

PRESIDENT'S REPORT TO THE BOARD

Reporting period from February 8, 2022 to April 1, 2022

PRESIDENT'S OFFICE

During this period of time, the world has watched as the Russian government continues its violent invasion of Ukraine. We join the international community's calls for de-escalation and an immediate resolution to the conflict. Our hearts are with all who are directly in harm's way as a result, and we remain hopeful for the return of peace. At CapU, we currently have 10 students from the Ukraine and over 30 from Russia, and in partnership with student success, the registrar's office, financial services and others, the Centre for International Experience has been able to offer a range of supports and services.

Joining other landmarks around the world, the exterior of Capilano University's Birch Building has been lit up in support of Ukraine. The lighting sequence illuminates the colours of the Ukrainian flag, transitions to white to represent peace, then fades into the colours of CapU as we come together in support of the people of Ukraine who continue to light the way with their courage and determination.

In other updates, the University is pleased to confirm it has entered into a purchase agreement with Oceanfront Squamish to deliver high quality post-secondary education in Squamish. This is a standing priority for Capilano University to re-establish fulsome programming in the Sea-to-Sky region.

ACADEMIC & PROVOST

Over the last two months, the Vice-President Academic & Provost (VPAP) has participated in ongoing learning and development with events focused on anti-racism, inclusion and Black History Month, including sessions offered by the Education Advisory Board (EAB), the Canadian Center for Diversity and Inclusion (CCDI) and a University workshop facilitated by Nahanee Creative on cultural empathy and cultural safety. There was also participation in the welcoming event for Elder Robert Joe at *kálaḡ-ay*, the Sunshine Coast campus, on February 7 and a subsequent trip in March to introduce University Librarian, Christina Neigel to employees, as well as spending time with Elder Joe. As part of chairing and participating in the BCAIU VPAP committee, input was provided as part of consultation and engagement processes with emergent plans being developed through the Ministry of Advanced Education & Skills Training (MAEST): International Education Framework; Indigenous Post-secondary Education Policy Framework; and Digital Learning Framework. Additional advice and consultation was provided to the Degree Quality Assessment Board secretariat on degree-level criteria. We welcomed Dean, Faculty of Fine & Applied Arts Ramin Shadmehr to CapU on February 28 and Executive Assistant Lisa Storoz commenced her new role in the Office of the VPAP on March 21, 2022.

FACULTY OF ARTS & SCIENCES

- » The Engineering Rapid Prototype Technology Microcredential program led by Mark Wlodyka, School of STEM, has received a one-time contribution of \$77,000 from MAEST to develop and deliver a microcredential. The program provides a path for learners to develop new skills that are unique and not offered by post-secondary institutions. The program's key elements include three modules that explore the fundamentals of rapid prototyping techniques and the management of the engineering design process. The modules include work-integrated learning in collaboration with industrial partners, including Riipen, and Zen Makerlabs. Upon completion, students will have learned how to apply rapid prototyping technology in an industrial setting through collaboration partners.

- » This spring, Capilano Creative Writing was awarded a Canada Council grant in public outreach for the 2022–23 Open Text Visiting Writers series. As part of this initiative, we welcomed two visiting writers this term. Filmmaker Randall Okita, who has showcased film and immersive VR projects at Sundance, Tribeca and TIFF, spoke to students about writing for digital platforms. Juliane Okot Biket, who is cross-appointed in English, Gender Studies and Black Studies at Queen's University, guided students through influential poetry-essays and erasure poems. Finally, our student literary journal [The Liar](#) has wrapped its 22nd issue and will be launched in April 2022 with an in-person and streamed event at CapU Lonsdale.
- » Instructor Bob Muckle, Anthropology, School of Social Sciences, has a new book out in June 2022 with University of Toronto Press: [Forgotten Things: The Story of the Seymour Valley Archaeology Project](#). This book outlines the work of the Capilano University Archaeology Field School (ANTH 241) and is the first book to be published in the UTP series: **Teaching Archaeology: Case Studies in Research and the Culture of Fieldwork**.
 - Bob has also participated in three different podcast interviews concerning his work on the following: collaborative work in archaeology; Seymour Valley Project; and Archaeology of COVID-19 Project (funded through CARS).
 - MONOVA (Museum of North Vancouver) has also been highlighting the Seymour Valley Project and the artifacts that Bob donated to the museum through social media.



FACULTY OF BUSINESS & PROFESSIONAL STUDIES

- » School of Legal Studies students, led by Alice Price-Stephens, participated in the Dominion Mock Trial competition with five other teams from eastern Canada at the end of February—with wonderful results:
 - Top Prosecution Witnesses—Misa Ruschieski
 - Top Prosecution Lawyers—Rachel Robertson
 - The Capilano University team **placed first overall**. Their performance was remarkable, especially given that they had to prepare and present during their midterm exams.
- » On March 10, Karen Yip, faculty, School of Legal Studies, spoke to students and faculty on how best to support aging family members and friends. As CEO and founder of Choro, Karen hopes to engage the community in providing assistance and care to the senior population.
- » Congratulations to School of Legal Studies faculty, Victoria Shroff, for being named one of 75 distinguished nominees for the YWCA Metro Vancouver 39th Annual Women of Distinction Awards, presented by Scotiabank. The award recipients will be announced on May 26.
- » CapU Marketing Association (CAPUMA) student delegates and their mentor/coach, Andrea Eby, travelled to Chicago for the [American Marketing Association International Collegiate conference](#).
 - Overall, students did extremely well, competing among 320 North American Collegiate chapters:



V. Victoria Shroff

Victoria teaches animal law in her roles as instructor and Adjunct Professor at UBC Allard School of Law and Capilano University Faculty Member. She is also a leading educator in the media in explaining animal law issues and policies including the link between animal and domestic violence. Victoria was recently invited to write the textbook "Canadian Animal Law," which is the go to guidebook to Canadian law on animal issues. Victoria established and chairs the Canadian Animal Law Study Group and developed the LSLAP Animal Law Pro Bono Clinic, a program that helps people who are often facing social and economic challenges while giving law students a chance to prepare their craft. She was one of the first animal law practitioners in Canada with her own law firm.

- **Case Competition 2nd place with client [Amazon](#) [#amazonprime](#) prime student Presenting Team:**
Amanda Phillips, Noah MacInnis, Vishal Prem Jagarapu, Eduardo Gevenez, Nadine Frankowski and Svitlana Shapotkina with support case team members Oscar Blue, Gimena Machado, Vy Nguyen, Hoang Le Van Pham, Devon Kular, and Ariel Xu
- **Perfect Pitch Honourable Mention:** Amanda Phillips
- **Undergraduate Research Competition 8th place:** Noah MacInnis
- **Students also competed in: [Sherwin-Williams](#) Sales Competition:** Oscar Blue
- **ISABRE Simulation:** Justin Vogt, Justin Malialis, Pours Patell and Jay Herbsen
- **Marketplace Simulations:** Jay Herbsen, Pours Patell, Justin Vogt and Justin Malialis



- » The School of Business, in collaboration with the Work-Integrated Learning (WIL) Co-Lab and Career Development Centre, hosted three events in March to celebrate WIL at Capilano University. The first event introduced faculty to potential partners for in-class applied research projects through a panel moderated by Mohna Baichoo, WIL lead for the WIL Co-Lab. The second event was a “Resume Speed Dating” event where approximately 70 students met with 16 volunteers from the community and employer partners. The third event was a blend of a job fair/networking where almost 200 students and 30 organizations connected about WIL and full-time and post-graduate opportunities at the Pinnacle Hotel. These events were generously sponsored by BlueShore Financial.
- » The School of Business signed an articulation agreement with Holland College of Prince Edward Island, opening a pathway for graduates of Holland’s certificate and diploma programs to continue their studies into CapU’s Business Administration and Bachelor of Business Administration programs.
- » School of Business BCPT 404-Advanced Business Analytics, entered three teams in the CANDEV Data Challenge event presented by Statistics Canada. Led by Susan Romeo-Gilbert, one of our three teams made it as finalists. They were chosen as one of the top eight out of 112 teams (top 32 students for 450+ students across Canadian post-secondary institutions) to go into the finals and were the only finalists who were not in a computer science program and the only business school entrants to make it to the finals.
 - **Winning team—CapU Analytics Squad:** Evan Yee, Diane Dizon, Connor Kensley and Monika Bednarz
 - The two other teams were:
 - **CAPU BIMA Metrics:** Zabir Montazar, Malik Christine Hoang and Kaiting Yang
 - **CAPU BIMA Team 1:** Phoebe Chung, Brandon Nguyen and Aava Mehrvarzan (*Shahrukh Qidwai was ill, did not participate on the weekend*)

