

# PRESIDENT'S REPORT TO THE BOARD

Reporting period from April 1 to June 1, 2022

## PRESIDENT'S OFFICE

It has been a busy spring. We were pleased to get back into the community again, participating in in-person activities throughout the region, including events with both North and West Vancouver Chambers of Commerce, Business Council of BC and Telus; and with our own CapU alumni events.

It was a pleasure to welcome 32 new employees who started working at CapU between March 1 and May 30.

On April 7, we celebrated this year's [Alumni Awards of Excellence](#) with five extraordinary recipients for each of our award categories that speak to CapU's brand essences: Luminous, Unified, Enduring, Confident and Creative. Hosted by Mo Amir, host of the podcast *This is VANCOLOUR*, we honoured: Legal Studies alum Karen Roussy with this year's Luminous Award; Business alum Dennis Thomas Whonoak with the Enduring Award; MOPA alum Gigi Saul Guerrero with the Confident Award; Business alum Andrew Kopecki with the Creative Award; and Maryam Antikchi with the Unified Award.

From May 24–27, the CapU community came together to celebrate Asian Heritage Month. Students and employees engaged in conversations about equity, inclusion and belonging at CapU; danced and celebrated while learning about the cultural experiences of Asian Canadians; and demonstrated unity in the face of anti-Asian racism. As this year's Asian Heritage Month draws to a close, we are reminded that our collective responsibility to listen and learn from the histories, contributions, achievements and lived experiences of Asian Canadians must continue beyond this month alone. As we endeavour to advance equity, diversity and inclusion at CapU, we look forward to more collaborations—like the ones demonstrated during this week—with students, alumni, scholars and employees.

Additionally, I posted my May 2022 edition of the [President's Letter](#), where I talk about how the issues of housing and homelessness are top of mind for so many—especially for young people—and how CapU is addressing the issue with the building of a new on-campus student housing project.

During the second week of June, we will be hosting live and in-person convocation ceremonies for first time in three years. We are happy to provide this rite of passage again, and extend our congratulations to all our graduates, including the ones who came back after graduating virtually due to the pandemic in 2020 and 2021. We are also excited to welcome more alumni to our ranks.

## ACADEMIC & PROVOST

### FACULTY OF ARTS & SCIENCES

- » CapUCreative Writing was awarded a grant from the Canada Council for the Arts in Public Outreach for the 2022–23 Open Text Visiting Writers Series. Next fall's authors will include playwright Christine Quintana, nonfiction author Dalton Higgins, poet Sally Ito and fiction writer Samantha Warwick. Creative Writing also launched the annual


literary journal, *The Liar* on May 5, 2022. This journal featured the work of 20 student authors, 13 student designers, and was produced by 22 student editors.


- » This April, the 12<sup>th</sup> season running of the Capilano Universe Lecture Series was successfully organized by Danielle Labossière, psychology coordinator. The series was made possible by faculty collaboration with community libraries of the North Shore and the Sunshine Coast. This years' talks included:
  - *Secrets of the Sages: Trance Formations in the Ancient World*, hosted by North Vancouver District Public Library  
Leonard George, PhD
  - *Encounters with Public Art: Self, Place, and Education*, hosted by North Vancouver District Public Library—Parkgate Branch Tahmina Shayan, MS, MEd, ECE & Elaine Beltran-Selliti, MEd, PhD candidate
  - *Slow Media—Decolonized Media*, hosted by Gibsons and District Public Library  
Gregory Coyes, BA, MFA
  - *Choro! Empowering Older Adults and Family Caregivers*, hosted by North Vancouver City Library  
Karen Yip, BA, LLB
  - *Wildlife Weekends in Southern British Columbia*, hosted by West Vancouver Memorial Public Library  
Roy Jantzen, MA, Dip. Outdoor Rec Mngmt, Wilderness Leadership. Cert.
  - *The Inner Lives of Dogs: Demystifying Canine Thought*, hosted by North Vancouver District Public Library—Capilano Branch Lesley Schimanski, PhD
  
- » Department of Psychology:
  - Psychology student Soroush Sharafzadeh successfully got to press their research completed during Interdisciplinary Studies Tutorial last summer, with the support and supervision of psychology faculty, Douglas Alards-Tomalin:
    - o Sharafzadeh, S. & Alards-Tomalin, D. (In Press). Perceived stress, belief in conspiracy theories and anti-vaccination attitudes in a Canadian Sample. *Canadian Journal of Undergraduate Research*
  - Douglas Alards-Tomalin will begin working on a co-authored textbook focusing on marginalized voices in the field of psychology (to be hosted in PressBooks), with the contributions of students in the framework of PSYC 303 (History of Psychology).

## FACULTY OF BUSINESS & PROFESSIONAL STUDIES

- » The student business Marketing Association (CAPUMA) Case Team was truly remarkable in the AMA Collegiate Case Competition in Chicago. Learn about the team's success in an article by the University: [CapU students earn top two finish in Case Competition at the American Marketing Association International Collegiate Conference](#)
  
- » The School of Business has started hosting employer panel discussions once a month to introduce students to different business concentrations and to assist when choosing a career path(s). The first employer panel, organized by Iana Dokuchaeva, WIL industry outreach liaison, focused on human resources and introduced the HR concentration. More than 50 students listened to the panelists speak about the changes in the HR industry, highlighting the importance of continuous education and networking with peers to remain current. Faculty member,

Robin Furby, did an amazing job moderating the panel of representatives from five varied employers, including: ICBC, FortisBC, Bench, NPower Canada and Independent HR Consultants.

- » **Capilano Cup eSports Tournament:** As part of a work-integrated learning course (BADM 322), the School of Business hosted the Capilano Cup eSports Tournament on April 16. Thirty-three teams, representing 165 individuals competed in the tournament ranging from local high schools to Canadian and American universities. The players competed for approximately \$3,600 in cash and prizes. The event was sponsored by Business + Higher Education Roundtable, Hyper X, Lynn Valley Lions Club, The Gaming Stadium, Red Bull, Bandits, and Octom Arcade. There were over 1,800 views of our live broadcast of the tournament which was streamed online via Twitch.
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- » Business faculty Andrea Eby published a handbook on how to integrate applied projects (focusing on work-integrated learning) into the classroom. Designed to address the questions of all participants, students, faculty and employer partners, this handbook provides research-supported best practices for creating meaningful experiences for students. Andrea presented this handbook at the CapU Teaching and Learning Symposium conference in May and available here: [Work-Integrated Learning \(WIL\) Applied Projects.pdf](#). This project was sponsored by the Business + Higher Education Roundtable.

