



## UNIVERSITY DIVISIONAL REPORT TO THE BOARD

Thursday, October 18, 2018

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**Divisional Report (October 2018)**

**Faculty of Professional Studies (Tracy Ryder Glass)**

**New Employees**

The Faculty of Professional Studies will start the new academic year with 7 new full time faculty members, 12 Limited Term Appointment (LTA) members, and 7 new sessional instructors.

Effective October 2018, the Faculty of Professional Studies will also welcome Mary Saudelli as the Associate Dean in the Dean's Office. <https://blogs.ufv.ca/blog/2018/07/mary-gene-saudelli-appointed-associate-dean-of-professional-studies/>

**SPARK! 2018**

The Faculty of Professional Studies held its annual SPARK! 2018 event in Evered Hall showcasing its unique seven Departments and Schools. Each Department/School showcased their history, initiatives, goals, and new employees.



**Department of Adult Education (ADED)**

**New Employees**

Dr. Chris Campbell, Ph.D. in Curriculum Studies from UBC, M.Ed. in Teaching English to Speakers of Other Languages (TESOL) from the University of Edinburgh in England, has been hired as a new faculty member who will teach a combination of ADED and TESL courses. Dr. Campbell has over 20 years of teaching experience and has had the opportunity to teach students of all ages, culture, and abilities. His knowledge and experience spans across K-12, the adult learner, post secondary, and the English language learner. Recognizing the importance of cross-culture and multidisciplinary learning, Dr. Campbell has taught in Japan, Qatar, Vietnam, Scotland, Canada, and Africa while still taking on new initiatives as a curriculum developer for the Government of BC/English Language Services for Adults, and for Vancouver Community College.

## Student Award

Kim (Richelle) Abrams was awarded a UFV undergraduate research award for her work on a literature review and environmental scan on instructional design-related credentials and transfer pathways in BC and Western Canada. This research is being applied, in turn, on a BCCAT funded Innovations in Transfer (IT) project headed by Dr. Seonaigh MacPherson.

## Alumni Success

Alumni Lee Derksen is now at Athabasca University completing an MA where she was awarded a Queen Elizabeth scholarship. Lee credits UFV for her graduate school success.

## **Department of Computer Information Systems (CIS)**

### New Employees

Dr. Mandeep Pannu, Ph.D. in Computer Science from Coventry University in the UK, and a M.Sc. in Computing from Coventry University, has been hired as a new faculty member. Dr. Pannu brings over 10 years of teaching experience and a hands on approach to teaching today's Computer Information students. Dr. Pannu believes in a Problem Based Learning (PBL) and an Activity Led Learning (ALL) approach when teaching, allowing students to engage in their own learning in addition to traditional lecture based learning.

## **Department of Library Information Technology (LIBIT)**

### New Employees

Dr. Fiona Hunt, Master of Library and Information Studies and Bachelor of Arts awarded by UBC, has been hired as a new faculty member. Dr. Hunt has over 20 years of combined experience in practice as an instructor and librarian and brings extensive experience to this role in teaching undergraduate preparation courses in information literacy and life skills. Dr. Hunt demonstrates a strong understanding of some of the ways in which library technicians support the work of librarians, and supports a student-centred and interactive classroom experience.

## **Department of Child, Youth & Family Studies (CYFS)**

### New Employees

RoseAnne Timbrell, M. A. in Counselling Psychology from Yorkville University, B.A. in Child & Youth Care from UFV, and a diploma in Therapeutic Recreation from Douglas College, has been hired as a new faculty member. RoseAnne comes to this role with an extensive background in family counselling, experience as a residential youth worker, and as a residential counsellor and teaching assistant. Prior to these roles, RoseAnne was an Aboriginal early childhood family support worker with Vancouver Native Health and a residential youth worker for HollyBurn Family Services: Columbia House.

### New Department Head

Christine Slavik is the new Department Head for the CYFS Department.

## Conferences

The 20th Canadian, 12th Triennial International Child and Youth Care Conferences, Transition & Transformations: Influencing Change through Relational Practice, was held this past Spring. UFV students, faculty, and community partners presented at the pre-conference Education Day as well as the main conference. Faculty members Cindy Rammage, Maple Melder-Crozier, and Christine Slavik delivered workshops. CYC students Pamela Nicholls and Shanna Yaroshuk, along with Rob Lees from Chilliwack Community Mental Health and Collette Bohach from Big Brothers and Big Sisters Chilliwack, presented.



## ECE Government Grant

A provincial grant to expand Early Childhood Education offerings was accepted by the government. Delivery of the Infant/Toddler Diploma will be expanded beginning Fall 2018. The Department is working on a proposal to seek funding for the second and third years of this grant opportunity.



## New Graduate Certificate in Child Life and Community Health

Applications for the Graduate Certificate in Child Life and Community Health opened in May 2018.

