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.

[Signature]
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)
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

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

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**

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

**Non-credit**

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

83%
SFU students, many of whom work part-time

17%
designated SFU NOW students, who work 30+ hours per week

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

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“Anything is possible. It’s never too late.”
—Rozy Karim, SFU NOW Student

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+

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.

Number of certificates and diplomas

<table>
<thead>
<tr>
<th>Year</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009/2010</td>
<td>19</td>
</tr>
<tr>
<td>2014/2015</td>
<td>27</td>
</tr>
</tbody>
</table>

Number of program graduates

<table>
<thead>
<tr>
<th>Year</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009/2010</td>
<td>233</td>
</tr>
<tr>
<td>2014/2015</td>
<td>583</td>
</tr>
</tbody>
</table>

Over the last six years, the number of our alumni has grown annually by 25%.

OUR PROGRAMS

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part-time</td>
<td>23</td>
</tr>
<tr>
<td>Online or blended</td>
<td>15</td>
</tr>
<tr>
<td>Offer professional practicums or field work</td>
<td>10</td>
</tr>
</tbody>
</table>
“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

40 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

Outside GVRD, Canada
11%

International students
5%
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

PIBC PLANNING INSTITUTE OF BRITISH COLUMBIA
EDITORS CANADA
STC
STIBC
Society of Translators and Interpreters of British Columbia

IIBA
Endorsed Education Provider™
HR
HUMAN RESOURCES MANAGEMENT ASSOCIATION
vra CANADA

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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.

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In 2014/2015

1,598 STUDENTS

70 average age

76-96

66-75

55-65

22%

53%

25%

111 fee-based courses with 3,954 registrations

16 free and sponsored events with 1,130 registrations

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

175
Philosophers' Cafés

16
Liberal arts forums and events

40
Community building events

36
Creative writing and communications events
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.

8,437 followers of our Twitter, Facebook, and LinkedIn pages

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