2022 CANDEV Finalists // Finalistes CANDEV 2022

Department	Team Name	Team ID
AAFC	MTM	3586
CRA	CapUAnalyticsSquad	1816
DFO	-	4044
ESDC	-	2270
ISED	Udem	1885
PSC	-	4052
SSC	CANDEV? Candev	3572
StatCan	E.G.L.S	2728

FACULTY OF EDUCATION, HEALTH & HUMAN DEVELOPMENT

- » The University has been granted one-time additional funding from the MAEST to continue delivering the Health Career Access Program (HCAP) in 2022–23 to meet urgent labour market needs in long-term care, assisted living and home support. In partnership with MAEST, the Ministry of Health and Vancouver Coastal Health, employees in the Health Care Assistant program have been involved in the planning and development of four HCAP deliveries since May 2021 in North Vancouver and on the Sunshine Coast, with more deliveries planned for next academic year.

- » The University received a one-time grant by MAEST to develop and implement three pathway programs for domestic Adult Basic Education (ABE) and English for Academic Purposes (EAP) students into high-demand careers, starting in summer 2022. Faculty in ABE and EAP worked closely with counterparts in the Health Care Assistant (HCA) and Early Childhood Care and Education (ECCE) departments to design the pathways for entry into these program areas.
- » The University has also received a grant from MAEST for the expansion of its Rehabilitation Assistant Diploma Program (RADP). These funds will be used to offer an accelerated mixed-mode delivery of the program over a 16-month period starting in January 2023. The grant includes funding for Indigenization to support changes to program curriculum and delivery, as well as travel stipends to support the participation of students based in the Northern Health Authority in lab instruction on the North Vancouver campus.
- » In December 2012, CapU was the first university in B.C. to achieve first-year, academic credit for English for Academic Purposes (EAP) capstone courses, EAP 100 and 101. Subsequently, in October 2021, we were the first B.C. university to achieve a transfer agreement with a pair of comparable courses at Camosun College. This agreement became bilateral in February 2022. This means that EAL courses can now be listed on both the English as an Additional Language (EAL) Transfer Guide and the regular BC Transfer Guide—an important achievement for transfer credit in both Canada and internationally. Plans are underway for a similar agreement with equivalent EAP courses at UBC Okanagan, which would permit the use EAP 100/101 towards associate degrees as transfer credits across B.C.
- » Along with four ECCE students, faculty Elaine Beltran-Sellitti, Tahmina Shayan and Haideh Nouri participated in the project “Encounters with Public Art: Decolonizing Literacies of Place, Self and Education,” including a conversation with early childhood educators in March 2022 at MONOVA—the Museum of North Vancouver. The Decolonizing Literacies project was a collaboration between MONOVA, CityStudio and the ECCE department.
- » As one of the lead researchers in the [BC Early Childhood Pedagogy Network](#), Kathleen Kumen (ECCE), has made recent visits to support [community](#) and [post-secondary pedagogists](#) across the province with her colleague and researcher partner Veronica Pacini-Ketchabaw, Western University of Ontario. The visits will conclude at the end of March with an ECPN gathering to explore curriculum making and pedagogical practice in early childhood education. This ongoing project is funded by the Ministry of Children and Family Development and is part of the government’s plan to address [recruitment and retention in early childhood education](#).
- » Sylvia Kind (ECCE) has been accepted as a panel presenter at the Reconceptualizing Early Childhood Conference (RECE) taking place in Vancouver in June 2022. Along with colleagues, she will present on “Animacy, event, place and duration: New images of thought in the study of children’s drawings.”
- » Long-time faculty member in the music therapy department, Nancy McMaster, has announced her retirement, as of July 2022. Nancy has been with CapU since 1976 and was one of the founders of the Music Therapy diploma program in that year. The diploma program—the first training program of any kind for music therapists in Canada—evolved through hard work, championed by Nancy, into a degree program in 1990. This program is a leader in the field, both nationally and internationally. Throughout her distinguished career, Nancy has made unparalleled contributions to the growth of music therapy as a discipline and positively impacted the lives of students and colleagues in immeasurable ways.

FACULTY OF FINE & APPLIED ARTS

» On February 28, Dean Ramin Shadmehr began his new role. In his first week, he dropped in on an amazing lunch concert taking place in the Fir Studio with jazz legend Pat LaBarbara. LaBarbara joined members of the jazz faculty: Brad Turner, André Lachance, Dave Robbins and Bill Coon and performed for jazz students. This amazing opportunity was in advance of Pat LaBarbera's show on March 4 at the BlueShore Financial Centre for the Performing Arts.

» Live theatre in the BlueShore Financial Centre for the Performing Arts is back, with two shows featuring students from the theatre programs. The first was 'TBH', which opened on February 16, 2022. 'TBH' is internet shorthand for 'To Be Honest.' This devised performance is based on the humorous and poignant accounts of young people and their experience of the pandemic and was developed by the theatre students.



» The second show, 'Urinetown' opened on March 25, 2022. 'Urinetown' is a three-time Tony Award-winning musical satire that prods at corporate mismanagement, capitalism, bureaucracy, politics and even musicals themselves. This show was the first, in the last two years, that performers were able to not wear masks.



» On February 24 and 25, Idea School of Design held a faculty retreat at CapU Lonsdale. This retreat was the first time in two years that faculty could get together in person to discuss department policies, program goals and curriculum. It was an inspiring event that also gave them an opportunity to experience the Lonsdale location firsthand.

» In early March, Indigenous students in four film programs received bursaries totaling \$34,000 from Warner Media; a new initiative to support Indigenous film students. Doreen Manuel, director, BOSA Centre for Film & Animation, brought this partnership together. Faculty Greg Coyes, Dwayne Beaver, Denise Gingrich and Glenn Sylvester were on hand, as 14 of their students were awarded bursaries.

» As part of their coursework, first-year diploma students from Arts & Entertainment produced three in-person events in March. 'Inside the Bubble' was a visual art gallery exhibit showcasing the impact of the pandemic on artists and their mental health, held at CapU Lonsdale. AEM students also staged a multi-disciplinary festival over two days at the BlueShore Financial Centre for the Performing Arts, BOSA Centre for Film & Animation and Maple Building that showcased performers from other Fine & Applied Arts programs.

» On March 29, the School of Motion Picture Arts and CapU Centre for International Experience hosted the first Global Sustainability Short Film Alliance Symposium and Screening at the BOSA Centre for Film & Animation. The event was a result of the Global Coproduction project between CapU and VIA University College in Aarhus, Denmark, developed by Michael Thoma, chair of School of Motion Picture Arts, who visited VIA in 2019. This in-person and virtual symposium included an interactive discussion with local and international students, filmmakers, faculty and partners around the intersection of global sustainability and filmmaking, followed by a screening of sustainability-themed international short films created by students from CapU, VIA University College (Denmark), Design Factory International (Hamburg, Germany) and Humber College (Toronto, Ontario).



» On March 4, Laudate Singers performed in a CapU Classics performance. Their program is all-Canadian music including music by three past composers-in-residence who are graduates from the Music Diploma program: Chris Sivak,

Kristopher Fulton and Emile Deedes-Vincke. Emile Deedes-Vincke, also won the College/University division of the Young Composer's Competition held by the Vancouver Chamber choir.

