources for blended and online learning.

## CREATIVE ACTIVITY, RESEARCH & SCHOLARSHIP

- » Mitacs, a national nonprofit research funding organization that supports collaboration between Canadian academia, corporations and government, is proud to present its student research awards: Congratulations to the recipients of the 2021 *Mitacs Excellence in Student Research Award* at the April 2021 Student Research Symposium.



- » This year's Student Research Symposium featured the work of 80 students across diverse degrees and disciplines in the Faculty of Arts & Sciences, Faculty of Education, Health & Human Development, Faculty of Business & Professional Studies and Faculty of Fine & Applied Arts. Each year, the Student Research Symposium serves as a platform for students to share their capstone projects with peers, faculty, family, friends and the wider community.
- » Congratulations to Faculty of Business and Professional Studies instructor Michael Markwick and team, who have been awarded a [Mitacs Accelerate Grant](#) for a partnership between CapU and [Clear Seas Centre for Responsible Marine Shipping](#). Markwick and student research assistants, in partnership with Clear Seas, will explore the risks of coastal shipping and undertake research on concerns that arise within Indigenous and non-Indigenous coastal communities across Canada.

## FINANCE AND ADMINISTRATION

With the rollout of the vaccines and the strengthened province-wide restrictions announced on April 19, we remain optimistic that we will be reuniting on campus at the end of the summer. Based on key action items collected from all units within the University, timelines will be established and progress will be monitored for the key action items and required

resources for transition to increase on-campus activities for fall 2021. IT services and facilities services & campus planning teams have undertaken the work to be done in preparation for the fall.

## FACILITIES SERVICES & CAMPUS PLANNING

- » The Emergency Operations Centre (EOC) would like to acknowledge and thank everyone for their good work and vigilance in successfully completing the Fall 2020 and Spring 2021 terms, with COVID-19 protocols in place. While we did see on-campus illness, what illness we experienced was cooperatively managed between the faculty and/or admin and the EOC, and did not result in outbreaks in the academic areas. At this time, we also commend the Children's Centre in their handling of their COVID-19 closure and maintaining the safety of their youth. Entering into Summer 2021, the EOC will continue to monitor and adapt University protocols to the changing public health landscape in preparation for fall's welcome.
- » As part of security's ongoing dedication to safety and security across our North Vancouver properties, a mobile patrol has been set up through a subcontractor of our security provider, Paladin Security. A similar initiative is being organized for the Sunshine Coast campus, along with a security configuration upgrade on that property. Our peripheral campuses are a vital part of the University and making these spaces safe benefits our community and the University's reputation as a progressive workplace.
- » The Facilities Planning and Projects team is consolidating initiatives from the campus community in conjunction with the 2018 Campus Master Plan. Through these efforts, our team will outline the short to long-term direction for our community's physical and built environment. It will ensure the best and highest use of our campus to meet our *Envisioning 2030* goals: to find unique synergy between a renewed institution inspired by imagination and the unprecedented engagement with the communities we serve. The facilities project management office has started the analysis and prioritization of all proposed initiatives related to buildings development and improvement. More than six hundred identified opportunities will pass through a structured and integrated approach to ensure that all our current needs are effectively addressed. The result will be an accurate understanding of the required resources and a strategy to achieve the facilities project-related work in alignment with our *Envisioning 2030* plan.
- » Campus Planning is collaborating with the Centre for Teaching Excellence to update general classrooms in the Cedar Building with new finishes and furniture. The classrooms will incorporate mobile furniture solutions to encourage active learning and decolonization, with the goal of enhancing the learning environment for students.

## HUMAN RESOURCES

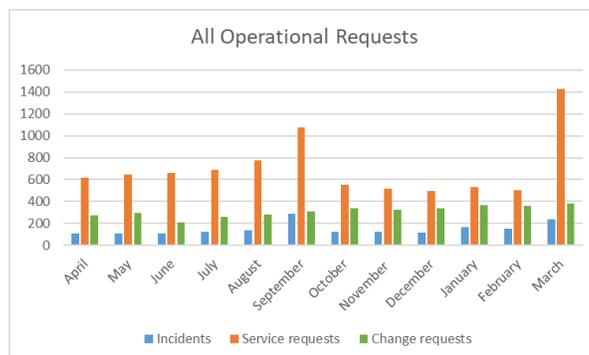
- » **Virtual New Employee Orientation—Spring 2021:** To welcome new colleagues to the CapU community, Human Resources (HR) hosted a virtual new employee orientation. This session brought together 30+ new faculty, staff, admin and exempt employees.
- » **Canada's Top 100 application submission:** HR has been diligently working to compile our 2021 Canada's Top 100 application. Drawing from campus-wide collaboration, the report was finalized and sent to the CT100 review board for adjudication.
- » **Equity, Diversity and Inclusion (EDI) consultant hire—Chanelle Tye:** The University completed the request for proposal process of hiring an EDI consultant to create CapU's first EDI education and awareness program for employees. HR, Student Success and the Faculty of Fine & Applied Arts are leading the project. The Faculty of Fine & Applied Arts will be the pilot group for the program this academic year, with the program being rolled out to the broader campus

community subsequently. The consultant leading this project is Chanelle Tye, a local expert in EDI education and training.

