



CAPILANO UNIVERSITY

BOARD OF GOVERNORS REPORT

AGENDA ITEM 5: President's Report	
PURPOSE:	<input type="checkbox"/> Approval <input checked="" type="checkbox"/> Information <input type="checkbox"/> Discussion
MEETING DATE: April 18, 2017	
PRESENTER: Paul Dangerfield	

President's Office

With the 2017-18 Operating Plan and Budget approved, the university shifted to the tasks we need to undertake to match resources to our two priorities: building capacity and increasing the number of students on campus. Over the next three months we can expect to see the standing up of the various task groups and teams to support activities such as student success, program development, enrolment management and leadership training to mention just a few.

Over the past month an effort was made to reach out and connect across our region with several of the key stakeholders including the senior staff in the District of West Vancouver, British Properties, the West Vancouver Chamber of Commerce and Mulgrave School. Another series of outreach meetings took place to connect with business, municipal and provincial leaders from the Sea to Sky corridor including MLA Jordon Sturdy and Squamish Mayor Patricia Heintzman. The plan is to continue to look for partners and opportunities for students and programs to collaborate on a variety of initiatives and to better integrate with the North Shore, West Vancouver, the Sunshine Coast and Sea to Sky Corridor.

The Annual Capilano University Athletics Banquet was held on April 5th. This was a wonderful event where we celebrated the achievements of our athletes and coaches and recognized both their sporting and academic successes. It was particularly motivating to learn that of the 102 varsity athletes, 26 of them maintained a GPA of 3.5 or higher!

And moving from sport to performing arts, by now most of community will have heard that seven alumni and two faculty members were nominated for the 2017 Juno Awards. On April 2nd, we were thrilled to see Jazz Studies instructor Brad Turner's band Metalwood win Jazz Album of the Year for a Group and alumna Bria Skonberg win Vocal Jazz Album of the Year. Another alumna, Evan Artzen, plays saxophone on her winning album.

As a final note, on March 24th, I launched a new series of events called "Let's Talk Leadership." For this first session, over 40 employees from across the university joined in a conversation on the subject of leading change. It was a great opportunity to get to know people from across the campus, share ideas and even help with current change initiatives. The session was also broadcast to employees, recorded and posted to Frontlines.

Academic & Provost

The academic side of the house has been busy as always, moving forward with a number of new and ongoing initiatives. We are in the closing stages in our search for a new University Librarian and hope to have an announcement before the end of the month. At Senate, we have received approval in principle for a new certificate program designed to support our First Nations students (University One for Aboriginal Learners) and a new diploma program (Applied Science: Engineering). Additionally, the Academic Review Committee for the Board of Governors has recommended approval for a new certificate (Applied Science: Engineering) and minor (Liberal Studies). Members of the Academic Leadership Council (ALC) have approved three field schools for the coming year (to China, London, and Hungary) and is in the final stages of creating a schedule for new credential development. Cap held another successful campus waste audit conducted with 103 students signed in from classes in Biology, Geography, Global Stewardship, International Business, NABU, Recreation, and Tourism—this successful event highlighted curriculum integration and student engagement / experiential learning. Cap students will present their research at the first Student Research Symposium that will be held on Saturday, April 22nd – all are invited. Finally, we are happy to announce that Bernadette Andrade has agreed to fill the position of Manager, Academic Initiatives and Planning, which will play a key role in program review, degree development, and accreditation. In other news:

Centre for International Experience:

- Participated in international recruitment missions to Colombia, Vietnam and Brazil as well as multiple visits to local private schools and recruitment agencies in the local arena.
- Celebrated Capilano University's first "festival of color" known by our students from India as Holi. This festival is a spring festival celebrated with food, music, Bhangra dancing and the throwing of dry paint. As part of the celebration of culture and diversity, our Holi event began with an Aboriginal welcome.

Continuing Studies & Executive Education:

- Working on promoting summer camps for local community members.
- Wrapping up departmental strategic planning sessions.
- Preparing custom programming for Islands Trust, Product Care, and the North Vancouver School District.

