On behalf of the Senate Committee on Continuing Studies, I submit for consideration the Annual Report for the period September 2014 to June 2015.

The Report summarizes information under five headings:

1. Senate Committee on Continuing Studies Membership
2. Senate Committee on Continuing Studies Terms of Reference
3. Review Schedule of Diploma and Certificate Programs
4. New Program Initiatives
5. Other

During the 2014/15 academic year, four regular meetings were held to discuss programmatic and operational matters of the Division:

1. October 08, 2014
2. January 21, 2105
3. February 18, 2015
4. April 15, 2015

1. Committee Membership

Dr. Maureen MacDonald (ex officio), Chair
Dr. Julie Zhou, Faculty of Science
Prof. Robert Howell, Faculty of Law
Dr. Micaela Serra, Faculty of Engineering
Dr. Hua Lin, Faculty of Humanities
Dr. David de Rosenroll, Faculty of Education
Dr. Esther Sangster-Gormley, Faculty of Human & Social Development
Dr. Roy Nam, Student Senator Representative

Dr. Catherine Mateer (ex officio), Nominee of President
Mr. Nav Bassi, Convocation Representative
Dr. Linda Shi, Faculty of Business
Dr. Nilanjana Roy, Faculty of Social Sciences
Ms. Lia Marie Versaevel, Alumni Assoc Representative
Ms. Shan Luo, Student Representative - GSS
Ms. Katerina Perlova, UVSS Representative (to December, 2014)
Dr. Lianne McLarty, Faculty of Art History and Visual Studies (to February, 2015)
2. Terms of Reference

The Committee shall:

1. Review and make recommendations to the Division of Continuing Studies regarding academic policies and criteria concerning the offering of:
   
a. Degree-credit courses and programs, approved by the Senate and the Board of Governors, at off campus locations and on campus when such courses or programs are not otherwise administered by the academic departments;
   
b. Non-degree programs and courses.

2. Monitor on a regular basis the Continuing Studies programs and courses offered to ensure adherence to established academic policies, priorities and criteria.

3. Review proposals for new programs and for changes to existing Continuing Studies programs and shall, at its discretion, make recommendations respecting such programs to the Senate Committee on Planning.

4. Review existing certificate and diploma programs at least every three years.

Senate standing and ad hoc committee meetings are normally closed and the discussions and meeting documents are considered confidential.

Composition

- 9 faculty members representing the faculties (at least 2 of whom shall be members of Senate) (voting)
- the Dean of Continuing Studies, Chair (ex officio, voting)
- 3 students including 1 student member of Senate, 1 undergraduate student representative and 1 graduate student representative (voting)
- 1 student representative from the diploma or certificate program in Continuing Studies appointed by the Senate (voting)
- 1 Alumni Association representative (voting)
- 1 convocation member of Senate (voting)
- the President or nominee (voting)

Total membership - 17 (17 voting members)

The secretary of the committee is a representative from the Office of the Dean, Division of Continuing Studies.

3. Review Schedule of Diploma and Certificate Programs

As required by the Terms of Reference (#4), the Senate Committee on Continuing Studies reviewed five diploma/certificate programs offered through the Division of Continuing Studies. The programs reviewed were:

a) Public Relations Diploma
b) Professional Specialization Certificate in Native Species & Natural Processes
c) Certificate in Business Studies for International Students
d) Diploma in Canadian Studies

e) Certificate in Environmental and Occupational Health

The committee recommended ongoing delivery for four programs; the discontinuance of one program and a name change for one of the ongoing programs.

a) Public Relations Diploma (October 8, 2014)

Mr. Richard Rush, Director, Community and Professional Programs, Ms. Laura Vizina, Program Director, Health Sciences and Ms. Tatiana Shumilina, Program Coordinator prepared a summary document for review by the Committee members.

This program was approved by the University of Victoria Senate and Board of Governors in 1995. Originally the program was offered as a certificate program in a face-to-face format and later converted to a distance education program. In 2010 the program was officially changed from a certificate to a diploma program and is currently promoted as the Diploma Program in Public Relations offered exclusively by distance education. This program will celebrate its 20th year in 2015. Program staff will continue to ensure the program aligns with industry standards while maintaining current academic curriculum. Maintaining partnerships with International Association of Business Communicators members (IABC) and the Canadian Public Relations Society (CPRS) National Council will continue to be essential for the program’s continued growth and success.

There have been approximately 630 students through the program since the last review in 2010 and it continues to be a strong program financially.

The Senate Committee on Continuing Studies unanimously endorsed the continued delivery of the Public Relations Diploma and recommended that it continue for a further three-year term.

b) Professional Specialization Certificate in Native Species and Natural Processes (January 21, 2015)

Mr. Richard Rush, Director, Community and Professional Programs and Ms. Laura Biggs, Program Coordinator, prepared a summary document for review by the Committee members.