- » School of Motion Picture Arts alumni (2011), Arielle Boisvert was promoted to partner with Brightlight Pictures, where she will continue overseeing production. Brightlight Pictures is a Vancouver-based production company, currently producing the successful series 'The Good Doctor', as well as other film and television projects.
<https://www.hollywoodreporter.com/tv/tv-news/good-doctor-brightlight-arielle-boisvert-partner-1235087188/>
- » The Costuming for Stage and Screen program will be hosting the screening of the fourth annual CAFTCAD (The Canadian Alliance for Film and Television Costume Arts and Design) Awards show on Saturday, May 7—a celebration of Canadian talent in costume arts and design. Last year faculty Anthea Mallinson and her alumni team, won the Excellence in Textiles Award for their work on the TV series Chilling Adventures of Sabrina www.thecaftcadawards.com
- » Two new microcredentials being offered through Continuing Studies this summer are now posted on the CTE webpage and accepting applications: [2D Animation, Compositing and Rigging Using Toon Boom Harmony](#)
[Virtual Production for Film, Streaming and Immersive Media](#)

FACULTY OF GLOBAL & COMMUNITY STUDIES

- » On March 11, the University in partnership with the School of Tourism Management hosted the Federal Tourism Minister Hon. Randy Boissonnault, who was in town speaking at the BC Hospitality & Tourism Conference. In consultation with government colleagues, he learned of CapU's programs and the recent UNWTO TedQual certification and came on campus to meet with students. He engaged with four student groups who presented their projects with Indigenous Tourism Association of Canada; Howe Sound Biosphere Reserve, Destination Stettler (Alberta), and the Pender Harbour Ocean Discovery Station (PODS). In addition, the Minister provided an inspiring message to the students about the recovery of the industry and the recognition of the important role tourism will play in the Canadian economy.
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- » Dean Lara Duke presented "Complexity Leadership Theory in Higher Education" in a March 29 webinar to an international audience of kinesiology leaders through the American Kinesiology Association.
 - » The one-year program review progress report for Outdoor Recreation Diploma was presented to SAPPRC on March 8.
 - » The Master in Responsible Tourism Management concept paper was approved at Senate.

KÁLAX-AY THE SUNSHINE COAST CAMPUS

- » Pathways to Higher Learning (P2HL) students attended a two-day cultural field trip to Vancouver and Whistler at the end of February with the program's cultural facilitator and Indigenous education advisor, Jessica Silvey. Students visited the Vancouver Museum and the Squamish Lil'wat Cultural Centre, where many were excited to see photos and stories of their ancestors on display.
- » Student Support (one-on-one sessions in English and Math) are available to students and the students in P2HL. The support inspires learning and provides invaluable support as students navigate school, work and personal lives.
- » P2HL continues with their English, math and computer courses in May and June, supported by the shíshálh Nation.

» Adult Basic Education classes will be offered both online and in person starting in the Fall 2022 term.

» On February 7, we welcomed the first Elder to the *kálaḡ-ay* campus. The Elder's Celebration was well received and attended by President Paul Dangerfield and Vice-President Academic & Provost Laureen Styles, CapU Elders, colleagues from the North Vancouver campus, all employees and students at the Sunshine Coast campus and Elder Robert Joe's family. "Born and raised on *shíshálh* traditional territory, Joe points to a lot of teachings from his grandfather, late mother and uncles as he looks toward his new relationship with Capilano University."

<https://www.coastreporter.net/local-news/capilano-university-sunshine-coast-kalax-ay-campus-welcomes-its-first-elder-5051891>



Photo by: Steph Townsend

- » Director Micki McCartney worked with a team to coordinate a cultural awareness training session offered by *shíshálh* Nation to the *kálaḡ-ay* Sunshine Coast campus community, with a broad overview of national history and a more focused accounting of regional history, current issues and interests of the Nation. Over 50 employees and students attended this daylong session.
- » "Citizen Leaders: Growing the Community from Within," a microcredential course designed in partnership with local social service organizations to reskill and upskill volunteers and employees in the non-profit sector, proceeded to the development phase with the delivery of the course planned for April to July 2022.
- » Jutta Angus, education planning officer, and Karen Webb, program developer, are working together to develop relationships with department chairs to enhance communication of pathways for Sunshine Coast student taking First-Year Experience (FYE) courses to CapU programs. These intentionally articulated pathways will enable more explicit messaging of the career potential of FYE (online) courses to potential and current students through student advising and marketing campaigns.
- » A social media and print campaign ran from mid-February to the end of March focused on building awareness of and promoting enrolment to the *kálaḡ-ay* campus, Sunshine Coast offerings, such as the FYE courses, the Health Care Assistant program (with a new cohort to begin in September) and Adult Basic Education courses.
- » Dual-credit courses, jointly provided by CapU and School District #46, continue to be explored to deliver university courses to high school students wanting to begin their studies in high-demand programs such as 2-D Animation.
- » Welcoming Communities (CapU partnership with Whistler Multicultural Society) is seeing a greater uptake in community connections and informal language classes (Conversation Circles, Book Club and Introduction to English and Writing). The new Canadian population on the Sunshine Coast is growing via word of mouth amongst current participants and their ethnic communities. Changes in COVID-19 safety protocols has seen an observed participation increase.
- » The CALL (Community Access to Literacy and Learning) program continues to thrive as our Community Adult Learning program. We have 15 active pairs who meet once a week, either in person or online.
- » Literacy Outreach Coordination finds the Literacy Coalition busy planning StoryWalks. The ten-community member strong coalition has met four times this year, utilizing best practices around literacy awareness and community building within different constituent groups. We are mounting a 'Books for Babies' campaign, which will see 200 bags of goodies distributed to families with a newborn child. We support literacy programming from Port Melon to Earl's Cove.

WORK-INTEGRATED LEARNING (WIL)

- » The WIL Co-lab, the Career Development Centre and the School of Business shared the University's inaugural participation in Canada's National Co-op and Work Integrated Learning Month with various events for faculty, students and community partners. These events were sponsored by BlueShore Financial.
- » Manger, Career Development Centre Nancy Ng contributed to Chapter 1 and Jennifer Fane, Mohna Baichoo and Tania Loken, contributed to chapter 13 to CEWIL's first eBook: *The Practice of Co-op and Work Integrated Learning in the Canadian Context*.
- » Two governance committees are being formed with launch meetings planned for April/May: WIL Committee and the WIL Advisory Committees.
- » GrowthHub links students with businesses to solve real problems and is a partnership between the North Vancouver Chamber and Capilano University. To date, this partnership has seen six classes with six local/organizations and a number of student-led projects.
- » CapU volunteered to participate in a pilot survey for the WIL Framework of impacts, implemented by the B.C. Work-Integrated Learning Council (formerly ACCE WIL BC) which represents all 25 public, post-secondary institutions in the province and is an independent council of the Association for Co-operative Education and WIL (BC/Yukon).

INDIGENOUS EDUCATION & AFFAIRS

- » On February 14, 2022, Indigenous education & affairs and student affairs coordinated a large group from across the CapU community to attend the MMIWG vigil in the Downtown Eastside. At the same time, the Indigenous Student Services (ISS) student employee and the CapU Students' Union coordinated an on-campus vigil.
- » On February 23, the Indigenous Recruitment Officer Shannon Hanson, with the support of the ISS team, held "Inspiration Nation", a student recruitment event at CapU that included alumni and leadership talks, a nature walk by Takaya Tours and a site visit to BOSA Centre for Film & Animation and the Indigenous Digital Film program. There were 96 youth from high schools from all over the five traditional territories and some online visitors as well.
- » University managers and administrators attended the Cultural Safety Workshop presented by Nahanee Creative Inc. on March 14. The workshop was initiated by human resources and is the beginning of CapU's exploration into cultural training workshops.
- » Wayne Dunkley, EDI advisor from student affairs, hosted an event for the CapU community to learn more about the Indigenous student experience on March 16.
- » Dialogues engaging the draft Indigenous Plan are being initiated throughout the University and with territorial rights holders, with the plan to be presented at the May Senate meeting.

