



TEL +1 778 782 5100  
FAX +1 778 782 5098  
EMAIL [csdean@sfu.ca](mailto:csdean@sfu.ca)  
[sfu.ca/lifelong-learning](http://sfu.ca/lifelong-learning)

Burnaby  
8888 University Drive  
Burnaby BC  
Canada V5A 1S6

Vancouver  
515 West Hastings Street  
Vancouver BC  
Canada V6B 5K3

Surrey  
250, 13450 102 Avenue  
Surrey BC  
Canada V3T 0A3

## MEMO

**Date:** October 27, 2015

**To:** Senate

**From:** Joanne Curry, Dean pro tem, Lifelong Learning

**Re:** 2014/15 Senate Committee on Continuing Studies Annual Report to Senate

Please find enclosed for Senate's information, the Senate Committee on Continuing Studies' Annual Report for 2014/15.

This year was a busy one for the Committee, as seen by the number of certificates that were modified and several new certificate programs introduced to take the place of others that were retired. Non-credit education continues to serve students of all ages with flexible learning opportunities on nights and weekends and increasingly online. SFU's Continuing Studies offers 36 programs and over 300 courses to almost 3,000 students. The number of non-credit certificates and diplomas has risen to 27. The average age of our learners is 40 and over 20 professional associations accept our course and programs for certification and continuing education. In addition, the total number of fee based registrations in Continuing Studies and community engagement exceeds 11,500.

On behalf of the University, I would like to thank the members of the Senate Committee on Continuing Studies, who provide their valuable time and advice. This guidance allows us to better serve students in the Lower Mainland and around the world.

A handwritten signature in blue ink, appearing to read 'Joanne Curry'.



SIMON FRASER UNIVERSITY  
Lifelong Learning

Simon Fraser University  
Senate Committee on Continuing Studies  
Annual Report to Senate for 2014/2015

### **Composition and Mandate**

The current membership of the Senate Committee on Continuing Studies (SCCS) is the Dean of Lifelong Learning (chair), Dean of Libraries, four faculty members, two at-large members, one convocation member and one student (see Appendix A). The SCCS meets twice each year (during the fall and spring semesters) and is responsible to Senate for policy with respect to the overall development of the University's continuing education credit and non-credit programs. The Committee also reviews, at regular intervals, existing and proposed non-credit programs; develops procedures for the approval of various categories of credit-free instruction; and receives, for consideration and approval, programs proposed as suitable for non-credit certificate and diploma granting status. The SCCS reports its activities annually to Senate.

### **Actions of the SCCS in 2014 - 2015**

The Senate Committee on Continuing Studies met on two occasions: October 17, 2014 and May 7, 2015.

#### **At the Fall 2014 meeting the Committee:**

- ratified the Annual Report to Senate for 2013/14
- approved 237 Continuing Studies Non-credit Certificate and Diploma Graduates
- approved a proposal for the Apex Certificate Program
- approved a proposal for a Craft Beer and Brewing Essentials Certificate
- approved a proposal for a practicum extension for the Career Development Practitioner Certificate
- approved a proposal for the addition of electives for the Occupational Health and Safety Diploma
- approved a proposal for a Non-Profit Management Certificate

#### **At the Spring 2015 meeting the Committee:**

- approved 346 Continuing Studies Non-credit Certificate and Diploma Graduates
- approved a proposal for a name change to the Digital Communications Certificate
- approved a proposal for a name change to the Business-to-Business Communication Certificate
- approved a proposal for changes to Editing Certificate
- approved a proposal for two course title changes to the Risk Management Certificate
- approved a proposal for the Marketing Management Certificate

Total enrollments in Lifelong Learning's non-credit courses and other program highlights are provided in Appendix B. This appendix also shows enrollments in credit courses (both face-to-face and online) offered through Lifelong Learning.

## **Appendix A**

### **Senate Committee on Continuing Studies, 2014 - 2015 Members**

Helen Wussow, Lifelong Learning (Chair) fall 2014  
Joanne Curry, Lifelong Learning (Chair)  
Gwen Bird, Bennett Library  
Lynne Quarmby, Molecular Biology & Biochemistry  
Julian Guttman, Biological Sciences  
Tracey Leacock, Education  
Peter Ruben, Biomedical Physiology & Kinesiology  
Stephen Spector, Beedie School of Business  
Sylvia Gajdics, Convocation Senator  
Laura Forsythe, Student  
Uliana Park, Student (Alternate)



SIMON FRASER  
UNIVERSITY  
ENGAGING THE WORLD



SFU Lifelong Learning  
**2014/2015 Highlights**

---

## SFU LIFELONG LEARNING

---

We seek to provide academic programming that allows students and groups to achieve their intellectual, professional, aspirational, and cultural goals through programs for lifelong learning that build on the strengths and academic capital of the University and the resources of the community.

