

# CAPILANO

UNIVERSITY COLLEGE  
and  
REGIONAL UNIVERSITY

RECOGNIZING A REALITY

**Capilano U**  
all about

## INTRODUCTION

The release of the *Campus 2020* report that proposed the creation of regional universities has raised an important issue regarding a historical anomaly at Capilano. In the report existing university colleges were identified as the only institutions for which regional university designation was proposed. Capilano, however, has for many years been a university college in all but name, and should be considered to be an equal of the university colleges. Capilano's strategic direction, its history and its program offerings are directly comparable to those of the current university colleges.

Capilano has along history of offering degree programs, in partnership with the Open University and under its own authority. It has been doing so longer than some of the existing university colleges.

Since 1991, Capilano College has had as a major strategic direction:

*“Capilano College will continue to expand employment oriented or applied degrees in appropriate areas, initially in cooperation with other institutions, but with the goal of eventually offering those degrees itself. The degree granting status we will seek is that of a four-year college whose values remain those of an institution where teaching is paramount and with the clear understanding that the granting of such degrees is but one of the missions of the institution. The maintenance of quality and high standards for students and faculty will be a priority in the development of these programs. It will not seek to compete with the established universities in offering traditional discipline based degrees in Arts and Science although it may well choose to offer alternative degree programs in liberal studies or with an integrated curriculum. This is a long term goal that will require legislative change and will be developed as the post-secondary system evolves.”*

The changing of the legislation to allow colleges to grant degrees seemed to satisfy this initiative, and there appeared to be no particular need to seek designation as a university college. Such designation was somewhat unclear (which is why *Campus 2020* in recommending a change) and appeared to offer no special advantage to Capilano. Therefore, the matter was not pursued, though Capilano was not different in any significant way from those institutions which were officially designated as university colleges.

The recommendations of the *Campus 2020* report came in part from the recognition that “university college” was unclear, and was not a widely recognized designation. This had proven to be disadvantage in areas such as the recruitment of international students. The report recognized that “university” status was needed, and recommended that the term regional university be used instead of university college. In doing this the report also clarified the role of such institutions and reinforced the emphasis on teaching and research for the purposes of supporting teaching.

We support this new terminology and clarified role and mandate. The suggested changes are completely harmonious with our own direction and with the mandate that we had taken on as a degree-granting college. We support the use of the term regional university, for reasons that have been put forward by many institutions in recent years: advantages to students, to their regions, and to the institution’s development – including international revenues, faculty recruitment and donor participation.

Our only concern is that the report singles out university colleges as the sole institutions that might become regional universities. If it truly means only those institutions which by historical circumstance were so designated, then that would unfairly and improperly exclude us. If, on the other hand, it means those institutions that, *in effect*, were university colleges, then we are confident that Capilano would be included with those officially designated as such and, if the recommendations of *Campus 2020* are implemented, Capilano would also become a regional university.

Whereas university college designation offered no particular advantages, regional university designation, with its clarified mandate, would be of the utmost importance to the students and citizens of Capilano’s region, for reasons we outline in this preliminary report. However, as it now appears that university college designation as the route to becoming a regional university has indeed become important, we ask that Capilano be designated a university college so as not to be overlooked in any subsequent discussions about the implementation of regional universities.

This would simply be recognizing the current reality.

## **NORTH OF BURRARD INLET AND SOUTH OF SKOOKUMCHUCK NARROWS- A NATURAL HOME FOR A REGIONAL UNIVERSITY**

*Capilano University is an idea whose time has come. For more than 20 years Capilano has demonstrated innovative teaching practices and leading edge programming. [They] have my support in their efforts for what it is – a Regional University.*

Katherine Whittred, MLA, North Vancouver-Lonsdale

*Through the quality of its degree programs, the commitment of its students, and the sophistication of its faculty, Capilano College has earned the right to be designated Capilano University.*

Ralph Sultan, MLA, West Vancouver-Capilano

*Capilano College has always taken a leadership role when responding to the growing needs of the North Shore, the Sea to Sky and Sunshine Coast Corridor, and the Lower Mainland. Expanding their degree status would be a positive benefit, and would augment their already exceptional programs and services.*

Daniel M. Jarvis, MLA, North Vancouver-Seymour

A distinct, unique, and thriving region of the province, the North Shore/Garibaldi/Sunshine Coast region is the natural home for a regional university. It is a separate geographically defined area, with restricted access to Vancouver, and with its own thriving distinct economy, featuring tourism, manufacturing, transportation and logistics, knowledge-based manufacturing and services, film and multimedia, construction and retail and personal services.