Currently, one Child Life Intern is completing a 5 month placement at the Nottingham Children's Hospital, Renal Unit at the Queen's Medical Centre in Nottingham, Great Britain. Another intern begins her placement at BC Children's Hospital in August 2018.

## **School of Business (BUS)**

### New Employees

Jillene Marlowe, Masters in Environment & Business from the University of Waterloo, Bachelor of Business Commerce from Memorial University, and Chartered Professional Accountant, has been hired as a new faculty member. Jillene brings with her an extensive applied background in many Business roles ranging from Financial Audit Manager to an Accountant within varying sectors. With research interests in sustainability in a professional service environment, Jillene's passion lies in developing and publishing teaching cases which lead to her active participation in developing a Sustainability Case Competition for UFV students.

Dr. Gerry Gannon, Ph.D. in Management from the University of Bradford, M.Sc. in Strategic Human Resource Development from Lancaster University and a MBA in Management from the University of Bradford, has been hired as a new faculty member. Dr. Gannon has held positions in the Oil and Gas

sector in Alberta, consulted on projects in Dubai, the Middle East, and North America; provided HR services in Abu Dhabi, and worked within various firms in the UK. Dr. Gannon brings with him a multicultural and student focused approach to educating today's students, supporting the research priorities of the School of Business and aligning with the Schools goals.

### Educational Planning and Assessment System (EPAS)

It is my great pleasure to share with you that the School of Business' BBA program has been awarded EPAS accreditation for three years.

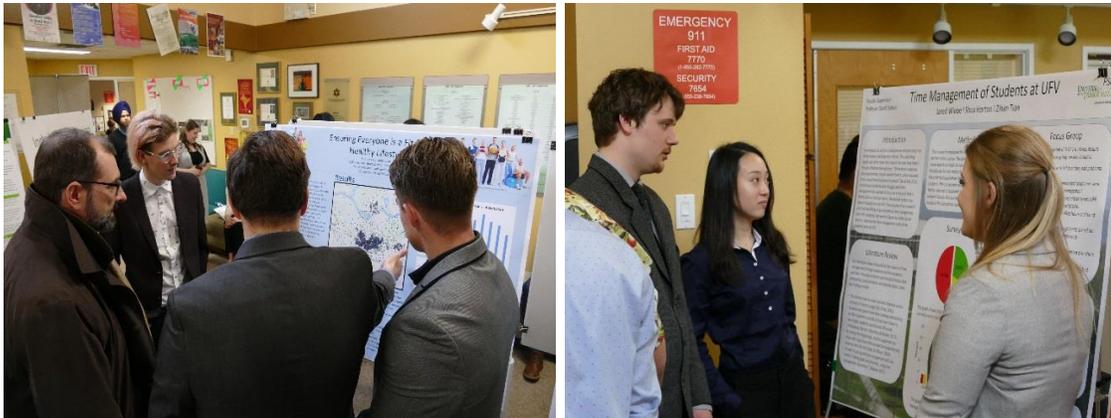
EPAS is an international program accreditation system operated by European Foundation for Management Development (EFMD). EPAS standards ensure that programs are designed and delivered so that they are both academically rigorous and have practical relevance. EPAS was launched in 2005 and in the past 13 years has had a considerable impact on the quality of business school programs all over the world.

As of June 13, 2018, 107 programs from 80 institutions across 37 countries have been awarded EPAS accreditation. UFV is now one of these institutions, which marks a tremendous milestone in achieving our goal of providing the best undergraduate education in Canada.

Frank Ulbrich, Director of the School of Business has been working diligently with his colleagues for the past four years to achieve this remarkable recognition and will continue to further improve the quality of all programs offered by the School of Business.

### Student Research Day Poster Award

Students Tanner Timmer and Alex Terhart were recipients of \$200 for their poster on "Is Owning a House Worth It" at this year's "Student Research Day Poster" Presentation 2018.



Students, Lindong Zhang, Brady Lawlor, Colby Fleming, Mitchell Trainor, and Hardeep Singh were also recipients of \$200 for their poster on "Ensuring Everyone is a Fit for a Healthy Lifestyle" at this year's Student Research Day Poster Presentation 2018.

Peoples' Choice Award

BUS 478 students received the first place Peoples' Choice Award for their business design project entitled, "The Hive". Voting was done by city staff, university personnel, and the public attending the displays held by CityStudio at City Hall.



Student Micro Lectures

Students from the School of Business gave three micro-lectures and presented a total of seven research posters during the UFV Student Research Day on April 5, 2018.

As part of the school's Principles for Responsible Management Education (PRME) activities, a lunch seminar was held to discuss an article about "Giving Voice to Values." Giving Voice to Values is a pedagogy and curriculum for values-driven leadership development designed for use in business education.

High School Counselor Event

The School of Business held a high school counselor event to promote the School of Business and its programs. High schools from throughout the Fraser Valley were in attendance.

