



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

## UBC CONTINUING STUDIES

CELEBRATING **75 YEARS**  
OF LIFELONG LEARNING  
FOR THE COMMUNITY



## A PROUD HISTORY OF CONTINUING EDUCATION

Over the past 100 years, the University of British Columbia has played a vital role in the economic, social and cultural life of our province. For 75 of those years, leading edge continuing education programs at UBC have helped transform the lives of adult learners and provided members of our communities access to the rich educational resources of the University.

From extension lectures in 1936 to the expansive breadth of offerings available through UBC Continuing Studies and UBC's faculty-based continuing education units in 2011, we estimate that well over a million adult learners have participated in UBC continuing education programs over the last seven decades. I invite you to review this report and consider the extraordinary impact they have had in their communities – locally, nationally and internationally.

Yours sincerely,

Dr. David Farrar  
Provost and Vice President Academic  
The University of British Columbia



## LEARNING FOR LIFE

UBC's commitment to adult education is rooted in the earliest days of the university's history, but began more formally in 1936 when the Department of University Extension was formed to recognize that "in a complex society such as ours, learning must be a continuous process through life."<sup>\*</sup>

Fast forward to 2011 and UBC Continuing Studies remains committed to the vision of our founders. While the nature and diversity of our programs have certainly changed, our goals remain the same. We strive to offer inspiring and engaging lifelong learning opportunities that enrich adult learners' lives, advance their careers, and help them make positive contributions to their communities.

I hope you will enjoy reading this report and discovering the many ways we share and support our students' commitment to "learning for life" at UBC!

Best regards,

Dr. Judith Plessis  
Executive Director  
UBC Continuing Studies

<sup>\*</sup>Dr. L.S. Klinck, **A Plan for Adult Education in British Columbia**, an address to the Vancouver Institute, November 1935.

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UBC Continuing Studies has program offices in six locations:

**David Strangway Building A**  
(sustainability, intercultural communications  
and international student preparation)

**Ponderosa Annex C**  
(writing programs)

**David Lam Learning Centre C**  
(test preparation and international programs)

**Continuing Studies Building D**  
(English as an additional language)

**Buchanan D Block E**  
(languages and cultures)

**UBC Robson Square F**  
(liberal arts, life and career planning,  
technology and professional programs)

## UBC CONTINUING STUDIES IN 2010/11

In 2011, UBC Continuing Studies joined other continuing educators across campus, and adult learners locally and internationally, to celebrate 75 years of lifelong learning for the community.

Continuing education at UBC finds its roots in the Department of University Extension, which provided its first classes for adult learners in 1936 when public lectures and courses, radio broadcasts and a lending library of slide shows and movies were the teaching tools of the day.

Today, UBC Continuing Studies builds on UBC adult education expertise honed over the decades to develop programs designed especially for adult learners: understanding their unique learning objectives, drawing on interactive learning strategies, and incorporating mixed-mode teaching that includes both classroom and online learning.

In 2010/11, more than **13,000 students participated in our programs**. Over 37% of these students took more than one course, resulting in a **total registration count of approximately 21,000** for the year.

We provided over **1,200 non-credit courses** across four domains: community education, professional development, English and other preparatory programs for international students, and offerings that promote the academic success of UBC undergraduate and graduate students.

We collaborated with all twelve UBC faculties, as well as units of the College for Interdisciplinary Studies, the College of Health Disciplines, Green College and the UBC Library.

Our offerings included **23 Senate-approved certificate programs** in topics ranging from Translation and Interpretation to International Development. Programs in Business Analysis (offered in collaboration with the Sauder School of Business) and in Decision Making for Climate Change (offered in partnership with the University of California Irvine, Northwestern University and the University of Washington) were both recognized with 2011 awards for program excellence from the Canadian Association for University Continuing Education.

In 2010/11, we attracted almost **2,700 registrations in 100% online courses** (compared to 2,100 the previous year). Our current portfolio includes over 70 courses that are 100% online or blend face-to-face classes with significant online components.

UBC Continuing Studies operates on a self-sustaining basis, recovering program-related expenses and infrastructure costs through tuition revenues. In 2010/11, we generated **\$19.8 million in gross revenues** and achieved our budget targets for the sixth year in succession. This required us to weather the initial impact of the global recessionary economy on local and international programs, which was achieved through the successful performance of a variety of program units, most notably professional and technology-related programs.

In 2010/11, we devoted significant time and resources to preparing for the implementation of a new course management and registration system by the end of 2011. We also invested in the development of a new promotional website that adheres to the new UBC brand guidelines and integrates a number of separate Continuing Studies websites into one cohesive website. We plan to further enhance student services by adding database-driven features across the website after our new system is launched.

What lies ahead for UBC Continuing Studies? Our five-year plans feature expansion of summer destination education for local and international audiences, introduction of new certificate programs providing professional development in specialized fields, and further growth of online learning in a diverse range of subject areas.

We look forward to increasing the breadth of programs and services available for adult learners, fostering the academic success of UBC undergraduate and graduate students through our academic English, intercultural communication and writing programs, and engaging a growing number of UBC alumni through learning experiences that help them maintain their intellectual connection with UBC.

