



THE  
UNIVERSITY OF  
BRITISH  
COLUMBIA

# Open Minds

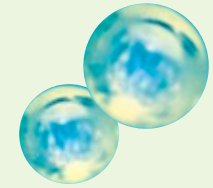
Continuing Education in Review

*Much of the success of life depends upon keeping one's mind open to opportunity and seizing it when it comes.*

Alice Foote MacDougall (1867-1945), American business woman, single mother and pioneering entrepreneur

Ingenuity  
Curiosity  
Dialogue  
Change

Continuing Education in Review



## Open Here

### We welcome you!

Reaching out to lifelong learners and connecting the broader community with UBC's great learning resources is both our pleasure and purpose. This is our story.


Let me extend a warm invitation to each of you to explore this booklet – to see how we open doors for access and learning; open hearts to add meaning and touch lives; and open minds with thought-provoking courses, forums and discussion groups.

The UBC continuing education story is one of encouraging curiosity and reflection, developing ingenuity and critical thinking, stimulating dialogue and learning new skills for thousands of learners throughout our many communities, local to global.

Continuing educators have fostered a lifelong learning culture at UBC for over 70 years and proudly support UBC's TREK 2010 vision. It is my honour to thank my colleagues for their contributions and commitment to continuing education, pairing academic expertise with community know-how to create extraordinary learning experiences. I thank them as talented teachers, as creative program planners, as insightful advisory committee members, and as accomplished support staff for having made such a difference to so many lives.

The gift of learning is often best told by our clients – the mechanical engineer who returns to study philosophy; the glass artist who becomes an entrepreneur; the management professional who integrates good business sense with 21st-century technology; the alumnus who heads back to campus again for the sheer love of learning. More than 30,000 exceptional individuals open their minds to new ideas and opportunities through UBC continuing education every year, and their numbers are growing.

This booklet only samples our full chronicle. We've highlighted web sites for easy access to detailed program listings. The possibilities stretch out on the open road ahead. We're here to serve – and hopefully inspire your endless passion for learning.

  
Jane Hutton  
Associate Vice President  
Continuing Studies

## Open Content



### 5 OPEN FOR BUSINESS

Supporting TREK 2010

### 7 OPEN PLAN

Continuing Education at UBC

### 10 OPEN HEART

Community Engagement

### 13 OPEN DOOR

Increasing Access and Capacity

### 14 OPEN ROAD

Nurturing Learning Around the Globe

### 16 OPEN TO CHANGE

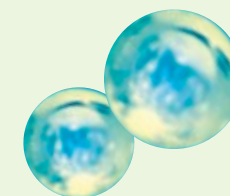
Plans for the Future

### 18 OPEN RELATIONSHIPS

Partners and Sponsors

### 20 OPEN HOUSE

Showcasing Awards and Milestones



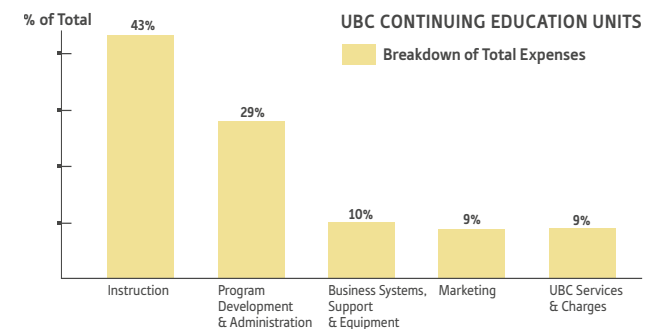
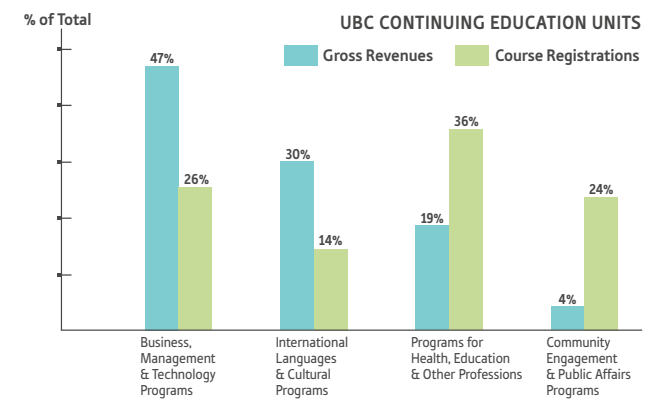


## Open for Business

### Supporting TREK 2010

UBC continuing education encompasses Continuing Studies, a centralized unit (reporting to the Vice President Academic), and numerous faculty-based units that serve specialized professional client groups (reporting to the respective Deans).