PD Workshop

Professor Fraser Johnson from the IVEY Business School at Western University held a four day PD workshop on how to teach with and how to write cases for business education. The workshop was well attended and also attracted external participants. This event was a collaboration between the UFV School of Business and TRU's School of Business, generously sponsored in part by the Chartered Professional Accountant (CPA) Education Foundation of BC.



## International Guests

The School of Business hosted guests from the Rotterdam Business School. Twenty-two students and two faculty members visited Vancouver and Abbotsford as part of their program. Students from the Netherlands participated among others in a sustainability case competition, some summer classes, a First Nations day, and a few company visits.

## Fraser Valley Chamber Show

The Entrepreneurship and Process Innovation/Incubation Centre (EPIIC) was present at the Fraser Valley Chamber show. One of the projects that had progressed well in the mentoring program was showcased.

## **School of Social Work & Human Services (SWHS)**

Bachelor of Social Work students Taylor Nicholls, Katelyn Pesut, Kristin Dalen, Elizabeth Jonas, Melissa Ly, and Jamie Gazlay in the SOWK 380 course won a distinguished international award 2017/2018 Social Work Student Activism Competition - Runner-up Videos - STÓ:LŌ TERRITORIAL ACKNOWLEDGEMENT. <http://explore.tandfonline.com/page/beh/cswe-world-social-work-day-2018#39668>

## Partnerships

UFV has partnered with Métis Nation BC to deliver the Community Support Worker program. The first of the Métis Learning Series began in April 2018 in Fort Langley and provided a historical overview. The second Learning Series, titled Métis Identity and Why It Matters, was held in May 2018 at UFV. Nikki Dionne is the Coordinator for the Métis Community Support Worker Program and Melanie Scott is the UFV program contact person. The Métis students began their cultural training in June 2018 and the actual Community Support Worker courses in January 2019.

UFV has partnered with the Abbotsford, Chilliwack, and Fraser-Cascade School Districts to run a Dual Credit Community Support Worker program beginning Fall 2018.

UFV has partnered with the Nicola Valley Institute of Technology (NVIT) to offer the Master of Social Work program beginning Fall 2018.

## **Teacher Education Department (TED)**

### New Employees

Sara Davidson, Ph.D. in Language and Literacy Education, M.A. in Language and Literacy Education both from UBC, and a B.Sc. in Psychology from Dalhousie University has been hired as a new faculty member. Dr. Davidson brings with her a wide depth and breadth of experiences as an educator with the ability to collaborate across boundaries, collaboratively build a community, and enhance the goals of students within the Teacher Education department. With a conceptual framework developed for her dissertation that incorporates Indigenous Principles of Learning into Literacy Education and Indigenous methodologies, Dr. Davidson's research interest's bridge into TED's community centred and future visioning priorities.

### Masters of Education

We are pleased to announce that UFV's Master of Education in Educational Leadership and Mentorship has now formally been approved by the Minister of Advanced Education, Melanie Mark.



**MEMO**

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To: Dr. Joanne MacLean, President and Vice-Chancellor  
From: Dr. Garry Fehr, AVP Research, Engagement and Graduate Studies  
Date: September 28, 2018  
Re: Research, Engagement and Graduate Studies President’s Report to the Board

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**Research, Engagement & Graduate Studies**

**Research Office**

After five years as the Associate Vice-President of Research, Engagement and Graduate Studies, **Adrienne Chan** has passed the position on to [Dr. Garry Fehr](#) who began his new role on September 1, 2018.



**Dr. Fehr** is the former Director of the UFV Agriculture Centre of Excellence and an Associate Professor of the department of Geography and the Environment. He has extensive knowledge of the research opportunities for students and faculty at UFV and has many great relationships and connections to the local and global community.

The Research Office has also seen changes with **Brad Whittaker**, Director of Research Services & Industry Engagement, taking on a temporary, part-time co-role with **Greg Schlitt** until the permanent, full-time position can be filled. Greg Schlitt is an Associate Professor with the department of Mathematics and Statistics and the former acting Dean, Faculty of Science.

**Kelly Tracey**, the former Office Assistant in Research, has now moved into a new role within the department as the Grants and Contracts Coordinator. **Tracy Morrison** has moved into the one-year temporary position as the new Research Office Assistant.

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**Students**

At UFV, a relatively high number of [research opportunities](#) and supports exist for undergraduate students. Every year we see more interest from students who wish to participate in research activities beyond the classroom experience.

Students who participate in research projects gain valuable field experience and opportunities, such as being able to present their findings at conferences around the globe.

*“Participation in the 12th Annual Undergraduate Research and Innovation Conference was hands-down the best experience of my undergraduate career to date.” Taylor Boyd, Biology*

*“... we were also approached by members of the International Association of Forensic Nurses journal to take our research and create published work for their journal.” Jessica Reist, Criminology*

*“Presenting this poster was an incredibly valuable experience as it was the first time I was able to discuss my project with other academics... I was also able to network with professors and students, both during my poster presentation session, as well as during other events throughout the time I was at the AGU.”*  
Madelaine Bourdages, Geography

*“Presenting my thesis at this conference allowed me to receive valuable feedback from peers in my field and establish relationships with leading scientists in the profession.”* Brent Sahota, Kinesiology

A total of 41 students were celebrated on May 24, 2018 at the annual [Undergraduate Research Excellence Awards](#). The students received more than \$25,000 in research awards, which was the largest amount awarded to date.



