

PRESIDENT'S REPORT TO THE BOARD OF GOVERNORS

February 2011

President's Report

Reports received from academic and service units are included below. An update of the President's activities for the month of January will be presented at the meeting.

Faculty of Arts (Jacqueline Nolte, Dean)

English:

The UFV English department and the Faculty of Arts will host Elizabeth Bachinsky as our next Writer-in-Residence. Elizabeth will be in residence from January to the end of April. She will be visiting creative writing classes, meeting one-on-one with as yet unpublished and student writers, as well as hosting some reading events. She is the author of three collections of poetry, *Curio* (BookThug, 2005), *Home of Sudden Service* (Nightwood Editions, 2006), and *God of Missed Connections* (Nightwood Editions, 2009).

Ms. Bachinsky's work has been nominated for awards including the Pat Lowther Award (2010), the Kobzar Literary Award (2010), The George Ryga Award for Social Awareness in Literature (2010) and the Governor General's Award for Poetry (2006). Her poetry has appeared in literary journals, anthologies; and on film in Canada, the United States, France, Ireland, England, China, and Lebanon. She lives in Vancouver where she is an instructor of creative writing and the editor of *Event* magazine.

UFV Writer in Residence page: http://www.ufv.ca/english/Writer_in_Residence_2011.htm.
Elizabeth Bachinsky's blog: <http://elizabethbachinsky.blogspot.com/>.

David Schalkwyk will visit UFV to deliver a lecture on *The Tempest* on March 15. The Theatre department presents *The Tempest* March 9 to 28.

David is Director of Research at the Folger Shakespeare Library (Washington, DC) and editor of the *Shakespeare Quarterly*. He came to the Folger Library from the University of Cape Town where he is a professor of English.

Educational Advising, Student Services (Karen Evans, VP Students)

The Student Services Educational Advisors provide comprehensive advising to all UFV students: those just starting out, others who want to transfer in or out of UFV and those moving on to graduate programs. Our purpose is to promote student success at every level and teach students ways to maintain their success.

Students:

We work with current and prospective students for all UFV programs, teaching them how to develop realistic educational plans that align with their academic, personal and career goals.

Some students are undecided about their direction and need to learn how to maximize their options. Others may have clarified their academic or career goals, and need to know how to get there and how education at UFV will facilitate the achievement of their goals. Still other students may be having difficulty with their course work or university in general, in which case we listen and ask questions, and refer them to the resources that suit their needs. The "Wheel of Student Success" (Attachment #2), illustrates the network of support services and resources.

As well as current and new students, we see students who are transferring in to UFV and those intent on transferring to other institutions. We also see students who want to change their program for a variety of reasons. We teach them their options, entrance and program requirements in order to decide what program best fits their goals and their current studies. We do the same for students interested in Graduate level or professional programs – like law, teaching, medicine, social work and Masters programs.

The Banner Information Management System has been implemented to schedule student appointments and to collect student data. Reliable statistics will be available in 2011 that show the number of students seen, the programs they are enrolled in and the number of credits they have earned.

Promoting student success starts with high school students and their counselors and career advisors. High school students are more likely to succeed at university when they are prepared academically and on how to navigate post-secondary education. Educational Advisors meet with high school students individually in the familiar environment of their school to teach them tools they will need for a positive and successful university experience.

Last spring, high school counselors and career aids from the schools visited were surveyed for their feedback regarding onsite advising to high school students. Their responses were all very positive and indicated the value of onsite advising to the students while also encouraging us to continue providing this service.

High School Onsite Advising	Fall 2007	Fall 2008	Fall 2009	Fall 2010
# schools visited	4	14	16	16 **
# students advised	41	173	213	174 **

Parents:

Parents are an integral component of the student success network. We welcome parents into student appointments, provide handouts written for parents to help them in their role as facilitators of student success and growth, and are active participants in Parent Orientation Sessions at UFV.

1

¹ ** The two Mission secondary schools visited previously cancelled due to personnel and budgetary constraints.

High school professionals: teachers, counselors and career aides:

High school teachers and counselors help prepare students for post-secondary studies, and are second only to parents in inspiring and influencing students. We work directly with these professionals, collaborating to facilitate a smooth transition for students from high school to university, and focusing on characteristics which students can develop in high school to foster success in university. We are involved in Counselor Liaison Day, as well as other collaborative professional development events at UFV for teachers and counselors.

Service to the University:

We know that the experiences students have with the processes, policies and programming at UFV directly impact their levels of satisfaction with, and success at, the university. Therefore, the Educational Advisors sit on UFV committees to provide input for decisions that affect students and the university at large, committees such as Academic Standards, Faculty of Arts Dept Heads, Continuance Policy and the Undergraduate Education Standing Committee of Senate.

The Student Services Educational Advisors were key in the formation of the AAC (Academic Advising Council) this past spring to represent Advising at UFV. The AAC promotes the cooperation, collaboration and efficient use of resources among academic advisors across the institution, and provides UFV with a resource of academic advising expertise with respect to initiatives and policy changes which affect students and the institution. Currently the council represents Educational Advisors from International Education, Arts and Science Advice Centres, Teacher Education program, Bachelor of General Studies and Student Services. During the next year, advisors from other departments are expected to join.

We continue to research and stay current on best practices to promote student success and maintain our position as British Columbia's leaders in Academic Advising.

The UFV Educational Advising approach to students, parents, high schools and the UFV community is instrumental in student success. It promotes retention, and facilitates a superior post-secondary experience by teaching students skills they need to succeed and connecting them to other resources that contribute to the achievement of their goals.