LIBRARY

- » Further supporting student success and faculty research and teaching support, the library has been extremely busy uplifting its collection. This year, the library has invested \$670,000 in its collections, including \$115,000 on monographs with nearly \$30,000 focused on an investment in sciences collections for the new Bachelor of Science and another \$11,000 to support the new psychology major. Other areas receiving an important boost includes the children's

collection, books by Indigenous creators (purchased, largely, from Indigenous owned bookstores like Massy Books in Vancouver) and new computing and data science books. Other investments include:

- significant research methods content from SAGE Research Methods Collection
- subscriptions to PsycTests, PsychiatryOnline and ScienceDirect Freedom Collection
- a first app subscription, Muscle and Motion, to support kinesiology students
- extensive purchases of web-streaming films



Our collections are expanding. A sample of works amplifying Black History Month

- » In one such example where library resources and activities support student success, the weekly coaching and research support offered by librarian Mary Sim contributed to CapU's upper-year business students placing second in the 2021–2022 American Collegiate Marketing Case Competition.
- » Leveraging the library team's expertise in the provision of knowledge, research and scholarship, CapU librarians and researchers participated in the *Building Connections Workshop* in February—a three-day webinar focused on research data management and emerging social sciences and humanities projects in Western Canada. This workshop was supported with funding from the Social Sciences and Humanities Research Council (SSHRC) and partner institutions, including CapU. Sessions included presentations from researchers, research administrators, IT professionals and librarians, and a demonstration of the free DMP Assistant tool managed by the Digital Research Alliance of Canada
- » With the assistance of university relations, the library is proud to have made a two-year contribution to the Council of Prairie and Pacific University Libraries' (COPPUL) *Indigenous Librarianship Scholarship Award* to build Indigenous librarian capacity in Western Canada. The award will be open to any Indigenous student from Western Canada who will study in the field of library and/or archives.

ACADEMIC INITIATIVES & PLANNING

- » CityStudio North Vancouver (CSNV) is enjoying a successful Spring 2022 term with 12 active work-integrated learning projects in collaboration with City of North Vancouver partners. On March 31, CSNV hosted the third Annual Idea Jam, a fun project-generation event that brought together our partners from different organizations and City of North Vancouver departments to envision a brighter future for North Vancouver. Through brainstorming and conversation, we generated new ideas for students and partners to explore through course collaborations in the upcoming academic year. The end-of-term showcase, HUBBUB #6, is scheduled for April 28. HUBBUB is a celebration showcasing student projects from this term and the collaborations that made it all possible. To learn more and to register for HUBBUB, please visit the CityStudio website www.citystudiocnv.com
- » There continues to be good progress on the credential development front with 18 active program working groups thoughtfully expanding CapU credential options in alignment with the directions established in *Envisioning 2030* and *Illuminating 2030*. A recently published *Spring Program Development Bulletin*, available on *Frontlines*, provides the campus community with regular updates on current program development activities to assist with university-wide planning processes and foreshadow how CapU's program mix is projected to evolve in the months and years ahead. The next bulletin will be published in June 2022.

CENTRE FOR TEACHING EXCELLENCE

- » February workshops included two four-day workshops: Instructional Skills and Intercultural Pedagogy and Learning. The latter was an in-depth introduction and analysis of EDI issues related to disability, gender and sexuality, race and language, and decolonization and Indigenization.

- » An interactive workshop called “Managing Challenging Topics in the Classroom” held on March 11 offered three specific facilitation techniques meant to foster dialogue about difficult topics.
- » Thirty faculty opened their classrooms to colleague visits during Open Classroom Weeks from March 7–18, 2022.
- » Mary Giovannetti will be facilitating a pre-conference workshop at the Society of Teaching and Learning in Higher Education (STLHE) conference in Ottawa, June 7 with colleague Derek Murray entitled, “Peer Observation of Teaching and Learning: An Experiential Training Model”.
- » 165 faculty were nominated by 365 individual student submissions and through an adjudication process, five recipients received recognition for the 2022 Teaching Excellence Awards.
- » Three e-portfolio workshops ran over February and March, with approximately 90 student participants and one program workshop with the Education Assistant Certificate program included the creation of a program-specific template.
- » The call for proposals for the first in-person in two years has launched for the annual Teaching and Learning Symposium (May 3–6), with this year’s theme being “Community-Engaged Teaching and Learning”.



CREATIVE ACTIVITY, RESEARCH & SCHOLARSHIP (CARS)

- » Congratulations to Faculty of Global & Community Studies instructors, Kara Walker, Jeffrey Wahl and student research assistants Georgia Phillips and Rakeli Maina. who have been awarded a Mitacs applied research grant for their work with research partner Destination Vancouver. This year-long research will unearth the real-world impacts of pandemic-induced hybrid and virtual meetings on the conventions sector.
- » Thank you to the members of CapU’s Research Ethics Board (REB). The 14-member board has seen a sustained increase in applications for REB approval from faculty and students. Last month, they received 12 applications (compared to the 20 applications they received in their first year of operation). In addition to their stellar work reviewing applications, many attended the Indigenous Cultural Safety Training and Humility workshop by Research Ethics BC. A special recognition to Carey Simpson, chair of REB, for her collaborative and inclusive leadership.
- » **Introducing *Test Your Concept (TYC)***, as a new way for faculty to pitch CARS ideas and engage with community partner organizations. Our inaugural round of TYCs took place with partner organizations such as, The Howe Sound Biosphere/UNESCO Group and The Islands Trust Conservancy. The TYC saw lively back-and-forth discussions about a range of wicked global challenges. In response to their TYC pitch, the following five faculty will receive funding and support to run community-based research projects within their classes during the spring and summer terms:
 - Danielle Wills: Nature monitoring with The Islands Trust Conservancy (descriptive statistics)
 - Banda Logawa: Burn it or ship it? An analysis of waste production with Camp Fircom on Gambia Island.
 - Mark Wlodyka: Mapping marine debris using advanced drone and LIDAR technology with The Coastal Restoration Society and Ocean Watch
 - Roy Jantzen: Connecting youth to nature, tourism and the sustainable development goals with The Howe Sound Biosphere Reserve Initiative
 - Thomas Flower: Nature monitoring with The Islands Trust Conservancy (ecology)



FINANCE & ADMINISTRATION

In preparation for fiscal year-end on March 31, 2022, we prepared the year-end audit with KPMG. T4s were issued for employees and tuition receipts for students. The 2022/23 budget was presented and approved at the February 22, 2022 Board meeting. Additionally, work has progressed with the Investment Management Committee reviewing and identifying alternate asset mixes that optimize the risk-reward trade-off for both the University and Foundation investment portfolios. A review was also conducted on the status of our investments as it relates to what is occurring in the Ukraine.

FACILITIES SERVICES & CAMPUS PLANNING

- » Natalia Skapski, associate director, safety and emergency services, was awarded the Medal of Good Citizenship on March 24, 2022 for going above and beyond in supporting the University community through the pandemic, as well as her ongoing commitment to volunteer work in her own community.
- » With support from the provincial government, the health and safety team distributed thousands of COVID-19 antigen rapid tests to the campus community for personal use.
- » An agreement was executed to acquire land on the Oceanfront site in Squamish with the intent to build a new campus.
- » A contract was executed with a general contractor to construct the new Centre for Childhood Studies facility.

INFORMATION TECHNOLOGY SERVICES

- » Capilano University welcomed a new Chief Information Officer, Stephane Fouchereau, who began his new role on March 7. Stephane brings over 25 years of experience in information technology and digital transformation, having held various IT leadership roles in Canada and France where he has transformed teams into innovative and impactful business partners.
- » IT services successfully implemented Azure Self-Service Password Reset (SSPR). With 8,900 users enrolled, they will now be able to reset their password online at their convenience without having to call IT services for support. This project was implemented due to existing functionality being removed from Banner with the latest release. This initiative paves the way for the upcoming MFA (Multi-Factor Authentication) rollout and will allow the University to modernize its password requirements. An additional benefit is that we no longer need to send default passwords in email to new applicants, and instead, redirect them to the secured SSPR system portal.
- » As part of the regular maintenance cycle, and to maintain security of systems, the student and academic systems team upgraded WordPress for the ePortfolios site. Previous comments about the site being slow to respond led to an investigation to find the cause and creative ways to improve performance. Through a software upgrade and investigation process, the team significantly enhanced system performance, enabling students to create and edit their sites more quickly.
- » The enterprise systems team successfully received the Banner regulatory updates on December 16, 2021. The team identified a number of changes that were required prior to release of the taxation forms (T4, T2200S and T2202A). The required changes were implemented and tested. The final version of the tax forms were generated and deployed for general release on February 16, 2022.