The Community Service Research award was presented to a group of students who worked [with the City of Abbotsford on a project](#) to identify and compare factors that affect litter rates in parks across the city, and developed anti-littering strategies for the City.

Student researchers in Kinesiology gained an experiential learning opportunity at Chilliwack’s Central Elementary School this past summer with [Exergames](#). **Alison Pritchard Orr** teamed up with colleague **Kathy Keiver** and Queen’s University to implement this project. The project works with children who suffer from cognitive disabilities to determine whether playing video games powered by exercise bikes enhances their cognitive function.



Students who participate in the project are working face to face with the children. The students are improving their skills of organization, data collection and research. Two students found summer part-time jobs with Exergames funded through a grant from the Kids Brain Health Network. The student positions also contribute to applied research experience that bridges students into professional or graduate studies. Several of the student researchers were awarded with UFV undergraduate research awards. This type of work also connects UFV and students to the community by creating networks the students previously did not have.

## Faculty

**Dr. Kathy Keiver** (right) received the [2018 UFV Research Excellence award](#) for her community-focused research on Exergames, (detailed above).

Keiver joined UFV just over 10 years ago with a research focus on children with Fetal Alcohol Spectrum Disorder (FASD) and activity-based intervention programs. Keiver has been studying the effects of prenatal alcohol exposure since 1993.



**Dr. Jon Thomas**, UFV BC Regional Innovation Chair in Canada-India Partnership Development, travelled to India this past August.

On this trip, he reached out to contacts at leading institutions (India Institute of Technology (IIT) Delhi, IIT Bombay, and IIT Kharagpur), as well as presented on technology entrepreneurship at the Department of Management Studies (IIT Delhi), and at the Rajiv Gandhi School of Intellectual Property Law (IIT Kharagpur). These presentations were provided to assist in developing research collaborations and to facilitate faculty and student exchanges.

The overall aim of the collaborations is to strengthen UFV's profile in India, bring high-quality students to UFV to study and work with UFV faculty, and to provide UFV students with opportunities to work on research projects at leading institutions in India.

[Dr. Thomas](#) visited the UFV Chandigarh campus to meet with relevant stakeholders. He also initiated discussions with several senior professors at UFV Chandigarh, to develop student and faculty research collaborations between our campuses.

These initial meetings have laid the foundational work for further networking and future visits aimed at establishing stronger ties with the IITs, Panjab University and the UFV Chandigarh campus.

Dr. Thomas invited the Team Lead from MITACS (a national research organization) Vancouver to UFV, and facilitated the signing of an agreement between MITACS and UFV. The new relationship of these two institutions will help UFV access funding for undergraduate student exchanges with India through the MITACS Globalinks program.



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### Grants and Funding

**UFV researchers** were awarded 16 grants and research contracts in the last 6 months, totaling 1.14 million! These grants and projects will provide numerous opportunities for students to gain valuable research and work experience.



**Ishpreet Anand** interviewed over 100 people who emigrated from India over the last century in a partnership between the South Asian Studies Institute and the Royal BC Museum. Recording and transcribing the stories of how people from Punjab emigrated and settled in Canada in partnership with the [Punjabi Canadian Legacy Project](#) will inform the Canadian education system by documenting how they changed the history and landscapes of BC over the last century.

**Dr. Elizabeth Cooper**, a post-doctoral fellow from UFV Faculty of Health Sciences, was awarded funding through the Michael Smith Foundation for the Health Research Trainee (MSFHR) program. Dr. Cooper's research will be examining the connection between historical trauma and the mental health experience of the Indigenous communities of parents and their children. This work also focuses on ensuring it is a collaboration with the community and empowers participants.

**The Centre for Public Safety and Criminal Justice Research (CCJR)** has ten current projects that have brought in more than \$1.2 million of funding to UFV this year which provides many student research opportunities. The CCJR is dedicated to the development and implementation of innovative methodologies and techniques for the study of criminal and social justice issues.

**SEPTEMBER/OCTOBER 2018**

**REPORT TO THE BOARD FROM VICE PRESIDENT,  
STUDENTS AND ENROLMENT MANAGEMENT DIVISION**

Dear Board Members,

It is my pleasure to submit my first divisional report as the interim VP Students and Enrolment Management. Rather than providing a unit-by-unit report, I'd like to take this opportunity to speak about leadership transition in the division, as well as to highlight some successes and challenges.

I stepped into the role of VP on June 1<sup>st</sup> and am incredibly thankful not only for this opportunity, but also for how much support I've received. Members of the Board, UFV administration, and my new team have been so giving of their time and expertise. The result has been a very smooth transition into this portfolio and I have so appreciated the chance to grow, to learn, and to work with a team so dedicated to our students' success. I very much look forward to the year ahead.