## AT-A-GLANCE

### UBC Continuing Studies in 2010/11

Gross revenues: \$19.8 million

Program director faculty members: 15

Program managerial and support staff: 135

English language full-time instructors: 50

Part-time and contract instructors: 500

### Registrations

Total registrations: 20,600

UBC Point Grey: 8,800

UBC Robson Square: 8,600

Classes held in the community: 500

100% online courses: 2,700

### Students

Total students: 13,300

Proportion taking more than one course per year: 37%

Proportion who are UBC alumni: 13%

Countries outside Canada represented in our student base: 70

### Courses and Programs

Total course sections offered: 1,200

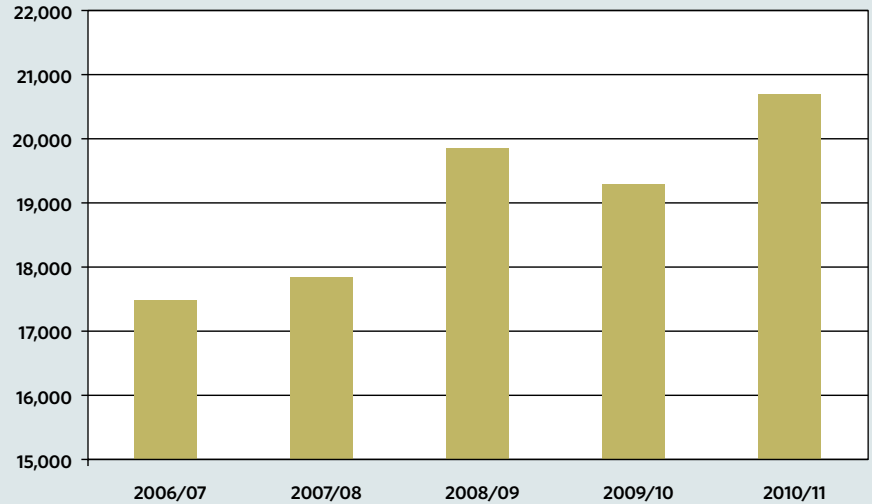
Course sections delivered online: 140

Certificate programs provided: 23

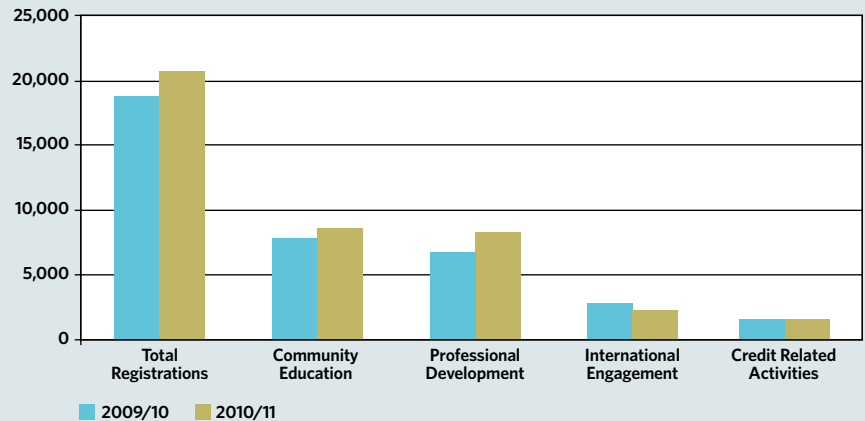
Learning partnerships locally and internationally: Over 200

Number of languages taught: 22

## REGISTRATION TREND: 2006/07 TO 2010/11



## REGISTRATIONS BY MARKET ORIENTATION: 2009/10 AND 2010/11



# UBC CONTINUING STUDIES INNOVATIONS AND ACHIEVEMENTS

- Assisted 3,000 UBC undergraduate and graduate students through tutoring services at the Irving K. Barber Learning Centre and the UBC Writing Centre in Ponderosa C.
- Attracted over 30 participants internationally to the 2010 Summer Institute in Sustainability (in collaboration with the UBC Sustainability Office and the University of Washington), which was recognized with a national award.
- Co-hosted the first free lectures and special events of the newly formed Centre de la Francophonie de UBC (in collaboration with the Faculties of Arts and Education).
- Collaborated with the Centre for Teaching, Learning and Technology to improve the learning environment for UBC students by providing intercultural skills workshops for faculties.
- Completed a research project on Anti-Racism, Diversity and Intercultural Training in BC: Surveying the Field and Advancing the Work.
- Continued to expand online offerings, bringing the total to more than 70 courses delivered 100% online or in formats that blend face-to-face sessions with significant online learning.
- Delivered 20 courses for sustainability policy makers, researchers, managers and other interested lifelong learners through the UBC Continuing Studies Centre for Sustainability.
- Expanded services provided through our Professional Online Learning Office (POLO), creating exceptional learning environments using innovative online approaches designed for adult learners.
- Gained Senate approval for two new certificate programs in Translation and Interpretation for Business (one in Chinese/English and the other in Korean/English), bringing the total number of certificate programs offered to 23.
- Gave leadership to a committee that established Quality Assurance Standards for all public and private French and English language programs with membership in Languages Canada.
- Graduated 36 students from the Certificate in Aboriginal Health and Community Administration in 2010 and 2011 (offered in collaboration with the Institute for Aboriginal Health).
- Helped to make UBC an exciting summer destination for UBC alumni by offering over 60 summer institutes for adult learners that attracted almost 1,200 students in 2010.
- Honoured with a national award for the Decision Making for Climate Change program offered with University of California Irvine, Northwestern University and University of Washington.
- Honoured with a national award for the UBC Senate-approved certificate program in Business Analysis (offered in collaboration with the Sauder School of Business).



- Hosted a series of “Convening Conversations” events at our newly-renovated learning facilities on the Plaza Level at UBC Robson Square, inviting representatives from specific sectors to participate in discussion groups to assist with program planning and development.
- Introduced a new Lifelong Learning Series of free public lectures offered in collaboration with other UBC units and community partners, and recorded and distributed online by the Irving K. Barber Learning Centre.
- Launched a new Centre for Cultural Planning and Development as an educational legacy of 2010 Olympic and Paralympic Winter Games that will expand the capacity for leveraging cultural resources in cities worldwide.

- Offered innovative programs for international professionals that blend education in specialized subjects with site visits and intercultural exchanges with Canadian counterparts.
- Participated in the UBC digital signage initiative by investing in installation of a system at UBC Robson Square, and contributing content to the UBC-wide installations.
- Prepared to serve the first cohort of Conditional Admission students in an English program for students accepted to UBC degree programs on the condition that they develop their academic English skills to UBC’s required standard.
- Presented the UBC Continuing Studies Teaching Excellence Award (2010: Jim Hope; 2011: Mary Kletchko).
- Provided 265 leading-edge technology, media and professional programs with instructors who are industry experts and innovators.

- Recognized with 15 awards for marketing excellence in 2010 and 2011 for exemplary print publications and media campaigns.
- Served almost 300 seniors in “Ageless Pursuits” at UBC Point Grey, a four-week program of stimulating lectures that has run annually for more than 30 years.
- Showcased expertise of the UBC Wine Research Centre through an award-winning Understanding Wine program in collaboration with world-renowned UBC wine researcher Dr. Hennie van Vuuren.
- Spearheaded development of UBC Academic English Support pilot program that offers students who speak English as an additional language access to voluntary diagnostic testing, language coaching, online resources and courses.
- Strengthened partnership with Alumni Affairs through active support of Alumni Weekend and collaborative work on summer destination education initiative.



# LIFELONG LEARNING AND COMMUNITY ENGAGEMENT

Place and Promise, UBC's strategic plan, clearly describes the University's commitment to enhancing economic, social and cultural well-being through community engagement. UBC Continuing Studies adds a lifelong learning dimension to this strategic commitment. Through our wide range of interdisciplinary programs, we broaden access to UBC and serve diverse audiences of adult learners in ways that enrich their lives and their communities.

## Free Public Lectures and Educational Events

Each year, UBC Continuing Studies hosts free public lecture series and other educational events in collaboration with campus and community partners. Most lectures are captured for podcast, vodcast or broadcast to make them available to a wider audience.

In Fall 2010, new lectures in the series on Leadership for Change – Making Change Happen were presented at UBC Robson Square in collaboration with Vancity and the Hollyhock Leadership Institute, and a series on Global Islam: Past, Present and Future was hosted at the Old Auditorium at UBC Point Grey in collaboration with the Laurier Institution, Department of Asian Studies, and Irving K. Barber Learning Centre.

UBC Continuing Studies also partnered with the Laurier Institution, CBC Radio and the Chan Centre to launch the Vancouver Human Rights Lecture. The first lecture was delivered at the Chan Centre by Dr. Sima Samar, head of the Afghanistan Independent Human Rights Commission, and was broadcast nationally on the CBC Radio One program *Ideas*.

