

PRESIDENT'S REPORT TO THE BOARD

November 20, 2018

PRESIDENT'S OFFICE

Following the municipal elections, the President's Office has reached out to Mayor-Elect Mike Little (District of North Vancouver), Mayor-Elect Linda Buchanan (City of North Vancouver), Mayor-Elect Karen Elliott (District of Squamish) and Mayor Elect Mary-Ann Booth (City of West Vancouver) congratulating them on their appointments. We extended an invitation for them to visit the campus in the coming weeks and look forward to sharing more information with them about the University's top priorities as we celebrate our 50th Anniversary.

On October 18th, Capilano University held the annual Alumni Awards of Excellence at the Pipe Shop in North Vancouver. The event welcomed 150 alumni, their families and friends as well as sponsors, community members, faculty and the University's senior leadership. This year's award program recognized outstanding alumni, CapU's 50th anniversary and Capilano University Alumni Association's 10th anniversary. Awards were presented to five alumni who exemplify CapU's brand.

On October 26th, President Paul Dangerfield held a Let's Talk Innovation session entitled "Is There an App for That?" which was attended by approximately 65 employees. Paul lead a conversation around what innovation is, whether creativity and innovation are the same thing and what an innovative University looks like.

Paul Dangerfield has recently been appointed as a Board member on the West Vancouver Chamber of Commerce. He attended their AGM on November 6, 2018.

CapU's Executive Team will be hosting a table of 10 at the November 15th Annual North Vancouver Chamber Business Excellence Awards Gala. This signature event celebrates 21 years of business excellence with the outstanding members of our North Vancouver business community.

ACADEMIC & PROVOST

- » In the New Year, the University is welcoming the next Dean, Faculty of Arts & Sciences. Dr. Pouyan Mahboubi will commence his appointment on January 2, 2019 joining us from his previous position at Coast Mountain College (formerly North West Community College). He brings nearly two decades of teaching in the college sector and has most recently been Dean with responsibility for Arts and Sciences among his portfolio. With a PhD in Natural Resources and Environmental Studies from UNBC, accomplishments in building partnerships between funding agencies, the community, faculty and students; success with extending experiential education and destination programming for distinctiveness; and a demonstrated high commitment to working with faculty, Indigenous communities and internationalization in the pursuit of academic excellence he has much to contribute in support of the University vision and priorities.
- » Moving forward with the recommendations of the former Research Task Force, a University-wide call for contributions to an inventory of creative/scholarly activity and research is underway. This will serve multiple goals

including a broad understanding of the accomplishments of University employees over the last five years, opportunities to profile and celebrate this, and contribute to approval and accrediting requirements and to evolving the research and scholarly/creative activity plan. Updating the inventory is planned to be an annual request. Additionally, the Research Ethics Board is continuing to develop processes in support of review of research with human participants, and a website presence has been created to support this important work.

- » A collaborative endeavor with Student Success, a suite of First Year Seminar courses have been approved by Senate and the first four courses will be offered in January. These courses will be targeted to first year students, and include key learning outcomes that are known to foster student success (e.g., critical inquiry, information literacy) and have engaging topics that draw students from across the University.
- » Faculties, Library, and Academic Initiatives and Planning Office are actively engaged in the integrated planning processes of the University including actively exploring additional approaches to offer more programming (courses, course sections, and additional seats in existing programs) in areas of high student or employer/sector demand.

FACULTY OF ARTS AND SCIENCES

- » Frameworks for proposed Bachelor of Arts and Bachelor of Science credentials are under development.
- » Credential development initiatives continue and Stage I of the Bachelor Science General has just concluded its external posting with work on Stage II now to commence.
- » The Faculty has been examining its structure and has struck an ad-hoc committee to explore ways in which its organization can be improved. This includes review of academic governance (e.g., Faculty by-laws) and the proposed creation of an Institute of Interdisciplinary Studies.
- » Acting Dean Dr. Aurelea Mahood attended the meeting of the BC Deans of Arts and Sciences at BCIT in October. This meeting brings together Deans from all over British Columbia to discuss topics of common interest and opportunities.
- » Dr. Leonard George recently had an article about his research on the history and psychology of altered states of consciousness accepted for publication by the Berlin Quarterly.
- » To kick off International Education Week, in collaboration with the Center for International Education, the Languages department hosted a World Language Cafe event on November 19.
- » November 2 saw a joint activity to bring in Lawrence Paul Yuxweluptun to speak as an internationally renowned BC First Nations artist, aboriginal-rights fighter and environmental activist.



MT. CURRIE

- » Faculty and administrators attended the opening ceremony for the impressive new Lil'wat Nation education building and cultural center, the Ts'zil Learning Center on October 18th. University faculty have now relocated their offices into the learning center, continuing the long standing relationship between the University and the Nation and supporting the educational needs and aspirations of the Nation.
- » With the support of First Nations Student Services, a part-time Aboriginal Education and Career Facilitator position has been created to better assist students in our partner First Nation communities to pursue post-secondary education (funded through the Aboriginal Services Plan).

SECHELT CAMPUS

- » An annual connecting time, Opening Doors was held November 9th to connect Grade 9 First Nations students with opportunities in learning and post-secondary.
- » A new resource person has been hired in the Special Advisor – Indigenous Initiatives Faculty Advisor role. Dionne Paul, joins the team to assist with indigenizing curriculum, programming and the learning environment.

FACULTY OF BUSINESS AND PROFESSIONAL STUDIES

- » Building on a strong relationship of international activity between the School of Business and the University of Plecas (agreement signed in 2012), the Deans, Director of the Center for International Experience and the Vice-President Academic & Provost had an engaging meeting with representatives of the University of Plecas to discuss further opportunities for collaboration including research and innovation initiatives beneficial to both universities, high impact learning practices, graduate programs, innovative teaching methods, programming and curriculum innovations.
- » On October 12, Dr. Halia Valladares, Dean, represented the University as one of the invited panelists of the Mexi + Can Forum (<https://www.redglobalmxbc.com/mexicanforum/>) held in Vancouver. The event brought prominent thought leaders from Mexico, British Columbia, and other parts of Canada to discuss topics relevant to strengthening the bilateral ties between these regions. Halia contributed on the topic of flow of talent.
- » The first Canadian regional Conference called “the Art of Developing Entrepreneurial Leaders” (Kelowna BC) by the Accreditation Council for Business Schools and Programs (ACBSP) was attended by the Dean and the Vice-Chair Academic from the School of Business to continue to gain insights in support of the application for accreditation including activities of meeting with several of the Canadian evaluators and accreditation mentors.
- » In the School of Legal Studies five new legal studies elective courses are under development including immigration law, commercial real estate, and the legalities of financing technology start-ups.
- » *Creating Connections*, first launched in 2006, hosted its annual event on November 15th – an important and well attended forum for business professionals to connect with alumni and future graduates of the Faculty and afforded a key opportunity for students to interact with potential employers.
- » Based on ongoing identified continued interest for employers, the one-time offering of Citation in Contract Law is being advanced through the institutional approval processes for ongoing approval to facilitate future offerings aligned with industry and community needs.

FACULTY OF EDUCATION, HEALTH & HUMAN DEVELOPMENT

- » The Rehabilitation Assistant diploma program partnered with Vancouver Coastal Health Rural Service Delivery program to provide its first practicum in Bella Coola. The practicum student worked alongside a recent program graduate to provide rehabilitation services to this previously underserved community.
- » Instructor Daina Moore took Health Care Assistant students to the Downtown East Side to hand out warm winter socks to local residents of as part of a departmental community engagement effort.
- » On October 18, the provincially declared Health Care Assistant's Day was celebrated with Nicholas Simons, MLA for Powell River-Sunshine Coast, visiting students and faculty in Sechelt.
- » The Music Therapy department hosted the [Music Therapy Association of BC annual conference on October 20](#), a professional development opportunity for those in the field to connect and learn.
- » ECCE faculty Dr. Annabella Cant has been invited to sit on the Academic Council of the Centre for Imagination in Research, Culture, and Education, housed at Simon Fraser University.
- » *Pedagogies for Children's Perspectives* was published in October by Routledge. The volume was edited by ECCE Coordinator and faculty, Dr. Laurie Kocher and includes chapter submissions from ECCE faculty, Dr. Sylvia Kind, and students.
- » Credential development is underway for two new post-baccalaureate diplomas in the department of ECCE in specialized *pedagogista* and *atelierista* studies.
- » Dr. Kathleen Kummen (with Dr. Veronica Pacini-Ketchabaw of Western University and Dr. Denise Hodgins of the University of Victoria) is continuing her work on the BC Early Years Pedagogy Network, a project designed to enhance learning and practice in the ECE sector and funded by the Ministry of Children and Family Development. The most recent activity is launching of a multi-site research project focusing on the national network to investigate success and processes of pedagogists, understand more fully the leadership capacity and contributions within the early years sector and foster innovative pedagogy/education through reflective professional learning.