I also look forward to focusing on five priorities for the division, developed in consultation with Dr. Joanne MacLean, during the 2018-19 academic year. The below highlights those goals, as well as a few identified actions taken to date or ongoing in relation to each goal.



A few **highlights** for you as we launch a new academic year:

## **Applications, headcount, and registrations are up!**

- Applications to UFV were higher for Fall 2018 than they were for Fall 2017. We saw a **5.2% overall increase in applications**. Total applications were 8,225. Although the semester has started we continue to accept applications for upgrading programs which have a later start date.
- Of the more than 8,000 applications, 2019 were from international applicants. This represents a **3.5% increase in international applications** over Fall 2017 numbers.
- Our **headcount is also up, with a 2.8% increase** over Fall 2017. As of September 19, UFV has 9,721 students registered in a combination of undergraduate, graduate, developmental and vocational and programs. This includes an increase of 20% in international students to a total of 1,421 and a small increase of domestic students from 8,275 to 8,300. **International students now make up 14.6% of our enrolled student body**. Additionally, Trades program enrolment is essentially the same as last year with 2 additional students registered to a total of 404, for an overall student body of 10,125.
- The above figures have also contributed to an increase in course registration. Overall, we are seeing an approximate **4% increase in course registrations**, from 30,993 to 32,171. This is comprised of a **20% growth in international registrations**, consistent with the increase in international headcounts, and a **1% increase in domestic registrations**.
- The campus in **Chandigarh India** has seen a **3% growth in course registrations** over Fall 2017.

## **Opportunities and Supports for Students are Growing!**

- With the expansion and growth in classes at CEP, we have responded by creating **specific space at CEP for a Collegium and a Peer Resource and Leadership Centre (PRLC)** which is supported by a **full time Student Life staff member**. We are hoping that this staff member, combined with the programming and support space, will develop and foster relationships with our academic partners at CEP to develop the student experience in Chilliwack.
- We have also been working with Continuing Education at **Clearbrook Campus** to bring an expanded offering of services to the CE students there. This includes a **weekly pop-up PRLC and expanded transition/orientation and student support services**.
- Starting in September, the **PRLC will re-launch the UFV Food Bank in partnership with the Student Union Society (SUS)**. Accessible to students and employees, the Food Bank had been run by the SUS prior to being shut down in January 2018. The Food Bank project will include a hamper program, community dinners, and healthy, budget conscious cooking workshops. There is a tremendous amount of potential in this project limited only by space and resources.
- Our **mentorship program has seen significant growth**. In the initial year of the LEAD program, we had 7 mentors and 30 participants. This September, in the second year of the peer to peer leadership development and mentorship program, we have over 150 participants and 20 mentors. Additionally, the 3<sup>rd</sup> and fourth year mentors are now engaged in their own coaching

relationship with alumni and other influential figures and leaders including Dr. Joanne McLean who is the Coach for Hannah Y., a 3<sup>rd</sup> year Kinesiology student who plans to go into medicine.

- As a result of student demand, our Counselling Department was able to offer a summer session of their **Career and Life Planning workshop**. Typically these workshops only run Fall and Winter.
- Counselling will benefit from the addition of **2 new counsellors** this fall, both hired on one-year, full-time contracts to help address the increased demand that has been associated with growing international student enrolments. Two new counsellors means an additional 40 appointments a week for students, as well as the opportunity to offer more workshops and group sessions for our students.
- The Centre for Accessibility Services is also growing. This Fall sees **3 new permanent, full-time accessibility advisors**: two to fill vacant positions and one to fill a new position. Our plan is to hire one more full-time advisor, pending budget considerations, in order to bring our advising capacity up to 5.5 FTE from a low of 2.1. This will mean much greater support for our students. Funding for these changes came from redistributing the salary previously allocated to the Associate Director, Accessibility Services. With her resignation, I made the decision to prioritize front-line support for students. Administrative responsibility was returned to the Associate Director, Student Life and Development.
- Over the summer semester, the **Career Centre** organized two career events, including the Resources Fair. Career Services also ran 48 individual career coaching appointments and employers listed 760 jobs on Career Link, the Career Centre's online job database. For summer, 18 new co-op students were admitted, 49 co-op students were placed, and total enrolment in the co-op program is now 252 students.
- In mid-September, Student Life organized two **U-Join student information fairs** on the Abbotsford and Chilliwack campuses. Over 600 students dropped by the event, with 115 exhibitors in total, including **Counselling Services**, the **Centre for Accessibility Services**, the **Career Centre, Athletics & Campus Recreation**, as well as various student clubs, associations and societies, and other UFV departments.