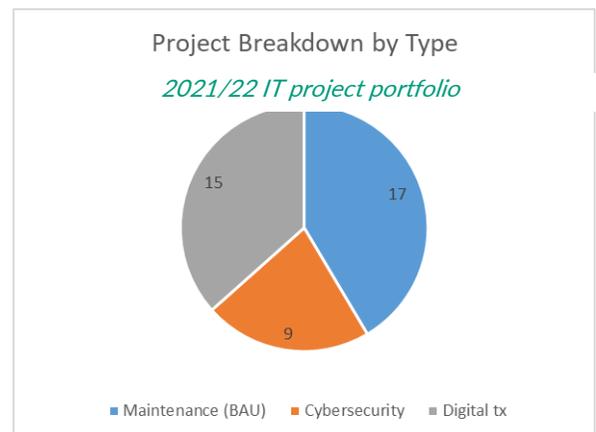
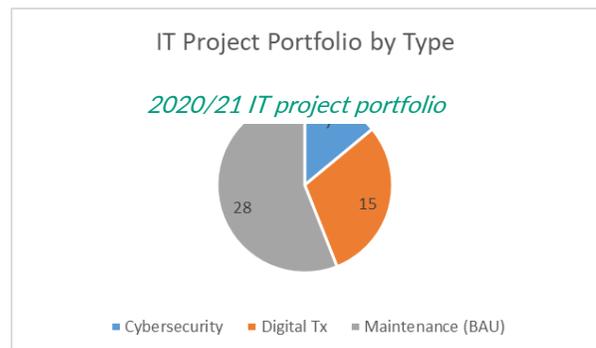
- » **Student Employment Working Group:** HR held the first meeting with the Student Employment Working Group on May 5, which included administrator partners from across the University. This group’s mandate is to provide feedback on CapU’s student employment program in an effort to streamline and simplify the process while ensuring equitable opportunities for students to participate in meaningful employment while they complete their studies.
- » **Visual impairment accessibility audit:** HR has retained the services of the Canadian National Institute for the Blind (CNIB) to complete an accessibility audit for the CapU Careers webpage. This audit will provide helpful insights as to how our careers page can be made more accessible to candidates with visual impairments.
- » **Employee training and development:** Since the previous board report, the HR team has ensured that employees continue to receive timely and informative training and development opportunities.
  - Respectful Workplace Training 2, March 16 & May 7
  - Faculty Process Training: Search Hire Process, March 17 & 18
  - Financial Health Workshop: Effective Tax Strategies, March 19
  - PeopleAdmin Recruitment Applicant Tracking System: Training for Search Hire Committees, March 24 & 25
  - Managing Basics Workshop, March 31
  - Faculty Process Training: Vacation, Professional Development and Leaves, April 8 & 9
  - Financial Health Workshop: Fraud Protection, April 16
  - Plan for Resilience Workshop, May 12

## INFORMATION TECHNOLOGY SERVICES

- » An IT Services year-in-review summary for the 2020/21 fiscal year was presented to the Technology Steering Committee in April. IT services continues to experience unprecedented levels of operational demand, particularly in the client services and student and academic systems portfolio. The two graphs on the right illustrate the demand for each category—September and March were particularly busy. Of note is that ticket levels have remained above 500 and change requests have remained above 250 for the majority of the year. This highlights the increased demand for services and a potential need for additional front-line resources.



- » The 2020–21 fiscal year saw many successes for IT project and portfolio management. This was a year of rebuilding IT project management practices. There continues to be significant demand for technology projects, with a project backlog count of 40 going into 2021–22, not including projects approved for 2021–22. Overall, 29 projects were completed and 17 remain in-flight, the majority of which are expected to be completed early in 2021–22. This represents a significant success for both IT services and the University, demonstrating the importance of adhering to technology governance and approval processes and following the proper project intake processes. In particular, it remains critical to refrain from adding projects with no funding at the last minute—this prevents fulsome planning and leads to low rates of project completion.
- » There are 58 projects in the IT services plan for 2021–22, 41 of which are new and 17 are carry-forwards. At current resourcing levels, there are approximately 27,000 project hours available and the estimated required hours for the 2021–22 project portfolio is 26,500. This leaves very little room for contingency. Further straining resources are three additional factors: 1) 17 projects carried forward into 2021–22; 2) several new projects for 2021–22 have been brought forward for consideration; and 3) operational demand continues to be extraordinarily high as we prepare for a return to campus, reducing available time for work on projects. The risk that IT services will be unable to complete the projects identified in the 2021–22 project plan is extremely high—it is a near certainty that it will not be possible. For reference, 29 projects were completed in 2020-21. In order to mitigate this risk, IT services leadership will further review project resource requirements to determine the level of resource gap that exists. There is likely to continue to be a significant deficit between available project hours and required and the Technology Steering Committee will be asked to consider further prioritizing the project portfolio or to consider adding additional resources.