Faculty of Arts and Sciences:

- CapUWorks in conjunction with Raincoast Conservation Foundation and the North Shore Black Bear Society organized the 3rd annual Bear Day. This involved ten community organizations, two interpretive walks, presentations on bear safety and compost awareness, and children's activities (puppet show, storytelling, face painting, fish printing, other arts and crafts, and music).
- This spring, as part of our Squamish Nation Language & Culture Certificate we ran two First Nations language courses at the Squamish Educational Centre, taught by Squamish Elder Vanessa Campbell.
- To continue to meet the educational needs of our students and community, English 100 has been revised to include an e-portfolio element and an information literacy component.
- After many years of trying to make this happen, this semester we are for the first time offering ENGL 100 as a concurrent course at Elphinstone Secondary School in Gibsons.

Faculty of Business and Professional Studies:

- CSB's junior and senior teams both won the Western Canadian Business Competition in Kelowna (as they did in 2016). This year, six students won individual awards, and one student received an honorable mention.
- Cap U Marketing Association students placed 2nd in the American Marketing Association 39th International Collegiate Conference in New Orleans, led by instructor Andrea Eby who also won the Hugh G. Wales Award for Faculty Advisor of the Year. CapU's team was one of nine finalists that presented its case for attracting consumers ages 18 to 35 to eBay. The team came second after Texas State University and beat out other top US schools.
- Creating Connections, a School of Business event (sponsored by BlueShore, North Shore News and the HRMA) had 270 participants and featured a keynote address from David Katch, Founder of the Plastic Bank.
- A Cap communication student was selected to present her 30 second video pitch on "why it is important to laugh" at the Great Canadian Sales competition in Toronto on the CBC Dragon's Den. She ranked in the top 5.
- The School of Legal Studies just celebrated 20 years of online programming.

Faculty of Education, Health & Human Development:

- The University has finalized a funding agreement worth \$1.15 million over three years with Immigration, Refugees, and Citizenship Canada (IRCC). The funding will permit our Community Development Outreach Department to continue its literacy education and settlement work at three locations in Sechelt, Squamish, and Whistler.
- A team of researchers in the Early Childhood Care and Education (ECCE) Department and the Children's Centre have been awarded two prestigious grants from the Social Sciences and Humanities Research Council of Canada (SSHRC) in partnership with colleagues at Western University. The grants will support research over four years related to waste reduction and climate change in early childhood education.

Faculty of Fine & Applied Arts

- In February the Cap choir toured: Surrey, Kamloops & 100 Mile House, performing mostly for high school students.
- Cap 2D Animation grad Benson Shum (class of 2002) is a Disney animator and member of the Oscar-winning team on Zootopia. He has also animated for Moana, Big Hero 6 and Wreck-it Ralph.
- Cap scored big at the JUNOs with faculty and students garnering nominations and awards for Vocal Jazz Album of the Year, Instrumental Album of the Year, Jazz Album of the Year, and Contemporary Christian/Gospel Album of the Year.

Faculty of Global & Community Studies:

- Tourism and Hospitality Post Baccalaureate Diplomas are now open for enrolment and applications are rolling in.
- Students in the School of Tourism Management have formed the first Pacific Asia Travel Association (PATA) Student Chapter in North America. This will provide our students a direct network to over 20 student chapters in universities throughout the Asia Pacific and continues to generate student and faculty benefits from our high profile association with PATA and in the Asia Pacific region.
- The School of Tourism and the School of Business will be hosting the Business and Tourism Educators Articulation and Conference in the first week of May at CapU. The theme will be 'Learning in World Under Pressure'.

- Two faculty members of the School of Outdoor Recreation recently returned from project work for Parks Canada in the Arctic. They trained over 30 residents of Tuktoyaktuk and Aklavik to be aboriginal parks guides and interpreters. Seven faculty members have now traveled to the arctic over the last year to help train local residents in tourism, small business development, and parks interpretation skills.

Library:

- Librarians taught 85 information literacy classes this semester, reaching over 1,700 students. We also continued the ENGL100 pilot where librarians teach 3 times per class. This pilot has been a success and will be fully implemented next year.
- The Library is conducting a focus group for international students to understand more about their needs and expectations.

Finally, a recent announcement by the provincial government on the addition of sites to the BC Register of Historic Places includes one discovered and excavated by Capilano students under the direction of faculty member Bob Muckle. The site is an early 20th century Japanese settlement in the Seymour Valley (about 10 km north of the campus), which was initially used around 1920 as a logging camp but was then likely used as a secret residential camp until the internment of Japanese in 1942. More than 100 Capilano students were involved in the discovery and excavations at this site between 2003 and 2013. The work of students is also documented in a photo essay by Bob in the most recent issue of the journal BC Studies.