**A few challenges:**

- As of August 28<sup>th</sup>, we are seeing a **10% decline in the total number of students (333 down from 372) registered in trades and technology programs**. This leads to a similar **decline in registrations to 445 from 500** at the same time last year. As we are still in the process of registering students in this area these figures could change before the final count date.
- Demand for student support continues to grow. I am hopeful that additional people in Counselling and Accessibility will help to better support our students and better distribute workload amongst employees. Student Life, however, is likely to need additional resources, both in developing and delivering programming to students, but also in managing student non-academic misconduct cases.

In closing, the VP Students and Enrolment Management Division looks forward to continuing to support our students; to educating and developing students so they can reach their personal, academic, and professional goals; to collaborating across boundaries; to being flexible and responsive to student needs; and to assisting faculty and others in the institution as they navigate student issues both inside and outside of the classroom.



Dr. Alisa Webb  
VP, Students and Enrolment Management (Interim)

## Vice President External - Report to the Board September 2018

### University Relations

#### Communications Highlights

##### **Media Highlights:**



**Dr. Fiona MacDonald**, Associate Professor, Political Science and **Dr. David Harper**, Director of Innovation and Entrepreneurship and Associate Professor of Kinesiology both provided editorials in the **Vancouver Sun** on the alt-right and ketogenic diet respectively. **Kim Bolan**, Honorary degree recipient was also featured in the Sun. **UFV** and the **City of Abbotsford** were mentioned as partners in a story on the market space project in Abbotsford in conjunction with **Field House Brewing**. **Andrew Etsell** (alum, horticulture) and his family's **Singletree** winery were featured in a story on Fraser Valley wine. In all, UFV was mentioned in 35 Vancouver Sun stories between May 18 and August 27.



**Dr. Irwin Cohen**, Associate Professor, Director, Centre for Public Safety and Criminal Justice Research provided expert insight to CBC regarding a case of gang violence and mistaken identity in a shooting death. **Siyamiyateliyot Elizabeth Phillips**, honorary degree recipient, was featured across Canada on CBC's **The National** and other stations. Donor and honorary degree recipient **Malwinder Dhami** was also featured on CBC. **Amanda McCormick**, Director of the School of Criminology and Criminal appeared in a **Global TV** item on the Stats Canada's crime severity index.



The **UFV Cascades' mens' and womens' golf teams** were featured in the Vancouver Province for their gold and bronze medals respectively at the Canadian University/College golf championships.



**Cherie Enns**, Associate Professor, Geography called from Kenya to participate in her interview with **CKWX**. The topic was focussed on Chilliwack as a less expensive real estate alternative to Vancouver. **Hamish Telford**, Associate Professor of Political Science provided many interviews for media including expert content on the political ramifications of fighting forest fires with **News 1130**.



Researchers, **Dr. Cindy Jardine** and **Elizabeth Cooper** were mentioned in an item on a Metis youth camp and the research included in the camp in the Abbotsford News. **The Smart City** initiative and UFV’s involvement were also included in the News’s coverage. **Sukhi Brar** (alumna), **Justin Goodrich**, a vice chair of the Board, **Darryl Jansen** (alum), **Leah Douglas**, Associate Professor, **Jacqueline Strating** (alumna) and many more UFV connections were written about in 66 articles in the Abbotsford News and Chilliwack Progress between May 18 and August 24.

**Event highlights:**



**Convocation – June 5 and 6.** 1260 graduates crossed the stage in four ceremonies. The average time for each ceremony was just over two hours. Approximately 6000 people in total attended the ceremonies. On Facebook, and Instagram, UFV photos reached over 66,000 people with 3100 engagements (clicks, likes, shares).

Betsy Terpsma, UFV Event Manager, is retiring and events will now report to Marketing (from Communications).



**Airshow – August 11.** UFV hosted a guest chalet for the evening performance on Friday, August 10 for VIPs, while Applied and Technical studies hosted interactive displays for the public in the UFV 727 on August 11 and 12.

**Marketing Highlights**

**UFV.com Web Redesign**



Seven sites have been developed and launched since May including major sites for the [Upgrading and University Preparation](#), [Computer Information Systems](#), [School of Graduate Studies](#) and [Geography and the Environment](#). Major sites for the Registrar, Admissions and Registration, as well the Library and Information Technology Services are complete and will be published by mid-September pending final approval.

## Recruitment Marketing



Over the summer Marketing completed recruitment materials for [Admissions](#), [UFV International](#) and [Continuing Education](#).

## University Profile and Reputation



The new marketing director has been auditing the UFV branding and marketing functions, preparing to make some comprehensive recommendation for more effective marketing and the development of a strong and lasting UFV brand.

## Advancement Highlights

In May of this year, Craig Toews secured a \$1, 0125,000. Donation from the Esposito Family. Of that amount, \$1M is to support innovation and entrepreneurship at UFV and \$125,000 will be added to our endowment for student bursaries, generating 4 new annual awards for students.