The Professional Specialization Certificate in Native Species and Natural Processes (PSC NSNP) Program is a non-credit certificate designed for people working in ecological restoration and related fields. The PSC builds on the success of the Restoration of Natural Systems (RNS) Program to offer more advanced training for working professionals.

The development and delivery of the NSNP Program is undertaken as a partnership between the Division of Continuing Studies (DCS) and the School of Environmental Studies (SES). The name of the PSC NSNP was originally intended to be descriptive of the course curriculum. However, this name is lengthy and confusing, difficult to market, and no longer captures the core content of the program. A request was made to change the name of the PSC NSNP Program to Professional Specialization Certificate in Ecological Restoration. This proposed name more accurately describes the program content and fits in with terminology used in this field.

There are currently 34 students enrolled in the program and approximately 11 students have graduated since the last review in 2011. The number of students in the program exceeds the
number of applicants in the past four years, indicating that some students are taking more than four years to complete the program.

The Senate Committee on Continuing Studies unanimously endorsed the continued delivery of the Professional Specialization Certificate in Native Species and Natural Processes and recommended that it continue for a further three-year term. The Committee also unanimously endorsed the name change from Professional Specialization Certificate in Native Species and Natural Processes to Professional Specialization Certificate in Ecological Restoration.

c) Certificate in Business Studies for International Students (January 21, 2015)

Mr. Richard Mimick, Program Director, Business & Management Programs, prepared a summary document for review by the Committee members.

CBSIS was first introduced in 2005. The program was offered with good student numbers through 2009-2010. Partner institutions opted to pursue more normal student exchange programs and enrollments dropped significantly. Student enrollment declined to nine in 2011 and seven in 2012. Although it was expected that the program would grow through some new partner institutions, this did not materialize. There have been no students since 2012 and future offerings of the program have been cancelled over the last few years due to this lack of students.

The changing market appears to be heading in the direction of shorter more professional development type programs for international students as well as normal full term for credit exchanges. Should there be students interested in similar international programs, they can be accommodated within our current Certificate of Business Administration offerings.

The Senate Committee on Continuing Studies unanimously endorsed the discontinuance of the Certificate in Business Studies for International Students effective immediately.

d) Diploma in Canadian Studies (February 18, 2015)

Mr. Richard Rush, Director, Community and Professional Programs and Ms. Maxine Reitsma, Program Coordinator, prepared a summary document for review by the Committee members.

Following the March 2014 Canadian Studies (CS) Diploma and Certificate program review by the Senate Committee on Continuing Studies, program staff were tasked with discontinuing the certificate program and reviewing the purpose and value of the diploma program and identifying ways to increase awareness and registration. The proposal to discontinue the Canadian Studies Certificate was approved by the Board of Governors on November 25, 2014.

The diploma program continues to have a strong purpose and value to both the Division of Continuing Studies (DCS) and the University of Victoria. The individual Canadian Studies courses continue to have strong enrolments and the number of sections required for the Pathways and University Admission Preparation program continue to increase. The diploma program may benefit from a stronger connection to the Faculty of Education (EDUC) and CS program staff will continue to develop strong ties to partner faculties and connect with EDUC. CS program staff is also exploring the possibility of moving toward an online option for the diploma program which will open up the program to potential students across Canada and internationally.
The Senate Committee on Continuing Studies unanimously endorsed the continued delivery of the Diploma in Canadian Studies and recommended that it continue for a further three-year term.

e) Certificate in Environmental and Occupational Health (February 18, 2015)

Mr. Richard Rush, Director, Community and Professional Programs, Ms. Laura Vizina, Program Director and Ms. Cheryl Broeren, Program Coordinator prepared a summary document for review by the Committee members.

This program was approved by the University of Victoria Senate and Board of Governors in 1995 to fill the gap in the health education system in the area of environmental and occupational health. Originally the program was offered in a face-to-face format and later converted to a distance education program to increase access and accommodate practicing professionals living and working in rural, urban, or isolated areas across Canada. The Certificate in Environmental and Occupational Health will celebrate its 20th year in 2015.

This certificate program continues to meet a need in the health education system in the area of environmental and occupational health in Canada. It produces trained specialists skilled in understanding and managing environmental health and safety issues. This program provides adult learners the flexibility they need to accommodate work and study. Adult learners have the opportunity to gain knowledge and skills within the environmental and occupational health profession. 525 students were admitted to the program and 149 students have graduated from the program since the last program review in 2010.

The Senate Committee on Continuing Studies unanimously endorsed the continued delivery of the Certificate in Environment and Occupational Health and recommended that it continue for a further three-year term.