## STRATEGIC PLANNING, ASSESSMENT AND INSTITUTIONAL EFFECTIVENESS

### INTEGRATED PLANNING

- » In collaboration with the Return-to-Campus Planning Team and other key stakeholders, the Integrated Plan Team supported the process to design, distribute and collect action planning templates for faculties and service units. These templates constitute a key element of the planning process currently in place for the return to on-campus activities in the fall of 2021. Additionally, the team has been actively participating in the coordination efforts among interdependent faculties and departments. This role is considered critical to achieve an effective transition to in-person activities in the near future.
- » The Integrated Plan Team has started the conversations in order to establish and communicate the timeline and related process for the development of the 2022/23–2024/25 *Integrated Plan*. We will continue to build a strong alignment between *Envisioning 2030*, the *2030 Academic Plan* and the *Integrated Plan* as we encourage

interdepartmental communication and collaboration. We will also promote streamlined processes that allow a good balance between short- and long-term priorities.

## ENVISIONING 2030

- » *Envisioning 2030* has been brought to multiple conversations to ensure that long-term thinking is considered beyond our efforts to address short-term challenges driven by the pandemic. The team is planning to resume *Envisioning 2030* alignment activities with multiple departments and faculties as soon as the return-to-campus planning is well underway. We will continue to cover diverse alignment fronts including EDI, health and well-being, Truth and Reconciliation, student services and HR among others.

## STRATEGIC ENROLMENT MANAGEMENT (SEM)

- » The SEM committee met on April 20, 2021 to review the progress thus far in closing the gaps addressed by the AACRAO Consulting report published last year. Significant progress was made in five key areas. The following summarizes the updates and will be included as part of the 2020–2021 IAPR (Institutional Accountability Plan and Report).
- » **Develop attractive academic programs:** Fall 2021 marks the first time that CapU has launched a new bachelor's program since 2014<sup>1</sup>. The new Bachelor of Kinesiology has generated significant interest from both existing and prospective students. In addition, six programs are under review with the Ministry of Advanced Education.
- » **Improve efficiency of application processes:** The Registrar's Office implemented a streamlined and coordinated process which decreased the processing time for applications, improving turnaround times from an average of 72 hours to within 24 hours. The Admissions team fully integrated its system with the Education Planner British Columbia (EPBC) XML system, allowing ad-hoc, instantaneous downloads of applicant high school transcripts. Furthermore, the team established reoccurring meetings with faculty divisional supervisors and deans to coordinate application reviews, including supplemental materials. The goal is to continuously improve this process so prospective students receive timely updates and admission decisions sooner.
- » **Include faculty, students and alumni in recruitment:** MDX and recruitment teams worked closely with academic program areas to create program-specific recruitment materials. This included program-specific support for 38 programs and the creation of 14 new feature videos. These feature videos included faculty, student and alumni testimonials on the uniqueness of a given program. It also included translating recruitment videos to 11<sup>2</sup> different languages to improve international recruitment efforts.
- » **Co-locate student services to enhance experience:** The Student Success Phase II project will be completed by the end of 2021. This will create a cohesive "one-stop-shop" space for student services such as cashier's office, academic advising, financial aid advising and general information. Not only will this provide a seamless experience for students, it will also allow staff across the various units to share knowledge and ideas on how to further improve the student experience.
- » **Establish data on registration and retention patterns:** In July of 2020, CapU welcomed a new director of strategy and analytics. The immediate priority for this new role was to create a robust set of operational analytics to improve data-informed decision making across the University. To date, eight full dashboard sets have been created to analyze trends across the student life cycle. Specifically, the analyses include: application transitions, course registrations, enrolment changes, grade distributions, graduation rates, official FTE trends and retention rates. Looking ahead, the focus will be on establishing a strong foundation for predictive analytics.

-----

- » <sup>1</sup> Bachelor of Design in Visual Communication was approved by the Ministry in February 2014, first intake was September 2014.
- » <sup>2</sup> Spoken Spanish, Portuguese (Brazilian), Vietnamese and 8 captioned: Chinese, Japanese, Korean, Hindi, Urdu, Farsi, Bengali and Punjabi