PEOPLE, CULTURE & DIVERSITY

HUMAN RESOURCES

- » Opportunities have been identified to clarify roles within the HR team and provide three distinct areas of expertise: HR Business Partners (HRBP); Organizational Development; and Shared Services. The intent of this shift is to better partner with faculty and service area to provide an exceptional employee and student experience at CapU. Certain roles have or will be transitioned from HR advisor to an HRBP role. Specifically:
 - Lyndsey Phelan: Faculty of Arts & Science; Faculty of EHHD; Student Success; Library; CTE; and AIP
 - Michelle Nalliah: Faculty Fine & Applied Arts; Faculty BPS; Faculty GCS; CE; and Sunshine Coast
 - Nazanin Fard: MoveUp Service Units; Administration; and Exempt
- » At the heart of the HRBP model is the assumption that an HR professional should become a strategic partner with leaders to help fulfill the University's goals. Its intent is to help CapU HR professionals integrate more thoroughly into organizational processes and align their day-to-day work with business outcomes, focusing more on deliverables and organizational results rather than transactional HR activities.
- » A second assumption is that the human side of the business is a key source of CapU's competitive advantage. The HRBP model enables the organization to optimize our human capital by bringing human resources considerations into *Envisioning 2030*, better positioning us to serve the employees, students and greater community.
- » Other roles within the HR team will focus on talent acquisition & allocation, employee engagement, classification & compensation, learning & development and abilities & wellness. Recruitment is underway for specific individuals with competency, credentials and lived experiences with EDI and Indigenous activities.

EDI AUDIT

- » Veza Global has been retained to conduct an EDI audit. After discussions with key stakeholders, it was determined to drive the most focus group participation was to hold these sessions now through the Spring term and again in the Fall term for a total of 30 sessions. Concurrently, Veza will review all HR policies and processes. Once this data is compiled and analyzed, Veza will provide recommendations in December 2022.
- » In addition to the EDI audit, the organizational development team is conducting a gap analysis to build an employee engagement framework. Identified gaps and recommendations will form the basis for the people plan as it relates to *Envisioning 2030* strategies. The SLC will be a key group involved in identifying gaps in the engagement framework.

COLLECTIVE BARGAINING

- » The creation of a steering committee to guide the strategic direction of the respective bargaining committees will be a new feature for this round of bargaining. Along with the VP, People Culture & Diversity, the committee will include members of the executive team, and potentially, SLC members to provide guidance, vision and oversight for the bargaining committees.
- » HR has conducted bargaining focus groups with key stakeholders in both faculty and service areas. The information gleaned from this process has informed the bargaining package proposals.
- » The CFA contract has expired and negotiations at the common table continues.
- » MoveUp collective agreement has not yet expired. However, CapU has been provided with notice to bargain with no dates currently set. Likely dates should be closer to May or June.

STRATEGIC PLANNING, ASSESSMENT & INSTITUTIONAL EFFECTIVENESS

INTEGRATED PLANNING

- » A mid-year reflection summary were prepared using progress reports that each area submitted in November 2021. Along with this, the integrated planning team is developing the process for the next planning cycle to run later this year. Ongoing discussions will inform the process and respective planning priorities, considering that this round is particularly important, as it will populate the last year of our current three-year Integrated Plan.
- » End-year reflection templates were distributed for areas to report on progress achieved during the second half of Year 1, from November 2021 to March 2022. This year, the team will schedule a one-on-one meeting with each area to assist in the reflection process and to discuss topics related to continuity for Years 2 and 3, alignment to existing plans and recovery initiatives.

ENVISIONING 2030

- » Alignment with *Envisioning 2030* will be discussed again with each area as part of the one-on-one integrated planning meetings to be scheduled between April 15 and May 15, 2022.
- » *Envisioning 2030* pillars and key highlights have been incorporated in the onboarding process for new employees. It is expected that this will support the efforts to help all employees internalize our vision, purpose and values.

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

- » The team started to scope Phase 3 of the retention ML project. The specifics of Phase 3 will include three major components. The first is related to retraining the model and conducting a deep-dive into features such as inclusion, model selection and testing. The results of this will be a Minimum Viable Product (MVP) that can be used in an A/B test. The second is related to designing an A/B test in partnership with the registrar's office and student success to measure the outcomes of the MVP. The third will be an analysis of the resources required to continue and/or expand the adoption of AI/ML in other areas of strategic enrolment management. This will be the primary strategic project for the team and is expected to run from April–November 2022.
- » We have started to monitor our time-series forecasts to assess the accuracy range of varying levels of analyses. Based on Spring 2022 term actuals (i.e., January 2022 enrolments) early indication suggests that our forecasts have an accuracy range of 90 to 95per cent at the University level. The accuracy decreases with each level of granularity and has a bottom range of around 50–60per cent accuracy. This initial monitoring provides insights as to which levels of analyses should be maintained going forward and how frequently the models should be retrained. We have also created a set of communication tools to help provide an overview of what time-series forecasting is about with its potential uses and limitations. We will soon be sharing this content with finance and the executives, once it is finalized.
- » Office of Strategy and Analytics would like to extend a big thank you to all the senior leadership members and their teams for submitting their write-ups for the Institutional Accountability Plan and Report (IAPR). The team is currently reviewing all the submissions and have begun writing the first draft of key IAPR sections.

CONTINUING STUDIES

- » The Filmmakers in Indigenous Leadership & Management Business Affairs (FILMBA) wrapped up this month with students receiving their certificates of completion. Twenty (20) mid-career Indigenous filmmakers met with industry

experts on weekends to bolster their understanding of the business, fundraising and promotion side of filmmaking in Canada. This training embedded culturally appropriate practices and was offered in partnership with the Indigenous Digital Accelerator.

- » Last January, the University received funding to develop and offer three short, industry-partnered training sessions, in alignment with the Ministry's recently announced BC Microcredential Framework. Continuing Studies has been supporting the development and offering of these programs, which will begin as early as May 2022. One program is offered on the Sunshine Coast to volunteers and professionals who work in the service sector to bolster their understanding of their field. One program targets professionals in the film and gaming industry who wish to learn more about virtual production. The final program targets professionals who work in the 2D animation industry and want to learn the Toon Boom harmony workflow.
- » Spring 2022 open enrolment courses continue to be offered in four formats this term, including an increasing number of face-to-face offerings. In addition to the new courses described in the last report, two new courses have been added:
 - **Make a Movie on Your Tablet** introduces learners to filmmaking basics to create movies using their tablets. The intended audience are seniors looking to capture memories for their family.
 - **Music Tour Guide for Beginners** course will help learners gain a basic understanding of how music works and how to understand and appreciate it better.

INTERNATIONAL

- » The international arena remains one of constant change and challenge. While we are finally seeing positive signs of increased mobility due to the evolution of the pandemic and related vaccinations, variants and adjustments, the conflict in the Ukraine and terrible destruction to the country and global peace has created a new array of uncertainty. For international, our first priority was to address the needs of our Ukrainian students on campus. We immediately reached out to the community and conveyed our concerns for their well-being and that of their families, friends and communities. We followed this with a luncheon gathering where we discussed how things were for them. We also conveyed our concerns for our Russian students who were also facing significant anxiety, displacement and uncertainty. As a result, and recognizing the conditions that both our Ukrainian and Russian students were facing, finance, the registrar, student success, deans and the VPAP collectively formulated a range of actions to address the needs of both student groups, including:
 - Preparing a specific financial-aid package for non-tuition emergency needs
 - Providing options of deferring tuition payments to Spring 2023
 - Special focus on the academic performance of affected students and extending a range of academic supports
 - Specific and independent outreach to all students to provide well-being and community support, including hosting of two luncheon gatherings to date at the Centre for International Experience
- » On March 17, IRCC announced the [Canada-Ukraine authorization for emergency travel](#) (CUAET) program. This is a special, accelerated temporary residence pathway for Ukrainians seeking safe haven in Canada and includes work and study permits for up to three years. As related policy in this area evolves, post-secondary institutions, including CapU, are looking for ways to provide support and access to Ukrainians that are affected by the war in their country.
- » Special emphasis is being placed on international recruitment to rebuild international enrolment to 2018/2019 levels, as soon as practically possible. With support from MDX and Ollometrics, we have embarked on a second six-week social media advertising campaign in Brazil, Colombia, Mexico, Vietnam, Philippines, Nepal and Bangladesh. The campaign has resulted in very high exposure in these countries for the University and a range of solid leads that are currently being pursued. We have also added to our international recruitment team by hiring Junjie (Jesse) Yang as our second international recruitment manager. Jesse comes to us from NYIT and will focus on developing China, Korea, Japan,

Taiwan, Vietnam, Hong Kong, Thailand, Philippines, Indonesia and MENA markets. We are extremely pleased that Jesse has joined our team.