- » On May 7, the School of Business held its final event, as part of the Business + Higher Education Roundtable sponsored Entrepreneurship series, at the CapU Lonsdale—a student entrepreneur pitch-off event. For this event, 13 CapU students from various programs presented their ideas, projects and ventures to a diverse panel of judges from various professional industries. Over 30 attendees were present for the Saturday event, including faculty and students from various program areas. Guest speaker, Gabriel Castanon, entrepreneur, 3D Design and 3D Printing, shared tips with the group followed by pitches. Organized by Cyri Jones, the judging panel included: Denis Silvestrone, dean of Business & Professional Studies; Susan Romeo-Gilbert, faculty, School of Business, CapU; John Schaub, chief product officer, Lynx Global Digital Finance Corporation; Erin Robinson, faculty & vice-chair administration, CapU; and Scott Sheng, CEO, Aikang Private Equity Group. Student Justin Malialis' presentation on his Indigenous Art Collective as the best pitch that afternoon.
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## FACULTY OF EDUCATION, HEALTH & HUMAN DEVELOPMENT

- » Recently conferred PhD (April 2022), **Alexandra Berry** (ECCE), Faculty of Education (Curriculum Studies) University of Western, successfully defended her dissertation with no revisions required. The dissertation links research-creation and curriculum-making to examine pedagogical responses to plastics with children and early childhood educators at a school in Ecuador.
- » **Award Recipient: Kathleen Kummen** (ECCE) Early Childhood Educators of BC (ECEBC) Gayle Davies Award Recipient (2022). The Gayle Davies Award was established in 1998 by the ECEBC Board of Directors to honour the life work of Gayle Davies, and to create a living legacy of her passion and commitment to the ECE field. Gayle is the former acting director of the Community Care Facilities Licensing Branch. She was, and remains, a strong and active advocate for quality early childhood practice and professionalism.
- » **Award Recipients: Victoria Lin (ECCE alumni)** Early Childhood Educators of BC (ECEBC) Sue Fraser Award Recipient (2021, presentation delayed due to COVID), **Aryanna Chartrand** (ECCE), Early Childhood Educators of BC (ECEBC)

Sue Fraser Award Recipient (2022). The ECEBC Sue Fraser Award recognizes the importance of ECE students to the early care and learning sector. Students represent a fresh perspective and possess the energy and passion to be an integral part in the future of our sector. ECEBC recognizes the importance of building upon and encouraging students to be an active part of the organization.

- » **Award Recipient: Kwang Dae (Mitsy) Chung (ECCE Alumni)** is one of the winners of the CAREC 2022 Master's Research Award. The title of her thesis, *Early Childhood Educators' Dialogical Engagement in an Artmaking Space*. Mitsy completed her studies at UBC under the supervision of Sandrine Han. Mitsy has also been accepted into the PhD program at Western University.
- » In April, 2022, the *ká lax-ay* campus Health Care Assistant (HCA) program graduated 15 students from the Health Care Access Pathway (HCAP) program, a partnership with the local health authorities, the Ministry of Health and the Ministry of Advanced Education and Skills Training. These students are guaranteed one year of work with Vancouver Coastal Health. The North Vancouver campus recently graduated 18 students from their second successful HCAP program delivery.
- » Planning continues for the delivery of a hybrid delivery of the Rehabilitation Assistant Diploma Program starting in January 2023. The delivery is supported with funding from the Ministry of Advanced Education Skills and Training and is designed for students based outside the Lower Mainland, primarily from the Northern and Island health regions. Students will take many of their courses online and will do practicums in their home communities, travelling to North Vancouver for a four-week period for a lab course.
- » In the Spring 2022 term, students in the University One for Indigenous Learners program completed a work-integrated learning project designed in connection with the Howe Sound Biosphere Region Initiative. The project emerged from a grant received by the University One math instructor Danielle Wills and resulted in presentations by the students on their experiences. [Click here](#) to see presentations.
- » When the pandemic paused in-person teaching, Tanina Williams, Kukw`stumc`kacw, from the Lil'wat Nation in Mount Currie, B.C., founded her own Indigenous inter-cultural communications consulting company. Her company *amawilc* (meaning *to come back to life* in Ucwalmicwts, the language of the Lil'wat people) provides cultural communication services and training. Her focus is "building bridges to connect one another" and improving connections between Indigenous and non-Indigenous people. In June, Tanina will walk across two stages: as a graduate from the Lil'wat Language and Culture Certificate program and with her high school diploma from Pemberton Secondary School.
- » Faculty and Literacy Outreach Coordinator, Amanda Walker, played a pivotal role in the planning and design of a large interpretive sign that was recently erected along Highway 99 between Pemberton and the Ts'zil Learning Centre. The purpose of sign is to educate the Pemberton community about the original name of Ts'zil Mountain (Mount Currie) and includes information on the colonial history of the region and its cultural significance to the Lil'wat Nation.

## FACULTY OF FINE & APPLIED ARTS

- » Six participants from Capilano University's Filmmakers in Indigenous Leadership and Management Business Affairs (FILMBA) and Indigenous Digital Accelerator (IDA) programs attended the 75th annual Cannes Film Festival/Festival de Cannes in France, the world's most prestigious film gathering, May 17–28, 2022. "It's important that Indigenous people are not excluded from career building opportunities due to generational poverty or lack of access caused by marginalization," said Doreen Manuel, director, Bosa Centre for Film & Animation and Inclusive Community Projects.

- » The CapU FILMBA participants attending Cannes Film Festival/Festival de Cannes are: Eva Thomas (Ojibwe), Kelvin Redvers (Deninu Kųé), Roger Boyer (Saulteaux/Ojibwe), Ryan Cooper (Ojibwe), Colin Van Loon (Blackfoot), and Dan Foreman (Metis). The delegation of six producers from across Canada were selected from the 20 FILMBA participants with current projects in production. Warner Media and Creative BC have provided the funding to sponsor this career-building opportunity. With additional support from Indigenous Screen Office (ISO), the Capilano University FILMBA graduates will attend the festival as the ISO/FILMBA delegation. Telefilm Canada will provide the ISO/FILMBA delegation with festival passes and opportunities to participate in numerous business networking opportunities with filmmakers, directors and producers from around the world. Developed and created by Manuel, the online FILMBA program launched on May 15, 2021. FILMBA aims to address the underrepresentation of Indigenous film producers in Canada.



<https://vancouver.sun.com/entertainment/local-arts/local-indigenous-filmmakers-set-to-attend-cannes-film-festival>

- » Animation student, JoWayne McFarlane, developed new techniques to better represent Black hair in animated productions. In early 2021, Vancouver-based Atomic Cartoons reached out to Mitacs, a national research organization, to secure research funding. Recognizing CapU animation programs for their strong focus on drawing, Atomic contacted the University to find a 2D animation student who understood Black hair and who could do the research. Faculty members in the animation department suggested McFarlane as the perfect fit, given their interest in the subject and artistic skills. In 2016, JoWayne earned a scholarship in CapU's summer Animation Fundamentals program and, in 2019, started the 2D Animation and Visual Development program.



- » A [video and Capsule feature story](#) have been created about JoWayne and this project.
- » Over a year in development, research and planning, the rollout of the Fine & Applied Arts EDI workshop series, hosted by Chanelle Tye, an equity and inclusion consultant, began with a first of a series of three workshops designed specifically for employees in the faculty. The first workshop was called *Importance of EDI (Equity, Diversity and Inclusivity)*. Part of her presentation included a video featuring interviews from faculty, students and alumni to inform the discussion. Following the presentation employees and students worked in breakout groups to discuss situational scenarios. The second workshop will take place in September 2022.
- » School of Motion Picture Arts has been shortlisted as a finalist for the PIEoneer Awards 2022 in the Progressive education delivery award category for its recent Global Coproduction Film Project. The PIEoneer Awards is an international program by Professionals in International Education (PIE) to celebrate innovation and achievement in

global education. Awards will be presented in London, United Kingdom, on September 9, 2022.