## CONTINUING STUDIES

- » **Summer open courses:** We are offering Continuing Studies' online courses over the summer to our adult learner population. This is a new offering, since we typically focus on international custom programs and camps during the summer months.
- » **Camps:** Preparations for summer camps are underway. Camps will take place on the main campus, but will be capped at 13 campers to align with public health guidelines. We are working with campus planning to ensure a fun and safe summer.
- » **Tourism Business Enhancement Program:** The Tourism Business Enhancement Program, funded by WorkBC and offered in partnership with the School of Tourism Management, wrapped up on April 23, 2021. The program aimed to help people working in the tourism industry rethink their business plan and pivot in light of the COVID-19 environment.
- » **FILMBA master class:** The Filmmakers in the Indigenous Leadership & Management Business Affairs program ([FILMBA](#)), offered in partnership with the digital accelerator, will begin on May 15. The program targets Indigenous filmmakers who have industry experience and need training to pierce through to the next level of production and distribution. Offered in a master-class format, 20 learners will meet with industry experts for weekend workshops between May and December.
- » **Paraguay partner:** Contracts have been signed with our Paraguay partner to offer Spanish-language online training to public administrators in Latin America. The pilot program in Fall 2020 was a success, registering over 120 learners and generating high learner ratings of instruction. The administration course will be repeated in Fall 2021, and a new course in leadership in times of crisis will be offered concurrently.
- » **Small business series:** We wrapped up our small business series, which are free, 90-minute interactive webinars that help local small business owners develop an online marketing strategy. The webinars showcase our offerings and raise awareness about our courses in the community. The program started with five learners in the fall and concluded with 100 registrants in May (from across Canada)—that's a 2000% increase in uptake!
- » **Fall 2021 programming:** In the wake of COVID-19, Continuing Studies mobilized quickly to develop over 60 new online courses. In the coming year, we have opted to refine these rapidly-produced courses rather than producing new offerings. Few new offerings are planned for the upcoming year. When the pandemic eases, we plan to bring back some face-to-face arts programming.

## CENTRE FOR INTERNATIONAL EXPERIENCE

- » While COVID-19 conditions have improved in some parts of the world, notably in Europe, conditions in key international education recruitment countries like India, Brazil, Turkey, Colombia, Russia, Iran, Japan and the

Philippines remain high. As of today (May 14) collectively, these countries made up 57 per cent of the world's new cases of COVID-19 in the last 24 hours. This indicates the considerable challenges we are facing in recruiting international students at this point in time. Some aspects affecting recruitment conditions include financial propensity for families and individuals to invest in international education, reduced business operations of agencies and related challenges in marketing, recruiting and serving clients, visa processing conditions in countries, flight availability and cost.

- » Despite the challenges noted above, international students remain determined to begin their education at CapU. This summer 162 new international students registered representing a 172 per cent increase over last summer, but only 32 per cent of the intake of Summer 2019. We are tracking for similar application and acceptance offers for the Fall 2021 term to last year.
- » In an effort to address the very slow visa processing times in many countries around the world, IRCC made the exceptional move two weeks ago to promise that if international students submit their application by May 15, they would get an answer by August 6 in time for beginning studies in the Fall term. This was a welcomed announcement given the uncertainty for so many students, however, it also has created strong demand and pressure on departments to complete acceptances in time.
- » Recognizing the uncertainties for international student applications and arrivals, when the resumption planning began, we proactively sought to establish online options for students to international cohort programs and other programs that have high international registration. This proactive initiative will enable us to begin a high number of new international students in the fall that will not be able to join us in Canada due to study permit delays and flight availability (notably the current restriction on flights from India and Pakistan) for the resumption of in-person instruction for many programs in the fall.
- » Despite challenges, we have been proactively building our presence in key current and emerging markets to boost awareness of CapU programming. Working with MDX and Ollometrics, we launched a targeted social campaign in Brazil, Mexico, Colombia, Vietnam, India and Bangladesh. This unprecedented campaign brought extraordinary results with 424,000 views of the translated 'Rise to the Challenge' video (for selected markets), resulting in over 110,000 new website visitors and over 3,500 conversions of individuals that either requested appointments with admissions advisors or clicked on apply now through EduPlanner BC. This represented an 800 per cent increase in conversions for these target countries.
- » Over the past month, we have continued our work in bringing on new agents and supporting existing ones. We have established an online agent training program through a specialized training service 'pandaportal' and we have also held training sessions with over 350 individuals in agencies. Over the next two weeks, we have agency training sessions in Turkey, Nigeria and Russia.
- » Following the presentation of CapU's first *Internationalization Plan* to the Board last month, we are in the process of designing key initiatives to fulfill the plan, including the formation of a Centre for Global Engagement and initiatives to increase global engagement throughout the University. Last month, we delivered a session on the importance of global leadership at President Paul Dangerfield's Leadership and Innovation series of which over 160 CapU community members participated.

## OFFICE OF INSTITUTIONAL RESEARCH

- » The primary focus in the past few months has been leading SEM initiatives and compiling the information required to draft the Institutional Accountability Plan and Report. However, a few key updates to note include:
  - **FTE:** Based on final enrolment data from May, CapU enrolled 3,814 domestic FTEs and 2,153 international FTEs for a total of 5,967 FTEs for the fiscal year 2020–2021. This marks the first time in eight years that CapU has grown in domestic FTEs.
  - **Labour market research:** Phase 1 of the labour market research is in draft form. This initial phase dives into the labour market trends within CapU's catchment area to better understand the employment landscape for CapU graduates in the next five to 10 years. This will serve as a critical input to SEM. The next phase is to conduct a gap analysis of CapU programming as compared to other key B.C. PSIs to identify opportunities for growth.
  - **B.C. Cities Enrolment and B.C. Stats Population Statistics:** Phase 1 of data visualization is complete. These dashboards serve as the foundation for understanding the geographic distribution of our B.C. students and whether those trends align with population statistics. This will also serve as a critical input to SEM. The next phase is to analyze the 10-year population forecasts for key cities and formulate a strategy to address the potential impact to our domestic enrolment.