In Winter 2011, a series on Critical Issues in Aboriginal Life and Thoughts was offered at UBC Robson Square in partnership with the UBC First Nations Studies Program, First Nations House of Learning and Irving K. Barber Learning Centre.

## Strategic Partnerships with UBC Robson Square, Irving K. Barber Learning Centre and Green College

UBC Continuing Studies is a founding partner at UBC Robson Square and has been a strong supporter of UBC's downtown site since its inception (approximately 42% of our total registrations are in downtown programs in technology, immigration consulting, arts and humanities, life and career planning, test preparation, and languages).

At the Point Grey campus, we have built alliances with a variety of campus partners. We collaborate with the Irving K. Barber Learning Centre to offer programs at their exceptional facility and to make lecture content available through their webcast collection. We also partner with Green College to enable participants in our UBC Certificate in Liberal Studies to apply Green College lectures towards their program completion requirements.

## UBC Robson Square Drop-In Centre and Learning Facilities

UBC Continuing Studies invites adult learners to drop by our downtown facilities on the Plaza Level at UBC Robson Square to meet with specialized staff who can help them choose from our diverse array of courses and programs for personal and career development or help them take advantage of peer counselling services.

We also encourage organizations, associations and community groups to collaborate with us to provide innovative educational programming at this site and have set aside a series of time slots for just this purpose. For example, in 2010 several noon-hour presentations were offered in collaboration with AIDS Vancouver to explore the current reality of HIV/AIDS around the world and how those living with or affected by the virus have joined together to promote awareness, understanding and social change.

## Meeting Career Challenges

UBC Continuing Studies Technology, Media and Professional Programs achieved exceptional results in 2010/11 in the face of the global economic recession. There were over 4,200 registrations in these programs compared to 3,400 in the previous year. Much of this increase can be attributed to continued growth of online learning and new program development and expansion in burgeoning fields such as web analytics, social media, digital communications and business analysis.

## AWARDS AND HONOURS

Over the last five years, UBC Continuing Studies has been recognized with 10 program awards and 22 awards for marketing excellence. The following awards were received in the 2010 to 2011 period:

### Outstanding Programming

Canadian Association for University Continuing Education

- Summer Institute in Sustainability in collaboration with the UBC Sustainability Office and the University of Washington (2010)
- UBC Certificate in Business Analysis presented in partnership with the Sauder School of Business (2011)
- Certificate in Decision Making for Climate Change in collaboration with University of California, Irvine Extension, University of Washington, Northwestern University (2011)

### Outstanding Marketing

North American University Continuing Education Association

- Eight awards for print publications
- One award for a media campaign

Canadian Association for University Continuing Education

- Six awards for print publications

### Teaching Excellence

The UBC Continuing Studies Excellence in Teaching Award recognizes individuals who have made significant contributions to outstanding teaching, course development, mentoring of students, and service to continuing education:

- Jim Hope (2010)
- Mary Kletchko (2011)

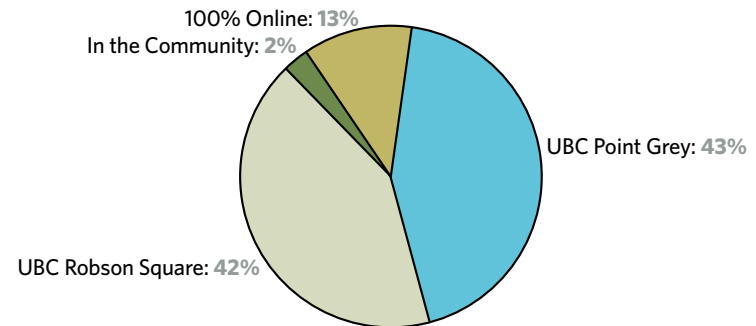
## STUDENT HIGHLIGHT

### LI KIM LEE and ANGEL HA

Both Li Kim Lee and Angel Ha earned the 2010 Jim Novo Award of Academic Excellence, which recognizes the graduate with the highest grade average over all four courses of the UBC Award of Achievement in Web Analytics. This award is generally presented to one person, but in 2010 both students tied for the highest grade average with 98.5%. "What an honour and pleasant surprise to be announced as one of the recipients of the Jim Novo award this year," said Ms. Lee, who took the online program from her home base in London, England. Ms Ha, who lives in Toronto, Canada, added "Thank you for the recognition... I enjoyed the program very much." In addition to their excellent grades, both program graduates share the trait that it was their first time participating in online courses.



## REGISTRATIONS BY PROGRAM LOCATION: 2010/11



# 2010/11 EXAMPLES OF UBC PARTNERSHIPS AND COLLABORATIONS

UBC Continuing Studies works collaboratively with all twelve faculties, units of the College for Interdisciplinary Studies, the College of Health Disciplines, Green College, and UBC Library to offer interdisciplinary academic programs that respond to the needs of adult learners. We bring specialized expertise in language learning, intercultural communication, international education, sustainability, as well as leading edge technology education and online course development and delivery.

## ACROSS ALL FACULTIES

### Academic English Support Program

Contributing to UBC's commitment to create rich educational opportunities for international students, completed cross-faculty consultation and planning for new Academic English Support program that offers students who speak English as an additional language access to voluntary diagnostic testing, language coaching, online resources and courses.

### Conditional Admission Program

In support of UBC's priority of expanding recruitment of outstanding students from around the world, prepared to serve first cohort of Conditional Admission Program undergraduate and graduate students by providing intensive English language program that upgrades language skills before students proceed into their degree programs.

### Academic Writing Programs

Offer courses, workshops and tutoring services that assist students with academic writing.

### Sustainability Programs

Leverage academic expertise from across UBC and collaborate with other academic institutions, government agencies, businesses and community groups to develop and deliver a suite of applied sustainability programs for adult learners.

### Showcasing Research

Offer continuing education programs that showcase to the community the richness of interdisciplinary research conducted at UBC.

### Cultural Diversity Workshops

Provide customized workshops on teaching, learning and inclusion in the multicultural classroom.

## APPLIED SCIENCE

### Continuing Education Programs

Collaborate on the Certificate in Project Management and the Certificate in Program Management in partnership with the Faculty of Applied Science and Sauder School of Business.

## ARTS

### Lifelong Learning Programs

Have provided extensive arts and humanities lifelong learning programs for over 50 years in content areas from most departments in this large faculty.

### Public Lectures and Podcasts

Hold annual UBC-Laurier Institution Multiculturalism and Vancouver Human Rights Lectures at the Chan Centre, which are broadcast nationally on CBC's *Ideas* that has a reach of more than 730,000

listeners. Host faculty members and visiting professors in lectures at UBC Robson Square, complementing the Faculty of Arts' downtown lecture series ("Arts Wednesdays"). Offer broad access to lecture content through podcasts and vodcasts.

### Writing Centre

Support success in writing in English and academic integrity through the UBC Continuing Studies Writing Centre (with the Department of English).