FIRST NATIONS STUDENT SERVICES (FNSS)

- » [Truth and Reconciliation Week](#) was held at Cap U from September 24–28. Over 1,200 people participated in a wide range of events, including community talks, presentations, film showings, and a blanket exercise. The week concluded with a keynote address delivered by Steven Point, former lieutenant-governor and former chief commissioner of the BC Treaty Commission.



FACULTY OF GLOBAL & COMMUNITY STUDIES

- » Under the leadership of faculty Christy Dodds, Cooperative Education Coordinator, the School of Tourism Management is focusing on enhanced departmental and institutional capacity in co-op programming and work integrated learning (funded through one time funding from the Ministry of Advanced Education, Skills and Training).
- » Stephanie Wells, Chair, School of Tourism Management recently attended the 20th anniversary celebration of Vancouver Premier College recognizing and honoring the College as an important and longstanding pathway partner.
- » The University's Pacific Asia Travel Association (PATA) Student Chapter launched an innovative podcast series that explores issues in the tourism industry and provides meaningful opportunities for students to engage with tourism professionals around the globe: <https://patacapu.com/episode2/>
- » On September 27, 2018, the Tourism & Outdoor Recreation Student Association (TRECSA) hosted a well attended event for World Tourism Day 2018 that included a panel of top talent from the local tourism industry.
- » Concerted Planning for a Master's degree in public administration with a focus on local government is underway, with involvement from municipal and post-secondary partners.
- » On October 4, the School of Human Kinetics hosted a fun and successful Walk/Run Back to 1968 as another celebration of the University's 50th anniversary and to promote health and wellbeing on campus.
- » Human Kinetics faculty and staff are key partners with the Department of Athletics and Student Success in launching the University Student Health and Wellness Survey. This is part of a wider effort to identify mental health and other health-related concerns and needs among the student population.
- » The Stage I proposal for the Bachelor's degree in Human Kinetics has been submitted to the Ministry for review. Work has begun on the Stage II proposal.
- » The Global Stewardship Associate of Arts Degree is undergoing a process of revisioning and redesign including internal and external stakeholder consultation. Launch of the redesigned program is anticipated for Fall 2020.

FACULTY OF FINE & APPLIED ARTS

- » Student and graduates of the IDEA program (design and illustration) won significant awards recently:
 - **GDC National Scholarship Awards:** The winning students are profiled on the GDC national website, the national newsletter, and also receive prominent coverage in Applied Arts Magazine as well as other Canada design publications. The \$2,000 Adobe Scholarship was awarded to Alex Tench (Grad 2013) and Henry Slaughter (Grad 2013), and the \$1,000 Applied Arts Magazine Scholarship was awarded to Alexis Young (Grad 2013).
 - [Applied Arts Georges Haroutiun](#) \$1500 Scholarships have 3 categories, IDEA19 students won them all:
 - o IDEA School of Design students Ashley Loo (Design), Charmaine Cheng (Advertising), and Jominca Engelbrecht (Illustration) were all selected by Applied Arts judges as the top winners of the annual \$1,500 scholarships. Congrats also to our runner-up, Emily R Powers (Illustration) who won a \$1000 scholarship.

- » After an extensive internal consultation and a thorough selection process, Doreen Manuel was appointed October 31, 2018 as interim director, Bosa Center for film and animation. Doreen brings a wealth of experience to this role and her leadership and expertise will make positive contributions to the Center, University and beyond.
- » As part of CapFest, the School of Motion Picture Arts hosted a well-attended open house that included Minister Melanie Mark, Advanced Education, Skills, and Training touring the Bosa building.
- » Graduates of the School of Motion Picture Arts have been active:
 - o As mentioned in *Globe and Mail's* University Report: In 2017, Motion Picture Arts student Malibu Taetz was the second Capilano student to be included in the Short Film Corner at the Cannes Film Festival.
 - o At the 10th anniversary of *Off-the Grid* (October 18, 2018) two films from spring 2018 (*Ennui* and *The Bus Stop*) and four from previous years (*Return to Sender*, *Socket*, *Red Danube*, *El Gigante*) were shown.
 - o *The Bus Stop* created by a student who graduated this past June, is in three film festivals: Whistler Film Festival (Nov. 28-Dec 2.), National Film Festival for Talented Youth in Seattle (Oct. 26), and the Vancouver International South Asian Film Festival (Nov. 22-25.)
 - o *Socket*, an *Off the Grid* film from 2016, showed at *GenreBlast* in Winchester, Virginia in August; also selected for the [Sick 'n' Wrong](#) festival in Orlando, Florida, Nov 2-3.
 - o Graduate and alumni Danette (Petie) Chalifoux was the winner of the Enduring Alumni Award and was presented with this honor at the University Alumni Gala Dinner held last month. She was also identified as “5 to Watch” in *Playbook* magazine.
 - o Graduate and alumni Gigi Saul Guerrero (director for horror film *El Gigante*) got signed to direct for Warner Brothers.
- » North Van Community Arts Council runs the North Shore International Film Series in cooperation with the Toronto International Film Festival. They will introduce feature films at Cineplex Odeon at Park & Tilford with a student film from MOPA.
- » *Think Again* (3rd year students' film: Janessa St. Pierre, writer; Hannah Van Buren producer; and Prabhjot Nijjar, director) screened at Historic Lyric Theatre Festival, in Kentucky, on October 20, 2018.
- » Desiree Wallace's (Alumni, 2017) documentary, [Res-Urgency](#), premiered at Portland Film Festival on October 26, 2018.
- » Many graduates of Indigenous Independent Digital Filmmaking (IIDF) have been hired on the feature film *Monkey Beach* (filming in Kitimat.)
- » There was a strong IIDF film presence in [ImagineNative Film Festival](#), held October 17-21, in Toronto. This is the first time there has been any representation from western Canada in this festival and the IIDF shows sold out.
- » *Edge of the Knife* by IIDF alumni Helen Hay Brown ac co-director was in [TIFF](#) (Sept. 10) & [VIFF](#) (Oct. 3-5) and additionally was screening during the University's Truth and Reconciliation Week with a Q&A opportunity post

screening. This film was made with the indigenous community; trained local people with CapU IIDF faculty/alumni for actors and crew; CBC made a documentary about the making of *Edge of the Knife*.

- » A positive mention was made in the recent *Globe and Mail's* Report for 2D Animation.
- » Alumni of 2D Animation continue to make impacts, with two graduates (Dallas Parker & Craig Roberts) launching Doberman Pictures, a new 2D Animation studio in Vancouver.
- » Faculty and students participated in Spark Animation 2018: Film Festival, Oct. 25–28 (2D, 3D & VFX Animation) with faculty on the jury as well as hosting James Baxter (animator of “Belle” for *Beauty & the Beast*) hosted on campus for an inspirational activity with students.
- » The BlueShore Financial Centre for Performing Arts has had a very positive start to the year with the Bria Skonberg concert sold out and the resumed Speaker Series getting lots of attention with Gabor Mate sold out and both Fran Lebowitz shows sold out. Attendees are coming from all over North America.
- » There was a wonderful alumni concert at CapFest that included 10-11 performers and an audience of about 100 people that showcased what the music program is all about.
- » Jazz: There was a mention in *Globe and Mail's* University Report that alumni and instructors from Capilano University have been nominated for, and won, Juno Awards.

LIBRARY

- » On October 25, 2018, 36 librarians from across BC were hosted at a full-day workshop devoted to revitalizing classroom practices and expanding the range of information literacy skills librarians can teach students. Led by Jocelyn Hallman, Teaching and Learning Librarian, participants experienced advanced information literacy activities first hand, reflected on their practice, and shared ideas with librarians from other institutions. This is the second time the University has hosted a workshop on library pedagogy for the BC academic library community.

ACADEMIC INITIATIVES AND PLANNING OFFICE

- » Three program reviews significantly completed, moving to the next stage of developing action plans based on recommendations from their self-studies and external review reports.
- » Program development continues in the various stages with three Stage I proposals in various steps for either public comment under the Post-Secondary Institution Proposal System (PSIPS) or moving forward to the Quality Assessment Board (DQAB) for consideration.
- » The focus of unit assessment has been to continue supporting units as they move their assessment plans into the integrated planning process, utilizing insights gained to consider next steps and future initiatives.