### Organizational Structure

Continuing Studies/ Non-Credit	Community Engagement	Degree Completion/ Credit
Career and Professional Programs	Community Education Program	Aboriginal Bridge Programs
City Program	Interdisciplinary Programs, including Philosophers' Café and Creative Writing	Centre for Online and Distance Education
English Language and Culture Program		Integrated Credit Studies
Interpretation and Translation Program	Liberal Arts and Adults 55+ Programs	SFU NOW: Nights or Weekends

### Dean's Office/Administration

Enrollment Services	Finance, Human Resources, IT and Administration	Marketing and Communications
---------------------	---	------------------------------

## SFU LIFELONG LEARNING 2014/2015 ENROLLMENT

In cooperation with SFU faculties and departments, we offer part-time degree completion, online and distance education, and continuing education programs. We also engage the community through a variety of learning and growth opportunities.

### Credit

Program	Fee-based registrations
Centre for Online and Distance Education	16,732
SFU NOW: Nights or Weekends	2,383
Aboriginal Bridge Programs	147
<b>Total Enrollment</b>	<b>19,262</b>

### Non-credit

Program	Fee-based registrations	Free and sponsored registrations
<b>CONTINUING STUDIES</b>		
Career and Professional Programs	5,062	346
City Program	518	2,780
English Language and Culture Program	605	
Interpretation and Translation Program	204	
<b>COMMUNITY ENGAGEMENT</b>		
Community Education Program	483	166
Philosophers' Café		2,811
Creative Writing	700	1,305
Liberal Arts and Adults 55+ Programs	3,954	1,130
<b>Total Enrollment</b>	<b>11,526</b>	<b>8,538</b>

---

## CENTRE FOR ONLINE AND DISTANCE EDUCATION

---

SFU's Centre for Online and Distance Education (CODE) provides learning options to undergraduate, graduate and continuing education students who have identified the following needs:



**1.**  
**Convenient  
format**

**2.**  
**Flexible  
scheduling**

**3.**  
**Courses on  
demand**

---

As a result, over the last five years, enrollment has grown by almost

**13%**

**300**

different  
undergraduate  
courses

**68%**

of all SFU graduates  
in the last decade  
completed at least one  
online course through CODE

**29**

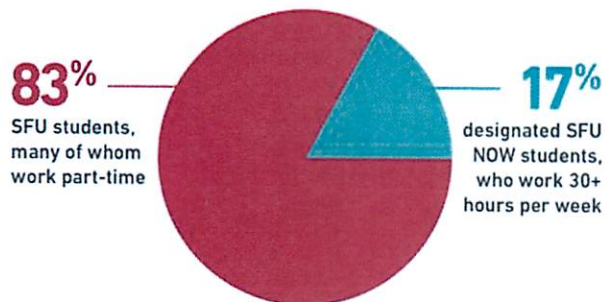
partnerships with  
academic departments  
in SFU faculties

## SFU NOW: NIGHTS OR WEEKENDS

SFU NOW is designed for students who work full-time. It has also become popular with other SFU students, including those who work part-time, which can make enrolling in daytime courses a challenge.

**2,383**

SFU NOW enrollments  
in 2014/2015



Since SFU NOW launched in 2008

**13,780** → **328**  
enrollments → graduates

**SFU NOW**  
by the numbers

**89**  
courses annually

**4**  
majors

**7**  
minors

**4**  
faculty partners

Arts and  
Social Sciences

Communication,  
Art and Technology

Science

Environment





## MEETING THE NEEDS OF ADULT LEARNERS

---

For Rozy Karim, finishing her degree through SFU NOW was the continuation of a dream she set down years ago.

In the 1970s, she and her husband experienced horrific violence in Rwanda, but her spirit was resilient: She'd learned the value of hope, education and hard work from her mother. So Karim and her husband fled to the Canadian embassy, and they eventually made a new home in Canada.

Karim soon began her degree as she'd always hoped to, but had to pause when her third son was born.