Development Office (Karola Stinson, VP External)

The Development Office, the fundraising arm of the institution, is at a pivotal moment in its history. In early January 2011, the assets of the University of the Fraser Valley Foundation were officially transferred to the University, representing the 'closure' of the Foundation. Although this move will not greatly affect the day-to-day operations of the Development Office, it does represent a change in philosophy and purpose. Whereas the Foundation Board members were historically charged with representing the University externally (making valuable connections with prospective donors, etc.), the Development and other key University staff should now consider this a priority within our own job descriptions.

In order to make those connections, Development staff have been active in the community, attending chamber events, joining service clubs, etc. If we expect the community to support us financially and otherwise in the future, it is crucial that we invest resources into building and maintaining relationships with them today. Fundraising, especially at a major gift level, requires a long-term investment of time and energy in 'friend-raising'. In fact, the average time it takes to

secure a major gift is *at least* 18 months from initial contact with the prospect. If our goal is to raise more money from private sources in the future, external relationships with key community constituents must be made today.

Fall 2010 Highlights:

One of the Development Office's priority projects is fundraising for the Centre for Mennonite Studies. Although this campaign is still in its 'silent phase' (i.e.: we have yet to solicit the general public/Mennonite community and won't do so until at least 60 percent of the total goal has been raised), feedback from the community has been very positive. In fact, immediately following the second Mennonite lecture series, community members were asking us, 'how can we support this initiative?' In total, three 'friend-raising' events were held to introduce UFV and Mark Evered to the Mennonite community, two of which were in conjunction with the very successful lecture series events.

A recognition event was held for retiring faculty member, Roger Moren, for his notable contributions to the Welding department. He raised hundreds of thousands of dollars in gifts-in-kind for the program. Donations of gifts-in-kind, or gifts of physical property, are as valuable to some of our departments as gifts of cash. Many of our Trades programs rely on these gifts and actively solicit individuals and companies for key items. These gifts also qualify for a charitable tax receipt, which can be quite appealing to donors.

The 'My Safe Ride Home' program initiated by the Student Union Society contributed \$104,000 to the University in creation of a student bursary.

A \$10,000 gift from Patsy and Chrissy George, sisters and retired social workers, was given to the new MSW (Master of Social Work) program to create its first student award. A subsequent gift of \$5,000 was made to the fund by a friend of the donor.

Dollars raised October 1 to December 31, 2010 - \$450,000

of Gifts - 526

of Donors -141

Looking Ahead:

The Development Office is currently requesting proposals from the UFV community for potential fundraising projects. The University will then prioritize these projects that will direct the fundraising activities of the Development Office next fiscal year and beyond.

The Development Office is creating a recognition and stewardship plan which will outline how and when donors are thanked for their gifts.

A UFV 'Case for Support' (Attachment 2) has been drafted by the Development Office. This document is the foundation/reason for our fundraising asks. It tells our story and explains why the university is worth investing in. Document is Attachment #1.



**Changing Lives, Building Community
University of the Fraser Valley Case for Support**

The University of the Fraser Valley is no ordinary University:

We are a university that was built in the spirit of *our* cities and with the strength of *our* citizens. This spirit and strength is unique to the Fraser Valley, an area that values family, community, hard work and entrepreneurship. Our values are your values.

We are a university *for* the Fraser Valley – The University of the Fraser Valley.

Access to a first-rate post-secondary university in the Fraser Valley is nothing short of necessary. If we want the next generation to remain – to study, grow and establish their own roots in our thriving communities – we must provide them with the benefits of the big city at home. They are our future community and business leaders and they're worth investing in.

Changing Lives:

An investment in the University of the Fraser Valley is an investment in *your* future. We educate the nurses, tradesmen, business leaders and social service providers of tomorrow. Investing in their education provides them with the resources they need to become the best of the best.

Universities change lives. The University of the Fraser Valley aims to do just that. In providing the best undergraduate education in Canada, we will change the lives of our students, providing them with the skills and tools they need to excel in whatever career they choose.

Building Community:

Since our inception, the University of the Fraser Valley has been committed to serving the needs of our communities.

When a local aerospace company approached us with its training needs, we responded. When a group of local dentists expressed a need for a program in dental hygiene, we responded. And when the RCMP approached us with the idea of developing a degree program in police studies (now a national model), we responded. Anything is possible here. We are dedicated to the needs of the Fraser Valley.

Consider also the economic impact of UFV. At the present size, UFV generates approximately \$500 million of clean, sustainable, productive, regional economic activity. As we grow, so too will this number.

Your support is needed:

Within the exceedingly tight parameters of our budget, we have built a fine institution. Indeed, according to *The Globe and Mail*, the best of its kind in the country.

Excellence has a price. This year, UFV's provincial operating grant is expected to cover approximately 57 percent of total operating expenses with an additional 24 percent coming from domestic tuition fees. The shortfall – 19 percent must come from other sources – international student tuition, ancillary services, research grants and private sector support.

Unfortunately, this shortfall is growing. Looking forward, we must be entrepreneurial in our quest for funds. A significant increase in tuition fees would be counterproductive, as we know that higher fees are a deterrent for students. Private support – support from the businesses, individuals, foundations and organizations that call the Fraser Valley home – is what's needed most.

Consider *your* gift as an investment in *your* community.

By investing in UFV, you invest in many things: youth, potential, local businesses, the local economy, local capacity, our place in the global marketplace, healthcare and other critical services. One investment. Many returns.

We are *The* University of the Fraser Valley and we need *your* support today.

Wheel of Student Success

In addition to sound academic advice, Educational Advisors recognize the various facets involved in student success. We strive to teach students how to achieve their educational and career goals by facilitating connections with relevant services areas and resources.

(Kristen McIntyre, Educational Advisor, 2010)