<https://www.capilanou.ca/about-capu/get-to-know-us/news/2022/title-4116111-en.php>


- » Two Bachelor of Motion Picture Arts grads from last year have had their fourth year student projects nominated for Best Student Film at this year's Leo Award: Spencer Zimmerman for *Darkside* and Raine LeMay for *Viper*.
- » The Bachelor of Design celebrated its first in-person grad show in two years on April 4 at a new venue, the Vancity Theatre. The new format saw the fifteen grads and their work showcased in a 25-minute film titled: *The Final Act*. Feedback from industry and alumni about the evening, venue and film, was enthusiastic.
- » The Association of Registered Graphic Designers (RGD) has a bi-annual, international design competition, the So(cial) Good Design Awards. This spring, no fewer than eight Bachelor of Design students were recognized for their submissions: 2022 grads Joyce Chan, Annika McFarlane, Rocio Palomar Robisco, Coralie Mayer, Atrin Yazdani-Biuki, and Mikaela Johnson, as well as 2023 grads Katherin Teh (who scored "Judge's Pick" for her "My Name, My History" campaign) and Marko Jones.
- » CityStudio North Vancouver is an annual collaboration between community partners and students, which addresses awareness needed around local issues. It culminates in HUBBUB, an online celebration where all final presentations are showcased (this year, a total of 14), and winners selected. The collaboration between second-year Bachelor of Design students and this year's client, the RCMP, resulted in two BDes student groups winning first and third place on April 28, and the latter also nabbing the People's Choice Award. Congratulations to Tiffany Zhong, Vylan Tran, Megan Lo, Alison Koo, Lucy Benson, Joanne Cuevas, Tara Asadi and Aibhlin Fowlie.
- » Bachelor of Music in Jazz Studies, presentation of 27 graduate recitals went really well. Our recent graduate, Julian Borkowski, will study at University of Oregon, this September, and another recent graduate, Ardeshir Pourkeramati will pursue his Doctorate of Musical Arts at University of Southern California this fall.
- » Jazz faculty Brad Turner performed in the all-star Canadian Jazz Orchestra in Calgary on April 28.
- » The Grad Showcase for Musical Theatre Diploma and Acting for Stage and Screen Diploma took place at the Performing Arts Lodge (PAL Vancouver). PAL Vancouver provides members of the professional arts and allied industries with both a safe, affordable home and a supportive dynamic environment where they can stay active and creatively engaged in the community. Hosting this graduation showcase at the lodge, connected the senior artists with the newest junior artists. Three of CapU's TECT graduates ran the sound and lighting.
- » The return of live performance means a great summer ahead for graduates of our theatre programs this year; including **Theatre Under the Stars—*Something Rotten***, **Theatre Under the Stars—*We Will Rock You*** and **Arts Club Theatre—*Kinky Boots***.
- » **Technical Theatre Grads** from 2020–22 are working in theatre, including Liam White—Michael J Fox Theatre as head technician; Stephanie Barclay—ASM Theatre Under the Stars; Zoe Collins—Uno Festival and Bard on the Beach; Jiho Park—Granville Island Arts Club and Matt Oviatt—Theatre Under the Stars as technical director.

## FACULTY OF GLOBAL & COMMUNITY STUDIES

- » The Tourism and Recreation Department held their end of academic year meeting on May 19 where students were invited to present on their research projects.

- » Nazmi Kamal, School of Tourism Management, presented to MONOVA on Iranian Food Guide on May 22 and another on Asian Heritage Month on May 25.
- » School of Kinesiology convened an employee retreat dedicated to collaborating as they implement fourth-year curriculum of the Bachelors of Kinesiology program. The program has an oversubscribed intake of students for fall 2022.
- » School of Public Administration has sent graduation recognition letters to employers for 36 PADM graduates in the 2021–2022 academic year. Eight PADM students received scholarships from the [Board of Examiners](#) to support their studies at the University.
- » Dean Lara Duke and Jorge Ocegüera (strategic planning lead) presented with two colleagues from Nova Scotia Community College at the April 2022 Colleges and Institutes Canada annual Conference in Halifax, Nova Scotia. The session was titled, “Looking Back and Planning Forward—Two Institutions, One Sustainability Journey.”

### KÁLAX-AY THE SUNSHINE COAST CAMPUS

- » P2HL wrapped up the spring term with no student attrition and, with the support of the shíshááh Nation, all students are continuing their studies into the May/June summer term. With continued support from the University and the Nation, plans are underway to continue the program for the next academic year.
  - » “Citizen Leaders: Growing the Community from Within,” a microcredential course developed with local social service organizations to educate community members in effective community leadership, was launched on May 27. The course consists of three six-hour workshop days, facilitated by Catherine Leach, executive director of Sunshine Coast Community Services, and April Struthers, a local consultant specializing in community development and engagement. Students work together to create a square with a long rope, exploring their leadership style and values.
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- » A survey was developed by the kálah-ay campuses' Work-Integrated Liaison and Education Planning Officer, Jutta Agnus, to explore local businesses and organizations' interest in work-integrated learning. Once the data is received, we will be organizing the responses into CapU's database with the University to provide experiential learning opportunities for students across all five faculties.
  - » Two cohorts graduated from the Health Care Access Program (HCAP), funded by the Ministry of Health, Vancouver Health Authority and MAEST. In total, 32 HCA students can now help meet the urgent labour market needs in long-term care, assisted living and home support. Discussions continue to offer this program again in the fall for the North Vancouver and Sunshine Coast Campus.

### WORK-INTEGRATED LEARNING (WIL)

- » Mohna Baichoo, Sue Dritmanis, and Lydia Watson (faculty) in collaboration with Jacqueline Clarke, special appointee, planned and organized the WIL subtheme to the May 2022 Teaching and Learning Symposium theme, “Community Engaged Learning”.
- » Carrie Jung from the Faculty of Education Health & Human Development and Christine Sjolander from the Faculty of Business & Professional Studies are the successful recipients of Ministry WIL-COWIL Phase 2 release sections funding to further advance coordinated WIL initiatives.

- » Nancy Wang started a new staff role as WIL project liaison.
- » University-wide inaugural WIL Hub committee meeting convened May 9 2022. Few highlights of this meeting include:
  - Aurelea Mahood presented background information on WIL at the University along with works that has been carried out for Ministry COWIL Phase 1 Funding: Arts & Science Co-op and WIL Initiative and WIL Colab Initiative Project. The final reports was shared for distribution in the respective faculty.
  - Collection of data for CapU participation in CEWIL Beta version of a [national WIL directory](#).
  - Sharing of WIL Co-lab Open Resource e-learn page for employees. Members were advised to distribute to their areas.
- » Lara Duke confirmed membership for University-wide WIL advisory meeting and plans are underway for an inaugural meeting in June 2022 with our community partners.

### INDIGENOUS EDUCATION & AFFAIRS

- » April 4–7, IEA hosted a launch week with events that included Skw'cháys Canoe Awakening Ceremony, Indigenous Youth Internship Program information session, LinkedIn: Your Online Presence (in partnership with CDS and we provided free professional headshots.
- » Many Paddles, One Canoe: CapU's Journey Forward Part II— student lunch and conversation was hosted on April 14 and students and employees joined for our Spring cultural workshops including;
  - Cedar Hat Weaving with Shy Watters
  - Drum making with Carman McKay
  - Bannock, Beads and Board Games event
  - ISPARC program celebration event

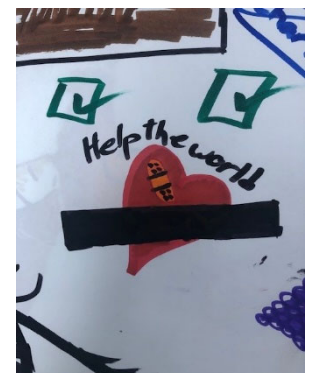


### LIBRARY

Providing year-round service means the library is continually engaged in identifying, planning and delivering support to the CapU community. Some of our many noteworthy activities include:

#### TEACHING AND ENGAGEMENT

- » On Friday, May 27, we hosted 50 student visitors from Seymour Heights Elementary School's grade 6 and 7 classes. Led by Community Engagement Librarian, Ashley Manhas, students discussed the library of the past and of the present. Exploring the library's space and services, our young guests were invited to imagine themselves as future CapU students. Emphasizing that they felt welcomed and comfortable navigating CapU Library, many enthusiastically shared their interest in attending CapU.
- » Despite the challenges of the pandemic, the CapU Library continued to provide excellent support and service to the CapU community, as evidence by the Spring Library Services Survey. With more than 1,100 participants, we have learned that over the term:
  - o 78 per cent of respondents use the library's in-person service desk



*Student drawing highlighting the vision of the CapU library of the future-- "help the world".*



- o 92 per cent of respondents use the library's website
  - o 43 per cent use the library website daily or weekly
  - o 36 per cent of library classes were on campus
  - o 35 per cent of library classes were online
  - o 86 per cent of library class attendees would recommend our classes to another student taking the same course
- » 2022 Teaching & Learning Symposium included presentations from librarians Tania Alekson, Michel Castagne and Sabrina Wong on Building Course Resource Lists with Talis Aspire and showcasing creative activity and research in the CapU Institutional Repository.

