On behalf of the Senate Committee on Continuing Studies, I submit for consideration the
Annual Report for the period September 2015 to June 2016.

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 2015/16 academic year, five regular meetings were held to discuss programmatic
and operational matters of the Division:

- October 7, 2015
- November 4, 2015
- February 17, 2016
- March 16, 2016
- May 11, 2016

1. Committee Membership

Dr. Maureen MacDonald (ex officio), Chair
Dr. Julie Zhou, Faculty of Science
Prof. Robert Howell, Faculty of Law
Dr. Poman So, Faculty of Engineering
Dr. Penny Bryden, Faculty of Humanities
Dr. David de Rosenroll, Faculty of Education
Dr. Esther Sangster-Gormley, Faculty of Human & Social Development
Dr. Carolyn Butler-Palmer, Faculty of Art History and Visual Studies

Dr. Catherine Mateer (ex officio), Nominee of President
Ms. Chandra Beaveridge, Convocation Representative
Dr. Linda Shi, Faculty of Business
Dr. Kenneth Stewart, Faculty of Social Sciences
Ms. Lia Marie Versaevel, Alumni Assoc Representative
Mr. James Kempling, Student Representative - GSS
Ms. Heather Mitchell, UVSS Representative
Mr. Tristan Ryan, Student Senator Representative UVSS
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 six diploma/certificate programs offered through the Division of Continuing Studies.

The programs reviewed were:

a) Social Justice Studies Diploma
b) Business Administration Diploma
The committee recommended ongoing delivery for five programs, suspension of one program, and approval of one new program with referral to the Senate Committee on Planning for further discussion and approval.

a) Social Justice Studies Diploma (October 7, 2015)

The Social Justice Studies Diploma (SJSD) is offered in partnership with the Office of Interdisciplinary Academic Programs and the Division of Continuing Studies. This program has not been reviewed since it was first introduced in 2009. The Division of Continuing Studies is only responsible for Diploma student administration, with all other areas being the responsibility of the Office of Interdisciplinary Academic Programs.

A discussion was held between Dr. MacDonald and Dr. Catherine McGregor, Chair of the Office of Interdisciplinary Programs which concluded that the Office of Interdisciplinary Programs is the more appropriate place to review the program. Therefore, the Interdisciplinary Office will conduct the review and keep the Division of Continuing Studies informed in the process. Dr. MacDonald wished to keep the Senate Committee apprised of this decision and the reasoning behind it. The committee members voiced no objection and were supportive of the decision.

b) Business Administration Diploma (November 4, 2015)

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

The Business Administration Diploma (DBA) is a non-credit program with an 8-course requirement consisting of 3 required core courses plus 5 elective courses. The Diploma provides an opportunity for Certificate in Business Administration (CBA) students to continue on and go into different areas. 35% of CBA students go on to complete the Diploma in Business Administration.

The program is mature and is in a strong financial position. The administrative costs have decreased and it reports a financial surplus year over year.

It was unanimously decided by the Senate Committee on Continuing Studies to defer approval of the program until March so that a more thorough review could be done alongside the Business Administration Certificate.

c) Population Health Data Analysis Professional Specialization Certificate (November 4, 2015)

Ms. Maxine Reitsma, Program Coordinator and Dr. Richard Rush, Director, Community & Professional Programs prepared a summary document for review by the Committee members.
The Population Health Data Analysis Professional Specialization Certificate (PHDA PSC) program has an excellent track record. It has both partnerships and collaboration with internal and external partners. SFU, UBC and Western University also participate on the program’s steering committee.

More and more organizations and professional associations are starting to recognize the PHDA PSC courses for professional development requirements and continuing education credits.

The program is now fully into the operational stage and sustains all of its own administration costs. Although a niche area, the program is starting to experience modest growth.

PHDA PSC is also starting to receive recognition internationally as there is significant interest in and demand for this program from students outside the country. This promises further growth for the program in coming years. Two courses have been opened up to international students, but since privacy protocols are established with BC’s Ministry of Health, the program may have some limitations to international growth.

The Senate Committee on Continuing studies unanimously endorsed the continued delivery of the Population Health Data Analysis Professional Specialization Certificate for the next three years.

d) Cultural Heritage Studies Graduate Professional Certificate (February 17, 2016)

Dr. Richard Rush, Director, Community & Professional Programs, Ms. Tania Muir, Director of Cultural Management Programs, Dr. Erin Campbell, Chair of Department of Art History, Dr. Tusa Shea and Ms. Miranda Angus, Program Coordinators, Cultural Management Programs prepared a summary document for review by the Committee members.

The Cultural Resource Management Program (CRMP) has a more than 30-year history of working in partnership with the Faculty of Fine Arts to provide undergraduate and post-graduate education to emerging and mid-career professionals. The Cultural Heritage Studies Graduate Professional Certificate (GPC CHS) offers Graduate credentials to people working in the Museum and Heritage fields. The Department of Art History and Visual Studies is the academic home of the program. At the time the GPC program was launched, this credential was identified as a need with graduate level credentials becoming the entry-level qualification in many areas of the museum and heritage sector. The majority of existing programs at the time were on-campus face to face offerings which meant professionals needed to take a leave from their work. Also, the existing programs were relatively costly. The GPC CHS was designed for online delivery on a part-time basis and is competitive in terms of cost.