Capilano College serves the people in the North Shore/Garibaldi/Sunshine Coast region in many and diverse ways, with unique programs linked to their many and varied needs throughout the region. Strong relationships have been developed with the many First Nations bands in the region, and with many other groups and organizations. Capilano is seen as an economic driver for the region, and is the third largest employer on the North Shore.

## MEETING THE MANDATE OF A REGIONAL UNIVERSITY

The region is not only a natural setting for a regional university, it already has one, just as surely as do any of the other regions under consideration to become regional universities. Capilano exemplifies the four mandates specified for regional universities in *Campus 2020*:

### MANDATE #1:

The purposes of a regional university are

- (a) to offer baccalaureate and masters degree programs and
- (b) to offer post-secondary and adult basic education and training.

Capilano offers a variety of degree programs and a wide range of other post-secondary programs, including a strong commitment to adult basic education and training.

The energy put into all program types has not diminished with the advent of degree programs, and this will not change as Capilano offers more degrees. Our institutional culture is now firmly oriented toward offering a comprehensive range of programs to meet the needs of all adult learners.

To give just a brief glimpse of our approach to students of our region we will mention a few highlights:

- Adult Literacy, Adult Special Education, Adult Basic Education, Career and College Preparation, English as a Second Language, and other related programs are a vital and central part of Capilano's offerings.
- A wide variety of related programs are designed to meet the complex and varied problems of some of the most disadvantaged people of our region – an obligation we take most seriously. Though some of the individual programs are relatively small, the impact of these programs on the lives of people involved is profound. For example, in the far reaches of the Capilano region there are three extremely isolated First Nations communities (Samahquam, Skatin, and Douglas) which are served by an ABE program offered through the Ts'Zil ABE Learning Centre in Mt. Currie. Many other learning centres are provided in the region, and Capilano plays a lead role in coordinating literacy and ABE

services throughout the region, including one-to-one literacy tutoring and family support programs.

- Workforce preparation programs are a very strong focus of programming at Capilano. These include certificate, diploma and degree programs. These three levels of programming are increasingly integrated and ladderred so that students may easily proceed to the level appropriate to their skills and interests, a feature that is made possible by the comprehensive nature of a regional university. Degrees developed by Capilano have built upon strong bases in career-oriented diploma programs. To date Capilano has awarded more than 1000 degrees.
- University transfer programming has long been a strong feature of Capilano. Many graduates have gone on to complete degrees at other universities. Studies of success rates at Simon Fraser University, where many Capilano transfer students go, show that our transfer students do at least as well on transferring as comparable students who enter SFU directly. This strong component of academic programming also provides a base for the enrichment of workforce-oriented programs.

#### MANDATE #2:

A regional university must promote teaching excellence.

Throughout its history Capilano has been noted for its teaching excellence, a tradition that has become a central part of institutional culture. Faculty members are hired according to demonstrated ability to teach, and there is detailed ongoing evaluation program to monitor the quality of their work.

Capilano has been a leader in innovative approaches to a variety of programs.

#### MANDATE #3:

A regional university may undertake and maintain research and scholarly activities for the purposes of supporting teaching.

Capilano fully supports the Plant recommendation that research at a regional university should be different from research carried out at research-intensive universities. Regional universities should be primarily teaching and learning institutions, and scholarly activities should be directed at supporting those activities. In its 15 years of granting degrees, Capilano has never supported research of the kind or at the level conducted in research universities. That is not part of our culture and offering degrees has not made it so - and will not make it so.

**MANDATE #4:**

In carrying out its purposes, a regional university must serve the educational and training needs in the region specified by the Lieutenant Governor in Council.

Capilano has a distinct region, the large area north of Burrard Inlet, up the Sea-to-Sky corridor and including the lower half of the Sunshine Coast. It has been serving the needs of these communities for almost 40 years.

The College has always sought to provide the appropriate educational services to its region, never hesitating to bring in partner institutions to provide expertise and experience in areas in which it lacks internal capability. Capilano College has consistently put the needs of its students above any need for ownership.