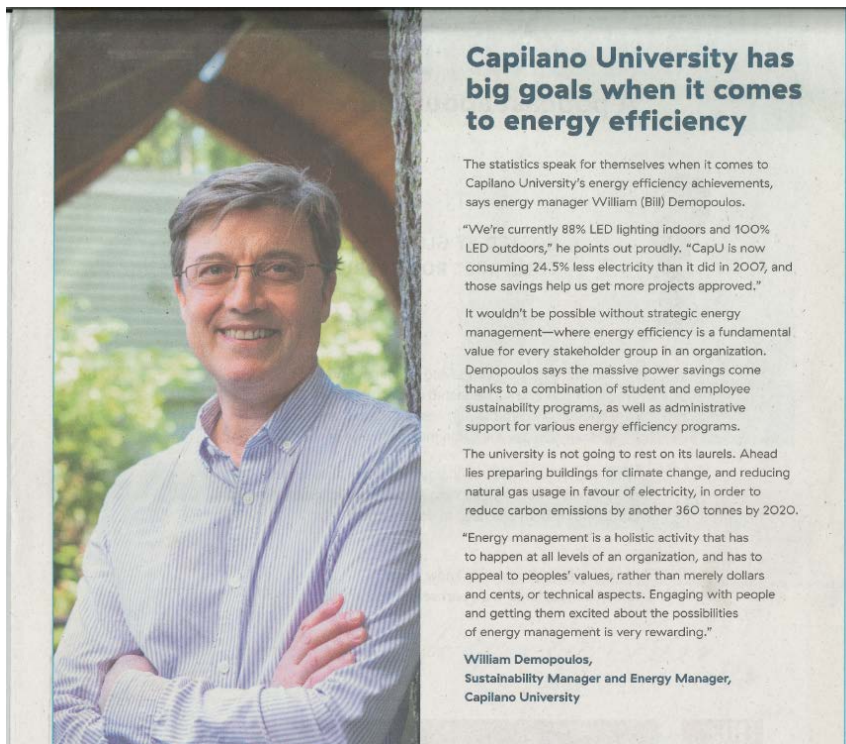
FINANCE & ADMINISTRATION

Budget development for 2019/20 – 2021/22 will be linked with the integrated planning and operational plans for the University. At the first Senate Budget Advisory Committee (SBAC) on October 17, 2018, the Committee received an overview of the planning process and how this will inform budget development. The materials provided to SBAC have also been shared with the Finance and Audit Committee, and the consent agenda for the Board of Governors.

The Q3 forecast is due to the Ministry on December 13, 2018. Considerable work is underway with budget holders to develop a forecast that will be used to inform decision making for the balance of 2018/19.

FACILITIES

- » **Health & Safety and Emergency Preparedness:** As part of our responsible health and safety program, CapU has initiated a violence risk assessment, in conjunction with the Joint Health and Safety Committee, for the North Vancouver and Sechelt campuses and student housing. The assessment will document existing safety and security measures and make recommendations for enhancements. The project is expected to be completed March 2019.
- » **Sustainability:** The CapU Works Winter Makers' Market, which is run by student employees to encourage shopping at work for locally made food, crafts and gifts to support economic, social and environmental sustainability will be held Tuesday, November 20 from 11:00-3:00.
- » **BC Hydro** has agreed to fund 50% of a feasibility study to electrify the Cedar Building heating systems, valued at approximately \$20,000. This initiative is part of our on-going effort to de-carbonize and adapt to climate change.
- » **Buildings and Infrastructure:** An institution-wide audit on the existing building infrastructure was conducted at the end of August, aiming to update essential data bases that inventory CapU Assets conditions. The Facilities team is in the process of reviewing findings from the audit to ensure the data base contains accurate information that will be used for planning future capital investments. In addition, several maintenance projects have been completed through the Fall including a renewal of all end of life ceiling tiles in the Fir Building, a structural repair to the BlueShore Theatre stage, and the right sizing of the boilers in the Bosa Building.
- » William Demopoulos, our Sustainability Manager, was featured in the Globe & Mail on October 19, as a leading energy manager for the post-secondary sector for his work to conserve energy across the CapU campus.



INFORMATION TECHNOLOGY SERVICES

- » A significant upgrade to the university's core administrative system (Banner) for student records management was completed in October with no significant issues.
- » An upgrade of staff workstations to Windows 10 continues with roll out of new equipment to key administrative users in October. This upgrade will include a refresh of desktop hardware for many users across the University and will be completed by March 2019.
- » An ongoing cyber security awareness campaign was launched in October, which included presentations to the Senior Leadership Council, phishing tests and awareness training. The University also continued work on implementation of the BC Government's Defensible Security framework.
- » Migration of student email to a new hosting location was completed in early October. The completion of this migration provides students with greater access to Microsoft Office products.

STUDENT HOUSING SERVICES

Spring 2019 Applications & Turnover

- » Currently, 60 students are registered for our "Fall Only" term and will be moving out in December. These students are primarily exchange/visiting students or other students who will be completing their studies this term.
- » Based on projections from last year, we expect an additional 24 students (currently registered for the full academic year) will request to move-out in December for a total turnover of 84 students.
- » At present, we have received 57 completed residence applications with 38 more in progress for the Spring 2019 term (total of 95).
- » With applications remaining open during the remainder of November, we expect to remain under 5% vacancy for the Spring 2019 term.

Residence Dining Hall Updates

- » We continue to respond to student feedback regarding the residence dining hall, resulting in a significant reduction in complaints over the past two months. Examples of these initiatives include:
 - Additional hours of operation, with Mon-Thurs closing time increased from 7:30 pm to 10:00 pm;
 - Installation of a new salad bar unit that allows for a more varied selection of products;
 - Increased options and variety for students with dietary restrictions, including gluten free and plant-based foods;
 - New channels for feedback, including the installation of a "Happy or Not" machine that allows students to provide real time assessment of food and service quality as they leave the dining hall.

STRATEGIC PLANNING, ASSESSMENT AND INSTITUTIONAL EFFECTIVENESS

CONTINUING STUDIES & EXECUTIVE EDUCATION:

- » Executive Education is working with BC Hydro to deliver a customized Business Presentation Skills workshop for one of their internal teams in January 2019. This workshop is designed to teach participants how to engage an audience with clarity, passion and purpose. Participants will learn proven storytelling skills as well as receive individual critique and encouragement on their performance and presentation structure.
- » Continuing Studies is working on several opportunities for summer ESL / English Language Enrichment programs for students from different regions across Latin America and East Asia. In addition to enhancing English language skills, these programs are designed to give participants a chance to experience Canadian culture through interaction with local students, guided field trips, outdoor activities as well as guest speaker sessions about First Nations Culture, Education in BC, and Doing Business in Canada.
- » Course planning for 2019 is well underway. Upcoming program offerings include Digital Communications, Data Analysis, and more. Continuing Studies is also collaborating with Economic Partnership North Vancouver (a program of the North Van Chamber of Commerce), to explore offering additional workshops geared to individuals who own or work for a small business in North Vancouver.

DIVISION OF STUDENT SUCCESS

- » The Student Life Hub and Learning Commons will be given access to TV screens in order to advertise tips about engagement, offerings of the programs within the Learning Commons and events on campus.
- » The Learning Commons is seeing an average of 1300 visitors a week.
- » Official Opening of the Learning Commons will be held on November 20 in the Learning Commons.

ACCESSIBILITY SERVICES

- » Accessibility Services Faculty participated in the Campus Wide Orientation and in the University One First Nations Student Orientation.
- » The final draft of the Academic and Accommodation Policy and procedures was submitted to our AVP to be reviewed by senior administration.
- » Submitted the Assistance Program for Students with Disabilities Annual Report to StudentAid BC-Directed Programs Unit.
- » Hired Shelby Jenkins as our new Accessibility Assistant and are in the process of interviewing and hiring a second Accessibility Assistant. These replace two staff who left earlier in the year.

ATHLETICS & RECREATION

- » Our athletes continue to make CapU proud: Blues win gold in men's soccer and silver in women's soccer; Blues Keith Jackson becomes the second highest goal scorer in PACWEST History behind Blues Corey Birza; Keith Jackson selected PACWEST Player of the Year; and Blues Alumni – Randy Celebrini was awarded the Alumni Excellence Award in Creativity. Other highlights:

- In the CCAA, our men's soccer team will play in the national championships Nov. 6-11, 2018 in Charlottetown, PEI.
- A&R held our home opener in men's soccer and 250 students attended.
- Provided an exhibition of 45 years Blues history for alumni at Cap Fest.
- Hosted the PACWEST Men's and Women's provincial Soccer championships – Oct 26/27 at Burnaby Lake.
- Launched the NCHA survey for health and wellbeing of students.
- Blues Alumni Rick Celebrini – hired as the Director of Sports Medicine and Performance by the defending NBA champion Golden State Warriors.

CAREER DEVELOPMENT CENTRE (CDC)

- » In September and October, the CDC had 258 one-on-one career advising appointments and 34 workshops. Over the period, we:
 - Hosted Cap to Career (C2C) alumni panel with 36 visitors and 3 alumni.
 - Hosted CDC Open House and welcomed about 40 visitors.
 - Participated in the CapU Orientation Street Party and the CapFest Experience Fair; numerous people stopped by the booths to play Career Pictionary.
 - Planned the Faculty of Business & Professional Studies 11th annual networking event, Creating Connections.
 - Were featured in the Cap Courier for an article about the struggles new alumni face in the job market.
 - Hosted a team participating in Orbis training and process mapping meetings.
 - Completed Phase 1 & 2 of Integrated Budget Planning.
 - Met with Adecco to discuss employment opportunities with students.
 - Worked with IR to distribute career ready survey to 527 industry partners.
 - Planned Career Development Month events.

