

PRESIDENT'S REPORT TO THE BOARD OF GOVERNORS

April 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 March will be presented at the meeting.

Faculty of Arts (Jacqueline Nolte, Dean)

Social, Cultural & Media Studies

The PSA (Pacific Sociological Association) held its 82nd annual meeting from March 10-13, 2011 in Seattle, Washington. The mission of the PSA is to advance scholarly research on all social processes and areas of social life, to promote high quality teaching of sociological knowledge, and to mentor the next generation of sociologists.

The University of the Fraser Valley was well represented at the meeting with five undergraduate students and one professor in Sociology presenting original research papers. Dr. Chantelle Marlor, UFV Sociology professor, presented her work entitled "Rethinking Institutions: How Do We Know One When We See One?" in a session on sociological theory.



PSA conference attendees: Katherine Watson (faculty); students Chad Doerksen and Victoria Harris; Stephen Piper (faculty).

Chad Doerksen presented his work entitled "Faith-based Aid in South Sudan: Motivations and Consequences" at an undergraduate round table on Social Institutions: Family and Religion. Victoria Harris and Chad Doerksen presented their work entitled "Neoliberalism and Globalization: An Analysis of Perspectives" at an undergraduate round table on Political Sociology. Angela Willmott presented her work entitled "Having My Baby: The Changing Appearance of the Expectant Mother" at an undergraduate round table on Changes in Childbirth and Mothering. Kristen Chaisson presented her work entitled "The Impact of Incarceration on Mothers" at an undergraduate round table on Changes in Childbirth and Mothering. Ian Myhra presented his work entitled "Salesman of the Month: Gender, Performativity and the Construction of Masculinity in the Workplace" at an undergraduate round table on Gender and Sexuality.

Faculty member Katherine Watson offers congratulations to all who presented their work at PSA. She reports that it was a very successful weekend, offering opportunity for each student to learn and grow professionally. She states "It was a very proud moment to see each of you participate in the conference and represent not only yourselves but the Social, Cultural and Media Studies department and UFV as a whole."

Several UFV student presenters already have offers for graduate school and the experience at PSA is sure to be valuable to them in the pursuit of future goals.

Luanne Yellowfly, Anthropology and Sociology, gave a lecture entitled "The Animals in Our Lives" at Elder College on March 16. This lecture covers the role and benefits of pets in the lives of seniors. She will give a similar lecture for the Abbotsford Seniors Society this fall.

Dr. Douglas Hudson, Anthropology, is working on a collaborative archaeology field school this summer, involving UFV students and participation from First Nations communities in the lower Lillooet River, and has arranged funding to support this initiative. The excavations, over a three-week period in May-June, are at an 8,000-year-old site. In 1999-2002, Dr. Hudson ran a similar field school in the area at a 1,250-year-old village site. So, back to the lower Lillooet River Valley – nine years later, and 6,750 years deeper.

English:

In January 2011, Elizabeth Bachinsky was welcomed as UFV's fourth writer-in-residence with a public reading at the UFV Bookstore. She has since visited many creative writing and English classes as a guest speaker and lecturer, and has held many one-on-one sessions with students of creative writing and English at UFV.

Our writer-in-residence is also engaged in a number of outreach activities designed to draw the larger community of the Fraser Valley to UFV, organizing and hosting a two-part reading series "Where Are They Now?", featuring Fraser Valley authors Andreas Schroeder, Deborah Campbell, Billeh Nickerson, and Jordan Scott, as well as offering workshops and readings for local high school students at ASIA (Abbotsford School of Integrated Arts) and R.E. Mountain Secondary (Langley); and participating in readings at the Clearbrook Library (Abbotsford), the Mission Readers and Writers Festival, and the Ehsaas South Asian Writers Festival on behalf of UFV. Elizabeth is UFV writer-in-residence until April 29, 2011. Contact Elizabeth.Bachinsky@ufv.ca.

Criminology/Criminal Justice:

Department members published a number of reports, articles, and chapters, details of which are available through the Research Office.

In addition, several presentations were made in February and March:

- McCormick, A.V., Burk, K., Cohen, I.M., & Haarhoff, T. (March 2011). "Challenges in Clearance Rate Comparisons: An Exercise in Comparing Apples to Oranges." Presented at the Annual Meeting of the Academy of Criminal Justice Sciences, Toronto, Ontario.
- McCormick, A.V., Cohen, I.M., & Plecas, D. (March 2011). "The Surrey RCMP Ride-Along Study." Presented at the Annual Meeting of the Academy of Criminal Justice Sciences, Toronto, Ontario.
- McCormick, A.V., Corrado, R.R., Cohen, I.M., Freedman, L.F., & Czeck, J. (February 2011). "Auto Theft Participation among Serious and Violent Incarcerated Young Offenders". Presented at the Annual Meeting of the Western Society of Criminology, Vancouver, B.C.