## **NORTH SHORE/GARIBALDI/SUNSHINE COAST COMMUNITY SHOULD HAVE A REGIONAL UNIVERSITY**

*How could it be that a college that represents one of the fastest growing regions of the Province, has been the dedicated post-secondary provider in its service area, and has constituents that in many cases do not have easy access to other post-secondary options, be denied completion of its ongoing natural development to a Regional University?*

Brent Leigh, Managing Director, Squamish Sustainability Corp.

*The North Vancouver Chamber of Commerce absolutely supports Capilano's pursuit of becoming a Regional University. Our community benefits from an educational institution that serves the North Shore, Howe Sound and the Sunshine Coast, and which attracts students from around the world because of its innovative programs and well-respected faculty.*

Naomi Yamamoto, President, North Vancouver Chamber of Commerce

The North Shore/Garibaldi/Sunshine Coast region has developed a distinct and unique economic strategy, a strategy which emphasizes developments in the same sectors in which Capilano has long-standing expertise, and in which it has developed and is continuing to develop new degree programs.

Capilano degree programs have been a major part of its symbiotic relationship with local industrial clusters. These programs are a Bachelor of Business Administration degree, a Bachelor of Music in Jazz Studies, a Bachelor of Music Therapy degree, and a Bachelor of Tourism Management degree.

A recent report by J. A. Holbrook, from the Centre for Policy Research on Science and Technology at Simon Fraser University, "an Analysis of the Economic Competitiveness of the District of North Vancouver", talks about the importance of regional industrial "clusters", groups of interrelated and mutually-supportive activities in the current and future economy. Educational institutions play a key role in sustaining these clusters.

In the District of North Vancouver most of its industrial clusters, such as knowledge-based manufacturing and services, film and multimedia, recreation and tourism, retail and personal services, transportation and logistics, have a connection with programming at Capilano.



In many different ways Capilano provides direct or indirect support to business and industry in the region, all of which would be enhanced by the recognition of Capilano as a regional university. Having a regional university enhances the self-identity of the region. A thriving institution in a thriving region increases the attractiveness and thereby the economic development of the community.

The report by J.A. Holbrook also notes a less well-identified cluster, the “arts cluster,” which is strong in the area and which derives particular support from Capilano:

“ . . . the presence of Capilano College, and its many highly rated arts programs . . . is a major factor in stimulating arts activities outside the academic world.”

In addition, of course, many Capilano certificate and diploma programs have a similar relationship to local business and industry. These relationships will grow as new degrees in the regional university, developed from existing programs, are added. Examples in progress are in Film Production, Early Childhood Care and Education, Performing Arts, and Legal Studies.

The economic linkages noted above, between business and industry in the District of North Vancouver and Capilano, are similar throughout the region. The most obvious example is the Howe Sound Corridor where tourism and recreation has become the major economic driver, and where the province saw fit to create the BC Centre for Tourism Leadership and Innovation at Capilano College in Squamish. The relevance of the Tourism degree to this economic development initiative is very evident.

One particular event of note is the upcoming 2010 Olympic Winter Games, with significant implications in tourism and the arts, particularly in the Garibaldi region. The role that Capilano has in working with its communities in these and other areas will be greatly enhanced in the time leading up to the Games.

As the only public post-secondary institution in the region, Capilano will have a high international profile during the Olympics, with great opportunities to develop new links with other countries to enhance its already strong International Student contingent. This is the marketing opportunity of a lifetime. Increasingly, though, with intense competition from many other institutions in many countries,

success in marketing will depend upon the name of the product. Capilano Regional University will sell effectively.

With up to \$20,000,000 in spin-off benefits from international education already coming into the Capilano region, and much more possible with the international exposure resulting from the Olympics, it is crucial that Capilano's marketing potential be maximized.

The North Shore/Garibaldi/Sunshine Coast region needs its regional university, and it needs it soon.

## **CAPILANO SHOULD BE DESIGNATED AS A REGIONAL UNIVERSITY**

*I would have to say that the program at Capilano was one of the most enriching, meaningful programs I have ever taken. The training there is world-class and I base this in the access I now have to European music therapists and training in that field.*

Alpha Woodward, BA, MA Music Therapy  
Field Director, Pavarotti Music centre, Mostar, Bosnia  
2007 Capilano Distinguished Alumni Award

### **Institutional Vitality**

In the process of becoming a regional university, in all but official designation, Capilano has become energized in a remarkable manner. The addition of degree opportunities has released an enormous amount of creative energy in the institution.