### Centre de la Francophonie de UBC

Collaborate with the Faculties of Arts and Education on the Centre de la Francophonie de UBC, which promotes academic excellence in French and the study of French language and cultures.

## EDUCATION

### Language Teaching

Collaborate on professional workshops for immersion teachers, special projects related to learning and teaching French, and the Centre de la Francophonie de UBC.

### Centre for Intercultural Language Studies

UBC Continuing Studies program director provides leadership to the Centre for Intercultural Language Studies (CILS).

### Master of Educational Technology

Longstanding representation on program advisory committee.

## GRADUATE STUDIES

### Academic English for Graduate Students

Serve approximately 600 graduate students each year through writing tutoring service.

Provide two courses specifically for graduate students (Writing for Graduate Students, Writing for Scientists) and other programs popular with graduate students (Getting Ahead with Grammar, Writing with Style, Preparation for University Writing, Advanced Composition).

## HEALTH SCIENCES

### Professional Master's Degree

Collaborated with the Faculty of Dentistry to transition their existing continuing education offerings into a professional master's degree.

### Aboriginal Health Administration

Collaborate with the Institute for Aboriginal Health to offer Certificate in Aboriginal Health and Community Administration.

## LAND AND FOOD SYSTEMS

### Understanding Wine Program

Partner with the UBC Wine Research Centre to offer award-winning suite of programs for professionals and the public.

### French Regional Cuisine Program

Collaborate on professional development courses and a certificate program.

### Certificate in Garden Design

Offer comprehensive instruction in the design of Pacific Northwest residential gardens in collaboration with the Botanical Garden and Landscape Architecture.

## LAW

### Faculty Member Engagement

Law faculty members serve on the Certificate

in Immigration: Laws, Policies and Procedures advisory committee, and teach in the Certificate in Intercultural Studies.

## UBC LIBRARY

### Educational Partner of Irving K. Barber Learning Centre

Develop programs in partnership with the Irving K. Barber Learning Centre and hold free lecture events at this site.

### Community Access and Outreach

Work with UBC Library on special initiatives to attract adult learners to campus.

## SAUDER SCHOOL OF BUSINESS

### Certificate Programs

Collaborate to offer a range of certificate programs: Business Analysis, Integrated Marketing Strategy, as well as Project Management and Program Management (also with the Faculty of Applied Science).

### Student Support

Provide English language admission assessments for international MBA candidates.

## SCIENCE

### Continuing Education Programs

Have provided extensive computer science related lifelong learning programs for over 30 years.

### Pre-Calculus and Elementary Calculus

Collaborate with Department of Mathematics to offer non-credit math courses.

## CONTINUING EDUCATION AT UBC

UBC Continuing Studies is the largest continuing education unit at UBC Vancouver and reports to the Provost and Vice President Academic. Other faculty-based continuing professional education units serve specialized disciplines and report to their respective deans, including:

### Business

- Sauder School of Business: Executive Education, and Real Estate Division

### Education

- Faculty of Education: Professional Development

### Health Sciences

- Faculty of Dentistry: Continuing Dental Education
- Faculty of Medicine: Continuing Professional Development
- Faculty of Pharmaceutical Sciences: Continuing Pharmacy Professional Development
- College of Health Disciplines
- Interprofessional Continuing Education
- School of Population and Public Health

View [cstudies.ubc.ca/links-for-lifelong-learners](https://cstudies.ubc.ca/links-for-lifelong-learners) for more information on these and other continuing education opportunities at UBC.

# TRANSFORMING LIVES THROUGH FLEXIBLE LEARNING

UBC Continuing Studies inspires positive and often transformational changes in the individuals, organizations and communities we serve. Many of the adult learners who access our programs are in transition, moving from current life stages or career paths to new ones. Most seek the flexibility of part-time, accelerated or online learning to schedule their studies around the demands of their busy personal and professional lives. With extensive expertise designing and delivering interdisciplinary programs for adult learners, we serve this important segment on behalf of the University and help diversify UBC's student base.

## Life and Career Planning in the Heart of Vancouver

UBC Continuing Studies Life and Career Programs provide a vital link between UBC and the community. In 2010/11, almost 2,000 people accessed free peer counselling services by telephone or through our drop-in program at UBC Robson Square. There were a further 2,400 registrations in assessments, courses, workshops and a certificate program designed to explore new life and career directions.

## Keeping Pace with Social Media

UBC Continuing Studies has been at the forefront of digital communications for over two decades. New program development in 2010/11 included the introduction of a series of evening and weekend courses in social media - from learning the fundamentals to creating robust strategies. The program is designed to serve those giving leadership to applying social media tools and technology to connect their organizations with their stakeholders and communities.

## Pursuing Specialized Careers through UBC Certificate Programs

UBC Continuing Studies offers 23 certificate programs in specialized fields designed to help adult learners begin new careers, advance in their chosen fields, or satisfy personal interests. In 2010/11, two new certificate programs in Translation and Interpretation for Business in Chinese/English and Korean/English were approved by UBC Senate, and are already attracting significant interest.

## STUDENT HIGHLIGHT

### JENNIFER CLAXTON

"What stands out for me most about going back to school is how far I've come in such a short period of time," reflects Jennifer Claxton, a recent graduate of the UBC Certificate in Aboriginal Health and Community Administration. A few months after starting a new job in the Health Department of the Tsawout First Nation, she enrolled in the UBC program to broaden her knowledge of the Aboriginal health field. As a working mother, it was appealing that the program is delivered online with residency weekends at UBC in Vancouver. "It was inspiring to come together with the other students and learn how we can best support and improve health care in our communities," comments Jennifer.



## Launching New Careers in Writing Professions

In 2010/11, there were over 2,000 registrations in the UBC Continuing Studies Writing Centre's non-credit programs designed to improve skills in academic, professional, personal and creative writing. Many of our students have used their improved writing abilities as a springboard to successful writing careers. Among our students are published freelance writers, children's book authors, and food and travel journalists.

## Serving Aboriginal Health and Community Administrators

The award-winning UBC Certificate in Aboriginal Health and Community Administration, presented in partnership with the UBC Institute for Aboriginal Health, was developed and delivered in collaboration with members of Aboriginal communities. This 10-month program features face-to-face and online delivery to facilitate participation by minimizing the time students are away from their home communities. Fifteen individuals completed the program in 2010 and another 21 graduated in 2011 – with life changing results for themselves and members of the communities they serve.

## CERTIFICATE PROGRAMS

In 2010/11, UBC Continuing Studies offered 23 certificate programs, each encompassing 150 hours or more of study that may include classroom instruction, online learning and, in some cases, study travel. UBC Continuing Studies also collaborated on four certificate programs (\*) awarded by other institutions.