- Corrado, R.R., Cohen, I.M., McCormick, A.V., & Freedman, L. (February 2011). "Aboriginal School Performance and High Drop-Out Rates, School Based Intervention Strategies, and Disproportionate Aboriginal Youth Serious and Violent Offending: Is there a Relationship?" Presented at Brisbane, Australia.

Visual Arts:

BFA (Bachelor of Fine Arts) student Scott Douglas explores the origins of fear in his debut show, *Locus Suspectus*, at the Buschlen Mowatt Gallery in Vancouver. The title of the show, referring to the Latin words, "location" and "suspicion," provides insight into how Douglas goes about his exploration of the emotion in question, examining how one's relationship to space can lead to distrust and anxiety. More information on the show which ran from February 28 – April 3 can be found at <http://www.buschlenmowatt.com/exhibitions/locus-suspectus>.

Fashion Design:

Fashion design student Sabrina Breitenmoser was named one of the top five designers at the prestigious "Canada's Breakthrough Designers" competition held recently in Montreal. Sabrina won an all-expense paid trip to Montreal to be a finalist at the competition, hosted by Télió. The two-day contest recognizes the top fashion design students from across Canada.



The student's drawings were submitted to judges in Montreal and 25 finalists were then selected to present their designs on a runway during Montreal Fashion Week. It was tough competition as there were 116 design sketches submitted by 21 Canadian fashion design schools. The challenge was to create an original design for a high-end, retail company with a maximum of six meters of fabric supplied by Télió. The garment was to match this year's theme, the 'Great Canadian North'.

The finalists had the opportunity to win one of five scholarships totaling \$10,000. Sabrina won the Creative Use of Fabric category and a \$1,000 scholarship.

Over the course of two intense days, the students experience the world of fashion — meeting with industry professionals, touring Télió's Montréal offices, and enjoying behind-the-scenes experiences at Montréal Fashion Week.

Faculty Exhibit (Eleanor Hannen, Sessional faculty)

The opening for the exhibit "*1001 Funny Things You Can Do With a Skirt*" was on April 5 at the Seymour Art Gallery located at 4360 Gallant Avenue, North Vancouver (Deep Cove) 604 924-1378. The gallery is open 10:00 a.m. – 5:00 p.m. Eleanor's work will be showcased from April 5 – 26.

Fashion Show

The annual "Absolute Style" Fashion Show is fast approaching. This year's show promises to be an exciting event with a very eclectic mix of designs. The show will be held on Thursday,

April 28. There are two shows, one in the afternoon at 2:30 p.m. and one in the evening at 7:00 p.m. The afternoon show is \$10.00 and evening show is \$18.00. The UFV Alumni Association is hosting a wine and cheese reception at 6:30 p.m.

We hope to see you there. For ticket information contact Corinne at 604-864-4669 or corinne.richardson@ufv.ca

Geography:

The Department of Geography has prepared its Annual Report to the President for 2010. As with the report for 2009, department head Ken Brealey has distinguished between developments and initiatives that have to do mostly with faculty and students, and devoted a separate section to describing some of the significant changes in the program generally. The report is available through the Board office, and is included in the information package.

Faculty of Science (Ora Steyn, Dean)

CES (Committee for Environmental Sustainability):

The UFV Committee for Environmental Sustainability has been around for approximately twenty years. Now more than ever, UFV needs a 'clearing house' for great ideas on how to keep UFV moving forward on environmentally sound practices. With the support of President Mark Evered, Provost and Vice-President Eric Davis, and Dean Ora Steyn, the CES is once again meeting on a regular basis.

One of the fundamental achievements of the CES must be the development of an environmental sustainable culture involving all levels of the University, thereby demonstrating leadership in the community in which UFV resides. The CES has a six tier program involving teaching, research, community, facilities, planning, and students.

In the past few years, the Students for a Sustainable Environment have initiated a successful pop-can recycling program, an increase in recycling content in copier paper sold at the Bookstore, and the successful passage of the U Pass program.