Each unit fulfills important goals of community engagement, lifelong learning and professional development found in UBC's TREK 2010 vision. Continuing education increases access to UBC and its rich resources, connects the broader community with the University, and actively supports UBC's presence in the global arena.



Full budget details including net results available through individual Faculty reports.

### 2005 Highlights

Year of the first UBC extension activity: **1917**  
 Establishment of the Department of University Extension: **1936**  
 Number of learners served to date: **approximately 2 million**  
 Number of continuing education staff: **approximately 225**

Total gross revenues: **\$32 million**  
 Total course registrations: **over 44,000**  
 Students taking more than one course per year: **over 30%**

Courses offered: **over 900**  
 Courses delivered completely online: **over 100**  
 Certificate programs offered: **38**  
 Countries with continuing education partnerships: **30**  
 Languages taught: **16**

Courses offered in various community locations: **UBC Robson Square, UBC Point Grey, UBC Learning Exchange, UBC Okanagan, UBC-linked hospitals and health care units, community centres, corporate offices, libraries and school districts around the Province, and more**

Signature Partners at UBC Robson Square: **HSBC Bank Canada, TELUS**

Principal Benefactor at UBC Robson Square: **Peter Bentley, Bentley Centre for Business Education**

Community and corporate partners: **over 200 (see page 18)**



## Open Plan

### Continuing Education at UBC

The power of the story is larger than the sum of the parts, as continuing education units at UBC often work together to synthesize ideas and knowledge across disciplines in ways that affect our daily lives in practical ways.

The scale, growth and impact of the diverse learning opportunities offered through these units are enormous – here is a summary listing. For details, please view the web sites listed.

#### UBC Continuing Studies

[www.cstudies.ubc.ca](http://www.cstudies.ubc.ca)

#### Community Programs

Arts, Humanities and Public Affairs Programs  
 Programs for Seniors  
 Certificate programs:  
 Garden Design  
 Liberal Studies

#### Computers, Media and Technology

Certificate programs:  
 Applied E-Business Technology and .Net Professional  
 Database Administration Professional  
 Entertainment Administration  
 Internet Professional  
 Internet Programming: Open Source  
 Multimedia and Web Development  
 Network Systems Professional  
 Software Engineering  
 Web Analytics

*Certificate programs in collaboration with Sauder School of Business*  
 Business Systems Analysis  
 Integrated Marketing Strategy  
 International Business  
 Project Management

*Certificate programs in partnership with BCIT*  
 Information Systems Security Professional Program  
 Network Administration and Security Professional

#### English Language Institute

Intensive English Program  
 Language and Culture Program  
 Special Group Programs  
 Certificate programs:  
 Advanced English Language Teaching  
 English Language

#### Health-Related Professional Development

Public Programs on Health and Wellness

*In collaboration with the UBC College of Health Disciplines*  
 Certificate in Practice Education

*In collaboration with the Physiotherapy Association of BC*  
 Programs for the Rehabilitation Team

*In collaboration with the First Nations House of Learning*  
 Certificate in Aboriginal Health Care Administration

#### Intercultural Communications

Customized Culture and Communications Programs  
 Pre-Departure and Re-Entry Workshops for Corporate and  
 NGO Clients Working Internationally

Certificate programs:  
 Immigration Practitioner Program  
 Intercultural Studies  
 International Development  
 Liberal Studies for International Students  
 Academic Support for UBC:  
 International Teaching Assistants Program

#### Languages, Cultures and Travel

Conversational Language Programs  
 Certificate programs:

French Language and Culture  
 Practical and Business Spanish  
 Italian Language and Culture

Wine and Culinary Arts Courses  
 Destination Travel Programs  
 Eco-Travel Programs



## UBC Life and Career Centre

- In collaboration with UBC Career Services*
- Drop-In Services
- Personal and Career Development Workshops
- Career Coaching
- Personality and Career Assessments
- Certificate programs:
  - Peer Counselling
  - Diversity and the Helping Relationship
  - Working with an Aging Population
- Retirement Planning
  - In-house Workshops for Organizations Throughout BC

## UBC Writing and Math Centres

- Academic, Professional, Personal and Creative Writing Courses
- University Community Services: Tutoring and Workshops
- Contracts: Customized Workshops for Organizations and Business
- Certificate Program in Writing in Today's World
- Pre-Calculus Courses
- Institut de Français: UBC à Québec
- Explore (Summer Language Bursary) Programs

## UBC Faculty-Based Continuing Education

### Applied Science

[www.apsc.ubc.ca](http://www.apsc.ubc.ca)