## DIVISION OF STUDENT SUCCESS

- » **Student fee:** Last year, ministry approval was granted to implement a student fee. The new fee was postponed to lessen the financial impact of the pandemic. The fee will be introduced in September 2021 to support new initiatives in three areas:
  1. Student Transitions (orientation, new student engagement)
  2. Student Development (leadership programming, employment opportunities)
  3. Well-being (expanded support services, mental health and well-being programming)
- » **Gender Diversity Audit:** More than 75 per cent of initiatives outlined in the GDA have been launched. The steering committee (comprised of unit leaders, student reps and SMEs) is launching a communications plan to promulgate both the initiatives and progress and a training and education plan to bring awareness and build out institutional capacity to support our gender-diverse community.
- » **Student-facing web upgrades:** MDX and student service areas are jointly launching an initiative to redevelop student-facing content on the website. Working with an external agency (Yellow Pencil), we will research, assess and redevelop content to improve user engagement and access to information.

## STUDENT HOUSING SERVICES

- » **Summer 2021 and spring move-out:** As a result of the one-week resumption extension in January 2021, we extended our housing agreement for all students by an additional week, at no additional cost. End of term move-out was May 1, 2021; 95 students moved, leaving about 51 students in housing. Similar to last summer, the housing agreement was modified to monthly charges rather than a full-term charge giving greater flexibility to students.

- » Our dining hall continues to operate with takeout service at reduced hours of operation. We opened two apartments in Grouse and Cypress halls that have a kitchenette to serve as communal kitchen spaces for students in housing over the summer months.
- » We moved all students into Grouse and Cypress halls, while Seymour Hall has been closed entirely to increase the efficiency of cleaning and to create a space that can be used for isolation needs, if required.
- » **Summer programming:** We plan to run one engagement or educational program for students in housing each month over the summer. We hired three residence advisors to run these intentional programs and multiple impromptu events and activities. We are currently working with the Centre for Sport & Wellness to run summer programs for students in housing, as well.
- » **Fall 2021 applications for academic year 2021–2022:** In total 320 applications have been received for the Fall/Spring 2021–22 term, an 11 per cent decrease from 2020. Housing offers for 2021–22 year will be sent in late June or early July, giving us more time to make informed occupancy and room allocation decisions for the fall.
- » **Fall 2021 planning for academic year 2021–2022:** Based on the directive of the province, we are expected to plan for full occupancy, leaving one to three per cent of our rooms for isolation, when needed. Housing is preparing to operate at 98 per cent occupancy for the 2021–22 academic year. Students will all be placed in both single and double rooms.
- » Student housing services continues to work with CIE, CSU, Student affairs, Accessibility Services, programs and faculty to assist students in making informed housing decisions. We continue to work with CIE to support international students who have applied to housing and wish to arrive in late summer, before classes resume and have arrangements to complete the required isolation with designated hotels listed on the CIE page.

## ATHLETICS & RECREATION

### » Campus recreation and well-being projects:

- Secured ParticipACTION grant: funding will be used to offer outdoor yoga sessions throughout the summer for students in residence and the campus community.
- Assisted in organizing the CapU Sun Run 2021.
- Facilitated second workshop on April 9 on 'Maintaining Motivation' run by faculty member, Donna Perry (kinesiology).
- Developing a student research assistant position with kinesiology faculty member, Heather Macleod Williams, as a way to gain support with evaluation data analysis and future grant applications.
- Successfully launched the Student Recharge event. There were 20 students who attended and it was wonderful to see the students socializing, de-stressing and connecting with other students.
- Secured health funding grant for Move More North Shore for 2021/22.
- Co-hosted virtual POW-WOW 101 Bootcamp with Louise Allison from HR and student affairs. Budgets from these departments helped bring in two Indigenous dancers who have been hosting virtual Pow Wow 101 Bootcamp sessions over the course of the pandemic. We organized a 1-hour workshop for about 15 members of the student engagement team.
- Working on promotions with Student Life Hub for well-being oriented social media challenge.
- Developing a year-end 'Satisfaction Survey' for CapU Rec.