Since reenergizing in December 2010, the committee has started an inventory of the initiatives already underway at UFV. CES has received a number of emails this past month from people across campus regarding their initiatives and these will be posted at the end of March on the new sustainability webpage developed by Sheena Adams (Facilities' Sustainability Coordinator) by the end of March. Sheena has also set up an eight week trial of composting bins. So far, few complaints have been forthcoming and the bins appear to be well used. Members of CES have also attended the GoBeyond Campus program on sustainability in early March. Sheena attended three talks on improving campuses and Biology instructor, Pat Harrison, was a presenter for UFV on a panel discussion.

Geography instructor, Michelle Rhodes, and a group of dedicated faculty have been looking at curriculum on environmental sustainability, and programs will be going through the program approval process in the coming months.

In the coming months, CES hopes to promote environmental community liaisons, student research projects, expansion of the composting project, expanded access to transit, and a more

effective waste recycling program. The committee consists of a group of very dedicated faculty that are all involved in their local communities and hope to contribute to solve the many problems we face.

Faculty of Trades and Technology (Harv McCullough, Dean)

Welding:

On February 17, 2011, Lincoln Electric, welding supplier Praxair, and UFV's Welding department partnered together for the second time in four years to host a Welding Technology Open House. This event was a success with approximately 200 employers, customers, and students taking part. The partnership between the three parties was established when the Trades and Technology departments relocated to Chilliwack.

Agriculture:

On February 16, 2011, the Faculty of Trades and Technology hosted an Information Sharing Session between UFV, Agriculture and Agri-Food Canada Research Centre. Ten research scientists working at Agri-Food Canada Research Centre's Agassiz Station and 17 staff and faculty representing UFV's Faculties of Trades and Technology, Science, Arts, and Access and Continuing Studies attended the session. The event was very successful for networking and opening the communications for now and into the future.

Career Centre (Karen Evans, VP Students)

The Career Centre is divided into three functional areas, Career Services, Co-operative Education, and Work Study. The operational staff consists of one Director, one Career Services Coordinator, two Co-op Coordinators, and one Administrative Assistant. A new director, Michael Baumann, was appointed in December 2010 and the Career Services Coordinator position was permanently filled in February 2011.

Career Services

Career Services supports student career development and management through event organization, career coaching, and the online advertisement of vacant positions.

Twenty-two events were organized in fall 2010 which were attended by a total of 1586 students. The largest event was the UFV Career Fair, held in October 2010, which had an attendance of 1200 students. The Winter 2011 term saw 16 events, with an attendance of 669 students. The highlight of this term was the UFV Summer Job Fair in March 2011, with 352 attendees. Both main events, the UFV Career Fair and the UFV Summer Job Fair, reached full employer capacity with 73 and 17 employers, respectively, a unique result when compared to other universities in the Lower Mainland.

Every semester about 100 career coaching appointments are attended to by the Career Services Co-ordinator and the Career Peers. Career Peers provide one-to-one assistance to students on resumes, cover letters, and promote the Career Centre services and programs to students.

Since the inception of the CareerLink online database system in January 2009, about 150 full-time jobs and 75 part-time jobs have been posted every semester.

Co-operative Education

Co-operative Education is an academic program that extends the students' education beyond the limitations of the classroom by providing a direct association with practicing members of the profession in co-op work placements.

The total number of students enrolled in the co-op program is 287.

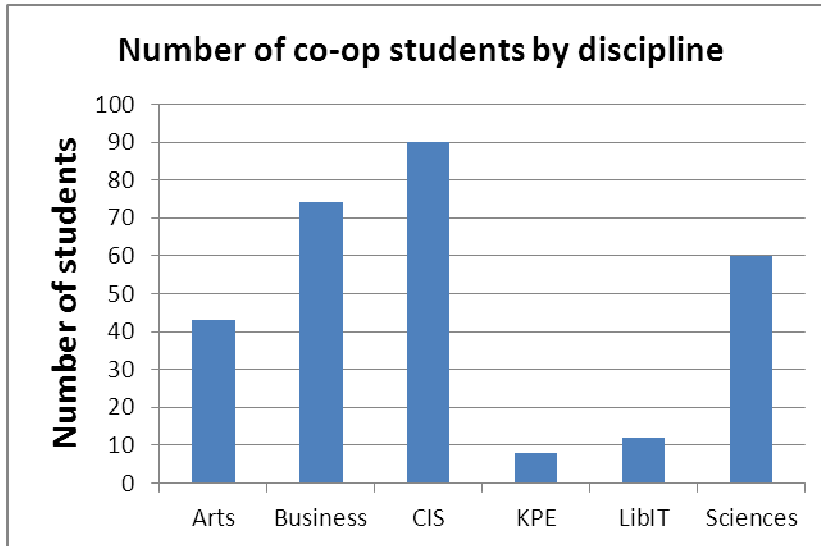


Figure: Number of students enrolled in the Co-operative Education program by discipline. Data from March 15, 2011. Co-op programs exist for the Arts, Business, CIS (Computer Information Systems), KPE (Kinesiology and Physical Education), LibIT (Library Information Technology), and the Sciences.