Capilano is a Regional University, according to the description of such institutions in *Campus 2020*. In this regard it is like the province's three remaining University Colleges. To move back from this at Capilano, while the others are moving forward, would have a demoralizing impact on both the institution and its community. In no other instance of the institutions still officially designated as colleges is the case for regional university designation so strong. Nowhere else have expectations been so high nor has success in offering degrees been so extensive. Nowhere else would deflation and demoralization be so complete if such recognition were denied.

The momentum Capilano has developed in recent years must not be quashed. Capilano has been a university college in all but name, and now it is a regional university in all but name.

### **System Differentiation**

*Campus 2020* has taken a very important step forward in defining separate roles for the Province's post-secondary institutions. Arguably the most significant recommendation in the document is the delineation between two kinds of universities, one placing a heavy emphasis on basic research and the other not doing so. This distinction was blurred before, with all new degree-granting

institutions unsure of the extent to which they ought to become involved in basic research. Now, the mandate of the new regional universities is clearly an educational one.

Capilano strongly supports this direction and this new clarity. It supports the idea of Regional Universities that carry out the traditional functions of community colleges with the added responsibility of degree programming. Capilano has been doing exactly that, and doing so in a way that preserves its integrity as a comprehensive institution. It carries on with undiminished commitment to all of its students - from those gaining basic literacy skills to those completing degree programs.

One of the great ideas of democracy is that all people are of equal value. At Capilano we believe that all students are of equal value.

As the system is restructured, however, it is important that the process of designating which institutions become Regional Universities also be rationalized, and that this decision not be based upon somewhat arbitrary decisions of the past.

The initial decision to designate two community colleges – Cariboo and Okanagan - as university colleges came in 1988. Shortly after that first announcement was made, Malaspina College made a case to be similarly recognized, and this was agreed to by then-Minister Stan Hagen. But there was no general call for proposals from other colleges, and no real analysis of which other sites might also be considered.

Subsequently two other colleges, Fraser Valley in 1991 and Kwantlen in 1995, became university colleges, partly due to enrolment pressures and partly due to lobbying efforts.

We do not question the legitimacy of any of these institutions as a university college, or as a regional university. We do, however, question having such decisions of the past as the sole determinants of regional university designation.

If the system is to be differentiated according to the types of institutions we have in the province, then it should also be rationalized according to which institutions fall into which category.

We think that the number of research-intensive institutions in the province is probably suitable as is, though this is not for us to say. The real issue to be dealt

with is to determine, fairly and reasonably, which of the other institutions remain as community colleges, and which become regional universities.

### **Criteria for determination of a Regional University**

We suggest the following criteria, or similar ones, be used in the determination of which institutions ought to become regional universities. This is only a suggested list, but we respectfully suggest that some such set of criteria be used by the Ministry in deciding which institutions be regional universities.

#### **ACCESS and POPULATION BASE:**

A regional university should play a major role in providing, as Campus 2020 put it, “learning where we live.” While it is not practical to provide degree programs everywhere, it is cost efficient to provide such programs in areas with a sufficient population. Regional universities, then, should play a significant role in increasing access to degrees.

Capilano is the only public post-secondary institution in the large area of the North Shore, Sunshine Coast and Howe Sound and Whistler. The population of this region in the 2006 census was 249,211, more than the regions for Thompson Rivers (179,471), and about the same as University College of the Fraser Valley (268,537), and Malaspina University College (246,208). The more distant parts of the Capilano region are among the fastest growing areas of the province. The Howe Sound Corridor, with its much improved road and with the attention it is getting because of the 2010 Olympics, is projected to grow at a faster rate than any other area in BC. Moreover, the percentage of people in the Capilano area interested in degree programs has traditionally been very high, higher than all other regions in the province. Clearly, then, there are a lot of people to be served by a university in the region.

Some of these people, particularly in the fastest growing areas of the region, have no reasonable access to other universities. Others who may be closer to traditional universities would have to travel a significant distance to find alternative employment-related degree programs such as those given at Capilano, if such programs could be found at all.