### Applied Technology

- Integrated Marketing Strategy (with Sauder School of Business)
- Multimedia and Web Development
- Multimedia Studies
- Network Administration and Security Professional (with British Columbia Institute of Technology)\*
- Technology Support Professional Program (with British Columbia Institute of Technology)\*
- Web Intelligence (with University of California Irvine and Web Analytics Association)\*

### Intercultural Understanding and Communications

- Aboriginal Health and Community Administration (with Institute for Aboriginal Health)
- Advanced English Language Teaching
- English Language
- French Language and Culture
- French Regional Cuisine
- Intercultural Studies
- International Development
- International Graduate Study Preparation Program

- Practical and Business Spanish
- Translation and Interpretation for Business (Chinese/English)
- Translation and Interpretation for Business (Korean/English)

### Sustainability

- Decision Making for Climate Change (with University of California Irvine, Northwestern University and University of Washington)\*

### Other Specialized Areas

- Business Analysis (with Sauder School of Business and International Institute of Business Analysis)
- Entertainment Administration
- Garden Design
- Immigration: Laws, Policies and Procedures
- Liberal Studies
- Peer Counselling
- Practice Education for Health and Human Services
- Program Management (with Sauder School of Business, Faculty of Applied Science, and Project Management Institute)
- Project Management (with Sauder School of Business, Faculty of Applied Science, and Project Management Institute)

# DEVELOPING GLOBAL SKILLS AND VIEWPOINTS

UBC Continuing Studies creates rich opportunities for international learning through a variety of residential programs for international students. We also support the internationalization efforts of UBC faculties with programs that promote effective teaching and learning in diverse classrooms, and assist international learners with academic preparation. We draw on our distinctive expertise in intercultural communication to offer customized programs for local and international businesses and institutions, as well as courses, workshops and certificate programs.

## **International Professional Development Programs**

In 2010/11, the UBC Continuing Studies Centre for Intercultural Communication developed programs for nearly 100 international executives seeking to advance their skills to work effectively with North American counterparts. Offered in partnership with UBC faculties, these customized programs have linked international professionals with experts in the Vancouver community working in sectors such as early childhood development, secondary school education, ageing and social services, media and communications, construction and arbitration.

## **English Language Training**

In 2010/11, the UBC Continuing Studies English Language Institute served approximately 1,300 students in its range of programs taught by experienced instructors with specialized training in teaching English to speakers of other languages. Offerings included the Intensive English Program, a full-time, multi-level program, and shorter language and culture programs and other programs that develop English for business or university studies.

## **Learning Languages in their Cultural Context**

UBC Continuing Studies Languages, Cultures and Travel offered conversational language programs in 22 languages - from French, Spanish and Italian to Mandarin, Japanese and Korean - all with an immersion approach that develops fluency in the target language and the cultural context. We have developed new programs in reading and writing in several languages, as well as learning languages through cinema. In 2010/11 there were over 3,200 registrations in part-time fall and winter programs and an expanding range of full-time summer programs.

## **International Study Preparation Programs**

UBC Continuing Studies offers two programs that prepare international students for studies at North American universities. The International Undergraduate Study Preparation Program readies students for undergraduate studies by providing advanced academic English training (if needed), mentoring and tutoring, and by placing students in six credits of UBC undergraduate courses alongside Canadian and other international students. The International Graduate Study Preparation Program builds skills for researching and applying to North American graduate schools, such as understanding the range of programs available, and matching skills, interests and academic backgrounds to appropriate programs.

## **Global Academics Programs**

In 2010/11, UBC Continuing Studies served 250 international university students in programs that provide opportunities to develop intercultural communication and career skills. A growing number of programs include internships with local organizations.

## SELECTED LIST OF PROGRAM COLLABORATIONS

UBC Continuing Studies collaborates with hundreds of organizations in Canada and worldwide to develop and deliver a wide range of continuing education programs.

### Canadian Collaborations

Affiliation of Multicultural Societies and Service Agencies  
AIDS Vancouver  
British Columbia Council for International Education  
British Columbia Institute of Technology  
British Columbia Ministry of Education  
British Columbia Human Resources Management Association  
British Columbia Teachers of English as an Additional Language  
Brock University  
Canadian Bureau of International Education  
Canada Green Building Council  
Canadian Passive House Institute  
Canadian University Service Overseas  
CBC  
Chapters Books  
Collège Mérici  
Council of Ministers of Education, Canada  
Embrace BC  
Family Services of Greater Vancouver  
Fine Vintage Ltd.  
Fraser Health  
Heritage Canada  
Languages Canada  
Laurier Institution  
Manitoba Council for International Cooperation  
Ministry of Citizens' Services, Multiculturalism and Inclusive Communities Office  
Presbyterian Synod of BC  
S.U.C.C.E.S.S.: Gateway to Asia  
TESL Canada Federation

Transitions Career and Business Consultants  
United Church of Canada  
Vancity  
Vancity Theatre  
Vancouver International Song Institute  
Yahoo  
YWCA Downtown: Career Zone

### International Collaborations

Arbitration Commission of Xiamen  
Bordeaux Language School  
Brandman University  
Canisius College  
Centro Boliviano de Estudios Multidisciplinarios  
China National Working Commission on Ageing  
China State Administration of Foreign Expert Affairs  
The Chinese University of Hong Kong  
Chung-Ang University  
Daegu Haany University  
Daito Bunka University  
DNI School Argentina  
Dongguk University  
Hakuoh University  
Heilongjiang Ministry of Education  
Hong Kong Community College  
Hong Kong Institute of Education  
Hong Kong Polytechnic University  
Hongik University  
Incheon University  
Inha University  
Instituto Tecnológico y de Estudios Superiores de Monterrey  
International Christian University  
International Institute of Business Analysis  
Iwate University  
Kanagawa University  
Komazawa University  
Kongju National University  
Korea University  
Kunsan National University  
Kyungsoo University  
Lipscomb University  
Maebashi Kyoai Gakuen College  
Meiji University  
Mokpo National University  
Myongji University  
National Taiwan Normal University  
New Jersey City University

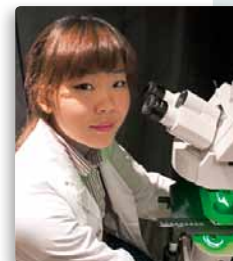
Nippon Institute of Technology  
Northwestern University, School of Continuing Studies  
Oklahoma State University  
Osaka Shoin Women's University  
Otsuma Women's University  
Project Management Institute  
Ritsumeikan University  
Samford University  
Saudi Basic Industries Corporation  
Saudi Embassy in Ottawa  
Seinan Gakuin University  
Seoul Women's University  
Shanghai Jin Shan Education Bureau  
Shanghai Municipal Audit Bureau  
Shanghai Municipal Port Administration Bureau  
Shanghai Population and Family Planning Commission  
Shanghai Qing Pu District  
Sookmyung Women's University  
Soongsil University

Sophia University  
Taisho University  
Thammasat University  
Tokai University  
Tokyo University of Agriculture  
Université de Perpignan  
University of California Irvine Extension  
University of California Santa Cruz Extension in Silicon Valley  
University of Richmond  
University of Tampa  
University of the Sacred Heart  
University of Washington Extension  
Virginia Tech Roanoke Center  
Waseda University  
Web Analytics Association  
Western Illinois University  
Western Michigan University, Battle Creek  
Wonkwang University  
Yamanashi University  
Yeungnam University

## STUDENT HIGHLIGHT

### YUNI SHIN

Yuni Shin was a fourth-year Life Science and Business student from Sogang University in South Korea when she joined the UBC Continuing Studies Global Academics Internship Program. Drawn to the program because of its internship component, Yuni gained workplace experience at a UBC research centre in addition to completing a variety of career-oriented course work. When asked what part of the program was the most memorable, Yuni explains: "I really enjoyed developing my presentation skills. It was nice to critique others' presentations and receive critiques from other students. This process helped me develop critical thinking and find my strong and weak points." After returning to Sogang University to complete her degree, Yuni plans to seek work in an international company.