The number of co-op postings fluctuates considerably between semesters, e.g. from a maximum of 173 in the summer of 2010 to a minimum of 107 in the fall of the same year. The numbers also change with the overall state of the economy. However, UFV students seem to have become more successful in competing for co-op jobs, many of which are advertised at all major universities in the Lower Mainland.

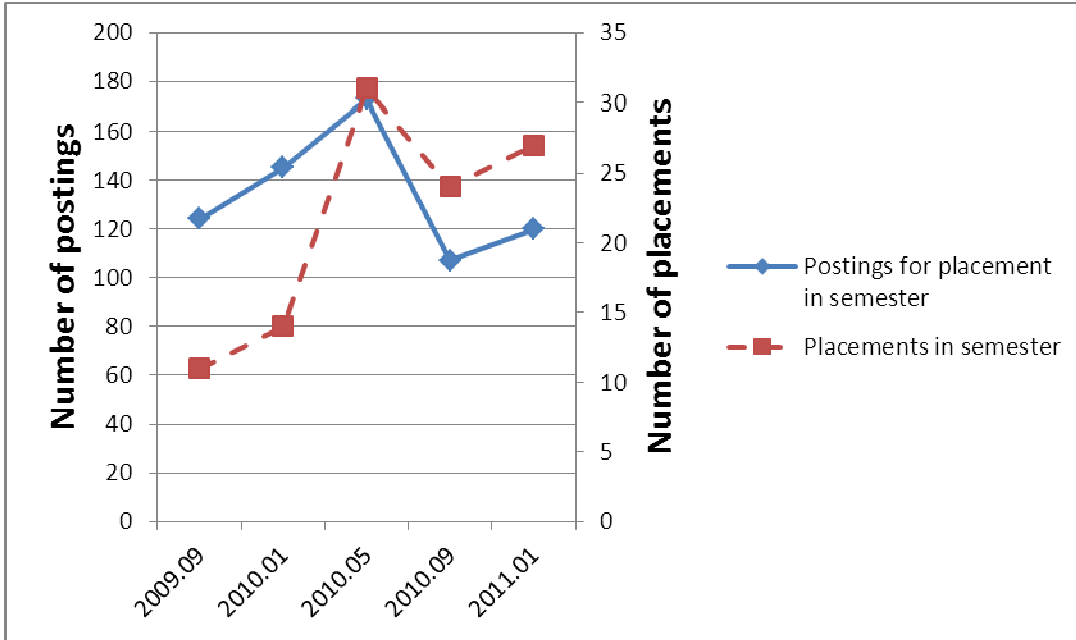


Figure: Number of full-time co-op postings (solid line, left scale) and corresponding co-op placements (dashed line, right scale) for work term semesters Fall 2009 (2009.09) to Winter 2011 (2011.01). During that time period the placements/postings ratio increased from 8.9 to 22.5 percent.

UFV Co-operative Education was successful in increasing the number of placements with HSBC Bank Canada, a highly competitive employer, to six in the Winter 2011 semester. Furthermore, we were also able to secure out-of-province placements with Husky Energy, Hydro One, and Alcatel–Lucent Canada.

Work Study Program

The Work Study program provides students with financial assistance and work experience in alignment with UFV’s Strategic Plan and Strategic Enrolment Plan. Funding for the 2010/2011 year amounted to \$316,000, which resulted in the funding of 202 positions in 52 departments.

The Work Study program will continue its policy redesign with three goals: streamlining the administrative process; transparency of the decision process; fairness in the distribution of funds to students, faculty, and departments.

Marketing

The need for a more effective marketing method resulted in the replacement of poster advertisements by an electronic announcement board. Various options were considered. In February a mobile advertising unit became operational: A 42-inch flat-screen television run by a personal computer, both mounted on a heavy cart. Advertisements and announcements are prepared and displayed as PowerPoint presentations.