LEARNING SERVICES

- » With the recent departure of Melissa D'Agostino, a search for a new Learning Support Advisor is underway. In the meantime, Steven Vogel (new Learning Specialist) is overseeing the Learning Skills workshops. Strategy sessions for learning continue to grow. Workshop requests are becoming more frequent now that Steven is reaching out and introducing himself and his services.
- » Appointment times between the Learning Specialist and students are full each week. Much of the work focuses on building student's academic confidence, particularly for those who are not academically successful, using an exercise

called a “brag book” to track even the smallest accomplishments. Time management is another key focus; 1st and 2nd year students especially struggle with this.

OFFICE OF INSTITUTIONAL RESEARCH

- » Tableau software has been fully implemented and analysts are now working on the creation of a dashboard for decision-makers using Tableau.
- » IR has been working closely with the Integrated Planning team to support the budget planning process.
- » A new analyst has been hired and will begin November 19 making a team of 5.
- » Christine Chan and David Han attended the CIRPA conference in Calgary in October.

STUDENT AFFAIRS

Student Success Facilitator for Transitions:

- » Developed curriculum and training tools for the **30 Starting for Success Peer Helpers** who directly assist all first year students at CapU. This included hosting meetings, developing binder tools, and meeting one on one with peer helpers every week as they had questions or concerns. Every two weeks development of new content relevant to the First Year Experience and transition for Peer Helpers to send to their students.
- » Wrapped up all orientation activities by having 5+ debrief meetings with several stakeholders like volunteers, partners, peer helpers, student affairs staff, etc. This includes building manuals, timelines, and plans for the following orientation. Feedback will be taken on board in the planning for next year.
- » Developed a program proposal for the campus-wide **Early Alert program** including benchmarking other institutions in Canada, researched on several software and tools, best practices in general, and started developing mind maps of the program and how the different resources and people at CapU could connect. Meetings with First Nations Student Services and IT have been held and individual meetings will continue until the end of the 2018 term.
- » Mara Schaffler attended a conference on **First Generation Student Success** in Orlando, Florida with the intention of developing targeted programming for this rising population in the coming terms.
- » Drafting plans for a **January Orientation** in communication with all stakeholders who helped during the summer and the Starting for Success Peer Helpers with the intention of helping January intake students feel a sense of belonging on campus.

Student Success Facilitator for Student Engagement:

- » CapULeads is now live and accepting applications for students to join the cohort leadership program put on by Student Affairs.
- » Positive Space training is being developed for staff and students for LGBTQ+ education.

Community Wellness Strategist:

- » Presented Take the Pledge to the President and SLC where members took the pledge against sexualized violence together.
- » Visited the Sechelt campus to offer disclosure training to faculty and students.

- » Website material continuing to be developed and put on the Student Affairs site.

REGISTRAR

FINANCIAL AID & AWARDS

- » Conducted a review of the minimum eligibility criteria that supports the nomination and disbursement of scholarships, bursaries and awards, in response to the new Student Awards policy approved in June. This resulted in changes to bursary GPA minimums and scholarship credit minimums that recognize shifts in our student population, reduce financial barriers for students, and better support student success while aligning with best practice in the sector. The changes will provide greater access to funding supports for our students' educational goals, effective for the Fall 2018 term and onward.
- » Launched the 6th annual Holiday Hamper program with a record number of departments and program areas expressing an interest in supporting Capilano University students and their families who have a significant unmet financial need. Fourteen different areas within the University will be involved with the program this year to enhance the holiday season for our students.

ACADEMIC ADVISING

- » A new addition to the Academic Advising team is Chelsea De Yaeger. Chelsea will be bringing her experience from several different roles at the University, including her most recent experience in Credit and Graduation, to the Academic Advising team starting on Monday, December 10th.

RECRUITMENT

- » The recruiters began their BC high school recruitment tour on Sept. 17th. During this 11-week recruitment period, 158 high schools will be visited throughout the Lower Mainland, Fraser Valley, Vancouver Island, Squamish/Whistler, and Okanagan and the Interior.
- » Sarah Payne, Student Recruitment Advisor, will be heading to Brandon and Winnipeg, Manitoba to attend the Canadian Universities Information Fair from Nov. 7th to 9th; this is the first time for Capilano University to take part in this recruitment fair.
- » A new addition to the Student Recruitment & Transition team is Jake Fidler who came from the Purchasing Department. Jake's first day in Recruitment was on Monday, Oct. 15th.
- » For the second year, the Recruitment team will be hosting the annual Take Our Kid to Work Day on Wednesday, Nov. 14th. This is an opportunity for many CapU employees to bring their grade 9 student to work with them and showcase what they do. The students will watch a film produced by the Animation & Film students, be taken on a tour of the Bosa building and around the campus, meet with the President, and more.
- » The recruitment team is also organizing and preparing to welcome over 300 prospective students and their parents to Explore CapU Info Night on Wednesday, Nov. 28th.

CENTRE FOR INTERNATIONAL EXPERIENCE

- » October and November are busy international student recruitment months and our international recruitment team has participated in education fairs, partnership missions, and agent events in seventeen different countries throughout Europe, Asia, and North America. We have taken the opportunity to celebrate our 50th anniversary by treating our

partners and our prospective students to 50th anniversary logo treats, cakes, and cookies in most countries we have visited. Our celebration has been enthusiastically received by all our global partners.

- » Applications for our programs have again been strong and we cancelled international intakes for several programs ahead of the deadlines because we had reached capacity. All program applications were closed at the end of October in order to process as many applications as possible. From around 2,000 applications, we provided over 800 offers of admission and have now turned our focus to admitting summer applications in order to provide applicants with enough time to process study permit applications and gain related study visas.
- » As anticipated, the newly implemented Study Direct Scheme (SDS) for India has had implications on access programming for the institution. This is due to the fact that the scheme required a higher English language capability requirement than that of access programming in EAP. We are seeking to make adjustments for affected program areas.
- » This month we have conducted agent training and pre-departure workshops for incoming students in India, our key international student market. This new initiative is aimed at strengthening relations with this critical market area and making sure that students arrive at Capilano University as best prepared as possible to transition successfully to their studies and new life in Canada.
- » To assist all international students in their transition to learning at Capilano University, CIE recently launched an on-line moodle based International student success guidebook. This interactive platform assists international student's progress from application to graduation by providing details, connections, and learning activities to test their personal knowledge and readiness to succeed.
- » The Director International has continued to positively raise Capilano University's international profile with keynote and plenary speaking engagements at the Bali International Tourism Conference at Uduyana University, Denpasar, the World Rural Tourism Conference in Huzhou China, the Global Tourism Economy Forum in Macao, and the UNWTO/PATA Tourism Forum in Guilin, China.

ADVANCEMENT

Advancement includes the departments of Communications & Marketing, Development & Alumni Relations, and Special Events & Ceremonies. Advancement's goals are to: enhance the University's reputation; develop positive relationships, and secure resources to support University priorities.

COMMUNICATIONS & MARKETING

- » Now that the marketing to promote fall anniversary events has concluded, Communications & Marketing is turning its attention to the University's annual out of home and digital brand marketing campaign.
- » Creative development is underway in preparation for launch in the New Year. The campaign will be featured on billboards, bus backs, transit shelters, print and social media on the North Shore, Sunshine Coast and targeted locations across Metro Vancouver.

2018 ALUMNI AWARDS OF EXCELLENCE

- » Development and Alumni Relations and the Capilano University Alumni Association (CUAA) were pleased to host a special edition of the Alumni Awards of Excellence on October 18 at the Pipe Shop. This event welcomed 150 of our

alumni, students, faculty, and community partners to join us in celebrating the 50th anniversary of CapU and the 10th anniversary of the CUA.

- » At the heart of the event, we recognized the outstanding achievements of five alumni: Jullian Kolstee (*Luminous category*), Amina El Mantari (*Unified category*), Petie Chalifoux (*Enduring category*), Kaya Dorey (*Confident category*), Randy Celebrini (*Creative category*). Please [enjoy our recipients' videos](#) and learn about the contributions they are making in their communities.
- » We are grateful to our presenting sponsor, Neptune Terminals, and our award sponsors BlueShore Financial, TD Insurance, Global BC and Daily Hive, as well as our many other sponsors and partners.

DEVELOPMENT AND ALUMNI RELATIONS

- » See Fundraising Activity Report Q2.

50TH ANNIVERSARY UPDATE

- » See 50th anniversary mid-term report.