## COMMUNITY SUPPORT

Does an institution have the support of its community or communities for a regional university?

Capilano has the full support and endorsement of Mayors, MLAs, MPs, Chambers of Commerce, First Nations and business leaders from North Vancouver to Howe Sound to the Sunshine Coast. The list of supporters and some sample letters is appended.

## COMMITMENT TO FULL SERVICE PROGRAMMING

Is the institution committed to providing the full range of educational programming that is envisaged by the concept of a regional university?

A quote, unchanged since 1991, from the Capilano Mission and Values and Strategic Directions:

*“The degree granting status we will seek is that of a four-year college whose values remain those of an institution where teaching is paramount and **with the clear understanding that the granting of such degrees is but one of the missions of the institution.**”*

Capilano has remained true to this direction. It is one of the few institutions that maintained free ABE, and in fact reduced tuition for part time Early Childhood Education. We are a leader in the province in adult literacy, and have taken literacy programs to quite remote areas of our region. Our laddered curriculum provides many entry points for students into their educational path. We are committed to enabling students from whatever level they begin to whatever level they wish to attain. We are an institution that provides support, not filtering.

## RESOURCES:

Does an institution in question have the physical and human resources to support university designation?

As an active degree-granting institution, Capilano has acquired the expertise, the facilities and the personnel to make it a suitable venue for a regional university. Faculty and administrators have been involved in developing degree programs for the last 15 years. The Library works effectively for current operations with space available for expanding to more than double its current size.

#### TRACK RECORD:

All colleges in B.C. have been able to grant degrees in recent years. One important way to gauge community and institutional interest in such programming is to examine what has been done already.

Capilano began offering degrees 15 years ago in conjunction with the Open University. Since 2003 it has been offering degrees on its own. In all cases, though, including in the first 11 years, work in developing and offering the programs was essentially done at Capilano. Over this period Capilano has awarded degrees to more than 1000 students. In part because of the student-centered approach to degrees Capilano has developed over the years, graduates have indicated a very high level of satisfaction with their degree programs. In the most recent survey available our degree students have recorded a 100% rate of program satisfaction (good/very good) with our degree programs (B.C. Baccalaureate Survey of 2004 Graduates).

#### IDENTITY:

Has an institution in question established itself in its community as offering services and programs like a university, or is it still mainly perceived as a college?

Because of its long history of offering degrees, and because of its overall record of high quality programming, Capilano degree programs are regarded throughout its community as different from but equivalent to university programs.

#### INNOVATION:

Has an institution demonstrated an ability to develop unique offerings that expand the range of choices available in the Province?

While showing imaginative program development in many areas, Capilano has been a leader in developing a different approach to degree programming, with its emphasis on employment-related degrees. In fact Capilano pioneered this concept in the early '90s, and had developed in detail the template for such degrees. However, because of pressure to create a university college in the South Fraser region, the ministry took the Capilano concept and applied it to the new Kwantlen University College. Capilano has continued to use the concept it developed in offering its four

current degrees, with eight more in the pipeline. Capilano is also interested in innovative approaches to arts and science degrees, as described below.

#### INTERNATIONAL STUDENTS:

One of the major arguments for changing some colleges to universities is the matter of international status, and how the institution is perceived from abroad. This is only significant if an institution has a major commitment to programming for international students.

International activity began at Capilano more than 20 ago with programming for international students both overseas and at our campuses in B.C. International students attending the local Capilano programs live in our region and contribute close to \$20,000,000 into our regional economy. In the current highly competitive market our name is confusing to many off-shore clients as internationally, the term “college” usually refers to high school or vocational programming. With the advent of many unscrupulous players in the field, foreign governments are looking for provincially-sanctioned institutions named “universities” as a guarantee of quality for their students funded to study abroad or when signing partnership agreements for the delivery of degree programs. The “university” designation is increasingly required in order to attract students and to affirm the quality of the degrees.