The Future

A local internship program is currently in the planning stages, with ARTS 280 as the exploratory course for future developments.

Job advertisements on the CareerLink online database system are currently free of charge to employers.

However, following the example of other universities, a pay-wall is being considered as a means to generate income for the university.

Student Life (Karen Evans, VP Students)

Student Life endeavors to offer co-curricular programming to develop the 'whole student' and build a vibrant campus life. We have been extremely busy over the Fall 2010 and Winter 2011 semesters with this goal. We have been successful by:

- Orienting over 1280 students through New Student Orientation
- Welcoming back 2000 students at Welcome Back events
- Assisting over 60 active student Clubs & Associations each term
- Providing leadership training and conferences to 64 students through our Leadership Institute
- Offering campus recreation and intramural programs to over 280 students
- Organizing and/or supporting over 120 campus events!

For this report, we thought we would share a couple of highlights for you.

Community Dinners

Every Thursday evening, Student Life has coordinated a student community dinner where students enjoy a home cooked meal, meet new friends and build community on campus. Clubs and associations have now signed up to host and promote the Community Dinners. The Student Union Society is also now helping fund these dinners and has hosted as well. On average we see 40-50 students each Thursday evening.

Leadership Institute

Student Life's Leadership Institute with funding from Coast Capital Savings has enabled us to organize and offer two UFV student leadership conferences: Leadership Skills Development Conference in fall 2010 and Building Anti-Racist Communities in winter 2011. We have also been able to take 24 students through Kouzes and Posner's (2008) leadership development training program.

With funding support we are also sending four students to the National Centre for Student Leadership conference in Atlanta, Georgia. These four students will then apply their learning and knowledge by organizing and facilitating our Student Leadership Retreat this summer. We have also been able to help support one student to attend the Education without Borders 2011 Innovative Solutions to Global Challenges international leadership conference in Dubai, United Arab Emirates. Out of 3700 other students from 129 countries, he was one of 1000 students

selected by the conference committee to attend. We are arranging for him to present to other students at one of our student leadership events.

*Our monthly calendar of events and activities can be viewed at:
www.ufv.ca/StudentLife/Student-Events-Calendar.htm

Athletics (Karola Stinson, VP External)

Junior Cascades Basketball:

Facts

- The Junior Cascades Basketball program started in 2007
- Currently there are 50 plus coaches volunteering in the program.
- Coaches receive paid honorariums for their expenses
- Number of programs: Eight
- Geographical Area: Fraser Valley (Pitt Meadows to Hope)
- Number of Jr. Cascades that played and studied at UFV: Nine (seven on current team)
- Home Base: Envision Athletic Centre (with several district elementary and high schools)
- Coordinator: Al Tuchscherer (UFV Cascades women's basketball Head Coach)

The Junior Cascades Basketball program was founded in 2007 by the University of the Fraser Valley, women's basketball coach, Al Tuchscherer. Tuchscherer, now in his 10th season with UFV, constructed a junior basketball organization to help teach the fundamentals of the sport to youth (boys in the Steve Nash Youth Basketball and girls in all eight programs) from the Pitt Meadows/Coquitlam area to Hope. The main areas of enrolment are Abbotsford, Chilliwack and Mission, the same three areas that UFV have their campuses. While the goal was to build an infrastructure to run basketball clinics, camps and leagues, it was to introduce the University of the Fraser Valley Cascades women's and men's basketball programs to the potential student-athletes the Junior Cascades were working with.

Programs

There are eight different programs within the Junior Cascade umbrella. The coaches are volunteers for the most part and are paid honorariums to cover their personal costs. Below are the eight different programs and a brief description of them:

- Five week Development Camps – five gyms: U13, U15, U17 and U13 and U15 in Chilliwack (these are spring camps)
- Travelling teams – U13, U14, U15, U16, U17 (typically two teams at each level – Elite and Development)
- Fraser Valley East (Junior Cascades in Chilliwack to Hope) – run two teams out of this area
- Junior Cascades present Steve Nash Youth basketball: Grade 1/2 gym, grade 2/3 gym, grade 4/5 gym, grade 6/7 gym (run in the fall; grade 1/2 group runs a second session in the winter)
- SNYL (Steve Nash Youth League) is in partnership with the UFV KPE (Kinesiology & Physical Education) department and serves as a teaching opportunity for KPE students led by Joanna Sheppard