- » March 28–31 was the week of the Asia Pacific Association of International Education (APAIE) conference which was scheduled to be held in Vancouver for the past two years, but shifted to online delivery. CapU is a gold sponsor of this event. Many of our European partners have continued with their plans of travel to visit partners and this week we have received visits of heads of international to our campus from Hochschule de Medien University of Applied Sciences, Stuttgart, Germany; Normandie School of Business, France; UVic Catalana University, Spain; Amsterdam University of Applied Sciences, NL; and VIA University College, Denmark.
- » Aligned with our visit from VIA, Denmark on March 28, we conducted a live and virtual screening and seminar on film and sustainability showcasing the outcomes of the 'Arms Across the Atlantic'—a VIA/CapU film co-production project involving over 20 students and faculty done during the pandemic and the connection of the Howe Sound UNESCO Biosphere Reserve and connections for film and other disciplines. The event featured speakers, plus films from other partners like Humber College. This is a planned pre-cursor to a full UNESCO and sustainability-themed film festival next year in association with the Global Sustainability Film Alliance of which CapU is the first non-European member.
- » Also on March 28, CapU was a featured institution at a high-level event at the Philippines Embassy in Ottawa, acknowledging partnership development between Canada and the Philippines during the pandemic. The director, international represented CapU for the signing of an MOU with De La Salle College of St Benilde, Philippines and progress on a five-institution consortium on animation programing and professional development currently in progress. The Philippine delegation featured the Minister of Higher Education and many university presidents and dignitaries. Canada was represented by CEOs and delegations of Universities Canada, Canadian Bureau of International Education, Colleges and Institutes, Canada and other associations and universities from across the country.
- » While visa processing remains a considerable challenge for students to start programs at CapU in person, Summer term acceptances (deposits) equaled our highest ever in 2019 at 641 accepts and currently 424 students are registered compared with 164 in 2021, 59 in 2020, 518 in 2019 and 247 in 2018. So, while there is some rollover of previous terms where students have deferred due to slow visa processing, the signs are encouraging. The new Minister of Immigration stated that visa processing would be back to normal by the end of the year, but this is still two intakes away so we need to be prepared for continued registration challenges and shifts as the start of term begins.
- » With some time since we had in-person connections with our partners and agencies in India and the new markets we are developing in South Asia, the director, international is returning to South Asia next week to conduct agent visits and receptions in India, Nepal and Bangladesh, meeting with High Commissions to review visa processing matters and conducting meetings with prospective partner institutions in Jalandhar and Chandigarh with the express purpose of providing students alternative program delivery options in country as they navigate visa and flight challenges. It is anticipated that the director will meet with over 300 agency representatives during this visit.

STUDENT SUCCESS

ATHLETICS

- » PACWEST Provincial Volleyball Championships were held February 24–26, 2022 at Columbia Bible College. The men's team finished fifth and women's team finished fourth.
- » PACWEST Basketball Championships held March 3–5 at Columbia Bible College. The women's team finished fourth and men's team won silver, qualifying them as the wild card from PACWEST for national championships March 23-28.

- » Total PACWEST awards this year for CapU Blues teams:
 - Women's Soccer PACWEST Gold Medal
 - PACWEST Awards—Academic Excellence from Capilano University—22 male and female athletes
 - PACWEST All-Stars—14 male and female athletes
 - Coach of the Year in Women's Soccer
 - Male and Female Player of the Year in Soccer
 - One Rookie of the Year and three All Rookie team athletes
 - Four CCAA All-Canadians
 - Seven Academic All-Canadians
- » Overall, 33 athletes achieved 3.5+ GPAs and 27 athletes achieved 3.0-3.5 GPAs. **More than half of the athlete students achieve above a 3.0 GPA.**
- » The Athletics & Recreation Department is pleased to announce the hiring of Georgette Reed as the new athletic director. Milt Williams, who retired after 30 years at CapU, returned in September to provide leadership to the department until a new director was hired.

RECREATION

- » **Personal training.** CapU Rec and Kinesiology have partnered to develop a personal training program at CapU. The program launched in February 2022 and has been very successful so far. Our trainers are certified personal trainers who have come through the kinesiology program at CapU. The program is open to students, employees and members outside of the university community.
- » **Intramurals.** CapU Rec is offering intramurals programs for all students and employees which have been well attended. Activities include cricket, volleyball, dodgeball and soccer.
- » **Fitness classes.** CapU Rec is currently offering: virtual yoga, circuit training and virtual Zumba. Registration has been low for all fitness and spin classes due to COVID-19.
- » **Orienteering.** The Greater Vancouver Orienteering Club (GVOC) is working with CapU Rec to create an orienteering course(s) on the North Vancouver campus, including the installation of 40 physical check point plates. Students, Employees and community members will be able to complete the course using a physical map or PDF on their smartphone. Each check point includes a QR code that participants must scan with their phone to record their time between check points and their total time completing the course. With up to three different courses around campus, this will be accessible for children, recreational adults and competitive athletes.
- » **Student housing events.** Student housing and CapU Rec have been partnering to offer free recreation events for students living in student housing. In February, we offered a drop-in sports night and this month we are offering a 3v3 March Madness basketball tournament. These free events take place in the gymnasium at student housing and led by CapU Rec student assistants and the active health programmer.
- » **Run Walk Wheel Program.** Indigenous Student Services and CapU Rec have partnered with **ISPARC** to offer a virtual run/walk/wheel program. This program is open to both Indigenous and non-Indigenous students and employees at CapU, with the goal to increase the sense of community and engagement in running or walking. The program goes until April 24 with the end goal event of the Vancouver Sun Run. Participants track their walks and runs on the Strava activity tracking mobile app. CapU Rec has been posting weekly updates on the [Teams Channel](#) to motivate participants. Prizes will be given to participants who ran and walked consistently throughout the program.

- » **Summer camps.** CapU Rec will be offering half-day recreation summer camps, open for online registration by the end of March 2022. Campers will be introduced to a multitude of different sports and outdoor activities, including cricket, disc golf, orienteering, soccer, yoga and more. Principles of physical literacy will be introduced to develop campers' confidence, competence, and motivation to live active and healthy lives. Vancouver Coastal Health has contributed a \$2,000 Healthy Communities Grant to purchase developmentally appropriate equipment for these age groups and to train/educate our summer camp leaders.
- » **Disc golf.** The athletics & recreation department recently purchased disc golf equipment to set up temporary disc golf courses around campus. 9-hole disc golf courses will be set up for students and employees to play on and around the Lillooet field. CapU Rec plans to put on one-off events and organized tournaments. The equipment will also be available for students to set-up at their own discretion.

CAREER DEVELOPMENT CENTRE (CDC)

- » The CDC team is committed to decolonization and learning more about Indigenous histories and cultures. We joined the student affairs team in a Cultural Protocols, Empathy and Safety workshop facilitated by Nahanee Creations, engaging in decolonial dialogue and how we can apply it in our practice. We also participated in a walking tour at the Capilano Hatchery with Deanne Lewis, a Squamish Nation community member from Talaysay Tours, to hear and learn from her stories and teachings.
- » Our advisors supported 93 students with one-to-one career appointments. We continue to work with faculty to integrate career education in the classroom by providing 33 workshops across all areas of study to 500+ students.
- » The CDC's advisors added a new workshop, "Teamwork Skills: Understanding Your Role in the Workplace," rounding out the offerings of 13 of our career development lunch & learn workshops each term. The advisors facilitated the remaining eight career development workshops and an all-day workshop to help students build job-finding skills, Pathway to Meaningful Employment (P2ME), to 46 students.
- » Our student career ambassadors coordinated a head and shoulder photo booth session, providing 14 students with portraits for professional use.
- » The CDC collaborated with Douglas College and the University of the Fraser Valley to host and organize the Virtual Pacific Career Fair on March 1, 2022, attracting 70 employers and 397 students, 63 of which were CapU students.
- » We collaborated with the School of Tourism Management to host the first in-person, on-campus tourism hiring fair on March 24, 2022. We sold out all 15 community partner booths, with several more on the waitlist. The fair welcomed 141 student attendees. Our student career ambassadors held a photo booth session concurrent with the tourism hiring fair, providing over 50 students with professional portraits.
- » We collaborated with the WIL Co-Lab and the School of Business to plan and organize WIL Month, with a series of events engaging students, faculty and community partners: WIL Showcase, Resume Speed Dating and Celebrating WIL at CapU networking event.