- Certificate in Mining Studies
- In collaboration with UBC Continuing Studies*
- Certificate in Software Engineering
- Certificate in Project Management

### Audiology and Speech Sciences

[www.audiospeech.ubc.ca](http://www.audiospeech.ubc.ca)

- Workshops for Audiology and Speech Language Pathology Professionals
- Colloquium Series for Community Professionals

### Dentistry

[www.dentistry.ubc.ca](http://www.dentistry.ubc.ca)

- Programs for Dental Professionals
- Clinical Participation Courses
- Clinical Topics by Video Cassette
- Richard V. Tucker Symposium on Current Topics in Dentistry

### Education

[www.eplt.educ.ubc.ca](http://www.eplt.educ.ubc.ca)

- Non-Credit Courses and Conferences
- Certificate programs:
  - Environmental Education for School Communities
  - Infant Development and Supported Child Care Consultants
  - Science Beyond the Textbook (in collaboration with Science World)
  - Teacher Librarianship
  - Teaching About Visual and Material Culture
  - Teaching English as a Second Language
  - Textile Studies (joint with Kwantlen College)
- Graduate certificate programs:
  - Technology-Based Distributed Learning (in collaboration with UBC Distance Education and Technology)
  - Technology-Based Learning for Schools (in collaboration with UBC Distance Education and Technology)
- Diploma programs:
  - Special Education
  - Teacher Librarianship
- Graduate degrees:
  - Master of Educational Technology (MET, joint with Tec de Monterrey, Mexico and in collaboration with UBC Distance Education and Technology)
  - Master of Education Off-Campus Cohort Programs
  - Counselling Psychology
  - Curriculum and Instruction
  - Early Childhood Education
  - Educational Leadership
  - Educational Studies
  - Urban Learners (several custom variations)

### First Nations House of Learning

[www.longhouse.ubc.ca](http://www.longhouse.ubc.ca)

- Short Course for Principals of First Nations Schools
- Management Course for Board Members of First Nations Schools
- In cooperation with UBC Institute for Aboriginal Health and Continuing Studies*
- Certificate in Aboriginal Health Care Administration

### Interprofessional Continuing Education (Health Sciences)

[www.interprofessional.ubc.ca](http://www.interprofessional.ubc.ca)

- Conferences for Health Professionals and the Public

### Land & Food Systems

[www.landfood.ubc.ca](http://www.landfood.ubc.ca)

- In collaboration with Continuing Studies*
- Agroforestry
- UBC Botanical Garden Collaborations and Hands-On Courses
- Botanical Art Weekend
- Faculty Member Lectures on Current Research
- Wine Research Centre Public Programs

### Medicine

[www.cme.ubc.ca](http://www.cme.ubc.ca)

- Conferences
- Digital Medicine Workshops
- MAINPRO-C Courses for College of Family Physicians of Canada Certification
- Best Practice Courses

### Nursing

[www.nursing.ubc.ca](http://www.nursing.ubc.ca)

- Post-Diploma Baccalaureate Programs for Registered Nurses
- Post-Baccalaureate Graduate Programs in Nursing

### Occupational and Environmental Hygiene

[www.soeh.ubc.ca](http://www.soeh.ubc.ca)

- Seminars, Workshops and Conferences on Occupational and Environmental Health and Safety Topics
- Certification Maintenance Points Available to Industrial Hygiene and Safety Professionals

### Pharmacy

[www.pharmacy.ubc.ca](http://www.pharmacy.ubc.ca)

- Accredited Continuing Professional Development Programs for Pharmacists and Allied Health Care Professionals (Provincial Conferences, Seminars and Workshops Using Innovative Learning Formats and Technologies)

### Sauder School of Business – Executive Education

[www.sauder.ubc.ca](http://www.sauder.ubc.ca)

- Public Enrolment Business Seminars (short-course open enrolment programs designed to expand managerial knowledge and skills, including courses on Leadership, Communication, Negotiation, Human Resource Management, Financial Management, Business Planning, Sales, Marketing, Customer Service, Operations)
- In-House and Custom Training (management training programs tailored to specific organization's needs and delivered at location/time of organization's choosing)
- Certificate programs:
  - Effective Business Leadership
  - Executive General Management
  - Human Resource Management
  - Management Development Certificate
  - Management Excellence
  - Strategic Innovation
  - Strategic Leadership
- Certificate programs in collaboration with UBC Continuing Studies*
- Business Systems Analysis
- Integrated Marketing Strategy
- International Business
- Project Management
- Executive Briefings (special events presented by distinguished faculty and business practitioners, exploring topics of up-to-the-minute interest)
- Chinook Program (in partnership with UBC First Nations House of Learning, provides full- and part-time business studies for First Nations participants)