#### SCHOLARSHIP

- » Librarians Sabrina Wong and Ashley Manhas have been invited to present at the Visible Minority Librarians of Canada (ViMLoC) Speaker Series in June and Maskwacis Cultural College Microlearning Series this fall to continue the dialogue on their work, "White Spaces, Asian Spaces: Onboarding for Racialized Academic Librarians".

#### ACCESS AND INCLUSION

- » Relying on a range of third-party products, the library is always working with our vendors and our internal experts to improve access and inclusion for our community. One of our latest technological improvements includes the use of preferred names for our library systems when communicating with students and employees. There are a number of other enhancements to improve access to various library tools in the pipeline, so stay tuned.

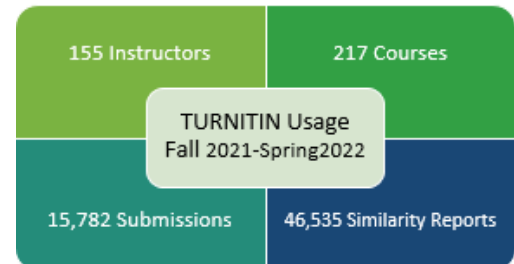
#### ACADEMIC INITIATIVES & PLANNING

- » CityStudio North Vancouver (CSNV) recently completed an exciting Spring 2022 term with 12 WIL projects in collaboration with City of North Vancouver and its partners. City and municipal partners this term included the NVRCMP, CNV Transportation Department, North Van Arts, North Shore Emergency Management, North Shore Neighbourhood House and more! HUBBUB #6, the end-of-term showcase, was a great success on April 28, 2022. With 18 student projects featured, there were over 125 attendees including City staff, municipal partners, CapU Deans, faculty and students as well as CityStudio community members. To learn more about what's happening in the Summer and Fall 2022 terms, please visit the CityStudio website [www.citystudiocnv.com](http://www.citystudiocnv.com)

#### CENTRE FOR TEACHING EXCELLENCE

- » The CTE's in-person 2022 Teaching & Learning Symposium, *Community-engaged Teaching and Learning*, offered opportunities for faculty to connect with colleagues, become inspired by collaborative research projects, learn about the incredible work that many programs are undertaking in and with community, and garner many helpful teaching and learning ideas.
- The symposium began with a well-attended keynote by Ruth Simon, lead of the Howe Sound Biosphere Region Initiative Society responsible for the Átl'ka7tsem/Howe Sound UNESCO Biosphere Reserve. Her address entitled, *Community Engaged Teaching and Learning, An Aspiration Journey*, ignited participants' imagination through the examples she shared and the opportunities she presented that exist for CapU faculty, students and community partners to continue to engage in the important work of community engaged teaching and learning.

- WIL was a category theme of several symposium sessions, and all participants who attended the dialogue with the 2022 Excellence in Teaching Award recipients left truly inspired. Throughout the four-day symposium, 25 sessions were offered, with 98 faculty participating.
- » Mary Giovannetti, educational developer, will be presenting at the annual conference of the Society of Teaching and Learning in Higher Education held in Ottawa. Her presentation titled, *Peer Observation of Teaching and Learning: An Experiential Training Model* is based on the successful program started at CapU one year ago.
- » CapU's pilot of Turnitin, an online text-matching software that identifies similarities between a submitted document and existing online content has had a successful first year. The Centre for Teaching Excellence created orientation workshops and training resources for faculties, departments and individual instructors. Student feedback indicates that when used as a learning tool, Turnitin was a positive experience and helped them avoid plagiarism.



## CREATIVE ACTIVITY, RESEARCH & SCHOLARSHIP

- » Congratulations to the following faculty who received **Mitacs Business Strategy applied research grants**:
  - Faculty of Business & Professional Studies, Susan Romero-Gilbert and student research assistant Gabriel Canuto, for their work with SAAM Towage, a multinational maritime towing organization. Their project will focus on the research and development of a set of recommendations for the replacement of the company's operating systems and business processes. 
  - Faculty of Global & Community Studies instructor, Allan Florendo and student research assistant Emma McGinnis, for their work with Camp Fircom (Gambia Island). Their project will focus on the research and development of a brand and marketing playbook. Their work aims to grow program registration, increase visitation and generate new sponsorship at Camp Fircom. 
  - Faculty of Fine & Applied Arts instructor, Mary Frymire and student research assistants, Zanthia Berube and Tailai Sun, for their work with the Loon Foundation. Their project will focus on the research and creation of a documentary film. The film will follow the foundations efforts to conserve biodiversity and foster environmental awareness on the Sunshine Coast. The documentary will focus primarily on a \$30Mil aquatic research and performance arts facility called the Pender Harbour Ocean Discovery Station (or PODS). 
- » The CARS Office extends its thanks to Mitacs (a national nonprofit research funding organization that supports research collaborations) for providing this year's Student Research Symposium winners with research awards and cash prizes. Congratulations to the recipients of the **2022 Mitacs Excellence in Student Research Award**, listed below:



*Lindsay Cooper* (Bachelor of Communication Studies), *Saskia Kemper* (Bachelor of Early Childhood Care and Education), *Jane Agyeman* (Bachelor of Arts with a major in Interdisciplinary Studies), *Emma Lawless* (Bachelor of Motion Picture Arts) and *Melanie Solbach* (Bachelor of Arts – Applied Behaviour Analysis) are the winners of the Mitacs Student Award for Excellence in Research in the 2022 Student Research Symposium.

- » 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. This year's Student Research Symposium featured the work of 80 students across diverse degrees and disciplines.

## FINANCE & ADMINISTRATION

After the close of the previous fiscal year on March 31, 2022, work was completed to meet reporting deadlines, draft financial statements were finalized and the financial audit for that year was completed. The financial statements have been prepared according to year-end timelines prescribed by legislation. A schedule for monitoring and reporting on the current year results has been established to ensure that the University is on track to achieving the planning assumptions.

As a participating member of the BCAIU VPFs committee, VP Finance & Administration received updates from the PSEA as well as from the Ministry on program funding and a funding review at their most recent meeting.

## CORPORATE SERVICES

- » Mimi Yong (she/her) will be joining the University in the newly-established role of manager, contract administration, and effective June 13, 2022. Mimi will be responsible for contract development and administration including drafting, reviewing and analysis of University contracts and agreements. She will work effectively with internal and external partners in documenting a variety of third-party contractual relationships, identifying process improvements, conducting regulatory research and managing cross-functional legal and compliance projects.
- » As well, Jacquetta Goy (she/her) will also be joining CapU in the role of director, risk management, on July 11, 2022. Jacquetta steps into a newly-evolved role (formerly director, corporate services) where she will provide operational oversight for enterprise risk management, procurement, contract administration, insurance and ancillary services. With her extensive experience in risk management, Jacquetta will fulfill the Board's priority around enterprise risk management by providing strategic direction to the leadership team and the Board.