Decades later, at the age of 58, she had an epiphany: She'd raised her children. Her business was thriving.

But she wanted more: It was time to return to her dream of finishing university.

For Karim, the challenge will not be the greatest she has faced. "I've met other students who are mature and heard that anything is possible," she says. "It's never too late."



## ABORIGINAL PATHWAYS TO SFU

Our Aboriginal Bridge Programs are a rich integration of Indigenous perspectives with academic rigour. While enrolled, First Nations, Métis and Inuit students prepare to excel in their undergraduate studies and earn academic credit.

# 5

### FACULTY PARTNERSHIPS

Arts and Social Sciences  
 Education  
 Environment  
 Health Sciences  
 Science

# 2

### FULL-TIME, TWO-TERM ACADEMIC PROGRAMS

Aboriginal University Prep Program  
*21 SFU academic credits*  
 Aboriginal Pre-Health Program  
*23 SFU academic credits*

# 5

### KEY COMPONENTS

Academic credit  
 Elder in Residence  
 SFU faculty, staff and tutors  
 Indigenous curriculum  
 Cohort-based learning

# 10

community relationships and partnerships

# 4

years of providing Aboriginal students a pathway to university

# 31

graduates who have gone on to study at SFU

## CONTINUING STUDIES PROGRAMS

We're committed to education that meets the needs of today's learners, who want flexible, accessible programming. Working closely with SFU faculties, we develop and deliver continuing education that focuses on career-building and personal growth. Most of these 36 programs are available in the evenings, on weekends and online.

### BUSINESS AND MANAGEMENT

- Applied Business Analysis Certificate
- Applied Project Management Diploma
- Business Management Certificate
- Craft Beer and Brewing Essentials Certificate
- HR Management Certificate
- Non-Profit Management Certificate
- Risk Management Certificate
- Supply Chain Management Program

### MARKETING AND COMMUNICATIONS

- Business-to-Business Marketing Certificate
- Digital and Mobile Marketing Certificate
- Editing Certificate
- Marketing Management Certificate
- New Media Journalism Certificate
- Public Relations Certificate
- Technical Communication Certificate

### LIBERAL ARTS

- Liberal Arts Certificate for Adults 55+

36

programs

300+

courses

### COMMUNITY BUILDING

- Community Capacity Building Certificate
- Dialogue and Civic Engagement Certificate
- Restorative Justice Certificate
- Next-Generation Transportation Certificate
- Urban Design Certificate

### ABORIGINAL BRIDGE PROGRAMS

- Aboriginal University Prep Program
- Aboriginal Pre-Health Program

### CREATIVE WRITING

- The Writer's Studio Creative Writing Certificates
- Southbank Writer's Program

### CAREER DEVELOPMENT

- Career Development Practitioner Certificate: Employment Services
- Career Development Practitioner Certificate: Career Management

### WORKPLACE HEALTH AND WELLNESS

- Occupational Health and Safety Diploma
- Rehabilitation and Disability Management Diploma

### ENGLISH LANGUAGE AND CULTURE

- Full-Time Immersion Programs

### INTERPRETATION AND TRANSLATION

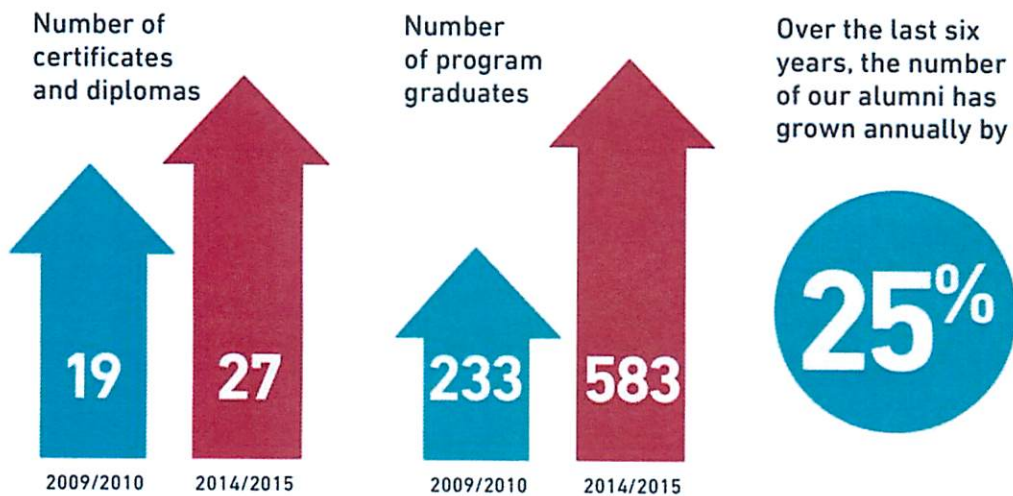
- Interpretation and Translation Diploma (Chinese/English)
- Legal Interpretation and Translation Certificate (Chinese/English)

---

## PROGRAM GROWTH BASED ON DEMAND

---

Learners of all ages choose SFU Continuing Studies programs because they want to move their careers forward. This demand drives the development of new programming.