LEARNING SUPPORT

- » Appointments with the learning strategist have grown exponentially since the start of the term. Many students are recognizing that *how* they learn can be just as important as *what* they learn. This has seen an influx of students who are reaching out for support with aims of strengthening their study skills and approaches to learning.

- » The learning strategist, through consultation with the CTE and other faculty, has begun the groundwork for creating online asynchronous study skills workshops. These workshops, expected to be rolled out prior to the end of the term, can support students across the disciplines 24-7.

STUDENT AFFAIRS

- » Student affairs continues to roll out the Your Early Support (YES) Program to academic programs and service areas across all CapU locations. This new early alert program supports students who are facing personal or academic challenges during their time at CapU and helps connect them to on and off campus resources and services that can best support their academic journey. Since the pilot launch in Fall 2021, student affairs has received 74 YES Program referrals via our two student support advisors. Approximately half of the concerns involve connections to mental health supports for students feeling distressed, overwhelmed or suicidal. Other concerns involve academic challenges such as missed classes and learning struggles, financial challenges, housing insecurity and difficulties with transitioning to university life. To date, the majority of students who accessed support did not know how to find or access support services on or off campus. Approximately one-third of students referred to the YES Program receive ongoing support and well-being check-ins from our student support advisors.
- » Student affairs facilitated two university-wide virtual EDI Conversations on “Being Black During Black History Month” for all learners and employees to honour Black History Month and raise university awareness of cultural and personal anti-black racism in Canada.
- » Student affairs also hosted the weekly “Being at CapU” virtual gatherings for all CapU community members to listen to each other’s personal stories in order to give greater visibility to our equity-seeking groups in a safe and non-judgmental environment.
- » Student affairs awarded two community grants for student-led initiatives—a campus mural project and a community arts workshop—and hosted Jaybird Games, a series of fun competitions to connect students to campus and their peers.

STUDENT HOUSING SERVICES

- » Provincial Health started easing COVID-19 restrictions in early March, which in turn led to housing lifting some of its restrictions. We increased our in-person events and have seen a significant positive shift in well-being and mental health within our community.



- » We continue to provide housing to current, recently past and future CapU students. Our summer 2022 application process opened on February 1 and we received 48 applicants to date. At the start of the pandemic in 2020, we modified our fee charging method and moved to monthly charging for summer months, which students appreciate.

- » We are in conversation with summer camps for room bookings in the summer months. This is dependent on the groups having enough program enrolment and COVID-19 restrictions this summer. Having these groups stay in housing over the summer would generate additional revenue to help offset the fixed cost that we take on during those months.



REGISTRAR'S OFFICE

- » The registrar's office is continuing to partner with IT services on several projects that will assist with improving the student experience and create efficiencies in our processes. We are on track to implement improvements to the registration system for Fall 2022. We will also see the launch of MyCapMap (DegreeWorks) in the coming months, allowing students to track their progress in their programs and see significant improvements in processing of graduation evaluations. This will be a big win for CapU!

FINANCIAL AID & AWARDS

- » Financial aid advisors participated in the Experience CapU event that was held on March 19 and had 26 virtual appointments with potential students, helping our incoming students understand the financial obligations that come with post-secondary education.
- » For the months of February and March, advisors saw 50 students through booked appointments and completed the process of a heavy administrative load with spring scholarships, bursaries and awards adjudication/administration, as well as entrance award administration.

ACADEMIC ADVISING

- » The academic advising team was very busy in the months of February and March. Our advisors saw 312 students through booked appointments, 130 students through virtual Zoom drop-in and responded to 3,000 student emails.

RECRUITMENT & ADMISSIONS

- » Student recruitment and transition just completed the first of its kind—Experience CapU event. Experience CapU allowed prospective students 1:1 individualized, virtual Zoom sessions with an admissions facilitator and financial aid advisor. We had 190 virtual appointments booked and amazing feedback from employees and students/parents on the success of the event. We will be adapting this for next year to be a blend of on campus and virtual. Thank you to everyone who supported the event and stay tuned for tweaks to make it even better! Application numbers continue to trend upwards due to significant improvements in lead generation and conversion tactics and strategies incorporated into the recruitment strategy this year.
- » As always, the team is working hard to ensure that both in-house and cohort-based applicants receive offers in a timely manner. We are also conducting follow up with the program areas on a student-by-student basis to optimize the flow through the enrolment funnel. There is a significant increase in the number of students with offers to date and we hope this trend continues right through registration! As mentioned above, the admissions team supported the Experience CapU event and provided prospective students with a top class experience. Thank you to both teams for a wildly successful event.

UNIVERSITY RELATIONS

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

UNIVERSITY RELATIONS

- » In March 2022, Niki Hope was appointed as the new Marketing & Digital Experience (MDX) team manager, marketing. Niki has been a valued contributor to the University for the past three years through her work in paid advertising and social media management. Prior to joining CapU, Niki spent over 13 years in the fields of journalism and advertising, leading large editorial and content teams in fast-paced, deadline-driven environments. She holds a Diploma in Journalism from Langara College and has continued to augment her skill set through training in writing, digital marketing and analytics.
- » University Relations is thrilled to welcome Pamela Findling as CapU's new director, communications. Pamela will oversee CapU's communications team as they continue to advance the reputation of the University and promote understanding of the successes, challenges and opportunities that define the CapU story. Pamela's career in communications includes positions with Science World, TransLink and the fibre optic technology company, AFL. She served as the director, training, health and wellness for the BC Rapid Transit Company (Skytrain); acting director, communications for TransLink and, most recently, the senior manager, communications for the Canadian Mental Health Association, BC Division. Pamela has a diploma in professional writing from Douglas College and a diploma in computer systems technology from the Northern Alberta Institute of Technology. In 2018, she completed her Master of Arts in Leadership from Royal Roads University.

COMMUNICATIONS & GOVERNMENT RELATIONS

- » CapU communications continued to be engaged in the preparation and support of return-to-campus and COVID-19 messaging, including the distribution of COVID-19 rapid test kits to students and employees and the lifting of indoor mask mandates by the Provincial Health Officer. As of April 1, the University's "Return to Campus" webpage will transition to a "Campus Ready" page as the University turns its focus to recovery and readiness and starts to move beyond the pandemic. However, communications will remain responsive to provincial guidelines and health orders as they change.
- » Communications and the School of Tourism Management and Outdoor Recreation coordinated and hosted a visit from federal Minister of Tourism Randy Boissonnault on March 11. Minister Boissonnault was in Vancouver for the BC Hospitality and Tourism conference and expressed an interest in engaging with CapU tourism management students. Jennifer Ingham, vice president, university relations and Lara Duke, dean, Global & Community Studies greeted and facilitated student presentations and questions with the Minister. The visit was captured on various social media channels.
- » On March 17, Capilano University announced its purchase agreement to purchase two acres of land in the Oceanfront Squamish development. This announcement generated significant coverage in both traditional and online media.

MARKETING AND DIGITAL EXPERIENCE (MDX)

- » Capilano University's *Empower* brand campaign is wrapping up and we will be thoroughly reviewing the metrics to inform campaign plans for the upcoming fiscal year. While final data is yet to be compiled, throughout the campaign we have seen positive results in both student interest and action with 51–80 per cent increases in program page views, 84–395 per cent increases in conversions on the website, and 70 per cent lower cost-per-conversions.

» Several new landing pages have been launched on capilanou.ca in support of our goal to improve the experience for our users. Using recently-developed web components, we have updated the following pages for improved Search Engine Optimization (SEO) and Conversion-Rate Optimization (CRO). These changes will allow the pages to better meet accessibility requirements, highlight important calls-to-action, and allow easier access to key information:

- [Careers](#)
- [International students](#)

Note: all new landing pages are monitored through analytics for effectiveness, and adjustments made as needed.