### Sauder School of Business – Real Estate Programs

[www.sauder.ubc.ca](http://www.sauder.ubc.ca)

- Appraisal Institute of Canada Education Program
- Certificate Program in Real Property Assessment
- Diploma in Accounting Program
- Diploma Program in Urban Land Economics
- Salesperson's, Agent's and Property Management Licensing Programs
- UBC-AIC Post-Graduate Certificate in Real Property Valuation
- UBC-IAAO Certificate Program

### Social Work and Family Studies

[www.swfs.ubc.ca](http://www.swfs.ubc.ca)

- Professional Development Programs in Social Work Practice
- In collaboration with UBC Continuing Studies*
- Evidence-Based Practice
- Clinical Family Work

### UBC Distance Education and Technology

<http://det.ubc.ca>

- In collaboration with UBC faculties and international partners*
- Distance Education Credit Programs
- Customized Programs for Organizations
- Certificate and Masters Programs

### UBC Learning Exchange

[www.learningexchange.ubc.ca](http://www.learningexchange.ubc.ca)

- Business Education and Development Program Pilot
- Computer Access and Drop-in Programs
- ESL Conversation
- Inventory of Education Resources
- Music Appreciation 101
- Peer Support Program
- Writing 101



## Open Heart

### Community Engagement

Ensuring that our great university is well connected with our many communities is at the core of continuing education belief and practice. Whether in our neighbourhood or around the world, opening access to lifelong learning, serving people in ways that impact their lives and enhancing a civil society is key to our purpose.

UBC declares its commitment to leadership, partnership and service through community engagement in TREK 2010. As an integral part of the TREK 2010 strategy, UBC continuing educators create and support dynamic learning partnerships with non-profit community groups, government organizations, businesses and industry.

We have exciting collaborations with the CBC, the VSO, the Vancouver Opera, and the Vancouver International Writers & Readers Festival to name just a few. We have special partnerships with HSBC Bank Canada, TELUS, BC Women's and Children's Hospital and BC Hydro. Our international partners include Korea Telecom, Guangdong Province and Korea's Digital Chosun. We customize content to fit the needs of diverse audiences allowing professionals to connect with leading-edge thinking and research to support their work.

Karin Mizgala's story brings the university-community connection full circle. Mizgala enrolled in Continuing Studies' Peer Counselling Certificate Program when, after 20 years in the financial planning industry, her career hit an impasse. "I started questioning whether my work was meaningful enough," she explains. "The paradigm I operated in was: you make things bigger, stronger and faster. I was looking for something with more heart."

In the Peer Counselling Program, Mizgala encountered a group of like-minded people exploring issues of caring and community in a strikingly supportive way. "It was a very personal experience, which shocked me," she laughs.

Prepared to leave her business career behind, Mizgala discovered instead that it was possible to create something new. She started up a creative consulting business, combining her financial history with her new counselling skills and long-forgotten desire to teach. What she discovered in herself, through the UBC learning process, was a remarkable opportunity for positive change.

With the positioning of UBC Robson Square in the heart of Vancouver, we offer an intellectual hub with networks of connections across the street and around the nation and the world. We have increased our range of offerings with good success. This past year, hundreds participated in unique events such as *Educating the Heart*, a series of discussions in celebration of the visit of His Holiness the Dalai Lama, and *Talk of the Town* with radio host Hal Wake interviewing great minds and authors from around the world.

UBC continuing education ensures that "community" encompasses the globe, is inclusive in its reach, and fosters an exchange of resources and research findings between the University and the citizens it serves.

*"It's very hard to find community in a big city. It's something that we're all hard-wired for, and we crave it."*

Karin Mizgala, Founder and President of LifeDesign Consulting, and graduate of the UBC Peer Counselling Certificate Program





## Open Door

### Increasing Access and Capacity

With more and more people seeking access to advanced education to refresh their knowledge, evolve their careers or enhance their lives, continuing education opens new doors and expands the University's capacity to engage learners. We serve:

- Local communities – thousands of interested members of the public attend forums, seminars, lectures and performances at UBC Robson Square, Great Northern Way, UBC Learning Exchange and other community locations
- Working professionals – full- and part-time study, face-to-face and online learning formats, skills updates and career change opportunities
- Seniors – Third Age Partners in Learning and Spring Lectures
- International students – intensive full-time programs taken in Vancouver while receiving full credit in their home educational institution; online courses and partnerships in over 30 locations around the globe
- Organizations – customized programming for corporations and clients seeking specialized solutions and learning formats

Continuing education uses multiple strategies to increase access:

**Partnerships** – Active engagement and planning with partnering institutions, community organizations, governments and educational bodies around the world.