## **DEGREE PROGRAMS OFFERED AND UNDER DEVELOPMENT AT CAPILANO**

*The creativity that developed these innovative ways of increasing access has evolved from the colleges' philosophical roots, not from that of traditional universities. What is needed in looking to the future is more creativity, not less. The opportunity to offer degrees has generated much creative energy in colleges, energy of just the sort that Plant writes about extensively in his report, energy to provide excellence in teaching and learner-centered programming.*

Greg Lee, President, Capilano College, *Vancouver Sun*, May, 2007

*Capilano sent us two students in their fourth year of the BBA degree for the international mobility project. They took a full load of courses and topped their class in every instance.*

Ernesto Reza, Professor, School of Management, California State University San Bernardino

Degree offerings at Capilano have evolved in response to student and employer demand. In several of Capilano's degrees the students begin with a very focused program that is skills-based and allows them to finish a basic credential in a short period of time. This credential ladders immediately into the next level of study but allows those who cannot afford long periods without employment to take their new expertise directly to the workplace and continue with their education as time and money permit. Other programs provide specialized career preparation for students who have completed two or three years of general arts and sciences and are now ready to make a career choice. Both approaches produce graduates with the analytical ability appropriate for their discipline as well as the critical thinking, social interaction, leadership and breadth of perspective expected in graduates at the bachelor level.

Streaming educational programs from the diploma to the degree increases the access to higher education for groups in our society who might otherwise be disenfranchised, through issues of timing, resources, and confidence. Success at one level in what is essentially service sector trades training encourages students to continue their studies. The evidence that they are doing university level work is clear from the academic performance of our Canadian exchange students who go to universities abroad and consistently outperform international university students in the same program. In provincial competitions, Capilano students

monopolize the winners circle against students from all of the provincial institutions. The recognition of Capilano as a regional university validates the studies of these students, often those who do not have the luxury of attending school full-time, sacrifice a great deal to complete their education and come from families where a degree-level education is a new occurrence.

## **EXISTING PROGRAMS**

**Bachelor of Business Administration** – The well-established diploma offerings at Capilano have grown into a BBA in response to student and employer demand. Employers encouraged their new employees to continue their studies to the degree level, but their previous learning was rarely granted full transfer credit at the local universities. Capilano, working with the Open University, developed a bachelor’s program that built on their specific business knowledge and background. Students moved from the specific to the general and began to understand the context and society in which they worked. They were required to develop breadth by studying outside of their field and they worked with members of faculty who are required to have experience in the subject matter they are teaching. With the repatriation of the degree program, Capilano, working with its business advisory group, has embraced a full outcomes-based curriculum that graduates students with academic/analytic facility, as well as the skills required for success in today’s marketplace: effective communications, teamwork, problem solving and a global perspective.

**Bachelor of Music Therapy** – In 1991 Capilano began offering a collaborative degree in Music Therapy with the Open University. This degree program was designed so that students could enter third year from a variety of backgrounds. The program blends academic and experiential course work, providing students with the opportunity to gain knowledge and develop competencies leading towards accreditation with the Canadian Association of Music Therapy. Students have field work in a several types of settings, and they are given increasing responsibility to design, implement and evaluate their own treatment programs, under clinical supervision. Graduates of the program have gone on to work with all age groups, with a wide range of physiological, cognitive and emotional disorders, in a variety of clinical settings or in private practice.

### **Bachelor of Tourism Management**

The Tourism programs at Capilano and throughout the province not only responded to the need for a trained workforce in this field, but have become a

frequent re-entry point for young people who may have been discouraged by their secondary school experience. Students are attracted to programs like Outdoor Recreation and Wilderness Leadership and when they are successful, gain the confidence to continue to a diploma and then a degree in Tourism Management. At Capilano we receive students from around the province who have completed diplomas in tourism management, hospitality administration, outdoor recreation, and related programs. All previous academic work is recognized and the students continue in the degree program and work fulltime if they wish. Again, the curriculum builds on specific background knowledge and broadens the student's perspective both personally and professionally. The degree forms an integral part of the British Columbia Tourism Learning System and is a key provider of advanced professional training for administrators and entrepreneurs in the tourism industry.

**Bachelor of Music in Jazz Studies** – The Bachelor of Music in Jazz Studies was the second degree introduced at Capilano offered, as with Music Therapy, in collaboration with the Open University until Capilano degrees were repatriated in 2003. The desire for extensive education in the field of jazz continues to grow and the Capilano program is widely recognized as Canada's best. The Bachelor of Music (Jazz Studies) provides a broad-based academic background, while developing comprehensive abilities in music, with jazz as the main focus. The achievement of specific high standards in vocal and/or instrumental performance, improvisation, composition, and arranging are fundamental goals of the program curriculum, and demonstration of ability in these areas is required of all graduates. Graduates have gone on to successful careers in performance and teaching, and acceptance to the program continues to be highly competitive.