» We have made progress on developing a new framework for University program pages to showcase the benefits of our offerings to prospective students. These marketing-focused pages integrate concise program descriptions, engaging photo and video content, student and alumni testimonials, potential career paths and clearly-defined actions and next steps. The first pages in this series to launch include:

- [Bachelor of Kinesiology Degree](#)
- [Bachelor of Tourism Management Degree](#)
- [Bachelor of Music Therapy Degree](#)
- [Bachelor of Business Administration Degree](#)

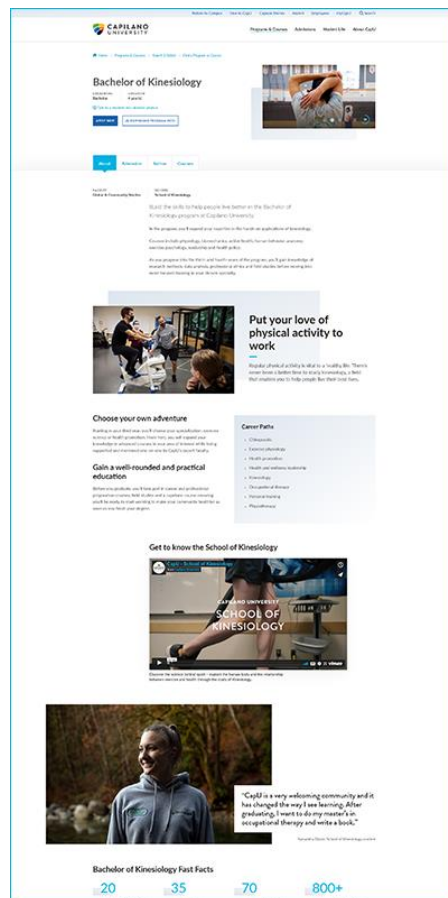
» As part of our commitment to support and promote newly-launched programs, we have partnered with Georgia Street Media to produce two program-focused videos for our new bachelor's degrees. We are wrapping up production on the BA with a Major in Psychology and the BSc General is now complete. These videos will be featured on the website and as advertising collateral for digital campaigns.

» Creative production on this year's acceptance package is nearly complete. A custom-designed physical box will be mailed to admitted students including a welcome letter from the deans, a new student guide, a campus map, supporting informational documents and a bamboo cutlery set.

» The team is proud to share that 13 stories have been published to our digital storytelling platform, Capsule, since early February. These compelling articles feature a diverse array of content including alumni Q&As, faculty videos, student supports and a deep dive into our program concentrations and specializations.

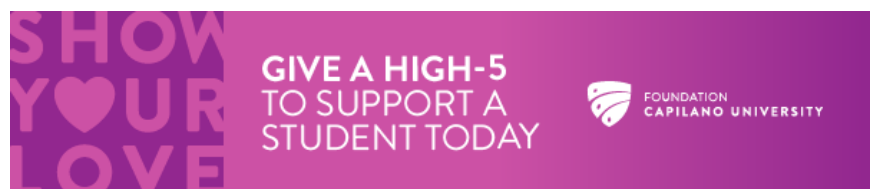
» MDX searching for a new creative agency partner. An NRFP was posted to BC Bid and is open until April 1. Evaluation and interviews will follow thereafter with the aim to onboard in early May.

» It has been a busy time for MDX, supporting departments with their end-of-year marketing initiatives. Despite this, our team continues to stay positive and committed to delivering best-in-class products and initiatives for the University.



PHILANTHROPY & ALUMNI RELATIONS (PAR)

- » Name change: Development & alumni relations has updated the department's name to philanthropy & alumni relations (PAR) to better reflect the work and focus of this team.
- » The University is pleased to announce that as of March 2022, the capital campaign in support of the new Centre for Childhood Studies (CCS) **has exceeded its \$5M goal in just 11 months!**
- » To date, \$5,189,319 has been raised and these funds, along with the \$9.46M provided by government, will enable us to begin construction on this \$18.6M Centre of Excellence in 2022.
- » To raise our external communities' awareness of the new Centre and invite their support, a sponsored ad, providing an overview of the new Centre for Childhood Studies and the ECCE program, was published both digitally and in print in March 2022. Additionally, an ad series entitled "And Now For Some Good News" will feature select groups of donors to the CCS Campaign, and run through the months of March, April and May 2022.
- » Planning has also begun on the anticipated CCS groundbreaking ceremony, event date still to be confirmed.
- » The annual Chancellor's Dinner took place on March 9, 2022 in the BlueShore Financial Centre for Performing Arts. Seventy-two individuals attended and were treated to an evening of delightful performances and wonderful speakers. The event was hosted by Chancellor Yuri Fulmer and MCed by Christopher Gaze from Bard on the Beach. With the help of auctioneer Howard Blank, the dinner event raised close to \$90,000 in support of the 'Take A Seat' campaign to renovate the theatre and add accessibility upgrades. In total, the team has raised an astounding \$216,801 since the start of the initiative with a plan to complete the fundraising goal early next fiscal year, enabling renovations to take place in time for the 25th Anniversary celebrations in the fall.
- » Major gifts—A generous gift of securities totaling \$32,000 and an additional \$10,000 pledge has been received from Mary Lou Owen, a retired teacher living in Sechelt, to establish two endowments: the Mary Lou Owen Sunshine Coast Award and the Becky Wayte Sunshine Coast Award. Both endowment funds will support full-time and part-time students enrolled at CapU's Kálox-ay Sunshine Coast campus. Preference will be given to second, third, and fourth-year students who are in foster care and have faced or are facing significant barriers in their path to higher education.
- » Appeals—The Philanthropy team launched a "Show Your Love" employee appeal in February 2022 in support of students in financial need. A total of \$745.00 was raised during month of February; in addition, \$3,480.00 was raised through payroll giving.
- » Philanthropy & alumni relations said goodbye to our funds & donations officer and alumni relations officer who accepted positions with other larger organizations and to our data analyst who has joined the IT services team at CapU. The positions have been updated and posted to reflect our current philanthropic climate and operational needs. We look forward to introducing new team members early in the new fiscal year.
- » An Alumni Perks app was developed in response to alumni requesting more benefits or discounts for CapU grads as a benefit of membership. The Capilano University Alumni Association (CUAA) launched the new app in January 2022,

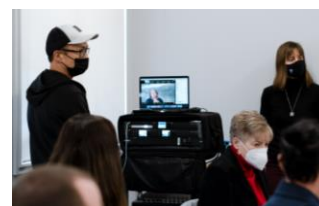


gaining 540 members with 25 Perks Partners and 320 viewed offers on the app. Perks can be viewed and redeemed through both the Alumni Perks app and website, making it accessible to alumni of all ages.

- » The Alumni Perks app provides an opportunity for businesses and service providers to buy-in to the app with an annual sponsorship fee. The services provide alumni exclusive discounts and special offers at both a local and national level. To date, \$9,200 has been raised. Perk partners include Bell Mobility, Deep Cove Brewing, MODO and Fresh Prep to name a few. There are currently seven perks partners in the special feature category of “Alumni Business Owners” which include COBS Bread, Park and Tilford; Arkitek Creative Inc.; and The Phonix Band. New perks partners are continually being onboarded as businesses are actively solicited by PAR and the CUAA Partnerships Committee.

UNIVERSITY EVENTS (UE)

- » On February 7, we were delighted to welcome Elder Joe as the official Elder for the kálaḡ-ay Sunshine Coast campus. The UE department supported their celebration, providing streaming, set up, décor and general event logistic support.
- » On February 23, the UE assisted the Indigenous student services department in their terrific “Inspiration Nation” event hosting youth at CapU.



- » On March 9, philanthropy & alumni relations and university events teams were excited to greet guests for the Chancellor’s Dinner. The BlueShore Theatre hosted 73 people for a fundraising dinner on stage in support of the theatre refresh. The event included performances by a jazz trio of current students, classical guitar by an alumnus, an opera performance by two CapU music grads as well as theatre students acting out live auction items. Special guest Alex Cuba entertained guests. It was a beautiful and remarkable evening for all. The evening was MCed by Christopher Gaze, from Bard on the Beach and Howard Blank was the auctioneer.



- » On March 19, UE supported the recruitment department in their Experience CapU event. These two teams have been working together for months to create a wonderful experience to convert student applications to admissions.

- » UE is seeing some staff transitions. Kate Phifer moved from her interim role as ceremonies and protocol officer (CPO) to events specialist and Vanessa Campanholo took over the remaining maternity leave for CPO. The manager of university events, Julie Vanderyagt will be leaving CapU at the end of March.