» **Athletics:**

- Created CapU Blues Alumni podcast listing in Apple Podcasts which has seen good viewership numbers.
- PD: Employees attended the Sport Events Congress virtual conference. Also, of CANSIDA: Event Efficiencies virtual conference led by U of Calgary and U of Windsor on event hosting.
- Secured Rogers Sports & Media (formerly Rouge Media) sponsorship for 2021/22.
- Hiring two new head coaches for men's volleyball and men's basketball, plus a new athletic therapist who is now the head therapist for Field Hockey Canada.
- Presented the annual CapU Blues Awards virtually, including the PACWEST ACADEMIC EXCELLENCE awards to 15 CapU Blues athletes, the Scholastic Awards 3.5+ GPA to 44 athletes, plus top female and male academic athlete (2).
- Working with Foundations building greater donor participation for the J. Iacobellis Award.
- Developed hiring charts for new hires and rehires, creating staffing schedules for in-person fall delivery, programming, etc.
- Initiating work on technology project request form for Fusion Recreation Management Software.

» **CSW:**

- Working with Design Concepts and director of facilities for redesign of CSW for 2030.
- Field upgrades completed. New covered glass team benches, new European style goals.
- Installed new retaining walls, and foundations laid for spectator seating. Collaboration with the District of North Vancouver, AG Hanson contractors and CapU facilities.



**CAREER DEVELOPMENT CENTRE**

- » In March and April, our two career development advisors met with 175 students to provide various career development support.
- » We facilitated 10 career development-related classroom workshops with 207 students for faculty members in the School of Business, School of Outdoor Recreation Management, School of Motion Picture Arts and School of Global Stewardship.
- » In March, we hosted an orientation for our first virtual career fair, which was attended by 43 students. Career Fair2 was a collaboration with Douglas College that included 47 organizations and 184 CapU students who visited the employer's virtual booths and networked with representatives through video and text chats.
- » We welcomed labour market specialist, Christian Saint Cyr to provide insights into the Lower Mainland labour market with 49 students in attendance. In our survey, students had the following comments about the event:

- “Very good useful information. They were very professional and knowledgeable.”
  - “Good insight into a topic I never knew much about.”
- » We welcomed three new student career ambassadors to the CDC in April: Nghi Li (first-year MOPA), Clara Duwel (first-year Associate of Arts, Psychology) and Jasmeen Kaur (second-year Associate of Science, Biology). Our career ambassadors will be helping with virtual student outreach and engagement initiatives throughout the summer.

## COUNSELLING

- » Hiring of new counsellors is underway: including the expanding of services by hiring an Indigenous counsellor for the fall and one new full-time counsellor to replace retiring Sukhi Sohi.
- » Counselling services continued to successfully offer students remote appointments and students have adapted well to the change from in-person to phone appointments. For many students remote appointments give them easier access to services because they did not have to schedule when they were on campus attending classes.
- » The implementation of Target X has resulted in virtually all offered appointments being booked.

## STUDENT AFFAIRS

- » Student affairs worked with the Office of Institutional Research to bring the Canadian Campus Well-being Survey (CCWS) to CapU. The CCWS is a national survey that inquires about students’ health and well-being related behaviours. The survey launched March 15, and was open until March 31, 2021. Ten students who completed the survey were entered to win a \$20 digital gift-card for Amazon. 546 student finished the survey, resulting in an eight per cent finish response rate. The survey will help to guide and inform programming, initiatives and resources related to student mental health and well-being.
- » Student affairs provided two \$500 CapU Community Grants for student-led initiatives: Cap Cup which was a gaming tournament using Discord and Student Recharge which provided space for students to study, get support from the Library and Writing Centre and join fun activities.
- » The Peer Leader Appreciation took place on April 9 which included a magic show, awards and story sharing.
- » The Student Life Hub hosted the Short Film Festival which presented eight short films by current CapU students and alumni.
- » Student affairs received a \$25,000 grant from the Bell Let’s Talk Post-Secondary Kick-Off Fund to assist implementation of an early alert pilot program called YESS (Your Early Support System) for Fall 2021.
- » In partnership with the Centre for Teaching Excellence (CTE), Student affairs helped to launch and promote the Academic Integrity eLearn Module launched in Spring 2021. To date, over 240 students have completed the module and received their academic integrity badge. Collaboration with the CTE, the Writing Centre, Library, English Language Support and Learning Support Services regarding education and awareness to students of academic integrity resources.
- » Student affairs worked with recruitment to hold a virtual JumpStart and parent orientation on May 1, 2021. This event is for students who have been admitted for the Fall 2021 term intake, along with their parents or supporters. Participants connected with CapU employees and current students during live presentations and Q+A

sessions to learn about their next steps. 195 students and parents attended the main JumpStart session, with strong attendance throughout the day at the international students' session, faculty sessions, student panel and parent panel.