# FOSTERING ACADEMIC SUCCESS

## Developing UBC's Academic English Support Program

In 2010/11, we completed cross-campus consultation and planning for the Academic English Support program, a new initiative of the Office of the Provost and Vice President Academic that is offered by UBC Continuing Studies in collaboration with the UBC Centre for Teaching, Learning and Technology. UBC's English language admission standards require students who speak English as an additional language to possess a minimum level of proficiency in English. To help them succeed to their fullest potential, they are encouraged to access the Academic English Support program, which offers each student a free, individualized needs analysis; proposed course of developmental action; access to self-study websites and short focused courses; and coaching support provided by English language specialists.

In 2011/12, the program will be run as a pilot for 500 students.

## Launching UBC's Conditional Admission Program

In 2010/11 UBC Continuing Studies collaborated with colleagues in UBC Enrolment Services to plan for the first cohort of UBC Conditional Admission Program students. Our English Language Institute will offer an academic stream of the Intensive English Program for students who have outstanding records of academic achievement but do not yet meet the UBC English Language Admission Standard. These students will be admitted to UBC undergraduate or graduate studies on the condition that they develop their academic English to the required standard through our program.

## Providing Support for University Writing

The UBC Continuing Studies Writing Centre offers part-time courses to help students prepare for the Language Proficiency Index Test (LPI), improve grammar, write academic essays, and write reports and other business correspondence. From September to April, an award-winning tutoring service is provided free to over 3,000 currently-enrolled UBC students. Peer tutors undergo extensive training and are available to provide feedback on writing assignments, answer grammar questions, and offer guidance on how to approach the writing process and format papers.

## Providing Support for University Math and Calculus

In 2010/11, over 80 students took advantage of the non-credit courses offered by the UBC Continuing Studies Math Centre. Intended for UBC students who need to refresh their basic math skills to prepare for university-level math and calculus courses, the courses are taught by instructors with many years of experience teaching university-level mathematics.

## Preparing International Students for Academic Admission and Success

In addition to our Intensive Academic English program for conditionally admitted students and others, UBC Continuing Studies offers an International Undergraduate Study Preparation program for those entering undergraduate studies in a North American institution, as well as an International Graduate Study Preparation program for those seeking admission to graduate studies. In 2010/11, approximately 1,400 students from over 30 countries registered in our English and international preparatory programs.

# CONTRIBUTING TO ALUMNI ENGAGEMENT

UBC Continuing Studies provides innovative adult learning opportunities for UBC alumni who wish to return to the University for extra-degree educational experiences. We foster the lifelong relationship between alumni and the UBC by offering numerous ways for graduates to maintain their intellectual connection with their alma mater – serving a demand identified in research studies conducted by Alumni Affairs.

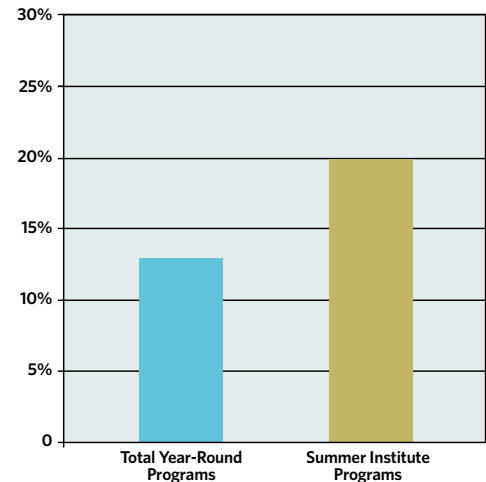
## Destination UBC: Summer Institute Initiative

In 2010/11, we increased the scope and scale of our summer institute programming and repeated our “back to school” incentive and reward program for alumni participating in these offerings. Alumni gained access to special lectures and events, including a successful celebratory reception co-hosted with Alumni Affairs, and received a gift certificate to encourage future participation in UBC Continuing Studies offerings. Almost 600 UBC alumni registered in our 2010 summer institute programs, which represented more than 20% of our summer institute student base (as compared to 13% as a proportion of our year-round students). We plan to continue expanding both our summer programs and our targeted percentage of registrants who are alumni.

## Lifelong Learning Opportunities for Alumni

Year-round UBC Continuing Studies courses attract steady participation by UBC alumni – from free public lectures in a single evening to 150-hour certificate programs for those who wish to deepen their commitment to lifelong learning to achieve personal or professional development goals. Through our online courses, podcasts and vodcasts, thousands of alumni worldwide can access UBC Continuing Studies programs for part-time study. Each year, we provide a variety of customized programs in conjunction with the Alumni Weekend special event hosted by Alumni Affairs.

## PROPORTION OF UBC ALUMNI WITHIN UBC CONTINUING STUDIES STUDENT BASE: 2010



## STUDENT HIGHLIGHT

### LEE TRELOAR

After completing her UBC education degree in 1970, Lee Treloar began a fulfilling career as a teacher that would take her from Vancouver to Australia and back again. Now she enjoys life as a teacher of a different sort. These days she's a travel journalist and member of The Explorers Club who crafts her stories while visiting remote polar destinations and shares her experiences through multimedia lectures once she gets home. Lee launched her new career after taking two UBC Continuing Studies courses on freelance journalism. “The courses gave me a road map to the writing industry: who to get in touch with, how to approach an editor, how to make a query stand out.” Lee put what she learned to good use: her work has been featured in the **Vancouver Sun**, **The Globe and Mail** and **Canadian Camera** magazine.



# PROMOTING SUSTAINABILITY

UBC Continuing Studies is committed to operating in a sustainable manner through the leadership efforts of our senior directors and the “grass roots” efforts of our staff. In the context of the UBC’s strategic plan – Place and Promise – we are incorporating sustainability themes in our programming, often in collaboration with community groups and other UBC units with sustainability mandates.

## Sustainability Management Program

In its third year of operation, the UBC Continuing Studies Centre for Sustainability showcases UBC expertise and offers applied education on sustainability topics for more than 200 public- and private-sector practitioners, as well as interested citizens. Mike Harcourt, former BC premier and Vancouver mayor, is Associate Director of the Centre. Offerings to date include 20 sustainability management courses that challenge traditional practices and consider how to address resource scarcity and greenhouse gas emissions management in an increasingly complex and globalized world.