FOUNDATION ACTIVITY REPORT

PERIOD ENDING SEPTEMBER 30, 2018

OVERVIEW

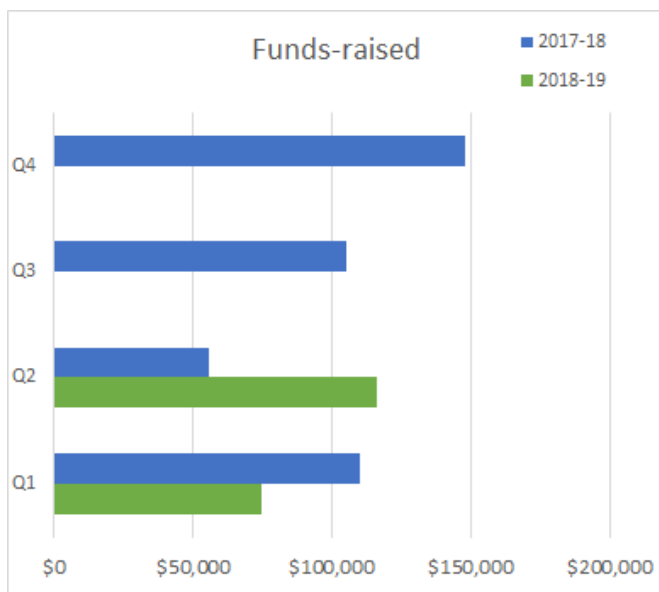
Summary

The team realized a portion of the sponsorship revenue generated for the 50th celebrations within the second quarter. A number of 50th events were leveraged to engage current and lapsed donors to ensure our community of donors had an opportunity to celebrate alongside us. Some of these included the Birthday Bash, First Graduates Reception, CapFest and our very first Alumni Homecoming event.

The goals for the 50th celebrations are to raise profile, increase pride and secure additional resources for the University's priorities. For the spring appeal, Capilano University participated in the Scotiabank Charity challenge and secured just over \$23,000. The event also significantly raised our profile within Capilano University and on the north shore as we partnered with the North Shore Neighbourhood House. Another first, was Foundation co-hosted music event at donor's house with a faculty member that achieved the project goals and attracted new donors. The Foundation is on track to achieve our funds-raised and sponsorship targets for the year at \$301,138 or 49% of our annual goal of \$616,000.

Foundation Performance Second Quarter/Year-to-Date Comparison: Funds-raised

Philanthropic giving in the first two quarters of 2018 are 14% ahead of 2017 revenues year-to-date. The chart below provides an overview of revenues acquired through donations.

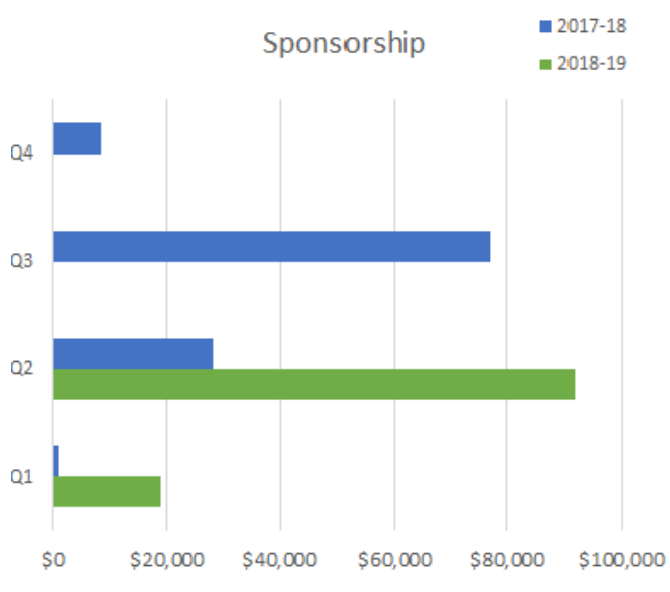


2018-19	Funds-raised
Q1	\$74,657
Q2	\$115,931
Q3	
Q4	
Total	\$190,588

2017-18	Funds-raised
Q1	\$110,386
Q2	\$55,918
Q3	\$105,491
Q4	\$148,177
Total	\$419,972

Foundation Performance Second Quarter/Year-to-Date Comparison: Sponsorship

Sponsorship revenues in the first two quarters of 2018 are 275% ahead of 2017 revenues year-to-date. This is the result of the 50th celebrations and highlights the opportunity for Capilano University to attract unrestricted funds through community investment. The chart below provides an overview of revenues acquired through sponsorship.



2018-19	Sponsorship
Q1	\$18,800
Q2	\$91,750
Q3	
Q4	
Total	\$110,550

2017-18	Sponsorship
Q1	\$1,250
Q2	\$28,155
Q3	\$77,097
Q4	\$8,500
Total	\$115,002

NEXT QUARTER FOCUS

Qualified Donor Engagement

The team has identified 105 qualified prospects and will continue to meet with donor prospects to identify and align donors with established fundraising priorities, which include bursaries, scholarships & awards and the Start Right Here Campaign for the Learning Commons.

Annual Giving & Appeals

The Foundation will implement a fall appeal for Giving Tuesday in the third quarter. The appeal is designed to engage the donors, staff and students and will support the Learning Commons.

Establishment Planned Giving Program

The Foundation will implement a planned giving survey ahead the launch of a CapU planned giving program in the spring of 2019 in conjunction with Lionsgate Hospital Foundation and the West Vancouver Foundation. This collaboration is the result of an introduction through the Board

Case for Support: Start Right Here Learning Commons

The team continues its work with University leadership to establish fundraising priorities that align with the two priorities approved by the Board of Governors and President. The case for support for the Learning Commons is now complete. Work on this campaign is well underway and will continue beyond the 50th anniversary across donor segments.

50TH ANNIVERSARY

MID-TERM REPORT TO THE BOARD OF GOVERNORS

November 2018



CAPILANO
UNIVERSITY



50TH ANNIVERSARY MID-TERM REPORT

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ANNIVERSARY GOALS & OUTCOMES

From January 2018 to June 2019, Capilano University is celebrating its 50th anniversary. This mid-term report represents outcomes for Capilano University's 50th anniversary program through to October 31, 2018.

The three goals guiding the anniversary program are:

- **raise the profile** of Capilano University
- **build pride** among alumni, employees, & students
- **secure support** for university priorities

The outcomes* identified as success measures include:

- 8,500 qualified alumni contacts identified
- 40% increase in charitable funds raised
- 30% increase in sponsorship revenue generated
- 200 qualified prospects identified
- 15% increase in student volunteers
- Improvements in employee survey responses to two indicator questions:
 - "I am proud to work at CapU"
 - "CapU makes a positive impact on the communities of the North Shore, Sunshine Coast and Sea-to-Sky corridor"

One and a half years into the three-year strategy, the University is trending to meet or exceed the key performance indicators (KPI's) articulated for the 50th celebrations (as of October 31, 2018).

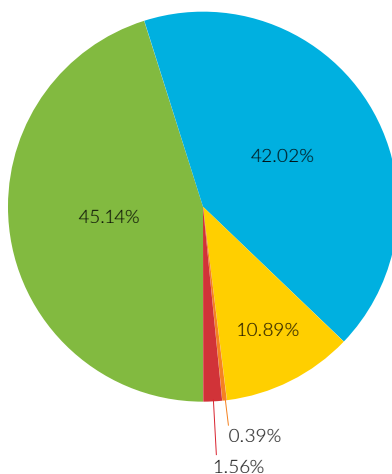
Qualified Alumni Contacts 9,302 EXCEEDED GOAL BY 9.4%	Charitable Funds Raised \$610,678 ON TRACK AT 47% OF GOAL	Sponsorship Revenue \$416,437 EXCEEDED GOAL BY 105%
Prospects Identified 106 ON TRACK AT 53% OF GOAL	Student Volunteers 94% increase EXCEEDED GOAL BY 79%	Employee Survey Response N/A†

*From baseline 2016/17.

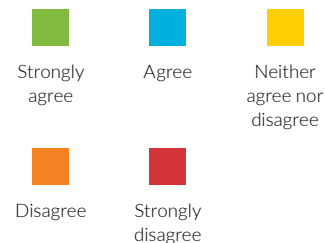
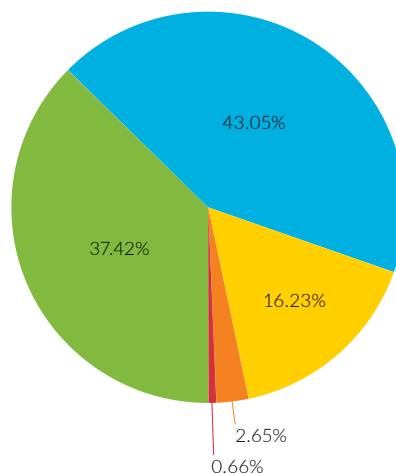
†Survey response to be measured as part of the next CapU Employee Engagement Survey in 2019.

A special 50th anniversary employee survey was conducted in October and two of the survey questions provide related data:

Did the events/activities you attended make you feel proud to tell people you work at Capilano University?



Did the events represent Capilano University as an important member of the community?