---

## OUR PROGRAMS

---

**23**


part-time

**15**

online or  
blended

**10**

offer professional  
practicums or  
field work

A portrait of Alan O'Sullivan, a man with dark hair and a beard, wearing a dark suit, white shirt, and blue tie. He is looking slightly to the left of the camera with a neutral expression. The background is a soft, out-of-focus blue and white.

“I’d never have been able to envision this career before the program.”

—Alan O’Sullivan,  
*BA Political Science, SFU,  
New Media Journalism Certificate*

## PREPARING STUDENTS FOR SUCCESS

---

Thanks to our journalism program—and a lot of hard work—Alan O’Sullivan will never hold an unrewarding job again.

He worked in retail after finishing his SFU degree, but craved something that would let him be creative. Hoping to put his writing abilities to use, he enrolled in the New Media Journalism Certificate, and landed internships with the *Vancouver Weekly* and the *Vancouver Observer*. He also picked up some freelance copywriting work from a classmate. It was a new type of writing, but he found the same skills applied: writing clearly, being accessible, and getting to the point right away.

Within a few months, O’Sullivan was ready to transition to a full-time freelance career. Today, he specializes in social media and copywriting, and he sees no shortage of business in his future.

“I’d never have been able to envision this career before the program,” he says. “It’s amazing how much you can grow.”



## ENGAGING MID-CAREER PROFESSIONALS

Mature learners are a vital part of the SFU community. Our education meets their needs for career preparation and professional development in a format that they can access.