## REGISTRAR'S OFFICE

- » Summer 2021 domestic enrolments are looking very strong this year, with our highest course registration numbers since Summer 2013 for Canadian and permanent resident students.
- » CapU has started an initial engagement with the Banner system vendor, Ellucian, to determine the project scope for the implementation of DegreeWorks; a powerful degree audit software that will be utilized by students, advisors and graduation assessors. Additionally, a DegreeWorks Steering Committee has been established with representative from IT services, the Registrar's Office and the academic faculties. The official project kick-off is anticipated in September 2021.
- » The Banner 9 student self-service and student registration module upgrade project is currently underway. User testing for the project will begin in mid-June and the project completion date is scheduled for September 2021. The result will be an improved student registration experience from both user interface and improved functionality perspectives.
- » The admissions team has been on a communications blitz. Prospective students have been contacted by their admissions facilitators to support application completion and speedy conversion to offers. In addition, the program areas have focused on accelerating the time a student is approved for an offer. All in all, these initiatives have pushed a couple hundred students through the enrollment funnel to application completion, where we now convert them to registrations—JumpStart being our primary event for conversion. All eyes are on July 5, the opening of Fall 2021 registration!

## FINANCIAL AID & AWARDS

- » Financial aid & awards has disbursed a total of \$698,913 in Spring 2021 term scholarships, bursaries and awards to 444 students. 97 of these students received more than one award.
- » A total of \$1,945,580 was dispersed to students for both Fall 2020 and Spring 2021 terms.

## ACADEMIC ADVISING

- » Advisors have responded to 2,393 emails in March and April, which is a 274 per cent increase over the same time period in 2020.
- » Virtual Zoom drop-in, which was introduced in January is going well! We have seen an increase in student demand and faculty referral of students to this service, which is available to students Tuesday and Thursday afternoons from 1–3 p.m.
- » Academic advising has proactively reached out to students enrolled in degree programs to speak to an advisor prior to registration to support them with their registration and program progression questions before fall term registration in July.

## RECRUITMENT

- » The recruitment team has just finished up a record setting 2020/2021 recruitment cycle. The virtual recruitment meant 365 advising sessions this year versus 90 last year. In addition, we collected almost three times the number of

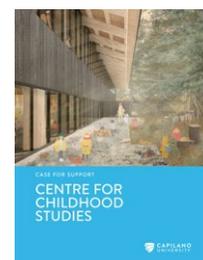
leads in the fall of 2020 (2,500) than we did the previous year (900). In March, recruitment spearheaded a virtual conversion session initiative with admissions and financial aid—successfully supporting over 100 students to complete their applications for assessment. We also worked in collaboration with student success to ensure JumpStart and parent orientation were successfully attended by parents and students with offers. Domestic, net new student numbers for Summer 2021 are their highest since 2014, and all indicators are pointing to a strong Fall 2021.

## UNIVERSITY RELATIONS

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

### UNIVERSITY RELATIONS

- » The planning phase of the \$5M fundraising campaign to build the University’s new Centre for Childhood Studies concluded with the creation of a CCS Campaign Committee, co-chaired by CapU’s newest honorary degree recipient Derek Lee and his wife Carlota. The Lee family has an extensive history of family philanthropy and the committee includes Catherine Dangerfield, AVP practice management, TD Wealth; and Gary Mathiesen, president, Quay Property Management alongside additional members to be confirmed in the next reporting period.
- » A suite of CapU branded campaign collateral has been generated and prospect strategies initiated. As the campaign moves into the “intensive” phase, strategic conversations with key donor prospects and partners begins. If you have questions regarding the campaign, please contact Kari Wharton, campaign director and manager, university relations.



### COMMUNICATIONS

- » In recent messaging to the CapU community, communications has worked to emphasize the new provincial COVID-19 health orders—including updated restrictions for post-secondary educational environments—in place through May 25, 2021.
- » A comprehensive, month-by-month communications plan was developed during this reporting period to support the Return-to-Campus planning project. Designed to align with the Province’s updated Go-Forward Guidelines for post-secondary institutions, the plan details month-by-month communications activities to ensure all members of the CapU community are informed of plans and engagement opportunities in the months ahead. These communications are intended to convey our ability to “lead with confidence; reunite with care” as we work towards a Fall term and significantly more on-campus teaching, learning and service delivery. Initial communications have been released and webpages are currently under development to ensure easy access to the information as it is released in the weeks and months ahead.
- » Media relations and major announcements for this period include the opening of applications for CapU’s first cohort in the new Business Affairs program for Indigenous film producers; CapU’s alumni awards of excellence recipients and the moment of silence held by the University on March 29, 2021 in sombre recognition of the victims of the violent tragedy that transpired two days earlier in Lynn Valley.

## GOVERNMENT RELATIONS & COMMUNITY ENGAGEMENT

- » The past few months have focused on working with the Assistant Deputy Minister on a variety of projects for the University and preparing materials for the Board of Governors. Federal and provincial budgets were a focus to ensure we had projects lined up prior to budget announcements and where there may be future funding opportunities. Continued work on meetings with elected officials and participating in Board of Trade, Chamber and town hall meetings to ensure CapU had a presence.