50TH ANNIVERSARY MID-TERM REPORT CELEBRATIONS

The anniversary program features a series of celebrations over the 2018/19 academic year that will culminate with Convocation 2019, as well as a number of faculty and employee sessions. The celebrations include:

- Canada Day Parade (complete)
- Scotiabank Charity Challenge (complete)
- Fabulous 50th Birthday Bash (complete)
- First Grad Reception (complete)
- CapFest (complete)
- Alumni Awards of Excellence (complete)
- CapRocks (January 2019)
- Chancellor's Circle Dinner (January 2019)
- Employee Recognition Awards (March 2019)
- Convocation (June 2019)

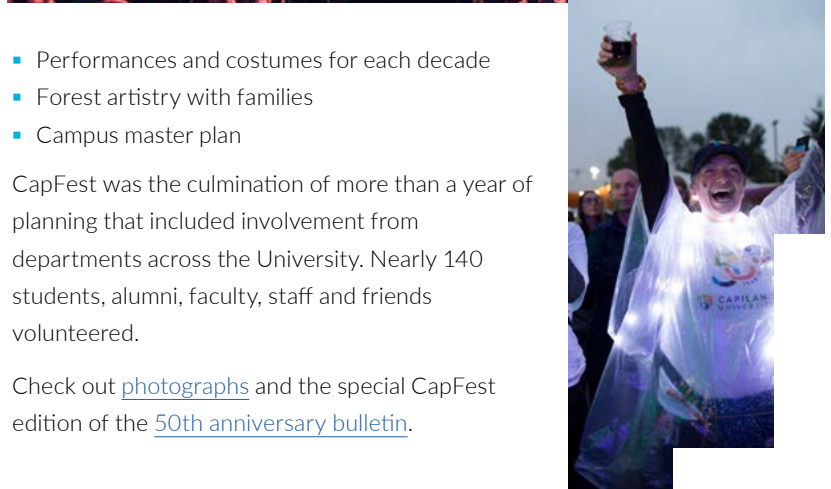
CAPFEST

CapU's biggest anniversary celebration, CapFest, was designed for everyone – students, alumni, faculty, staff, friends, partners and the community. Held on September 22, CapFest featured events and activities across the North Vancouver Campus – from an experience fair in the Centre for Sport and Wellness and a film and animation open house in the Bosa Centre to an Indigenous festival in the Cedar Courtyard.

The Birch festival drew more than 4,400 attendees and featured two stages with live music, more than a dozen food trucks and a beer garden. The entertainers – all of which had at least one CapU alumna or alumnus – included Five Alarm Funk, The Phonix, Side One, Antonio Larosa and others. Headliner Hey Ocean! closed out the night.

ADDITIONAL CAPFEST HIGHLIGHTS:

- Children's Centre open house
- Jazz in the forest – three performances
- Stories in the Library
- Alumni music showcase in the BlueShore Theatre
- Escape room in the Library
- Then and Now gallery of photographs
- IT Café with archival displays and artifacts
- Self-guided tour of nine murals



- Performances and costumes for each decade
- Forest artistry with families
- Campus master plan

CapFest was the culmination of more than a year of planning that included involvement from departments across the University. Nearly 140 students, alumni, faculty, staff and friends volunteered.

Check out [photographs](#) and the special CapFest edition of the [50th anniversary bulletin](#).

50TH ANNIVERSARY MID-TERM REPORT CELEBRATIONS (CONTINUED)

ALUMNI HOMECOMING

The Capilano University Alumni Association (CUAA) hosted its first Alumni Homecoming as one of the featured events at CapFest. Event attendance exceeded expectations with 360 participants. The event wrapped up with a toast from CUAA Vice Chair Rabjeet Wallia and President Paul Dangerfield. To commemorate the event, guests received 50th anniversary champagne flutes.

ALUMNI AWARDS OF EXCELLENCE

Held October 18 at the Pipe Shop on the North Vancouver waterfront, the annual Alumni Awards of Excellence welcomed 150 alumni, faculty, administration and community members. The event, co-hosted by CapU and CUAA, honored five alumni who exemplify CapU's brand essence. A special series of videos were created to highlight and celebrate the five recipients:

- Jullian Kolstee, Luminous category ([video](#))
- Amina El mantari, Unified category ([video](#))
- Danette (Petie) Chalifoux, Enduring category ([video](#))
- Kaya Dorey, Confident category ([video](#))
- Randy Celebrini, Creative category ([video](#))

The event also marked another milestone: CUAA's 10th anniversary. Check out more [photographs](#).



BY THE NUMBERS

138

CapFest volunteers took on roles from directing traffic to bartending.

1,000+

cupcakes distributed.

360

glasses raised for a toast in the alumni homecoming tent.

410

alumni records updated at Alumni Homecoming and Alumni Awards of Excellence.

54

faculty and staff entered the lawn sign draw.

4,400

ate, drank, sang and danced in the Birch festival at CapFest.

283

shares of the Prime Minister's CapU birthday wish video on Facebook.



50TH ANNIVERSARY MID-TERM REPORT CELEBRATIONS (CONTINUED)

ADDITIONAL EVENT HIGHLIGHTS INCLUDE:

- **Scotiabank Charity Challenge** – Decked out in colourful CapU jerseys, 50 CapU representatives (employees, board members and students) took part in the June 24 charity challenge, raising more than \$22,000 to support the North Shore Neighbourhood House and CapU student bursaries. See more [photos](#).



- **First Grad Reception** – As part of the September 10 Birthday Bash, CapU invited its first students and faculty from 1968. Twenty-four students and faculty from our first year attended, including Carolyn Grass, whose band performed at the Birthday Bash. See more [photos](#).



- **Canada Day Parade** – Nearly 60 participants represented CapU in the 2018 Canada Day Parade in North Vancouver. Dressed in colourful 50th anniversary T-shirts, CapU faculty, staff, friends and family carried the CapU banner and handed out Canada flags. See more [photos](#).



- **Fabulous 50 Birthday Bash** – On September 10, 2018 – 50 years to the day the doors were first opened, CapU celebrated with a birthday party and more than 500 people in the Birch Cafeteria and at regional campuses. The event featured a four-foot birthday cake, refreshments, prizes, live music and a special birthday greeting from the Prime Minister ([video](#)). Check out more [photos](#).



- **Employee Information Sessions** – Two special 50th anniversary sessions were hosted for faculty and staff – *Let's Get It Started* (held in September 2017) and *Let's Keep It Going* (held in March 2018). Designed to inform and engage staff, the lunch-time sessions previewed anniversary events and initiatives and encouraged staff to participate.

- **President's Perspective** – Held in January and August, President Paul Dangerfield devoted time during each of his forums for 50th anniversary engagement. The January 11 session served as the anniversary's soft launch, highlighting the new microsite and an overview of the activities planned for the next 18 months. The August 23 President's Perspective featured the Birthday Bash and CapFest, and included a call out to all staff to help spread the word through posters, lawn signs and social media.



50TH ANNIVERSARY MID-TERM REPORT INITIATIVES

Eight of the 15 Great Ideas have been implemented and the remaining projects will be started by the end of our anniversary year. The Great Ideas initiative was created to help support projects and activities that will improve the student experience, raise our profile in the broader community and/or beautify our campus. Recent projects include:

UNITY PROJECT

With CapFest as its backdrop, the Unity Project drew more than 150 people who participated in creating a live, interactive art piece. The project, hosted by the Centre for International Experience (CIE), was designed to celebrate diversity and to inspire connections. Participants tied colourful yarn between a series of 24 posts each marked with identifiers such as “I’m a Capilano University student” and “I speak English as a second language.” The end result was a colourful woven canopy that reflected compassion, humanity and togetherness.

The art structure remained on display in the Birch courtyard through September. Most of the material has been reused or recycled and the yarn was donated to Enterprising Women Making Art, a program of Atira Women’s Resource Society.

Watch the Unity Project [video](#).



TEN MURALS, TWO LOCATIONS

Painting is underway on our 10th and final mural located at ká́lax-ay, the Sunshine Coast campus of Capilano University. Illustrator Ben Tour’s piece follows the painting of nine murals on CapU’s North Vancouver campus. A mural dedication was held during CapFest, followed by a tour led by Vancouver Mural Festival’s David Vertesi, a CapU alumnus. Participants were encouraged to take self-guided tours and to hashtag their selfies in front of murals with #CapFest and #CapU50.

A number of media covered the murals including *Vancouver Sun*, *North Shore News* and the *Coast Reporter*. Read more about the murals on our [website](#) and check out [photographs](#).



50TH ANNIVERSARY MID-TERM REPORT INITIATIVES (CONTINUED)

CAPU SPEAKER SERIES

The CapU 50th anniversary speaker series kicked off with three sold-out engagements in the BlueShore Financial Centre for the Performing Arts. Fran Lebowitz headlined the series with two shows on September 27 and 28, followed by Pulitzer Prize winning journalist Chris Hedges on October 10.

Tyee founder David Beers led a panel entitled “Make Vancouver the Slowest City” on October 18 and Dr. Gabor Mate will speak about addiction on November 20. Mate’s engagement, “In the Realm of Hungry Ghosts: Close Encounters with Addiction” is sold out. The remaining two events in the six-part series will be held in 2019.

Read CapU’s press release entitled, [The World According to Fran](#).



CAP LOVE TUESDAYS

Every Tuesday during the anniversary period, the campus community is encouraged to show their pride by wearing CapU apparel. Launched in January, sales of the Cap Love Tuesdays apparel collection have reached \$40,371.42, with 5% of the purchase price donated to the CapU student bursary. More than 1,800 items have been sold from the collection that ranges from T-shirts to bike jerseys to jackets. Once a quarter, people sporting CapU gear gather for a photo. Take a look at some of the [photographs](#).