The program has relationships with a number of internal and external partners including the Department of Art History and Visual Studies (academic home of the program), Department of History, Department of Anthropology and a number of external stakeholders. All of these provide representatives to sit on either the program’s Steering Committee and/or Advisory Committee. The program has had excellent and extensive marketing and recruitment efforts. Despite all these efforts, in recent years there have been low application numbers and high rates of attrition. The feedback from students on courses has been positive, however as this program is more academically rigorous than an undergraduate certificate, there has been negative feedback with respect to the work load.

Since its inception, the Program has never fully met original expectations of enrollment numbers. Last year, due to low application numbers, the program review was deferred for one
year. A decision was made between Division of Continuing Studies, Fine Arts and the Advisory Committee that a review of the program should be done in order to identify key issues and determine how best to proceed. The initial phase of this review has now been conducted and there have been a number of issues identified which have impacted the program. Two of the main issues are:

- changes in the museum sector since the program was launched. The number of offerings in this area have increased significantly resulting in a more competitive environment;
- no academic advisor / dedicated Faculty member to oversee the academic needs of the graduate students.

Program staff propose to wait and see what application numbers are in the spring. If insufficient applications are received, the recommendation at this time is to put a hold on the portal and conduct further reviews to bring back to the Senate Committee at a later date.

The Senate Committee on Continuing Studies unanimously endorsed the continued delivery of the Cultural Heritage Studies Graduate Professional Certificate for one year pending a further review of the program.

It was reported back to the Committee at the March 16, 2016 meeting that there were only 10 applications to the program for this year. The portal has now been closed for new applications.

e) Restoration of Natural Systems Diploma/Certificate (March 16, 2016)

Dr. Richard Rush, Director of Community Courses and Professional Programs and Ms. Laura Biggs, Program Coordinator, Arts & Science Programs, Dr. Val Schaefer, Faculty Coordinator of the Restoration of Natural Systems Program and Ms. Kara Shaw, Chair of the School of Environmental Studies prepared a summary document for review by the Committee members.

The Restoration of Natural Systems (RNS) Certificate and Diploma has seen continual growth in both program applications and course registrations. This is due in part to an increased focused effort on developing relationships with program partners. The program has seen substantial benefits from growing and leveraging these relationships.

Many students complete the RNS diploma while completing an undergraduate degree. The structure of the individual courses is convenient for this. Other students are taking either the Certificate or Diploma as working professionals, upgrading their skills.

The Committee unanimously endorsed the continued delivery of Restoration of Natural Systems Certificate and the Restoration of Natural Systems Diploma for the next three years.

f) Business Administration Certificate / Business Administration Diploma (March 16, 2016)

Mr. Richard Mimick, Director of Business Management Programs and Ms. Marlowe Morrison, Program Coordinator prepared a summary document for review by the Committee members.

The Business Administration Diploma was reviewed at the Senate Committee on November 4, 2015. This new combined report which includes both the Business Administration Diploma (DBA) and the Business Administration Certificate (CBA) provided additional information which
was requested at the November meeting. The Committee requested the review of the DBA and CBA be combined due to the similarities in the programs and the linkages in delivery costs and program administration. Included with the report was a recent letter of support from the Gustavson School of Business related to the CBA Fast Track linkage with the School’s Masters in Global Business program.

Both programs are non-credit certificates that have consistently demonstrated solid financial performance.

The Senate Committee on Continuing Studies unanimously endorsed the continued delivery of the Certificate in Business Administration and the Diploma in Business Administration for the next three years.

3. New Program Initiatives

Certificate in General Studies

At the first meeting of the Senate Committee on Continuing Studies on October 7, 2015, Dr. MacDonald reviewed and summarized the three main goals of the certificate:

1) The program is designed to provide students with a framework to pursue interdisciplinary studies within the Division of Continuing Studies.
2) The program will allow students who did not complete a certificate to receive some credit for what they have already completed while supplementing it with new learning.
3) The program will allow the Division to assess demand in new and emerging areas.

The program would provide a University of Victoria non-credit certificate to students completing between 10.5 to 15 units (7-10 courses) which fits with the University Policy AC1135 Policy for the Establishment of Certificate and Diploma Programs. The Division expects modest enrollment to start. Program staff will reach out to students who have not completed their certificate in other areas to see if there is interest in enrolling in this program.

The Senate Committee on Continuing Studies voted unanimously to approve the Certificate in General Studies Proposal and refer same to the Senate Committee on Planning for further discussion and approval.

The Certificate was approved through the Senate Committee on Planning (October, 2015), the Senate (November, 2015) and the Board of Governors (November, 2015).

4. Other

N/A

cc: Senate Committee on Continuing Studies