— In 2014/2015 —

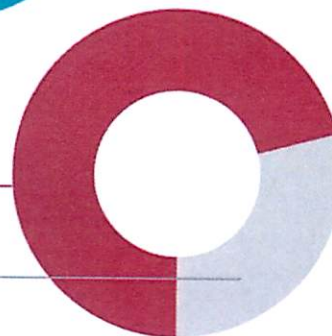
**2,955**  
STUDENTS



average age  
of our learners

71%  
women

29%  
men



**27**

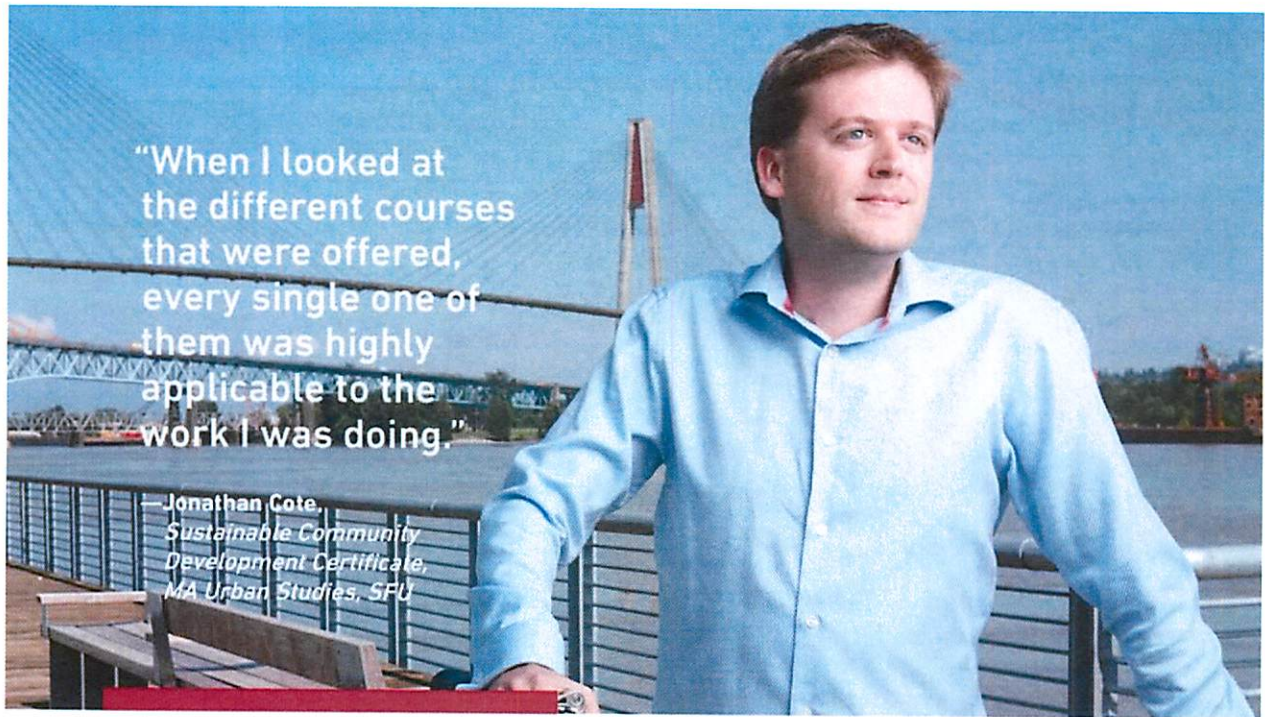
career  
programs

**6,763**

registrations

**10%**

course registration  
growth in the past  
three years



“When I looked at the different courses that were offered, every single one of them was highly applicable to the work I was doing.”

— Jonathan Coté,  
*Sustainable Community  
Development Certificate,  
MA Urban Studies, SFU*

## ENGAGING THE COMMUNITY

---

Jonathan Coté, New Westminster’s current mayor, began as a member of city council.

He was passionate about cities, and he wanted to restore downtown New Westminster to its prime. “There was a real desire for someone to come forward and talk about cities differently,” Coté says. Sustainability had always been part of his platform, but shortly after beginning his city council work, he felt compelled to dig deeper into the city’s issues. His search led him to our Sustainable Community Development Certificate.

“When I looked at the different courses that were offered, every single one of them was highly applicable to the work I was doing.”

Coté’s studies helped him achieve results on the committees he chaired, and he gradually watched New Westminster transform: Crime decreased, the city became more walkable, a beautiful waterfront park opened and thousands of people moved downtown. He continues his work today as the city’s mayor.



## REACHING ADULT LEARNERS ACROSS METRO VANCOUVER

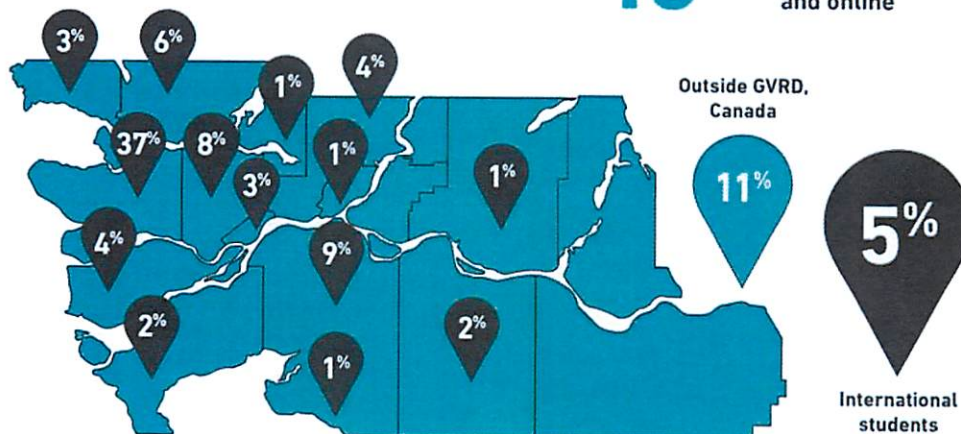
Our education brings mature students from all over the Lower Mainland to SFU's classrooms in Vancouver, Surrey and online.

### COURSES BY CAMPUS

**60%** SFU's Vancouver campus

**25%** SFU's Surrey campus and Surrey City Centre Library

**15%** SFU's Burnaby campus, off-site and online





## EXPERIENTIAL LEARNING THROUGH BUSINESS AND COMMUNITY PARTNERSHIPS



Opportunities to learn on the job prepare our learners to thrive in their careers. We've partnered with professional associations and local employers to offer practicums, field work, certification preparation and applied professional development opportunities.