CAP  TUESDAYS

RUN/WALK BACK TO 1968

The School of Human Kinetics’ annual Run/Walk Back to Cap took on a 50th flavour this year and was retitled Run/Walk Back to 1968. Held on October 4, the event was designed to promote physical activity and campus spirit. Approximately 200 people registered including 73 employees.

Sporting retro headbands branded with CapU’s colours and logo, participants chose to walk or run 2.5 km or 5 km and everyone who crossed the finish line received a 50th anniversary commemorative mug. Check out more event [photographs](#).



LUMINOUS PROJECT

Every evening since September 22 the Birch Building has served as a beacon of light on CapU’s North Vancouver campus. Through the Luminous Project, two sides of the building are washed in bright, colourful lights nightly. The glow is visible from the Ironworkers Memorial Bridge, providing our communities with a peek at our campus nestled among the trees.



50TH ANNIVERSARY MID-TERM REPORT INITIATIVES (CONTINUED)

MORE GREAT IDEAS

In addition to the Great Ideas noted on the previous page, we have completed:

- **Blues Home Opener** – In celebration of the 50th, the CapU men’s soccer team kicked off the season with a home game followed by a BBQ
- **Cafeteria Sign** – Our first Great Idea to come to fruition, the CapU sign in the Birch cafeteria has been the backdrop of countless photographs since it was installed in March
- **50th Anniversary Athletic Shirts** – Blues athletes have been wearing 50th anniversary branded T-shirts at athletic and community events

A number of initiatives are slated for completion by June 2019, including:

- **CapU50 Trail** – A wilderness and wellness interpretive trail through campus
- **Nap Pods** – Two nap pods for students
- **50 Years of Fashion** – A video that looks at five decades of campus fashion, showcasing work of the Costuming for Stage and Screen program
- **Story Dispenser** – A vending machine dispensing free micro stories at the press of a button
- **CapU Film Fest** – A one-day documentary film festival on March 31



BY THE NUMBERS

1,177
people have attended the Speaker Series to date.

\$22,000
raised by CapU's team in the Scotiabank Charity Challenge.

16
artists brought the Capilano University series of 10 murals to life.

1,517
photographs tagged, sorted, and posted [online](#); a historical archive initiated by the history committee.

1,830
items sold from the Cap Love Tuesday collection since January 2018.

200
retro headbands distributed at Run/Walk Back to 1968.

50
skeins of yarn were on hand for the Unity Project.

50TH ANNIVERSARY MID-TERM REPORT

SPONSORSHIP

Twenty-two sponsorship partners were engaged to support the anniversary program. Support included:

- \$110,000 from 10 cash sponsors
- \$110,000 of in-kind media sponsorship from five media sponsors
- \$53,728.75 of in-kind sponsorship from seven community businesses and partners
- Total sponsorship achieved: **\$273,728.75**

PRESENTING SPONSOR

Neptune Terminals, which also celebrates its 50th anniversary this year, is CapU's presenting sponsor for all anniversary events. During the Fabulous 50 Birthday Bash, Neptune Terminals announced creation of a bursary for Indigenous students, and committed to matching up to \$10,000 in donations.

IN-KIND MEDIA SPONSORSHIP HIGHLIGHTS

Media sponsors helped promote CapFest and the Alumni Awards of Excellence through television, print and social network platforms. In-kind media sponsors include Global BC, CFOX, Daily Hive and Georgia Straight (see promotions section for media impact).

ADDITIONAL IN-KIND SPONSORSHIP HIGHLIGHTS

- Peak Technologies provided more than \$35,000 of in-kind LED screen equipment and labour
- A CapU alum at Cobs Bread provided sweet and savoury pastries at the Birthday Bash, First Grads Reception and Alumni Homecoming
- Thrifty Foods provided more than 1,000 cupcakes for the Birthday Bash and CapFest, plus food platters for the Alumni Homecoming
- Deep Cove Brewers created a commemorative growler for CapU's anniversary, which was sold at the brewery and CapU bookstore



BY THE NUMBERS

\$10,000

bursary for Indigenous students announced by Neptune Terminals during the Birthday Bash.

100%

of the commemorative 50th anniversary growlers sold through Deep Cove Brewers and Distillers.

5

sponsors onsite at CapFest with displays and booths.

\$273,728

raised through cash and in-kind sponsorships.



50TH ANNIVERSARY MID-TERM REPORT PROMOTIONS

Marketing and communication efforts focused on the first half of the 18-month anniversary program included a wide range of launch initiatives from the 50th anniversary microsite and e-bulletin to the campus graphics/displays.

AD CAMPAIGN: PAID & SPONSORED

Between July and October, an anniversary media campaign ran featuring CapFest and the Alumni Awards of Excellence. The campaign included a broad mix of paid and sponsored media including:

- **Outdoor** – Transit shelters, bike racks and the SeaBus walkway, as well as screens at North Shore Cineplex Theatres, Tim Hortons (five locations) and Park Royal Shopping Centre
- **Municipal Papers** – *Georgia Straight*, *Squamish Chief*, *Coast Reporter Burnaby Now*, *Vancouver Courier* and *North Shore News*
- **Broadcast** – Global TV and CFOX
- **Digital** – Websites and social media ads, as well as newsletters eblasts, blogs and postings in a variety of digital channels that included Miss604 and the Daily Hive

Advertising impact highlights include: 4.4 million impressions from the SeaBus walkway; 656,000 weekly readers in the *Georgia Straight*; and 510,500 impressions from Global TV’s on-air announcements. (See a detailed list of media, dates and impacts in Appendix A).



EARNED MEDIA

From June to October, CapU pitched nine anniversary-related stories and announcements resulting in 15 earned media articles and listings. Pitches ranged from murals to first grads and were covered in media including *Vancouver Sun* and Fairchild TV. (See the full list of earned media in Appendix B).

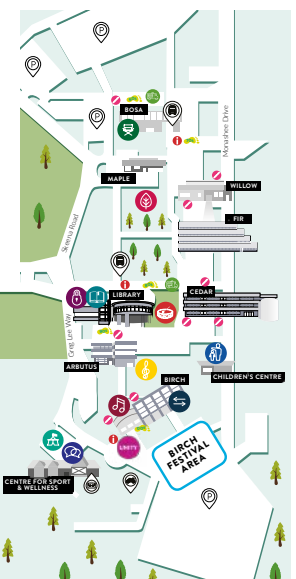
MAIL DROP TO NORTH SHORE HOUSEHOLDS

The third and final CapFest mail drop was mailed to almost 30,000 households the week of September 10. The trifold mailer featured a roster of events, a schedule of live entertainment on five stages, a listing of food trucks and a detailed campus map.

The first two CapFest mailings included a save-the-date postcard issued in May and an invitation postcard issued in August.

ADDITIONAL PROMOTIONAL HIGHLIGHTS INCLUDE:

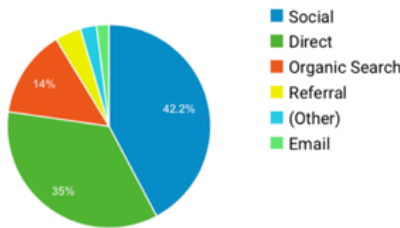
- **Campus Graphics** – As students and faculty returned to campus in late August, they were greeted with signage celebrating CapU’s anniversary – from lamp post banners up Lillooet Road and Purcell Way to a wide range of on-campus displays. The 50th displays include window treatments, elevator wraps, large banners and special signage celebrating CapU’s roots and future.
- **Lawn Sign and Posters** – Lawn signs and a series of posters could be found across North Vancouver and neighbouring municipalities. A weekly lawn sign contest was held over the four weeks leading up to CapFest, with more than 50 people entering to win Cap Love Tuesdays apparel and tickets to see Fran Lebowitz.



50TH ANNIVERSARY MID-TERM REPORT PROMOTIONS (CONTINUED)

ONGOING MARKETING

- **Microsite** – Launched in January 2018, the microsite contains anniversary stories, videos, celebrations/events, alumni information, initiatives such as the mural projects, the CapU50 e-bulletin and other news and announcements. The microsite currently features more than 25 stories and 18 videos, and more are added every week.



HIGHLIGHTS INCLUDE:

- 21,442 total users
- 87.7% new users and 12.3% returning users
- Most users arrived at the site through:
 - Social: 42.23%
 - Direct: 35.03%
 - Organic Search: 14.02%
- **Master Contact List** – In February, CapU launched an internal campaign to request contacts for the 50th master list. More than 1,500 contacts were received from faculty and staff and added to the existing database of more than 11,500 contacts, including donors, alumni, volunteers, Board members, employees and others.
- **CapU50 E-Bulletins** – A special CapFest bulletin was issued on October 4, showcasing photographs, a video and other celebration highlights. This represents the fifth bulletin issued.