**Interdisciplinarity** – Work across disciplines to configure content that addresses practical workplace and societal challenges.

**Internationalization** – Continue to gain credit recognition for our programs, particularly in Korean, Mexican and Japanese universities.

**Innovative formats** – Experiential learning, blended models with classroom and online instruction, and intensive study programs with weekend retreats to meet special needs.

**Certificate recognition** – Full- and part-time certificate programs in over 35 content areas.

In 2004, the Sauder School of Business Executive Education began a comprehensive corporate training partnership with Hayes Forest Services in Duncan, BC (recognized as one of Canada's 50 Best Managed Companies).

This exciting partnership is ongoing and involves not only the delivery of a various programs (ranging from finance and accounting to opportunity recognition, presentation skills, coaching and mentoring) that will culminate in a management excellence certificate for participants, but also a variety of consulting services.

“In setting up a training and development function at Hayes Forest Services, the Sauder School of Business has been our most important partner”, says Caroll Taiji, Vice President of Organizational Development at Hayes. “Not only have they provided outstanding programs and world-class instruction, but they have gone well above and beyond in supporting and coaching us through this formative stage of the initiative. We truly feel like they have invested in our success.”

For Patrick McDermott, attending a class at UBC would mean a 12-hour flight over 3100 km of icy wilderness, but thanks to UBC's first online master's degree, he can learn how to enrich the lives of his 256 Inook students without ever leaving town. McDermott teaches in Pond Inlet, Nunavut, a tiny community accessible only by plane. The Master's of Educational Technology program, offered by the Faculty of Education in collaboration with Distance Education and Technology and in partnership with Tec de Monterrey in Mexico, has attracted students from as far as Switzerland and the Philippines. The online courses teach educators to use technology as a teaching tool.

“My biggest teaching challenge is finding effective ways to reach students from a traditional native culture whose first language is Inuktitut,” McDermott says. “Students are trying to adapt their traditional skills to Western technological skills and demands. The web, computers, and multimedia can help bridge this gap.”

## Open Road

### Nurturing Learning Around the Globe

UBC is part of a growing worldwide network of learning, and continuing educators are strengthening the links, building new partnerships and extending learning internationally.

Our collaborative projects help address issues in world health and safety, economic opportunity, intercultural understanding, human rights and sustainability, guiding our students toward an ethic of global citizenship.

Dr. Michael Seear, professor of clinical medicine and pediatric respirologist at BC Children's Hospital, currently teaches a course in international health and development targeted to professionals – engineers, bankers, educators – who want to apply their skills to a broader vision of health. Seear's course tackles issues of sustainable development, access to clean water, human rights, security, and safety, raising awareness of international health and aid issues as well as cultural, social, economic and political environments aid workers might encounter. Offered through Continuing Studies as part of the UBC Certificate in International Development, the program is primarily web-based.

Elsewhere, a Continuing Studies partnership with the Digital Chosun media company allows us to deliver continuing education throughout Korea. We offer Spanish Immersion in Cuba, Art History in Florence, and Photography in Southern France. In 2004, health professionals from Guangdong Province, China, connected with the BC Centre for Disease Control and UBC faculty members through Continuing Studies, which led to plans for future cooperation in vaccine research, testing, and health administration.

The Sauder School of Business has many successful international relationships as does the Faculty of Education, for example the Master of Educational Technology (MET) with Tec de Monterrey, Mexico, Teaching English as a Second Language (TESOL) program with Ritsumeikan University, Japan, and a program with the Hong Kong Institute of Education.

Our alumni can now tap into the UBC classroom experience regardless of where on the globe they call home.

It's a big classroom in an ever-shrinking world.



*“Every discipline and every profession or job in some way impacts on someone's health somewhere in the world.”*

Dr. Michael Seear, professor of clinical medicine, pediatric respirologist at BC Children's Hospital, and Instructor, UBC Certificate in International Development



# Open to Change

## Plans for the Future

Continuing education at UBC remains agile and flexible, ensuring relevance and operational success in today's complex and often competitive educational marketplace. Our primary areas of focus for the future are innovative programming, operational effectiveness and international partnerships. Our strategies are affected by key trends:

- Mature learners seeking expanded access to graduate education through career-focused programs
- Students demanding flexible learning delivery modes and locations through new technologies
- Learner demographics shifting in age, cultural background and geographical location
- Programs for international students increasing in scale and importance
- Lifelong learning practice growing in local, regional and international economies.