Finance & Administration

Over the past four weeks, the focus has turned to finalizing the financial picture for the current fiscal. The matching of revenues and expenditures to the fiscal year that received the benefit is important for accurate reporting.

In terms of the 2017/18 budget, the provincial government provided an “interim budget letter” that included the initial operating grant and full-time equivalent (FTE) enrolment target. Both assumptions are consistent with the planning assumptions used in the development of the budget. The final, more detailed budget letter will be received late summer, after the Ministry’s budget for 2017/18 has been finalized.

Contracts & Capital Planning:

- Parking Services revenues increased by approximately 25% year over year (to \$1.090 million in 2016/17 from \$0.870 million in 2015/16). The increase is attributed to the implementation of the License Plate Reader technology which allow for more robust and frequent patrolling of the parking lots, higher reliability and speed for processing payments, and implementation of Pay-by-Phone.
- Food Services commission revenues increased by approximately 14% year over year (to \$0.213 million in 2016/17 compared to \$0.187 million in 2015/16). Food services was recently updated adding new offerings which are contributing the sales increase.

Facilities:

- Annual Waste Audit – During the 8th annual waste audit, 103 students from 7 classes sorted 586 kilograms of waste, including recyclables, reusables and trash to determine the volumes to study the campus output of a day. Both television and newspaper press were on-site for the event.

- Earth Works hosted International Bear Day on April 1. This is the third time celebrating this annual family focused event strengthening ties to community and nature.
- Energy Conservation – several projects wrapped up including studies investigating system alternatives for LED pot lighting, lighting controls renewal and Heating & Ventilating renewal alternatives for the Birch and Sportsplex buildings.
- Campus Planning – An RFP was posted early April seeking interested parties to develop the campus master plan. Susan Doig, has been appointed the new Director, Campus Planning to provide oversight of this initiative and utilization of space on campus.
- Emergency Power Enhancement for Sechelt Campus – an emergency generator with sufficient capacity to carry the full load of power requirements for the campus has been installed. There are frequent utility failures at the Sechelt campus and the emergency generator ensures the campus will be able to be open during a power failure. The UPS at the campus has also been upgraded to better protect sensitive equipment.
- Building P Demolition – once the demolition permit was received, the actual demolition took about 4 days given the preparation completed inside the building. Demolition of the building removed decreased deferred maintenance by almost \$3.9 million.
- Building improvements – by March 31, several projects were completed to address building infrastructure including emergency power generators in Library and Cedar Buildings, power distribution for the Willow and Fir Buildings cooling system for temperature sensitive IT servers in Birch, Cedar and BOSA buildings and control systems for heating and ventilating systems in Arbutus, Cedar, BOSA and Sportsplex buildings.

Finance:

- The primary focus is preparing for year-end with approaching deadlines for 2016/17. As part of the Government Reporting Entity, the university must submit draft financial statements and draft notes to the financial statements by April 20. The auditors are on-site beginning April 20 to finalize their field work.

Information Technology:

- Website redesign – IT and Marketing and Communications launched the project to deliver a brand-new web site and content management tools for early 2018.
- Through the Senate Instructional Technology Advisory Committee (SITAC), IT and numerous faculty members hosted an Educational Technology forum on March 14. The event was very well attended and livestreamed through Facebook. The response has been overwhelmingly positive, and further such forums are planned semi-annually.

Human Resources:

- Due principally to the timing of the upcoming Provincial election, the Ministry of Finance has advised that they will not be able to review the proposed sectoral compensation plan until sometime after the May election. While we remain optimistic that this review (and approval) will take place before July 1, 2017, neither PSEA nor PSEC are able to confirm or commit to this.
- Given the delay, the provincial government has agreed to allow (on a limited basis and with a number of caveats) some administrators to be considered eligible for increases equivalent to those agreed in the most recent negotiations with our bargaining units. In most cases, this limits those who have been frozen at the top of the range to an increase of 1.95%.

Advancement

Advancement includes the departments of Communications & Marketing, Development & Alumni Relations, and Special Events & Ceremonies. Advancement's goals are to: enhance the University's reputation; develop positive relationships, and secure resources to support University priorities.