## FACILITIES SERVICES & CAMPUS PLANNING

### FACILITIES OPERATIONS

- » In early May, a sprinkler head failed in the Library Building causing damage throughout the ground floor. Our team responded quickly conducting water extraction and clean up, helping to minimize damage. Restoration work continues with some displaced groups starting to move back into the building.

### PROJECTS AND PLANNING

- » Design of the new student housing building and Centre for Childhood Studies continue. Both projects are on track and anticipating a building permit application submission this summer.
- » The Squamish Campus Business Case development is underway with a newly recruited design team conducting functional programming of the building to identify the size of the new facility.

### OFFICE OF SAFETY & EMERGENCY SERVICES

- » A new manager of health, safety & emergency management has been successfully recruited, bolstering this area of the department. A key focus area for the new manager will be to support the University in preparing for future events that may impact operations.
- » A key security information reporting tool is being implemented to the Dollarton student housing and the Sunshine Coast campus.

## INFORMATION TECHNOLOGY SERVICES

- » We are happy to report that we finalized the upgrade of our student's enterprise software that was a year in the making. This latest version permits us to leverage automation and self-served capabilities that allow a more streamlined experience for our students and the registrar's office.
- » This month saw a strong focus on cybersecurity, as numerous systems were updated with the latest security patches and the firewall architecture was improved to provide more coverage for key systems like *Frontlines*, ePortfolios, Library and Continuing Studies. This work required communication and coordination between many departments across the University to minimize the disruption to students and employees.
- » Network infrastructure has been upgraded on the main campus to ensure that our network has stable access to the fastest connections.

## PEOPLE, CULTURE & DIVERSITY

### HUMAN RESOURCES

#### ORGANIZATIONAL DEVELOPMENT & EDI

- Conducted a gap analysis with the SLC to determine the strengths and weaknesses of employee engagement efforts. This exercise also provided SLC members with the opportunity to provide suggestions on improving engagement.
- The talent acquisition team is currently conducting meet and greets with departments across the campus community to introduce themselves and new processes including, but not limited to, redesigned onboarding and orientation processes.

- The talent acquisition team is also partnering with learning & development to create an internal training deck for hiring managers and University Relation to increase its visibility with internal and external communities.
- Current programs and initiatives underway include Cheers for Peers, *HR Pulse* newsletter, Virtual Suggestion Box and the People Plan Engagement Strategy.
- Surveys concerning the Flex & Modified Work programs are currently underway.
- Canada's Top 100 application was submitted and a fulsome gaps analysis report was created and is under review as part of the overall engagement framework and people plan.

#### EMPLOYEE EXPERIENCE

- The *faculty evaluation process* has been moved to a digital platform Laserfiche (product by Ricoh). It launched on May 1, 2022. Training sessions were held for faculty, administrators and MoveUp employees and Loom videos have been created.
- *Reductions*—Nineteen faculty have been identified for reduction to be effective August 1, 2022. Five of the nineteen have access to severance.
- *Workplace Assessments*—One workplace assessment has been completed. Recommendations are under review for the creation of action planning. Two further workplace assessments are underway with an estimated completion date of June 30, 2022.
- *Grievances*—There are 23 outstanding grievances. Two of the 23 are in arbitration at the end of June. If settled, three more will possibly be resolved or withdrawn.

#### HR PROGRAMS AND SERVICES

- New programs and processes being created include the following:
  - o Abilities and wellness management;
  - o Accommodation processes;
  - o Ergonomic processes;
  - o Compensation and reclassifications; and
  - o A chatbot in MS Teams for employee FAQ's.
- In addition, the HRIS system is undergoing an evaluation and new ATS/HRIS systems are being explored for increased automation and efficiency.

#### EDI AUDIT

- » Veza Global has been retained to conduct an EDI Audit currently underway. The administration has reached out to all University stakeholder groups to participate. A set of EDI action recommendations are expected by December 2022.
- » Currently, a number of focus groups have been held with more planned for the fall.
- » An audit of HR processes is being conducted concurrently.

## COLLECTIVE BARGAINING

### MOVEUP BARGAINING

- The Protocol Agreement has been agreed to and signed by both parties.
- Bargaining proposals were exchanged on May 25, 2022.
- The next set of bargaining is scheduled to start on July 6, 2022.

### CFA BARGAINING

- The Faculty Association has issued notice to bargain.
- It is anticipated that bargaining will commence in the fall of 2022.

## STRATEGIC PLANNING, ASSESSMENT & INSTITUTIONAL EFFECTIVENESS

### INTEGRATED PLANNING

- » End-year reflection reports were submitted by Senior Leadership Council (SLC) members in order to report progress and key achievements during the second half of Year 1, which extends from November 2021 to March 2022. Along with progress, area leaders were asked to provide high level details in relation to non-achieved goals and potential actions to get them back on track. The Integrated Planning Team will prepare an end-year reflection summary to be distributed among SLC members in order to enable better coordination around interdependencies and risk management.
- » One-on-one meetings were conducted with every SLC member to assist them in the process to conduct the end-year reflection. The conversation was structured around five questions primarily focused on their perception of each area's current situation, accuracy and relevance of existing areas of focus, perceived risks, recovery from pandemic losses and ways to improve the Integrated Planning process. The information gathered during the meetings will allow our team to identify potential themes and situations that require executive attention.
- » The Integrated Planning Team has been working in close collaboration with the group organizing the upcoming SLC retreat in mid-June. The objective is to incorporate key Integrated Planning concepts and elements into the retreat, including those related to revenue, expenses, resource allocation and budget planning.

### ENVISIONING 2030

- » Ongoing efforts are in place to produce a first progress report including implementation achievements toward themes, goals and priorities from *Envisioning 2030*. It is expected that the upcoming SLC retreat, along with the Integrated Planning end-year reflection, will support the process for the team to complete this task.
- » Conversations are in place with MDX to collaborate in the process to ensure alignment between *Envisioning 2030*, particularly our vision, purpose and values, and the brand elements. This process, when complete, will enable consistent messaging around our value proposition, values and aspired future.

## OFFICE OF STRATEGIC & ANALYTICS (INCLUDING INSTITUTIONAL RESEARCH AND STRATEGIC ENROLMENT MANAGEMENT)

- » The team has been deeply focused on the annual Ministry reporting requirements. The final domestic FTE count for fiscal year 2021/2022 is 3759, 68 per cent of the given Ministry Target. This reflects a 1 per cent decline (net loss of 55 FTEs) from the previous fiscal year. The Faculty of Business & Professional Studies and Education, Health & Human Development experienced the largest declines with a -7 per cent (net loss of 73 FTEs) and -6 per cent (net loss of 41 FTEs) change respectively. It should be noted however, that the Faculty of Arts & Sciences experienced a significant growth of 6 per cent (net growth of 50 FTEs) this year, likely due to the launch of key programs such as the Bachelor of Arts with a Major in Psychology and the Bachelor of Science—General. The final international FTE count for fiscal year 2021/2022 is 1707, a 21 per cent decrease (net loss of 446 FTEs) from the previous fiscal year. The Faculty of Arts & Sciences experienced the greatest decline with -46 per cent (net loss of 373 FTEs), followed by the Faculty of Business & Professional Studies with -11 per cent (net loss of 89 FTEs). This decrease was primarily due a large graduating class, exacerbated by the impact of the pandemic on new enrolments. We are currently waiting on the Ministry to release rounds 2 and 3 of the annual performance measures in order to complete the Institutional Accountability Plan and Report (Report).
- » The team has formally kicked-off Phase 3 of the retention ML project. Two major parallel streams are underway. The first is a technical refinement of the development phase. This includes refining the feature set, streamlining the data pipeline and retraining and evaluating the algorithm in preparation for deployment. The team is working closely with consulting data scientists to ensure that the model is explainable and reproducible. The second is a collaborative design of the A/B test. Currently, the Registrar's Office is engaged in defining the scope and timeline of the pilot deployment.
- » We are also working closely with the office of academic, initiatives & planning and the newly appointed associate vice-president academic & vice-provost to develop better ways to leverage quantitative (e.g., CapU Analytics etc.) and qualitative (e.g., BGS, DACSO, institutional surveys etc.) data for strategic enrolment management