Our strategic imperatives are to deepen successful relationships with our learners, our partners, our faculty; leverage UBC expertise within the community; and develop rich learning experiences that make a difference in people's lives.

Going forward, our commitments include the following:

**Laddering content and credit** – increasing access to the University through non-credit offerings; students receive recognition for prior learning as appropriate

**Community connections** – participating in the cultural, social and economic health of communities, and addressing societal needs

**Customized training** – bringing classroom and boardroom together; Executive Education provides a full-array of management consulting and professional services with the aim of playing a strategic role in the development of corporate universities for partner organizations

**Diversification** – broadening the base of programming and clientele to provide strength and resiliency

**Global citizenship** – preparing online courses to be offered to international partners and for credit at UBC

**Global learning centres** – supporting satellite campuses of Pacific Rim partners to serve international learners

**Intercultural communication** – expanding contracts through forestry, engineering, pharmacy and business

**Leadership with the Olympics 2010-UBC relationship** – learning, research and service in support of Games excellence and valued legacies

**New credentials for working adults** – building capacity through career-focused programming and applied degrees



**New program development** - developing an EMBA and applied degree programs through the Sauder School of Business Executive Education

**On-site ESL program delivery** – extending the international client base of the English Language Institute in Mexico, Eastern Europe and elsewhere

**Physical location/expansion** – relocating 35 Continuing Studies staff from UBC Robson Square to a new site on University Boulevard at the Point Grey campus

**Professional programming** – strengthening links to professional associations and emerging interdisciplinary fields

**Quality Assurance** – taking a leadership role in the development of internationally recognized quality assurance system for ESL/FSL

**Renewed information management systems** – for Continuing Studies, for Sauder School of Business and UBC Okanagan

**Educational travel** – educating through language and culture immersion, offering up to 10 destination programs per year in languages, art history and photography

**UBC Life and Career Centre** – educational and community resource supporting personal and career development

**UBC Okanagan** – opening the door to Okanagan-centred continuing education initiatives

Potential challenges to our future plans include:

- Local and global economies and politics – rising Canadian dollar, foreign exchange, sector vitality
- Market fluctuations – expansion of new markets, specialization and drive for credentials
- Organizational effectiveness – quality assurance, budget agility, staff engagement



We mitigate these challenges through market research and environmental scans, leveraging skills, diversity of clientele, strong networks and partnerships, diversity of country focus, and our business acumen.

Ultimately, lifelong learners guide our decisions as we respond to the evolving learning needs within our communities. We plan for sustainable growth. And we continue to open new doors with an open mind.



## Open Relationships

### UBC Continuing Education Partners and Sponsors

**SIGNATURE PARTNERS** HSBC Bank Canada • TELUS • **CANADIAN PARTNERS AND SPONSORS** Arthritis Society • BC Centre for Disease Control • BC Institute for Studies in International Trade • BC Nanotech Alliance • British Columbia Centre for International Education • British Columbia Institute of Technology • Canadian Bureau for International Education • Canadian Education Bridge • Canadian International Development Agency • Canadian Women Voters Congress • CBC • Centre for Intercultural Learning • Channel M • Commonwealth of Learning • Couchiching Institute on Public Affairs • Dunbar Community Centre • Gabriola Kayaking • The Gestalt Training Institute • Heart and Stroke Foundation • Human Resources and Skills Development Canada • Institute of Corporate Directors • International Internet Marketing Association • Jewish Community Centres in Vancouver and Victoria • Justice Institute of BC • The Laurier Institute • Learn4Fun Enterprises • Physiotherapy Association of BC • QA Labs • Queen's University • Royal Roads University • Seneca College • Sheway • Simon Fraser University • University of Alberta, School of Business • University of Toronto, Rotman School of Management • University of Victoria • University of Western Ontario • Vancouver Asian Heritage Month Society • Vancouver Java Users Group • Vancouver Opera • Vancouver Symphony Orchestra • Wilderness Alert • York University, Schulich School of Business • **INTERNATIONAL PARTNERS** Austria: Johannes Kepler University • Bhutan: National Institute of Education • Brazil: Fundação Dom Cabral • Chile: Ministry of Education • University of Chile • China: Ministry of Health, Guangdong Province • Xu Beihong College of Arts, Renmin University of China • Shanghai Jiao Tong University • Hong Kong SAR: Hong Kong Institute of Education • Croatia: Croatian Academic and Research Network, Zagreb • France: Bordeaux Language School • Ecole Alpha.b, Nice • Université de Perpignan • L'Université Catholique de Lille • Italy: Idea Verona • Scuola Leonardo da Vinci, Florence • Japan: Daito Bunka University • Hakuoh University • International Christian University • Komazawa University • Nichi Dai University • Nippon Institute of Technology • Osaka Electro-Communications University • Otsuma Women's University • Ritsumeikan University • Taisho University • Tokyo University of Agriculture • Waseda University • Mexico: Instituto Cultural Oaxaca • Tec de Monterrey • Singapore: International Development Research Centre • South Korea: Chonnam National University • Chung-Ang University • Daegu University • Daehong Communications • Digital Chosun • Dongguk University • Hallym University • Hongik University • Konkuk University • Kookmin University • Korea Telecom • Myongji University • Pusan National University • Sanji University • Sejong University • Seoul Women's University • Sung Kyun Kwan University • Woosuk University • Yeungnam University • United States: Educational Testing Service • Project Management Institute • PMI eBusiness SIG