# 20+

professional associations accept our courses and programs for certification and continuing education

# 60+

local employers from the public sector, non-profits and corporations provide experiential learning opportunities to our students

# 100+

occupations use our courses for career entry and professional development



Society of Translators and Interpreters of British Columbia





## ENGAGING OLDER ADULTS

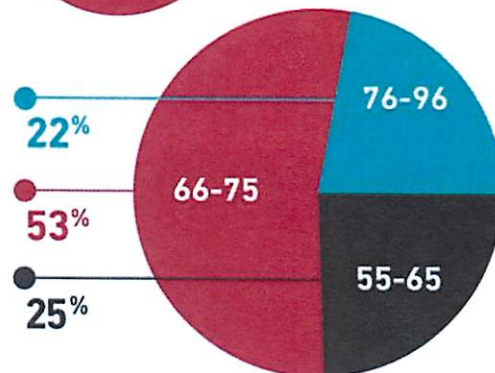
Learning is an important part of healthy aging. Our educational opportunities allow adults aged 55+ to explore a passion, engage with others, build a community and stay mentally active.

— In 2014/2015 —

**1,598**  
STUDENTS



Age of our learners



**111**

fee-based courses  
with **3,954**  
registrations

**16**

free and sponsored  
events with **1,130**  
reservations

**10%**

course registration  
growth in the past  
three years

---

## PUBLIC LECTURES AND EVENTS

---

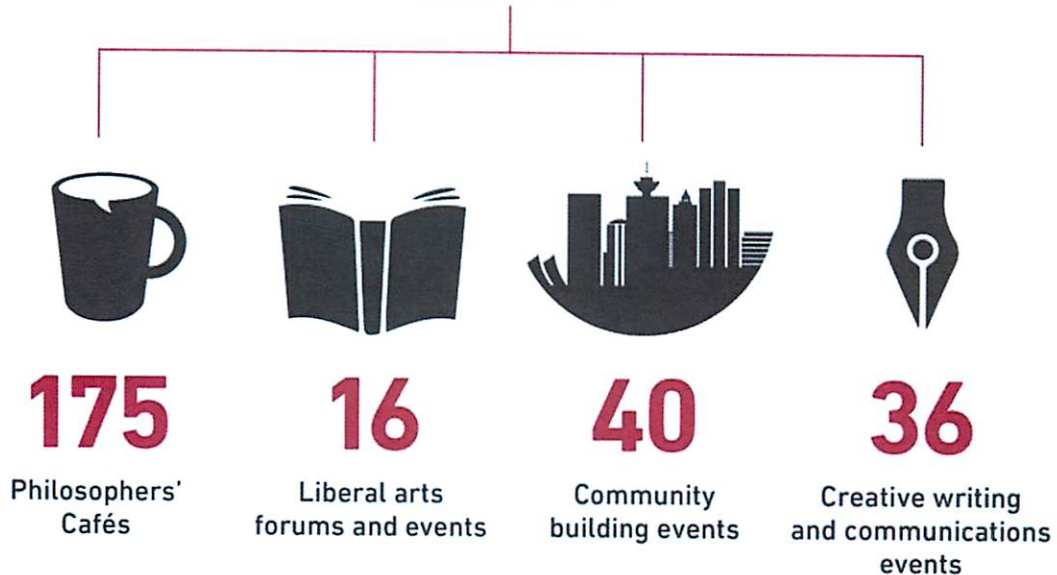
Community engagement is at the heart of what we do at SFU Lifelong Learning. We offer education beyond the classroom by inviting the public to a variety of events, many of which are joint initiatives with community partners.



In 2014/2015, SFU Lifelong Learning hosted a variety of free public lectures, events and forums.

# 8,538

REGISTRATIONS



---

## PUBLIC ENGAGEMENT THROUGH SOCIAL MEDIA

---

SFU Lifelong Learning is committed to meeting learners in their contexts. Connecting with people online is a natural extension of this, allowing us to truly engage the world. With followers from Vancouver and as far away as Australia, we share program updates, career resources, event invitations and recordings, student stories and videos, and more. We also answer questions and participate in important conversations.

---



---

**133,802**  
total views

**222**  
videos



**557**  
subscribers

## 2014/2015 AT A GLANCE

**37,907**

Continuing Studies website visits as a result of social media engagement

**1,179**

online information session views

**144**

registrations for program information sessions from social media

**124**

participants in four inaugural Twitter chats with Continuing Studies instructors