## CONTINUING STUDIES

- » The first AEST-funded non-credit micro credential was launched on May 27, 2022. Offered in partnership with the kálax-ay Sunshine Coast Campus, the program, called *Citizen Leaders: Growing the Community from Within* targets volunteers and professionals who work in nonprofit service organizations on the Sunshine Coast. It aims to deepen their understanding of their community and the organizations that serve it and grow their leadership capabilities. The facilitators are leaders from the community and the program is offered to 11 adult learners.
- » All of our efforts currently focus on preparing for the return of in-person summer camps at pre-pandemic levels. This summer, we are working with new partners to offer camps in Lego animation and music video production. We also have new camps for teenagers in the creation of comic and graphic arts. The camps start July 4 and will last five weeks on the main North Vancouver campus. So far, we are seeing interest from the community that matches pre-pandemic levels, in terms of camp registrations, but also in the recruitment of high school volunteers who support camp activities while bolstering their leadership skills.

## INTERNATIONAL

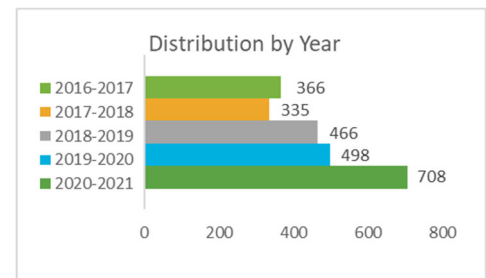
- » While cost of travel have increased and delays remain in study permit processing, the outlook for international registration is positive. Summer 2022 new registrations were the second highest on record, and notably twice as high as Summer 2021 and six times higher than summer 2020. Accepts for the Fall 2022 term were over 1250 on June 2, which is nearly 500 higher than Fall 2019, our previous highest record year.

- » Despite reduced applications and registrations throughout the pandemic, international registration still accounts for 29 per cent of total registration and 37 per cent of full-time registration at the University.
- » The international recruitment global target marketing campaign to Brazil, Mexico, Vietnam, Colombia, the Philippines, Nepal and Pakistan reached record levels this February with over 9.9 million video views and half a million landing page visits. This campaign has won the 2022 BCCIE International Education Marketing award for Excellence.
- » The Arms Across the Atlantic COIL film co-production project between MOPA and our partner institution, VIA University of Applied Sciences, Denmark has been nominated as a finalist in the prestigious Professionals in International Education (PIE) global awards in the progressive education category. The winner will be announced in September in London, England.
- » Recently a draft International Partnerships Plan was prepared and submitted to leadership for feedback. The plan supports the Internationalization Plan and features four distinct areas of partnership: exchange relationships; pathway and articulation; global programming; and global projects. In collaboration with deans, the director, international is pursuing a range of program exchange and articulation opportunities globally. The principle objective is to enrich registration for degree completion at the university and provide global engagement opportunities for students and employees.

## STUDENT SUCCESS

### ACCESSIBILITY SERVICES

- » In the past fiscal year, 809 students with disabilities received academic accommodations, this total is a new registrant high for CapU. It is a credit to the forward-looking work of the accessibility services team that successfully serving this number of students and predominantly remotely occurred smoothly. Pre-COVID-19, the accessibility services' interface with students was being revised and that multi-year work is near its conclusion. The redesign-revision offers a digital highway of self-serve and web form access options including online scheduling of remote or in person appointments, requesting academic accommodation, uploading documentation, giving informed consent and arranging exam invigilation. This, combined with the TargetX platform, facilitated a shift to electronic student folders and file notes. The Banner student information system now generates instructor Notification of Accommodation letters from the revised academic accommodation data list, a workplace efficiency. The students' self-serve option of downloading their Notification of Accommodation letter will be possible soon, another efficiency and higher level of service because students can self-serve 24/7. Now that we have effective contemporary systems and efficiencies to serve our students, we can turn our attention to the support of our instructors who are also noticing record numbers of our students in their courses when they receive an email with the large number of Notification of Accommodation letters attached.



### ATHLETICS & RECREATION

- » New Athletic Director, Georgette Reed, began her tenure at CapU. She is extremely committed and excited to support all students and staff in their pursuits for performance, health and wellness.
- » Blues Athletics hosted the 2022 North Shore High School All-Star Basketball Game which featured the best senior players from across the North Shore, Squamish and Whistler. The annual event was coordinated by the North Shore



Secondary School Athletic Association (NSSSAA) and the Capilano University athletics department and was hosted at the Capilano University Centre for Sport & Wellness for the first time in three years. [Photos](#) & [Video](#).

- » CapU athletics & recreation hosted a pair of events this May introducing disc golf to the CapU community. Disc golf is the perfect solution for anyone that wants to teach, share and enjoy a lifetime sport. We hosted a disc golf instructional clinic on May 12 from noon–1:30 p.m. and a pop-up course on May 19 from 12–4 p.m.
- » Capilano University athletics & recreation will be offering summer camps for children and youth to get active and moving! Whether you're a young athlete looking to improve skills in a high-level coaching environment or looking for a recreation camp to spend some time outdoors, there is something for everyone. Camps: Active Adventures, Fast Break Basketball, Indoor Summer Volleyball, Disc Golf for Kids and Explore Outdoors.

#### CAREER DEVELOPMENT CENTRE

- » We introduced three new programs to connect students with community partners: mentorship; informational interview referral; and Link Up: Explore with the Dean programs.
- » Our career development advisors facilitated 12 in-class and four CDC workshops for 206 students.
- » Our career development advisors met with 126 students to provide support with resumes, career planning, career exploration, cover letters, mock interviews, general job search and social media presence. A majority of appointment requests were for remote appointments at 66 per cent.
- » We awarded six students with CapU badges this spring. The students earned CapU Launch Self-Discovery, Pathway to Meaningful Employment (P2ME), and CapU Launch Career Exploration and Research badges.
- » We organized a KPMG information session for CPA recruit students with 12 in attendance.
- » We received 326 new job opportunities for students.

#### COUNSELLING & LEARNING SUPPORT

- » Student contact mid-March, 2022 to mid-May, 2022
  - 198 counselling appointments attended
  - 36 drop in/same day appointments attended
  - Top personal concerns: anxiety, depression, trauma, relationships, family
  - Top academic concerns: academic difficulties, stress management, motivation, attention
- » On March 29 and 31, as part of the on-going training and development on diversity and the Indigenous Plan, counselling services invited Harlan Pruden to facilitate training on the following:
  - What do you mean Two-Spirit doesn't simply mean an LGBTQI+ Indigenous person?
  - What and Who is Two-Spirit Discussion?
- » Adam Vincent, Learning Strategist, has a new book coming out in June entitled, *Poetic Inquiry: Unearthing the Rhizomatic Array Between Art and Research* (<https://vernonpress.com/book/1418>). The book introduces facets of poetic inquiry, a research method/methodology/tool that uses poetry in the research process (information gathering, analysis and/or dissemination). Specifically, the book explores how and why it is in use, provides revelations around its unparalleled function(s) in research, and presents an exemplification of a close reading

approach, trialed in the study framed in the book, that can draw further knowledge from the products of poetic inquiry studies.