E-bulletin Activity					
	MAR	MAY	JUL	SEPT	OCT
Emails sent	14,391	12,925	13,780	15,878	15,769
Emails opened	3,828	3,968	3,606	4,147	3,687
Open rate	30%	31%	27%	27%	28%
Unique clicks	427	318	255	376	431
Click rate %	11.2%	8%	7%	9%	12%



SOCIAL MEDIA

CapU's existing social media channels have been widely used for promoting the 50th anniversary. Videos continue to be the most viewed posts on CapU's social media. CapU videos, along with videos tagged with #CapFest and #CapU50, generated the following interest:

- Facebook: 26 videos with 35,589 views
- Instagram: 24 videos with 4,395 views
- Twitter: 10 videos with 2,740 views
- LinkedIn: 3 videos with 4,550 views

THE TOP THREE VIDEOS INCLUDE:

1. [Birthday greeting from the Prime Minister:](#) 24K views
2. [CapFest 15-second promotional video:](#) 5.3K views
3. [Archaeology instructor Bob Muckle unearths unknown Japanese settlement:](#) 3K views

Official CapU Social Media Channel Activity				
	f	ig	tw	in
CAPU POSTS	47	32	81	8
LIKES	1,194	4,981	557	285
OTHER POSTS* (with #CapU50 and #CapFest)	88	199	164	
LIKES	1,500	6,600	700	285
NEW FOLLOWERS From Jan. to Oct.	1,108	1,062	129	1,314

*posts from stakeholders using #CapU50 or #CapFest

50TH ANNIVERSARY MID-TERM REPORT

APPENDIX A

PAID AND SPONSORED MEDIA

Media	Specs	Date	Impact
MUNICIPAL PAPERS			
North Shore News	▪ Two-page front wrap	Sept 7	180,000 newspapers with ads
	▪ Full page ad and front page post it	Sept 19	140,000 estimated readers
	▪ 1/4 page ad	Sept 21	
Squamish Chief	▪ 1/2 page ad	Sept 13	3,400 newspapers with ad 7,280 estimated readers
Coast Reporter	▪ 1/2 page ad	Sept 14	11,930 newspapers with ad 27,439 estimated readers
Burnaby Now	▪ Full page ad and front page post-it	Sept 19	44,165 newspapers with ad 101,580 estimated readers
Vancouver Courier	▪ Back page ad and front page post-it	Sept 19	106,582 newspapers with ad 245,139 estimated readers
Georgia Straight <i>(media sponsor)</i>		Sept 7 Sept 14 Oct 4	656,000 weekly readers
TV/RADIO			
Global TV <i>(media sponsor)</i>	▪ Our BC – on-air announcements	Sept 7 – 13	510,000 impressions
	▪ BC1 community calendar	Sept 7 – 22	1,400 clicks a day
	▪ Twitter	Sept 15	10,570 reached through
	▪ Facebook	Sept 17	Twitter and Facebook
CFOX <i>(media sponsor)</i>	▪ 53 thirty-second commercials	Sept 10 – 22	430,100 impressions created with on-air radio commercials
	▪ Listener Club e-newsletter post	Sept 3, Oct 8	34,000 subscribers
	▪ Three social media posts	Aug 30, Sept 17, Sept 22	3,660 views for social media
	▪ Nine weeks online event page	Aug 20 – Oct 18	
	▪ 20 fifteen-second commercials	Oct 8 – 11	
OUTDOOR/TRANSIT			
SeaBus Walkway	▪ 24 panels lining the south side of the SeaBus terminal walkway	July 2 – Sept 24	4,409,228 impressions (based on boardings between Lonsdale Quay and Waterfront Station)
Bus King	▪ Twelve 30" x 139" posters	Aug 15 – Sept 26	2,960,266 impressions
Transit Shelter Ads	▪ Eight on the North Shore	Aug 13 – Sept 23	2,602,783 circulation
Bike Racks <i>(North Vancouver)</i>	▪ 10 facings	Sept 1 – 30	
Bike Racks <i>(Burnaby)</i>	▪ Three facings	July 15 – Sept 15	30,000 impressions

50TH ANNIVERSARY MID-TERM REPORT

APPENDIX A (CONTINUED)

Media	Specs	Date	Impact
CINEPLEX, TIM HORTONS & PARK ROYAL			
Tim Hortons <i>(Four North Shore and one Sunshine Coast)</i>	<ul style="list-style-type: none"> 15-second video loops every 15 minutes 	Aug 24 – Sept 6	8,736 plays
Park Royal Digital Screens	<ul style="list-style-type: none"> 15-second video loops on seven screens 	Aug 24 – Sept 6	29,466 plays
Cineplex North Shore Theatres	<ul style="list-style-type: none"> 15-second video plays before all shows, two locations, 12 screens 	Aug 24 – Sept 6	13,766 theatre guests
DIGITAL ADVERTISING			
Glacier Media Digital Programmatic	<ul style="list-style-type: none"> Ads shown to target audience on hundreds of sites (follows target users) 	Sept 7 – 21	342,479 impressions 345 clicks
Glacier Media Digital Community Display	<ul style="list-style-type: none"> Ads on <i>North Shore News</i>, <i>Coast Reporter</i> and <i>Squamish Chief</i> websites 	Sept 7 – 21	115,001 impressions 178 clicks
Georgia Straight <i>(media sponsor)</i>	<ul style="list-style-type: none"> Big Box Ad Contest on website Blog posting 	Sept 14 – 21; Oct 8 Sept 5 Sept 7	150,000 impressions
Daily Hive <i>(media sponsor)</i>	<ul style="list-style-type: none"> Custom content article Newsletters/eblast Instagram posts Facebook posts Twitter posts 	Sept 11, Oct 4 Aug 31, Sept 14, Oct 5 Sept 11, 12, 19 Sept 12, Oct 4 Sept 12, 19, Oct 4, 5	2,451 page views 144,022 recipients, 42,937 opens 66,247 impressions, 51,256 reached* 71,796 reached, 1,411 clicks 19,098 impressions
Miss604.com	<ul style="list-style-type: none"> Blog post Website ad 4 Twitter posts 	Sept 5 – 22	1,640 readers of the post with 229 clicks to CapU website; 18,441 Twitter impressions and 159 engagements (actions)

* According to Hootsuite, the difference between reach vs. impressions follows:

- **Reach** refers to the total number of people who have seen your ad or content. If 100 total people have seen your ad, that means your ad's reach is 100.
- **Impressions** refer to the number of times your ad or content has been displayed on a screen. Let's say that your ad from the previous example popped up on those people's screens a total of 300 times. That means the number of impressions for that ad is 300.

APPENDIX B

EARNED MEDIA

NEWS RELEASES & PITCHES	COVERAGE FROM NEWS RELEASES & PITCHES
<ul style="list-style-type: none"> ▪ June 13, 2018: Capilano University seeks mural artists ▪ August 17, 2018: Mural artists selected to beautify Capilano University ▪ August 31, 2018: Mingle with our first graduates on September 10 ▪ September 4, 2018: Capilano University seeks mural artist on Sunshine Coast ▪ September 10, 2018: Hey Ocean! to headline CapFest ▪ September 14, 2018: Capilano University invites everyone to celebrate its 50th anniversary at CapFest, September 22, 2018 ▪ September 20, 2018: Neptune Terminals to provide \$10,000 in matching funds for the creation of an endowment bursary for Indigenous students ▪ September 26, 2018: Artist Ben Tour selected to brighten <u>ká́lax̣-ay</u>, the Sunshine Coast campus of Capilano University ▪ October 17, 2018: Capilano University to honour five outstanding alumni October 18, 2018 	<ul style="list-style-type: none"> ▪ June 14, 2018: Capilano University seeks mural artists, <i>Arts Whistler</i> ▪ June 15, 2018: Capilano University seeks artists for 50th anniversary murals, <i>straight.com</i> ▪ June 15, 2018: Capilano University seeks mural artists, NationTalk (published press release) ▪ June 17, 2018: Mural festival expands to include Capilano University's 50th anniversary, <i>Vancouver Sun</i> ▪ June 21, 2018: Mural artists wanted, <i>Coast Reporter</i> ▪ August 23, 2018: Murals add colour to Capilano University campus, <i>North Shore News</i> ▪ September 11, 2018: Capilano University celebrates 50 years, <i>Vancouver Sun</i> ▪ September 19, 2018: Vancouver favourites Hey Ocean! headline North Shore party, <i>Inside Vancouver</i> ▪ September 21, 2018: Former Capilano University students look back on 'the first North Shore college,' <i>North Shore News</i> ▪ September 21, 2018: 5 things to do on the North Shore this weekend, <i>North Shore News</i> ▪ September 21, 2018: Former Capilano University students look back on 'the first North Shore college,' <i>Vancouver Is Awesome</i> (same as <i>North Shore News</i> story, above) ▪ September 21, 2018: CapFest, Fairchild, Talentvision TV ▪ September 22, 2018: INQUIRING REPORTER: What do you like best about going to Capilano University?, <i>North Shore News</i> ▪ September 28, 2018: 5 things to do on the North Shore this weekend, <i>North Shore News</i> ▪ October 9, 2018: North Vancouver Chamber Business Excellence Awards, <i>North Shore News</i>



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