## Major Gifts

An emphasis has been put on raising funds for the endowment for the new Food and Agricultural Institute. Dr. Lenore Newman and Maureen Berlin have met with several financial institutes and one private multinational company with formal asks and presentations. In all cases, we are optimistic that the asks were well received. In fact, UFV will be receiving a \$200,000 donation from Peter Dhillon, board chairman of Ocean Spray Cranberries. This donation is being used to support a study about maximizing the return on investment of the agricultural land preservation.

## Department Review

Some concerns voiced both externally and internally resulted in a review of the Advancement Services staff, practices, and direction.

The first task was to determine the number of donors who were brought in the last calendar year. This information is critical as we develop our new strategic plan and grow and develop the advancement team. All staff performances have been reviewed, and where needed, necessary changes have been made and individual professional development plans have been put in place.

CRA receipting has been reviewed. Although there were no major concerns, it has been decided that additional training in this area will be of value and that has been set in place. In addition,

Advancement is developing new processes in collaboration with Finance that will streamline the process of managing the budget transfers and unique charitable receipt requests.

With an eye to the future, we anticipate a new Executive Director this fall which will help us build a strong strategic plan for fundraising at UFV, leveraging the strong foundation we currently have in Advancement Services. We are confident that with additional support and a strategic plan in place, the team will be better equipped to excel. Going forward, we will focus on external fundraising and continued mentoring of the existing team members. The future is bright for Advancement Services.

## Ancillary Services

### Housing Operations

Academic 2018/19 Residence move in starts on August 27<sup>th</sup>, 2018. Large maintenance projects include: shower head and sink aerator upgrades sponsored by Fortis BC. Minor maintenance upgrades include: door push plates installed in order to extend the life of the door paint. Upgrades to non-LED lighting throughout the building are still being investigated.

There are currently 43 residents in Baker House for Late/Full Summer and Fall 2018 semesters. Of these, 22

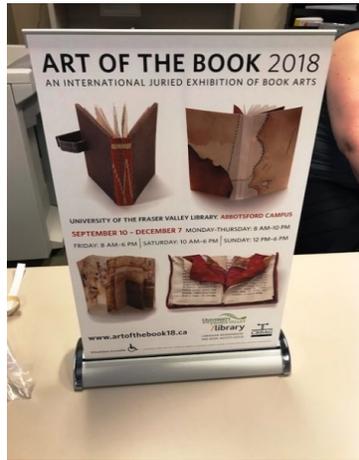


residents are male and 21 residents are female. The percentages of domestic and international residents in rooms are: 28% domestic and 72% international. There are 8 summer residents who will be vacating their rooms prior to August 26<sup>th</sup>, 2018.

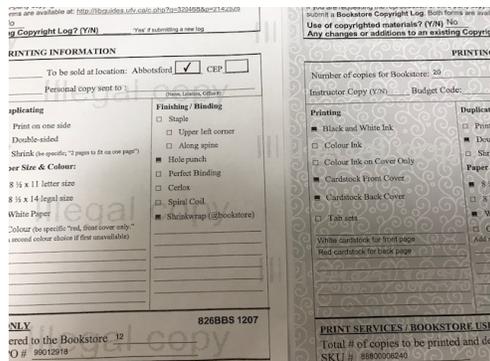
Housing Operations has received 250 applications including 50 waitlist applications for Academic 2018/19. Of these, 110 residents are female and 90 residents are male. The Academic 2018/19 resident group is divided up between 35% domestic and 65% international students.

### Print Services

UFV Print services is pleased to now offer banner stands in full and desktop sizes. They are now available at a very competitive cost compared to commercial printers.



The new Konica Minolta copiers at print services now offer a security stamp option that could be used for the printing of student exams and confidential material that will prevent anyone from making a photocopy from the original digital print. If anybody attempts to copy a protected document, the words "illegal copy" will appear all over the document.

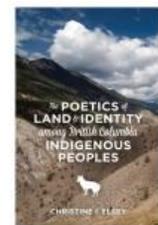


UFV Print Services is proud to be hosts of the next College and University Print Managers association of Canada (CUPMAC) conference in June 2019. It will be held at Harrison Hot Springs resort and we will be hosting delegates from many Universities and Colleges across Canada. CUPMAC 2019 is the perfect event for delegates in the Print Industry who want to continue improving their institution's success. Established in 1968, CUPMAC has become a community for print managers and

industry professionals from post-secondary institutions across Canada to share knowledge, advance their operations and navigate the evolving print industry.

**Bookstore**

UFV Bookstores are stocked and ready for Fall 2018 students! Our ecommerce team has worked hard all summer creating a new online marketplace. Students across North America can now purchase textbooks from our new marketplace. Along with our online website specifically for UFV students, our new online marketplace allows students to purchase books that are not specifically used in a current course. Our online store is now stocked with over 500 titles, some written by our own UFV Instructors!