- » Due to lower summer enrolments, the focus in learning support services has been around offering students asynchronous online supports which include the use of Online Educational Resources (OER) that have been vetted by the learning strategist.
- » Further, the learning strategist has been creating the foundation of a cross-disciplinary peer-tutoring program at Capilano University. This program aims to supplement the quality services of the Writing Centre and the Math Learning Centre, already established at the University, by offering students an opportunity to engage with trained, ethical, peer tutors in their disciplinary area(s). The pilot of this program is set to begin in September 2022.

## STUDENT AFFAIRS

- » In collaboration with CapU recreation, student affairs launched Wellness Wednesday Summer Games. This drop-in style social event occurs every Wednesday from noon–1:30 p.m. in the Cedar Courtyard (May 11–July 27) and provides the CapU community with an opportunity to play lawn games, socialize and de-stress.
- » In collaboration with the Centre for International Experience, student affairs welcomed new summer students on May 4–6, 2022 through virtual orientation webinars, guided campus tours, and outdoor games led by student leaders, with 188 students attending the orientation tour days.
- » The Your Early Support (YES) Program, coordinated by the Office of Student Affairs, has received 101 early alerts to date since the program's pilot launch in Fall 2021. This is a 27 per cent increase in early alerts referrals to the program since the last President's Board Report. Student concerns continue to be primarily about mental health and personal challenges that are impacting students' academic studies such as financial, food and housing insecurity, study permit issues for international students, transition to university life and social isolation. Recently, our student support advisors have made community referrals to legal aid and advocacy programs.



Summer program development plans include continued expansion of the YES Program to all faculties, departments and campus locations, as well as outreach to community organizations on the North Shore and across the Greater Vancouver region to build relationships for off-campus referral pathways.

## STUDENT HOUSING SERVICES

### SUMMER 2022 SEMESTER

- » Student Housing Services welcomed 39 new summer in-take students to housing in the month of May. Forty-five students continued into the summer term and remained in housing. This takes us to a total of 84 student currently in housing, which is double our pre-pandemic numbers for summer. To reduce our environmental foot print, we moved all students into our main building. We reduced our meal plan cost and dining hall operating hours. We have opened a shared community kitchen for students to have the option to make meals.

We continue to run in-person events and activities to engage various demographics in our community.



- » Summer Conference Services: We will have a summer camp group staying in housing in July and August. Revenue from this group will help offset some of our fixed costs over the summer.

#### APPLICATION FOR ACADEMIC YEAR 22/23

- » We received 310 applications for our priority application which closed on April 10, 2022. We have received an additional 112 applications from April 11 to date bringing total applications received for 22/23 academic year to 422, which is 14.8 per cent higher than our pre-pandemic numbers. With 281 spaces available we will have 140 students on the waitlist when we send out the first housing offers in June. We will continue to update our waitlist and offer available spaces throughout the summer. Housing will continue to work with Capilano University Student's Union and other external partners to help waitlisted students find accommodation for Fall 2022.
- » Exchange and visiting student's application: We opened the exchange and visiting students' application the first week of May, a month earlier than previous years. This allowed exchange students who have already received admission to commence plans such as accommodation.

#### REGISTRAR'S OFFICE

- » After many months of work, partnering with IT services, CapU has become one of the first institutions in the province to successfully implement all modules of Banner 9. On the weekend of May 28, we went live with the course registration module, which features an updated user interface and better course search functionality. It is anticipated that this implementation will result in an improved course planning and registration experience for students.
- » CapU has made significant additions to our engagement with the EducationPlannerBC transcript and application hub. We now receive all BC secondary school transcripts electronically, improving our application response times to students. We also have increased the number of post-secondary institutions that we are now able to electronically send and receive transcripts from. CapU has sending status with Douglas College, Kwantlen

Polytechnic University (KPU), Simon Fraser University (SFU), University of British Columbia (UBC), and the University of the Fraser Valley (UFV). It has receiving status with Douglas, KPU, SFU, UFV and Thompson Rivers University.

- » The registrar's office partnered with BCCAT to add just over 4000 new articulation agreements to the BC Transfer Guide. These agreements are course articulations between CapU and out-of-province and international institutions. In past years, students were not able to view this information online. Approximately 200 of these agreements are from BC institutions that were previously unpublished. This initiative has greatly increased transfer options for students coming to or transferring from CapU.
- » The graduation team presented 802 student names to Senate as our graduates for May of 2022. The University continues to see increases in the number of 4-year baccalaureate degrees that are being awarded.
- » For the Spring 2022 term, 544 scholarships, bursaries and awards were disbursed to 419 students. The total value of funding was over \$600,000. This funding goes a long way in helping CapU students pay for their education as well as supporting them with the costs of living as they complete their studies.
- » Several of our academic advisors attended the National Academic Advising Association (region 8) conference in Victoria from May 25–27. There were opportunities for the team to engage with other advisors from the US and Canadian institutions throughout the Pacific Northwest, and learn about current best practices in providing effective advising services to students.
- » We have partnered with MDX and provided content for upgrades to several program and admission pages and the viewbook will be transitioning from a paper-based recruitment tool, to a combination of less paper and more online information for prospective students to review when making their decision about coming to CapU.

## UNIVERSITY RELATIONS

- » There were many activities over the past few months and new employee joining the portfolio.
- » **Philanthropy and Alumni Relations (PAR)** welcomed new and returning team members and celebrated the promotion of two existing members:
  - **Emily Solomon** is the new philanthropy officer, leadership giving. Emily is a CapU alumni and when she was a student, she was a CSU Board of Director and served on Senate as a student representative. Since graduating Emily has worked in financial administration with other post-secondary institutions.
  - **Nancy Wong** joins the CapU team as its new data analyst with over 32 years of experience in Customer Relations Management (CRM) data management. Previously Nancy has supported the fundraising activities of at Easter Seals, BC, BC Lions Society for Children with Disabilities and Science World.
  - PAR welcomes back **Brittany Haavaldsrud**, manager, alumni relations, from maternity leave. Brittany has done an outstanding job of leading the alumni relations team since 2019.
  - **Jennifer Bryan**, who filled for Brittany's maternity leave is now the philanthropy manager, annual and corporate relations
  - **Donna Pan** who joined us when Jennifer Bryan moved into the manager's role has now accepted a permanent full-time position as philanthropy officer, sponsorship & corporate relations.
- » University events & ceremonies welcomed **Katie Harries** as the new manager, university events & ceremonies. In her role, she will coordinate events, including convocations, across the University's various locations. Katie has

over a decade of experience in the events industry with highlights including the launch and production of the Squamish Valley Music Festival, talent management for the Vancouver 2010 Olympic Winter Games and project management for Sarah McLachlan's Summer Sessions (Ambleside benefit concert). Most recently, Katie was the office manager for Deep Cove Yacht & Sport Club.