## MARKETING & DIGITAL EXPERIENCE

- » The *Rise to the Challenge* brand campaign (for Fall 2021/2022) wrapped up on March 31, 2021. This collaboration between recruitment, institutional research, faculty areas and academic initiatives and planning delivered a significant increase in domestic student applications. The goal of the campaign was to position CapU as a market leader in post-secondary education for students who want to create impact. Highlights of the campaign results include:

- **7.4 per cent year-over-year increase** in total number of domestic student applications
- **28.1 per cent year-over-year increase** in admitted domestic students
- **19.2 million impressions** generated
- **5 per cent year-over-year increase** of unique views of program pages

- » A welcome package was created and distributed to newly accepted CapU students (domestic) in advance of the Fall term. The package included a CapU cap, stickers, lanyards and key orientation documents.



- » *Capsule* Issue 3 launched on May 4, 2021 with stories published to provide fresh content twice a week through to the end of May. Check out *Capsule's* [website](#) for the incredible impact our community is creating: students building a new community after leaving home for university, a faculty member connecting with students by riding his bike and unexpected twists caused by the pandemic for students studying abroad. Other highlights include CapU's Teaching Excellence Awards and Indigenous Digital Accelerator.
- » In collaboration with AIP and IR, MDX is researching CapU's reputation from the perspective of parents. We will be receiving final results at the end of May.

## DEVELOPMENT & ALUMNI RELATIONS

- » Development & alumni relations exceeded its FY 2020–21 fundraising goal (\$911,000) by 20 per cent (+\$184,138). The year witnessed \$528,557 raised in support of scholarship, bursaries and awards, \$123,761 in sponsorships and \$169,259 via a number appeals and events held over the 2020–21 year. \$251,560 was also raised in support of the Indigenous Digital Accelerator (IDA). The largest endowment gift of \$514,000 was received, as we started the 2021–2022 fiscal year.

## DEVELOPMENT

- » Phase 1 of the “Theatre Refresh” campaign, whose goal is to raise funds to support renovations to the BlueShore Financial Centre for the Performing Arts, was initiated, inviting subscribers and past patrons to sponsor one of the theatre's new seats. Invitations to the campaign kick-off event “*Take A Seat: an evening of performance with Dawn Pemberton, Bria Skonberg, and Amanda Tosoff*” on May 18, 2021 were sent to 5,000 theatre patrons, donors, Performing Arts alumni and select community members.

- » Fundraising with the Blues women’s soccer team secured \$4,875 in gifts to the Adopt-A-Blue program.
- » New awards created during this reporting period include:
  - A major gift of \$514,000 was received to create two new endowed entrance awards. Annual interest on these awards will provide over \$9,000 per year to support student tuitions and fees. The first award supports students entering the Bachelor of Music program and the other supports students entering the Outdoor Recreation Management program. Both awards are in honour of a father and son who passed away.
  - \$6,000 over a three-year pledge: a bursary to support students enrolled in the School of Tourism Management.
  - \$6,000 over a three-year pledge: an award to support students enrolled in the School of Tourism Management who demonstrate community involvement.
- » Reflecting the University’s commitment to innovation and imagination: Development’s Scholarship, Bursary and Award (SBA) donor stewardship program, *Momentum*, moved to a digital format with the creation of [a video](#), focused on a long-term donor to the University and several grateful CapU Blues student athlete award recipients.
- » Renewed sponsorships in support of the Alumni Awards of Excellence included gifts from:
  - Neptune Terminals (Enduring Award Sponsor \$5,000)
  - North Shore News (Creative Award In-Kind Sponsor \$5,000 value in advertising)
  - DIALOG (Silver Sponsor \$1,000)

#### ALUMNI RELATIONS

- » On April 15, the Alumni Awards of Excellence received 200 registrations and had 140 livestream viewers. A recording of the broadcast and more information on the award recipients can be viewed on the [Alumni Awards of Excellence event page](#). *Capsule* highlighted the five award recipients in their Alumni Q&A feature and the event release gained media coverage via the Alumni Awards in the *Toronto Star*, *Vancouver is Awesome*, *Nation Talk* and the *North Shore News*.



#### UNIVERSITY EVENTS

- » With the pandemic response continuing to upend traditional convocation ceremonies, the university events team has pivoted once again to provide CapU’s spring graduates with a distinct university experience. This June, we will be offering our graduate drive-in “car-vocation” ceremonies! There will be 12 ceremonies over four days presented live from CapU’s main campus with some video elements.



- » The university events team is also completely new as of April 1, with a maternity leave coverage and a new employee starting as the university events assistant on May 10. We are excited, as always, for the enthusiasm and fresh ideas that new employees bring to their roles.
- » University events is working closely with the development & alumni relations department and the BlueShore Centre for the Performing Arts on their Take a Seat campaign kickoff event on May 18, 2021. This will be a live event that the audience will watch online on both the CapU YouTube channel and the BlueShore at CapU's Facebook page.
- » Long-serving employee and union steward Brenda Rovner (pictured left), who passed away in September 2020, will be remembered at a special service on June 24, 2021. A committee, led by the university events team, is coordinating the event to include the planting of a memorial tree in honour of Brenda, who served the University for more than 30 years. The ceremony will host a small group of witnesses and will be live streamed for everyone who would like to engage remotely with the service.