## Summer Institute in Sustainability

In addition to receiving a North American award for program excellence in 2009, the Summer Institute in Sustainability was also recognized with a national award for program innovation in 2010. Attracting 34 participants locally and internationally, this successful program offered a variety of perspectives and practical tools needed to integrate sustainability as part of an organization’s core values.

## Decision Making for Climate Change

Recognized in 2011 with a national award for international program innovation, the Decision Making for Climate Change program is offered through an innovative partnership with the University of California Irvine, Northwestern University and the University of Washington, and provides learners with the most up-to-date knowledge on climate literacy, policy, and mitigation and adaptation strategies.

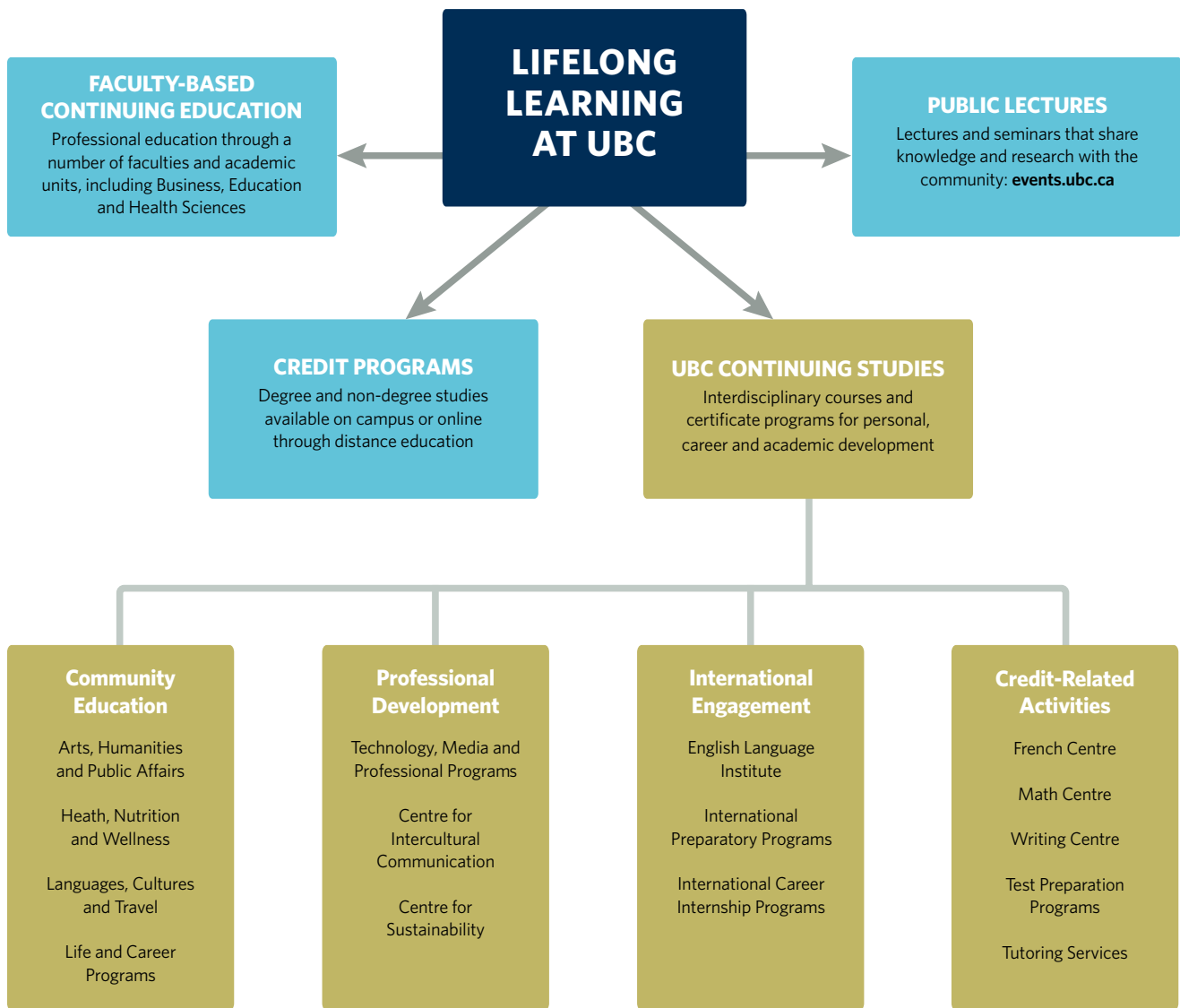
## STUDENT HIGHLIGHT

### JAMES MILLIGAN

James Milligan decided he wanted to do work that had a positive impact on the world. Inspired by campaigns like Make Poverty History and Live 8, he started to wonder how he could be involved in something that would give back. In addition to completing a leadership program through the Sauder School of Business Executive Education, James worked to obtain the UBC Continuing Studies Award of Achievement in Sustainability Management and the UBC Certificate in Project Management at UBC Robson Square. Before long, he started his own company, Social Conscience, which sells fair trade soccer balls, volleyballs and basketballs. “I wanted to get more involved in the community,” Milligan says, “and this was a perfect fit. There’s so much work I want to do, and I love what I’m doing. This business has the potential to make a difference.”



Martin Dee Photograph



# UBC CONTINUING STUDIES PROGRAM OVERVIEW AND LEADERSHIP



**Judith Plessis, PhD (UBC), MA (Université de Nantes)**  
Executive Director

## STRATEGIC INITIATIVES

Judith Plessis, *Executive Director*

Mary Holmes, *Director, Strategic Initiatives and Communications*

Monica Killeen, *Strategic Projects Manager*

- Enhancements in Services for Adult Learners
- UBC Robson Square Initiatives
- UBC Alumni Collaborative Initiatives
- Summer Institute and Destination UBC Initiatives
- Strategic Alliances with Campus and Community Partners
- Advancement of Continuing Education through North American Professional Associations and Strategic Working Groups



**Mary Holmes, MBA (UBC)**  
Director, Strategic Initiatives and Communications

## TECHNOLOGY, MEDIA AND PROFESSIONAL PROGRAMS

Peter Moroney, *Director*

Vince Wong, *Managing Director*

Deena Boeck, Raquel Collins, Fiona McAuley, Jennifer Mielguy: *Senior Program Leaders*

Eileen Chow, Stephanie Jackson, Jasmin Lee, Winnie Low, Diana McKenzie: *Program Leaders*

Doug Gehl, *Administrative Manager*

- Business and Technology Management
- Entertainment Administration
- IT and Applied Technology
- Multimedia and Web Design
- Social Media
- Test Preparation Programs
- Web Analytics
- Certificate Programs:
  - Entertainment Administration
  - Multimedia and Web Development
  - Multimedia Studies
- Certificate Programs with Sauder School of Business:
  - Business Analysis
  - Integrated Marketing Strategy
  - Program Management (also in collaboration with Faculty of Applied Science)
  - Project Management (also in collaboration with Faculty of Applied Science)
- Certificate Programs with Other Institutions:
  - Network Administration and Security Professional (with BCIT)
  - Technology Support Professional (with BCIT)
  - Web Intelligence (with University of California Irvine)