## COMMUNICATIONS & GOVERNMENT RELATIONS

- » CapU communications continued to be engaged in COVID-19 messaging as the webpage shifted from “Return to Campus” to “Campus Ready” on April 1.
- » At an on-campus media event on April 12, CapU announced its first on-campus student housing complex will be built on the main campus, featuring 363 beds, a 250-seat dining hall, laundry facilities, student study areas, lounge space and a kitchen on each floor. Local and provincial dignitaries attended, including Minister Kang who spoke at the event, noting that the Province is providing \$41.5 million towards the \$58.2-million project. Communications and university events collaborated on logistics, planning, materials and support for the announcement.
- » The May *President’s Letter* built on the student housing announcement by talking about the significance of home and how CapU is working together to build a sense of home that supports the mental health and success of students.
- » The communications team provided support for preparations for convocation, including program content creation and editing, speeches and recognition of honorary doctorate degree recipients.
- » May was Asian Heritage Month, and communications provided support for promoting events and resources to celebrate.
- » A tweet by CapU picked up traction as online celebrity, Gurdeep Pandher of the Yukon, shared it on his account as well!
- » The communications team shared several stories with the community and media, including:
  - [Capilano University named a finalist for PIONEER Awards 2022](#)
  - [Indigenous film producers from Capilano University program to attend 2022 Cannes film Festival/Festival de Cannes](#)
  - [Bringing Indigenous ways of knowing and being to the classroom, community and boardroom](#)
  - [CapU students earn top two finish in Case Competition at the American marketing Association International Collegiate Conference](#)



## MARKETING & DIGITAL EXPERIENCE

- » MDX completed a thorough review of CapU's 2021-22 domestic and international brand campaigns, looking at metrics and insights to inform our approach moving forward. In this year's domestic campaign, we put a greater focus on conversions over awareness, and subsequently saw a 48 per cent increase in program page visitors from Canada, a 217 per cent increase in conversions and a 56 per cent reduction in the cost-per-click from the year prior. For the international campaign, brand awareness results were strong with 54 million ad impressions, 9.9 million video views and 484,500 visits to the international campaign landing page.
- » The team supported University Events with marketing collateral for 2022 Spring Convocation. To celebrate the return to in-person ceremonies, we placed more emphasis on the emotional experience around convocation, using bold graphics and a focus on photos of graduates and campus.
- » A Fall 2022 boost campaign is in market on Facebook, Instagram and Google to advertise programs with extended application deadlines and those needing additional enrolment support. The campaign runs until July 2022.
- » MDX is working with the domestic and international recruitment teams on a new approach to the viewbook and student recruitment collateral. Changes will reflect a reduction in print material and a strong digital focus.
- » A new organizational structure has been successfully implemented for MDX, with two managers supporting the team (manager, marketing and manager, creative). The hiring process is also underway for a digital media specialist to lead paid advertising and social media management.
- » We are nearing the finish line on securing a new creative agency partner for 2022-23. Once complete, this agency will assist MDX with brand development and creative work for CapU's major marketing campaigns.
- » The past two months have been a time for MDX to connect with partner units across the University and plan strategic marketing initiatives for the year ahead. The team is conducting brainstorming sessions using a collaborative tool called MURAL. To date, we have led planning sessions with eight units to help align on goals and priorities. Our next steps are to translate learnings into succinct and actionable marketing plans.



## PHILANTHROPY & ALUMNI RELATIONS

» Work continued on the Centre for Childhood Studies (CCS) Capital Campaign as it moved into the Steward Phase. Additional ads for the “Good News” series were published, including two during May’s Childcare Month that featured gifts from both RBC and Scotiabank. On May 10, 2022, five representatives from RBC, the University’s banking partner, visited the North Vancouver campus for a tour of the future site of the Centre for Childhood Studies and to present their \$300K gift to the campaign and the ECCE program. The campaign has now raised over \$5.3M and planning on the Fall 2022 groundbreaking ceremony was initiated.



» Scholarship, bursary and award renewals are 38.7 per cent higher in response rate year over year. \$129,800 was raised by the Foundation in Q1 for annual student scholarships, bursaries and awards.

» A new endowment was established by the CapU Faculty Association with the support of additional donors to honour the memory of Ed Lavalle, a long-time member of the CapU community and instructor in the Political Sciences Department and the Continuing Studies’ Labour Studies program. The Eduard Lavalle Memorial Endowment will support students enrolled in the School of Social Science who demonstrate academic success and demonstrate community and campus engagement with an emphasis on social justice issues.

» Additional new annual awards created during this reporting period include:

- Michael Markaroff Indigenous Film Award
- Native Northwest Reconciliation Award
- Azaar Bijan Shadmehr Award
- Kasra Shadmehr Award
- Techies of Tomorrow Bursary

These awards represent \$17,000 in support to students over the next three years.

» A \$12,000 gift from Creative BC, along with funding received from the WarnerMedia Indigenous Multimedia Arts Fund, sent six participants from the Filmmakers in Indigenous Leadership and Management Business Affairs (FILMBA) and Indigenous Digital Accelerator (IDA) programs to attend the 75th annual Cannes Film Festival/Festival de Cannes in France, the world’s most prestigious film gathering in May. Earned media in the [Vancouver Sun](#) and [North Shore News](#) featured the students and our funding partners.



» Fundraising with the Blues women's soccer team secured \$5,250 in gifts to the Adopt-A-Blue program.

» G3 Terminal Vancouver renewed their commitment to CapU by pledging a \$5,000 sponsorship to the December We Believe Breakfast event and confirmed funding for five entrance grants of \$1,000 each for the University One for Indigenous Learners certificate program.

» Sponsorship received from BlueShore Financial (\$13,000) supported the Faculty of Business & Professional Studies in hosting Work Integrated Learning (WIL) Month that included three separate events. BlueShore Financial was showcased as a presenting sponsor at the *Celebrating WIL at CapU* event that was held at the Pinnacle. This month-end celebratory networking event and career fair provided over 200 students with the opportunity to network with over 60 employees from 27 different industry partners. Ticket sales from the event garnered an additional \$2,000 in support to the event. BlueShore Financial has committed to providing sponsorship to support this as an annual event.



» 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)
- Showstream Technology Inc. (Production In-Kind Sponsor \$5,000 value)

» New Alumni Perks partners included Moja Coffee and Park'N Fly as newly-added benefit providers of the Alumni Perks app.

## UNIVERSITY EVENTS

» University Events (UE) worked closely with Alumni Relations on the Alumni Excellence Awards on April 7, celebrating alumni achievements with the presentation of five awards. The viewing party allowed winners' guests and other invited alumni to watch the award show together and then celebrate with the winners afterwards.



» Attendees enjoyed a spectacular performance from current CapU music student Jaymie Walker and alum Colin Weeks. There were over 50 people that attended the live viewing party. Feedback from the event was that the alumni community and CUAA was very happy to be able to reconnect in person.



»



- » UE collaborated with the communications department to host the announcement of the first on-campus student housing complex on April 12. Working closely with the governments' events teams, University Events managed logistics for local government representatives which included Anna Kang, Minister of Advanced Education and Skills Training; local MLAs Bowinn Ma and Susie Chant; and Mayors of the City of North Van, District of North Vancouver and West Vancouver. Due to last-minute inclement weather, the UE team had to pivot from an outdoor ceremony to hosting the event indoors on campus.



Anne Kang  
Minister of Advanced Education and Skills Training

*(From left to right) Ses Siyam, Ray Natroro, Indigenous Elder; Bowinn Ma, MLA North Vancouver-Lonsdale; Linda Buchanan, Mayor, City Of North Vancouver; Paul Dangerfield, CapU President; Mike Little, Mayor, Dist. Of North Vancouver; Anne Kang, Minister of Advanced Education and Skills Training; Susi Chant, MLA North Vancouver-Seymour; Mary-Ann Booth, Mayor, West Vancouver; Ishita Sharda, second year business student, CapU*