4. New Program Initiatives

The committee reviewed three Letters of Intent for new program proposals and provided general feedback. A Letter of Intent is a high level summary of programming under consideration.

a) Certificate in General Studies
b) Professional Specialization Certificate in Digital Content Marketing
c) Workplace Effectiveness Certificate (of Completion)

a) Certificate in General Studies

Dr. Maureen MacDonald presented a Letter of Intent to the Committee members and gave a brief overview of the certificate.

Certificate and diploma programs within the Division of Continuing Studies at the University of Victoria are designed to meet the needs of many of the adult learners seeking professional development opportunities. However, there are those students whose professional and career goals do not match precisely with the variety of programs that are currently offered. The letter of intent proposes the introduction of a certificate program that allows students to select individual courses from a cross-section of existing certificate programs.
This program does not require the development of any new courses or the creation of any new sections. As such, the program can be managed within current budgetary frameworks.

The committee was supportive of this initiative. One Committee member stated this program was a good idea as sometimes with existing certificates, one size doesn’t fit all. Another member thought this certificate would give students more choice and flexibility in their study path. One member suggested the Division track what courses students are taking under this new program as it will give an indication of what students are looking for in a program.

b) **Professional Specialization Certificate in Digital Content Marketing**

Dr. Maureen MacDonald presented a Letter of Intent to the Committee members and gave a brief overview of the certificate.

A developing trend is the advancement of marketing and communications in digital forms, especially social media. This is an area that the Division of Continuing Studies is not yet represented in the wider market. The Division currently has a number of courses that would fit nicely into a potential Professional Specialization Certificate requiring only limited additional development. This program is designed to provide specialized knowledge and education in content marketing including social media marketing. The program will be offered fully online.

The Committee supported the initiative and made several suggestions related to content. It was suggested by one member that privacy and copyright issues should be covered in this program. One Committee member commented that this program is definitely needed and well positioned to be successful. Another member voiced their support for this program and thought it would be a more professional approach to social media and content marketing. The Committee agreed that this program will help educate mid-level managers about Social media and potential issues. One member thought that a 12 week program, once per week, might be too long of a commitment for a working professional and possibly a short term 4 day intensive course could offer more value and should be considered.

c) **Workplace Effectiveness Certificate (of Completion)**

Dr. Maureen MacDonald presented a Letter of Intent to the Committee members and gave a brief overview of the certificate of completion.

We hear in the media that employers seek employees that can demonstrate the “soft skills” – critical thinking, communication, teamwork, for example. The suggestion is that post-secondary institutions can help current and future employees acquire some of these skill sets. By combining or leveraging content from a number of existing courses, the Division can organize this content into a workshop series that would be less than 48 hours in length.

The Committee was supportive of this initiative. One member suggested marketing this program internally to the University would be an excellent idea and that she would definitely encourage staff to attend a workshop on workplace effectiveness.
5. **Other: French Language Conversation Classes**

Mr. Richard Rush, Director, Community and Professional Programs and Mr. Didier Bergeret, Program Coordinator, prepared a summary document for review by the Committee members.

French Language Programs offerings, from September to June, include three programs: the French Language Diploma Program (FLDP), French Language Conversation Classes (FLCC) and the French Language Intersession Program (FLIP). As a Diploma Program, the FLDP is the only one regularly reviewed by the Senate Committee on Continuing Studies. Mr. Bergeret presented some background information on the other programs and the need to revamp them in an effort to respond to changing needs.

During the past few years, the student population in FLDP has remained steady while the student population in FLCC has decreased. For many years, the upper two levels of FLCC have been grouped together, effectively turning this five-level program into a four-level program. Since any level may be cancelled due to low enrolment, a conversation class option may not be offered each term. FLCC continues to meet the needs of a certain segment of the student population, but that segment is not large enough to sustain a full-fledged five-level program running concurrently with the FLDP.

The new model consists of replacing the FLCC and the Intersession by a new structure of Conversation Classes offered at three levels only. Each class can be taken several times with the purpose that each class is not to take participants to the next level but to provide them with activities to practice the language at the level that they are comfortable with. The FLDP will continue to provide a steady progression model between its five levels.

The new FLCC will run three times per year for ten weeks. Classes will begin in September, January, and April. The session starting in April will replace the Intersession and will be proposed to FLDP students after they have completed an FLDP course in April. The new model will continue to meet the needs of the student population offering appropriate choices, without the risk of having too many choices for each class to be viable.

A Committee member suggested that program staff may want to consider offering classes 12 months per year, one month at a time as a more “drop-in” style kind of program may increase registrations. Overall, the Committee was supportive of the program change.

cc: Senate Committee on Continuing Studies