# Open House

## Showcasing Awards and Milestones

### Awards

- BC Innovation Award 2004  
Instructional Designer Jeff Miller and Associate Professor Teresa Dobson  
Collaboration on ETEC 540 within the Master of Educational Technology  
(Distance Education & Technology)
- CGA Graduate Teaching Award Winner  
Daniel Skarlicki, Associate Professor, Organizational Behaviour and Human  
Resources Division, Sauder School of Business
- Distinguished University Scholar  
Ira Nadel, Instructor  
UBC Writing Centre (UBC Continuing Studies)
- Ending Racism at UBC – Outstanding Contribution  
Safe Together @ UBC  
Yvonne Brown, Manager of International Initiatives  
External Programs & Learning Technologies (Faculty of Education)
- Honorary Doctorate from Okanagan University College  
Graham Hingangaroa
- Innovation Award in Education Technology 2004  
Teresa Dobson and Jeff Miller  
External Programs & Learning Technologies (Faculty of Education)
- James Beard Award Nominee for a Radio Show  
Don Genova, Travel and Food Instructor  
UBC Writing Centre (UBC Continuing Studies)
- Killam Research Prize  
Dale Griffin, Associate Dean, Academic Programs and Professor,  
Marketing Division, Sauder School of Business
- Killam Teaching Prize Winner  
Judy Brown, Tutor Instructor  
UBC Writing Centre (UBC Continuing Studies)
- Marketing Award (Advertising)  
Canadian Association for University Continuing Education  
“Go for IT” Business in Vancouver Advertisement (UBC Continuing Studies)
- Marketing Award (Large Brochure)  
Canadian Association for University Continuing Education  
Computers and Technology Calendar (UBC Continuing Studies)
- Marketing Award (Printed Materials)  
Canadian Association for University Continuing Education  
High-Tech Career Programs Presentation Folder (UBC Continuing Studies)
- Poets’ Corner Award  
Stephanie Maricevic (UBC Writing Centre)
- Sauder Senior Research Excellence Award  
Dale Griffin, Associate Dean, Academic Programs and Professor,  
Marketing Division, Sauder School of Business

### Milestones

#### UBC Continuing Studies

- Registrations increased by 2.3% over the previous year
- 30% of students taking more than one course a year
- Expanded range of alternate credential programs – two courses are now recognized for credit at UBC
- Nine universities now recognizing non-credit UBC courses as credit programs at their institution
- New certificates launched: International Development, Practice Education
- New relationships established with the Physiotherapy Association of BC, CBC, Digital Chosun (Korea), Wonkwang University (Korea), Maebashi Gaken University (Japan), Thammasat University (Thailand) and Kyungnam University (Korea)
- New course offerings launched at UBC Robson Square – language classes, Third Age Partners in Learning Group
- Three Canadian Association for University Continuing Education (CAUCE) awards won for marketing initiatives

#### UBC Faculty-Based Continuing Education

##### Agricultural Sciences

- UBC Botanical Garden and Centre for Plant Research provided hands-on courses taught by staff and guest lecturers; launched the Botanical Art course, taught by an artist whose work has been featured in gardening books and magazines; offered a garden writing course taught by the former editor of a gardening magazine; continued Christmas wreath-making courses; hosted a series of lunchtime lectures

##### Applied Science

- Rapid expansion of the UBC Certificate in Project Management, resulted in introduction of intensive option in addition to part-time study format

##### Sauder Schools of Business – Executive Education

- Increased business seminars by 45%, with new courses in Corporate Reputation Management; Balanced Scorecard; Privacy Laws; Strategic Alliances; Creating an Innovative Corporate Culture; Personal Creativity; Coaching; Leadership; Maintenance Operations; and Marketing
- Launched a major new initiative in Certificate options, with new certificates in Effective Business Leadership; Executive General Management; Human Resource Management; Management Development Certificate; Management Excellence; Strategic Innovation; Strategic Leadership