- Junior Cascades Elite program – U15 and U17 program with additional training throughout the year (September-March)
- Fall specialty camps: Shooting 1, 2, 3, ball handling 1, 2, 3, post play, decision making, finishing (open camps for all ages)
- 3-on-3 spring leagues Junior and Senior divisions

Venues

As you can see the Junior Cascades program is a wide range of opportunity for the community to play basketball from elementary age school kids to senior adult division. While Envision Athletic Centre is the main gymnasium, it cannot entertain all the programs, so the Junior Cascades are all over the Fraser Valley in the following schools and gymnasiums:

Mission Secondary	Abby Traditional	MEI Secondary
WJ Mouat	GW Graham	Rosedale Middle School
CBC (Canadian Bible College)	Agassiz Elementary & Secondary	Cultus Lake Elementary School
Chief Dan George Middle School	Langley Secondary	Promontory Elementary School
Gordie Howe Middle School	Abbotsford Christian	Mt Slesse Middle

Funding for Junior Cascades Programs

The Junior Cascades programs are funded by the participants and several sponsorship deals created by Al Tuchscherer and a select set of parents who assist in the fundraising. The cost of the 3-on-3 league is \$150 per team and the cost for the seven other programs are \$200 per student. In 2010-2011 the Junior Cascades programs brought in the following revenues:

Enrollment \$ 114,000
Sponsorship \$ 12,000

The costs of the Junior Cascade program are for trips to various cities throughout Canada and United States to participate in select elite tournaments to continue their athletic growth in competition. The normal costs associated with a trip transportation, hotel, and meal allowance are incorporated in the registration fee of each student-athlete.

Present UFV Cascades

Nine Junior Cascades have attended the University of the Fraser Valley and participate on the UFV Cascades varsity women’s basketball program, including seven members of the present day team that went to the 2011 CIS East Regional Championship Tournament in Fredericton, NB.

The present day Cascades are:

Tessa Hart	Aieisha Luyken	Courtney Bartel	Sarah Wierks
Ashley Smith	Sam Kurath	Celeste Dyck	

Sarah Wierks, is a first-year General Studies student, from Chilliwack, who was selected to the 2011 CIS All-Canadian All-Rookie team. Wierks is a graduate of the Junior Cascade program and is one of the integral players now and in the future of the Cascades Varsity program.

Awareness

The reason the program was named Junior Cascades was to enhance the name and image of the University of the Fraser Valley Cascades Department of Athletics. The Junior Cascades logo is the same colors and resembles the UFV Cascades athletic logo to constantly remind the students enrolled in the program, that the UFV Cascades women's basketball team and UFV as an institution is a viable option for their choice for a post-secondary school. By virtue of Al Tuchscherer running the program and the teams playing all over Canada, the Junior Cascades give UFV a presence throughout the country.

Al Tuchscherer – Coordinator

Al Tuchscherer has completed nine seasons as head coach of the UFV women's basketball program. Tuchscherer took over the head coaching duties in 2002 and proceeded to lead UCFV to back-to-back-to-back BCCAA (British Columbia Colleges' Athletic Association) championships. The Cascades also advanced to four straight CCAA (Canadian Colleges Athletic Association) championships, winning one silver and two bronze medals. During his four seasons in the BCCAA, Tuchscherer compiled a remarkable 71-1 regular season record and an overall mark of 87-7.

UFV joined the CIS in 2006-07 where Tuchscherer led the Cascades to back-to-back appearances in the Canada West playoffs in 2007 and 2008. During its rookie season, UFV became one of the first expansion schools to earn a playoff berth in its inaugural campaign.

Tuchscherer is a three-time BCCAA Coach of the Year, a two-time CCAA Coach of the Year and BC Basketball Coaching Excellence Award winner.

A native of Pitt Meadows, Tuchscherer serves as an instructor in UFV's Kinesiology department. He was head coach at Pitt Meadows Secondary (1992-96) before joining the Cascades. Tuchscherer graduated from UCFV with a Bachelor of Arts degree in Mathematics. He is also a graduate of Simon Fraser University's Professional Development program in Teacher's Education.

Tuchscherer lives in Chilliwack with his wife Denise, who is also an assistant coach with the Cascades. The couple has two children, Deanna (9) and Julia (6).

Closing Remarks

The Junior Cascade program has been a complete success with more than 50 volunteer coaches and numerous parents supporting the venture since 2007. The Junior Cascades operate all over the Fraser Valley and promote UFV and the Department of Athletics at all their venues and playing levels. The program has been an excellent recruiting tool to promote women's varsity basketball at UFV.