Highlights from March 2017

Brand Advertising Update:

The "Here" advertising campaign launched in January to reinforce the new branding throughout the community. Creative visuals and simple, strong messaging underscored for audiences experiential learning at Capilano University.

This three-month, high-impact, integrated campaign spanned Burnaby, North & West Vancouver, Vancouver, Squamish and the Sunshine Coast. Advertising media included digital & stationary billboards, transit platform/shelters (SeaBus, SkyTrain, Canada Line), Supertails (1/2 bus backs) and local print ads. The combined result created over 127 million impressions throughout Metro Vancouver and the Sunshine Coast.

The call to action led viewers to the campaign landing page, www.herecapilanou.com, which saw an exponential spike in engagement in March with over 10,000 visits from 7,800 unique visitors. This increase can be partially attributed to the click-through digital Facebook and Instagram sponsored ads that were launched in March to complement the out-of-home campaign underway since January.

Market Research:

As part of the new brand implementation process, the University is conducting market research to better understand the impact of our new brand among students (current and prospective), parents, alumni, faculty and staff. This includes:

- Identifying aspects of the refreshed brand which are most strongly linked with prospective students' decision to enroll;
- Measuring Capilano's performance on key brand promises and attributes (e.g. as a place for experiential learning); and
- Creating a baseline to measure against for the next few years.

The findings will help Cap understand where we currently stand in the market, refine communications and marketing strategies, and guide program and service development decisions.

Fundraising Highlights:

In March, \$46,479 in gifts were received, seven of which came from new donors to the University. A new bursary (\$6,000 / over 3 years) to assist BBA students was established. The donors, a BBA alum and his employer, have proposed to engage their company's clients in activities that will generate additional support for the University. A new \$88,000 endowment and \$27,000 program fund have been created as a result of funds received from a previously unallocated donor gift. The University established a new Cap U Student Bursary endowed fund, to help decrease the gap between student need and available support (see ATTACHMENT 1).

Recap, the Foundation newsletter, was released in March and witnessed an unprecedented 44% open rate (industry standard is 27%).

Operations Update:

The Advancement team welcomes Scott Blythe as director, alumni and development. Scott has over 15 years of experience in alumni and student engagement and fund development. He has served as the director of alumni relations and annual giving at BCIT; and, in that capacity, was responsible for building productive relationships with both BCIT Foundation and Alumni Association members. He comes to Cap from his role as Senior Partner at AdvanceU 1st – a consultancy providing community investment counsel, stakeholder relations, communications and fund development expertise to the health care, education and non-profit sectors.

Advancement is also pleased to announce that Brittany Barnes will join the team as alumni relations officer on April 10th. Brittany is a proud Cap alumna and former president of the Capilano University Students' Union. Brittany started at Cap in the Global Stewardship Associate Degree Program and received her Bachelor of Communications Studies in 2015. Since graduating, she has honed her stakeholder relations skills as Communications and Public Engagement Assistant for Jonathan Wilkinson, Member of Parliament for North Vancouver.

ATTACHMENT 1 – NEW CAP U Student Bursary



PLEASE SUPPORT STUDENT BURSARIES

Bursaries help students succeed in their University education. Capilano University offers students financial aid through a combination of university and donor funded bursaries. Today, the University meets approximately 30% of a student's demonstrated financial need. That means, if a student is eligible for \$4,000 in financial support, the University is only able to contribute \$1,200 to help that student make ends meet.

Your support is critical to helping us bridge the gap. Please invest in a promising future by donating to Capilano University's bursary program. With your help, more students will be able to complete their University education and go out into the world equipped to make a difference.

HOW TO GIVE

The most efficient way to make a gift and receive a charitable receipt is online at <http://www.capilanou.ca/giving/> and click Donate Now.

Or contact:

Development and Alumni Relations
Capilano University
2055 Purcell Way
North Vancouver, B.C. V7J 3H5
Tel: 604.984.4983
E-mail: fdn@capilanou.ca
Charitable Business Number: 11883 7756 RR0001

YOUR GIFT

- All gifts are eligible for a tax receipt.
- Donors who contribute over \$25,000 are recognized by the University as a Chancellor's Circle member. In honor of their contributions, members are invited to exclusive University events.

THANK YOU for partnering with Capilano University to help deserving students achieve their potential.