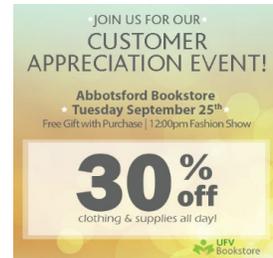




Our social media platforms have received a boost in engagements thanks to our new shipment of UFV Gear, colorful new supplies, and the most sought after graphic novels!

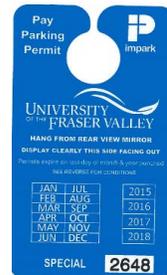
Follow us today at [www.facebook.com/pg/UFVBookstore](http://www.facebook.com/pg/UFVBookstore)

The UFV Bookstore 7th annual Customer Appreciation Day celebration begins at 8:00am, Tuesday September 25th. We love this annual event because we can celebrate our talented students and our loyal customers. We invite everyone to take a moment to visit the Abbotsford Bookstore on September 25th; enjoy free coffee and popcorn, sample the menu from Cascades Café, take 30% off your purchase and receive a free UFV gift, or simply take in the famous 12:00pm fashion show featuring UFV Students and Alumni!



**Parking Services**

The parking lots at UFV were utilized this summer in support of many successful events on campus. Parking Services is gearing up for a busy next few weeks as the start of the Fall Semester is underway. With Fall Rush approaching, the parking desk will be busy with a steady flow of students and staff purchasing semester parking passes.



Parking Services recently solidified an agreement with the Chilliwack RCMP for the rental of parking stalls in lot 7 at the Chilliwack campus. This agreement will generate \$20,000.00 per year in revenue until the year 2020. With the accumulation of the 1041 building underway at the Chilliwack Campus, Parking Services has begun

preparing the front lot for use in time for fall programming. While no permanent steps can be done in the lot at this time (line painting, paving, meters, etc.) “Permit Only” signage has been put up and general land maintenance will take place in order to have the parking lot available to students and staff. This large lot is a great way to offer additional parking to Trades students and staff, as well as overflow parking for anyone else on the CEP campus.



## Food Services



Food services has been very busy this summer with two renovations.

The Cascade Café was closed in July for a low scope Triple O's renovation in the grill area. We are proud to say that in September we will be able to serve Triple O's burgers as well as other menu items to UFV students, employees, and guests.

The Tim Hortons "refresh" project in building G is beginning to wrap up in time for September. This renovation was necessary to stay on brand with Tim Hortons, and will be a nice upgrade to the restaurant and surrounding area for everyone to enjoy.



## Conference Services

Summer 2018 has been a very active season for Conference Services. In May Baker House opened as Guest Accommodations. This summer we welcomed many groups and individuals to stay on campus. We strategically



partnered with Backpacker College, an organization that promotes "value economy" campus accommodations across Canada. The BPC app allows our customers to book and pay for their accommodations by mobile phone. We also hosted several international students from International House ESL program in partnership with UFV's International Department.

A few highlighted Conference Services events this summer:

- **BC Girl Guides, June 2-3:** The Guides Exploring Science & Technology conference drew 130 9-11 year old girls staying and learning on our campus. Our Science Faculty created and led several workshops and Dr. Joanne Maclean was the keynote speaker.
- **2 Hearts Productions, June 21:** The filming of our 727 aircraft at the Abbotsford Airport was a collaborative effort with our Aerospace Centre.
- **2018 World Scientific Congress of Golf, July 10-13:** 80 plus golf researchers (many representing several top universities), industry people, and instructors from all over the world experienced UFV hospitality in the beautiful Fraser Valley.
- **City of Abbotsford Intelligent Community Forum, August 15:** A major launch campaign located at our Student Union Building with a media event and day-long forum for invested stakeholders.

Conference Services is involved in a wide spectrum of activities. We rely on the cooperation of many departments and we couldn't fulfill our mandate without the support and assistance of our wonderful UFV team. In particular we are thankful for our relationship with the Housing Operations department at Baker House and the work study program at UFV.

### Campus Card

The Campus Card office welcomed over 500 new and returning students for the summer semester, including staff and faculty.

Each year the Campus Card financial accounting system called Blackboard Transact undergoes an upgrade. The Blackboard Transact system allows students to print and photocopy, use Baker House laundry machines, purchase food, buy textbooks, and track event usage for the Athletics and International departments on campus. System upgrades are performed each year and are planned in collaboration with Blackboard Transact Support, and UFV IT Services. Once an upgrade has been completed the card office works with campus users to ensure functionality of reports and devices, and coordinates with UFV IT Services and Blackboard Support towards any system/server issues. This year's upgrade was successfully completed in April, 2018.



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To accommodate future card technologies, new Campus Card readers were installed in the Baker House laundry rooms, the Athletics front desk, and at the Trades and Technology Centre's cafeteria during the month of May.

In June, the card office pre-printed 600 Alumni membership cards to have ready for distribution during convocation. In 2012 a pilot project was implemented to move away from paper based Alumni membership cards to plastic cards. The program has been a huge success. Each year since there has been an increase in Alumni membership card production. Alumni membership cards are available to grads from the card office, year round.