- Designed a Personal Learning Planner to help participants chart their career development path
- Offered notable Briefings that attracted much media publicity for UBC, including Work-Life Balance and Inspirational Leadership
- Facilitated a series of successful executive briefings and a day long Leadership Conference in conjunction with the Institute of Chartered Accountants of BC (ICABC)
- Launched a major new initiative called Directors Education Program, in partnership with the Institute of Corporate Directors (ICD), SFU and University of Toronto Rotman Business School
- Continued to offer the International MBA in partnership with Shanghai Jiao Tong University, a major initiative in terms of the complexity of running our academic degree program in an overseas location.
- Completed the 5 year initiative with the Government of Guangdong Province, China, which included developing special training programs for senior administrative personnel that address needs in the sectors of government, science and technology, education, finance, and industry.

##### Sauder School of Business – Real Estate

- Authorized by the Real Estate Act of BC since 1958 to provide the pre-licensing real estate education for all people intending to become real estate salespeople, property managers and brokers within the Province
- Offered programs entirely by distance education
- Offered various real estate-related credit programs, including certificate, diploma and bachelor degree programs

##### Dentistry

- Met in-person continuing education needs of over 2,500 dental professionals through full-day and evening lectures, hands-on courses, study clubs and licensing programs
- Promoted self-directed continuing education, through our Clinical Topics in Dentistry videotapes, to over 3,200 Canadian dental professionals
- Attracted close to 400 North American dentists as well as some from other countries to our Richard V. Tucker Symposium

##### Education

- Launched three new Graduate Cohort programs – Surrey, North Shore, and Urban Learner 4 – attracting 65 new students
- Converted all but one distance education course to online, web-based courses using WebCT
- Continued to offer far-reaching programs from Diploma students in Kamloops, BC to Master’s students in 22 countries

##### First Nations House of Learning

- Has offered the Short Course for Principals of Band Controlled Schools and the First Nations Health Careers Summer Science Program (in collaboration with the Institute of Aboriginal Health) for over 20 years

##### Interprofessional Continuing Education (Health Sciences)

- Continued to be the only university-based interprofessional program centre in Canada (self-supporting; this well respected unit has been offering programs for over 25 years)
- Offered 16 conferences, with a total registration of 5,000 participants
- Partnered with many credible community-based organizations including BC Women’s Hospital and Health Centre; BC Cancer Agency; and the Sunny Hill Health Centre for Children

##### Medicine

- Developed annual program on diabetes, including conference for health professionals and a public forum
- Expanded Palm Pilot workshop for physicians to be available across Canada
- Provided a series for rural doctors delivered by video-conference, audio-conference, online courses and small group live presentations
- Developed a new Psychiatry for Primary Care Physicians program in collaboration with UBC Psychiatry
- Secured funding from Health Canada to lead a national project involving all 17 medical schools
- Developed a new family of software products aimed at assisting primary health care providers in the effective management of chronic disease

##### Occupational and Environmental Hygiene

- Offered an all-new series of short-term courses in 2004, including: Assessing Airborne Chemical Hazards: Principles, Applications & Techniques; Air Quality & Health Impact Assessment; Back Injuries: Ergonomic Risk Assessment & Control; and Occupational Hazards to Health Care Workers

##### Pharmacy

- Conducted a comprehensive needs assessment, online and in print, with pharmacists in BC
- Utilized innovative technology and software to conduct real-time web conferences and converted multimedia presentations from educational events to online, streaming media presentations
- Organized UBC/Pharmacy Alumni Annual “Update” Conference, New Ideas for Old Friends Long-Term Care Conference, Annual Northwestern BC Conference, Pharmaceutical Compounding: the Basics and Beyond, Helping Patients Live with Cancer: Current Issues in Oncology, Victoria Lecture Series
- Provided the Canadian Pharmacy Practice Programme, designed to help internationally-trained pharmacists prepare for practice in Canada and Canadian-trained pharmacists re-enter practice after an extended absence, as well as develop core competencies of practising pharmacists
- Produced the New Concepts in the Treatment of Depression videotape sessions and organized small group sessions attended by over 150 pharmacists from eight BC communities

# Learning for Life



Office of the Associate Vice President, Continuing Studies  
The University of British Columbia  
410-5950 University Boulevard, Vancouver, BC V6T 1Z3

T (604) 822-0882 F (604) 822-1599

[www.ubc.ca](http://www.ubc.ca)