**Peter Moroney, MA (University of Western Ontario)**

Director, Technology, Media and Professional Programs;  
Director, International Career Internship Programs

## INTERNATIONAL CAREER INTERNSHIP PROGRAMS

Peter Moroney, *Director*

Jennifer Mielguy, *Senior Program Leader*

Allan Dias, Lanie Schachter-Snipper, Marg Toronchuk: *Program and Internship Coordinators*

- Global Academics:
  - Global Academics Internship Program
  - Global Career Development with Internship
  - Global Career Foundations
  - Global Relations
  - GlobalTech



**Mike Weiss, MA  
(UCLA)**

Director, English Language Institute; Director, International Preparatory Programs

## ENGLISH LANGUAGE INSTITUTE

Mike Weiss, *Director*

Andrew Scales, *Academic Director*

Jas Gill, *Associate Academic Director*

Gwen Semenov, *Administrative Director*

Sarah ter Keurs, *Program Manager*

Susan Curtis, *Head Teacher Intensive English Program and Assessment*

Craig Huish, *Head Teacher Intensive English Program and Assessment*

Sandra McGoldrick, *Head Teacher Short Programs*

Ali Pahlavanlu, *Head Teacher Student and Instructor Advising*

Denise Tonner, *Head Teacher Computer Assisted Language Learning*

- English and University Culture
- English for Business Communication
- English for the Global Citizen
- English for English Teachers
- Intensive English Program
- Language and Culture
- Certificate Programs:
  - Advanced English Language Teaching
  - English Language



**Andrew Scales, MA  
(University of London)**

Academic Director, English Language Institute

## INTERNATIONAL PREPARATORY PROGRAMS

Mike Weiss, *Director*

Allan English, *General Manager*

Lily Gu, Mark Wisniewski: *Coordinators*

- International Undergraduate Study Preparation Program
- International Graduate Study Preparation Program



**Karen Rolston, MA  
(Antioch University)**

Director, Centre for Intercultural Communication

## INTERCULTURAL COMMUNICATION, CENTRE FOR

Karen Rolston, *Director*

Indy Batth, Jamie Donaldson, Pat Marshall, Emily Wu: *Programmers*

- Customized Programs for Organizations
- International Executive and Professional Exchange Programs
- Pre-Departure/Re-Entry Intercultural Workshops for Clients Working Internationally
- Support and Programs for International Teaching Assistants
- Training the Intercultural and Diversity Trainer
- Certificate Programs:
  - Aboriginal Health and Community Administration
  - Immigration: Laws, Policies and Procedures
  - Intercultural Studies
  - International Development



**William Koty, MA  
(Monterey Institute of International Studies)**

Director, Continuing Studies Centre for Sustainability

## SUSTAINABILITY, CS CENTRE FOR

William Koty, *Director*

Mike Harcourt, *Associate Director*

Diana McKenzie, *Program Leader*

Katie Jane Morrell, *Program Leader*

- Sustainability Lectures
- Sustainability Management
- Summer Institute in Sustainability
- Green Building and LEED® Credentials
- Certificate Program with Other Institutions:
  - Decision Making for Climate Change (with University of California Irvine, Northwestern University, and University of Washington)

# UBC CONTINUING STUDIES PROGRAM OVERVIEW AND LEADERSHIP



**Francis Andrew, PhD, MA**  
(Université Paris X-Nanterre)  
Director, Academic  
Performance Division

## FRENCH CENTRE, MATH CENTRE

Francis Andrew, *Director*

- French Centre:
  - Explore (Summer Language Bursary Program) for University Students
  - Institut de Français: UBC à Québec for BC Teachers
  - Spring English or French with Canadians
- Math Centre:
  - Pre-Calculus Courses

## WRITING CENTRE

Ramona Montagnes, *Director*

- Academic Writing
- Personal and Creative Writing
- Professional Writing
- Tutoring Services



**Ramona Montagnes, MA**  
(University of Guelph)  
Director, Writing Centre

## LANGUAGES, CULTURES AND TRAVEL PROGRAMS

Lang Sun, *Director*

Hyoshin Kim, Nina Parr: *Program Leaders*

Tea Inkinen, *Administrative Manager*

- Asia-Pacific Language Initiative
- Conversational Language Programs
- Culinary Arts and Culture
- Languages for Business Purposes
- Travel Programs
- Understanding Wine Program
- Certificate Programs:
  - French Language and Culture
  - French Regional Cuisine
  - Practical and Business Spanish
  - Translation and Interpretation for Business (Chinese/English)
  - Translation and Interpretation for Business (Korean/English)



**Lang Sun, MA (UBC)**  
Director, Languages,  
Cultures and Travel;  
Director, Asia-Pacific  
Programs



**Beth Hawkes, MA**  
(Simon Fraser University)  
Director, Life and Career  
Programs

## LIFE AND CAREER PROGRAMS

Beth Hawkes, *Director*

Sally Halliday, *Managing Director, Counselling and Program Development*

Jacquie Digeso, *Manager of Assessment Services*

Dan Fortier, *Administrative Manager*

- Peer Counselling Services (Free Drop-In)
- Career Assessment, Consultation and Development
- Career Exploration
- Counselling and Human Resource Professions
- Interpersonal Skills for the Workplace
- Personal Growth and Change
- Retirement Planning
- Certificate Program:
  - Peer Counselling



**Deena Boeck, MSc**  
(University of Leuven,  
Belgium)  
Senior Program Leader,  
Health, Nutrition and  
Wellness Programs;  
Professional Programs

## HEALTH, NUTRITION AND WELLNESS PROGRAMS

Deena Boeck, *Senior Program Leader*

- Health and Wellness
- Workplace Wellness
- Programs for Health Care and Human Service Professions
- Certificate Program:  
Practice Education for Health and Human Services



**Don Black, MA**  
(Carleton)  
Director, Community  
Programs

## COMMUNITY PROGRAMS

Don Black, *Director*

- Public Lectures and Podcasts
- Arts, Humanities and Public Affairs Programs
- Programs for Seniors
- Cultural Planning and Development
- Certificate Programs:  
Garden Design  
Liberal Studies

## PROGRAM SUPPORT SERVICES

### Finance and Accounting

Mike Weiss, *Director*  
Lisa Chau, *Manager*

### Information Technology

Vince Wong, *Director*  
Rade Ljustina, *Manager*

### Marketing Services

Mary Holmes, *Director*  
Tanya Reid, *Manager*



**Vince Wong, MBA (UBC)**  
Director, Information  
Technology



**Tanya Reid, BA (UBC)**  
Manager, Marketing Services



UBC Continuing Studies  
The University of British Columbia  
410-5950 University Boulevard  
Vancouver, BC V6T 1Z3

**T** 604.822.1444

**F** 604.822.1599

**cstudies.ubc.ca**