## **PROGRAMS UNDER DEVELOPMENT**

Capilano has several new degree programs under development, each one a unique degree aimed at specific employment opportunities. Many of these degrees continue the Capilano tradition of offering diploma graduates opportunities for further academic work that will move them into leadership positions in their fields; others are direct-entry programs aimed at specific industry needs and social issues.

The proposed bachelor's degree in Early Childhood Leadership builds on our successful diploma program, which is well known for preparing entry-level and advanced practice early childhood educators. The additional two years of study

will add the depth and breadth of education that will help graduates build leadership qualities, with particular skills in program development, staff leadership, sustainability and advocacy for young children and their families.

In response to industry need, we are reworking our three-year diploma in Motion Picture Production into a four-year degree program. In this case, rather than add one more year to the existing program, the curriculum is being rebuilt to weave a broad exposure to liberal arts throughout the skills-based curriculum. The aim is to provide students with technical skills in a rich cultural context that will allow creativity to flourish.

Our proposed Bachelor of Applied Legal Studies is another example of a redesigned curriculum, this one designed to reintegrate the formerly separate general education and applied skills components of our Paralegal diploma into a program that both presents more employment-related options to students and better recognizes the depth and breadth of their learning. The new program will interweave the general education courses previously required for admission to the program with the legal courses to create a cohesive a four-year program. This format will accommodate earlier exposure to the legal courses as well as the inclusion of upper-level breadth courses. The degree is not available from any post-secondary institution in B.C., and will offer an intense, diverse and academically challenging pre-law package attractive to students interested in pursuing careers in insurance, criminal justice, government, or as a professional paralegal advisor for business and industry..

The Psychology department at Capilano is trying to help address the needs of families who have children diagnosed with autism spectrum disorders by designing a baccalaureate program that combines a basic undergraduate education in psychology with the development of skills in Applied Behavior Analysis. The department is working closely with the Behavior Analyst Certification Board to ensure that graduates of the program will have the knowledge and skills to become Board Certified Associate Behavior Analysts. Such certification will allow graduates to work as part of the clinical team with clients who have a variety of conditions including autism, eating disorders, brain injuries or diminished mental capacity.

Capilano is working with three other Lower Mainland colleges to offer a collaborative degree in performing arts. This program is designed to take graduates of any of the performing arts disciplines at any of the partner institutions and provide them with advanced coursework that will culminate in a

student-created and student-produced interdisciplinary performance piece. Graduates will have developed competency in the conceptual, analytical, problem-solving and team-building skills required to work in the performing arts industry.

Capilano is also expanding the successful Global Stewardship program into a baccalaureate degree. The Global Stewardship program was originally created for students wishing to explore a career working for international NGOs, such as Amnesty International, or domestic voluntary sector organizations, such as the United Way, while completing their first two years of university. Through a unique curriculum combining classroom study and volunteer work either overseas or in Canada, students have gained the skills, knowledge, and attitudes necessary to make the organizations they volunteer for more effective. The graduates have a very high rate of employment and both they and their employers have asked us to continue this unique offering to the degree level as the need for leaders in this field continues to grow.

Other possibilities are less well developed, but all share the characteristics of building on the strengths of our existing programs and serving the needs of the region. One future direction will be responding to the regional Iranian community through developing programming focusing on Iran and Persian studies through the contemporary Iranian-Canadian experience.

### **Arts and Science degrees**

*I don't think we are doing a good job in general education. Faced with the well-known cafeteria of courses, and obliged to fill very few requirements, a student is more likely to be well educated as the result of chance, or of his or her determination, than as a consequence of planning by the university authorities. Why do we lack the confidence to require that each undergraduate acquire the rudiments of a good general education?*

John Searle, New York Review of Books, Dec. 1990

Capilano has the resources to offer traditional arts degrees, and is prepared to do so, if there is demand for them in our region, and if the Ministry feels we should meet that demand. Our faculty members are well-qualified for the task, and we could take this on with relative ease. However, we adopted the following position

in 1991 when we published our *Missions and Values and Strategic Directions* statement:

*[Capilano] will not seek to compete with the established universities in offering traditional discipline-based degrees in arts and science, although it may choose to offer alternative degree programs in liberal studies or with an integrated curriculum.*

Capilano's strategic choice is to focus on employment-related degrees. There are several reasons for this:

- Traditional arts and science degrees are widely available elsewhere, and focusing on employment-related degrees would bring a new range of degree programs to the system.
- Students in the two-year diploma programs have wanted and needed programs in which they can complete degrees. Arts and science students, after completing two years at Capilano then have many options for degree completion. Diploma students often have no other option for further education.
- With a strong transfer program, in which local students can take the first two years of academic programs and be at no disadvantage upon then transferring to Simon Fraser or some other university, we are already making a major contribution to serving the academic needs of students "closer to home."

Should the demand for general degrees arise, we would prefer to focus on an approach to arts and humanities programs that conform to our desire to offer employment-related degrees. As graduates will likely change jobs many times in his or her lifetime, the key requirement for employability in the future is a set of skills that allow for flexibility and adaptability. The Capilano approach to more general arts degrees would provide an education that leads to development of the general skills and knowledge that will be increasingly important in work, and in life, in an increasingly complex world. Generally this could be expressed as meeting the goals of the Conference Board of Canada and developing critical thinking and communication skills, gaining some knowledge of the history of ideas and of what is taking place in contemporary society, and developing ethical, global and aesthetic awareness. In this way Capilano would not just copy programs from elsewhere but add a distinctive Capilano touch.

## SERVING THE REGION'S FIRST NATIONS

*[We express] support for Capilano to attain Regional University status. . . it is essential for the long term educational needs of our population that we be able to access certificates, diplomas and full university degree programs. It is considered imperative that our students have the opportunity to complete an undergraduate degree at Capilano, due to its proximity and the school's willingness to collaborate on programming that meets the needs of our students and community in general.*

### Letter from the Squamish Nation

*The Mount Currie Band Chief and Council supports Capilano College in its campaign to be recognized as a regional university so that it can continue to serve its students and develop new degree programs.*

### Letter from the Lil'wat Nation

Capilano currently serves over 300 self-identified First Nations students a year and has many non-status, Metis and other students who do not self identify.

Capilano has been very active and innovative in providing new programs to our First Nations communities. As the above letters indicate, it is essential that programs, including degree programs, be offered close to home. Indeed, we have found that First Nations students succeed best in an educational setting surrounded by their community. The First Nations groups in our region are simply not comfortable sending their young people away to live in residence in a distant center. Capilano has ongoing programming on the Mt. Currie lands for Lil'wat and these courses are offered in cooperation with the Tsz'il Learning Centre. Recently, we also completed an *Early Childhood Care program* for the Sechelt Nation which was partially offered using Band facilities.

We also believe that it is extremely important that we continue to develop new educational opportunities for First Nations students, and in particular new degree programs designed to fulfill their needs. It will be wonderful when some of the Sechelt students from *Early Childhood Care certificate and diploma programs* have the opportunity to continue into our proposed new *Early Childhood Degree program*.

Capilano has a long-standing commitment to literacy and Adult Basic Education programming for First Nations students. The *College and Career Preparation program* at the North Vancouver campus is an introductory ABE program especially designed for ABE students. It is a holistic educational experience, offering study and life skills and Adult Basic Education courses in English, Mathematics, and Computers. Such ABE programming is also offered in Squamish, Sechelt, Mt. Currie and at many other sites. These programs, designed to improve the participation and success rate of students wishing to make the transition to post-secondary studies, have been established for even the residents of small bands in the most remote areas of our region.

We also offer basic literacy programming for First Nations students at a number of off-campus sites such as Kiwassa Neighbourhood House, at the Carnegie Institute, and at the Wish Drop-in Centre.

The College has also developed programming for First Nations students in all of its major areas of study such as tourism, film, business and university transfer.

In 2004, Capilano launched a *Tourism Management Cooperative Diploma* program. The program was developed in partnership with the Squamish, Lil'wat and Musqueam First Nations, and the Ministry of Advanced Education. Its objective was to provide a First Nations focus for the delivery of training and education programs across all tourism sectors at the supervisory, managerial and entrepreneurial levels. Upon completion, all students emerged with solid skills and an education that is transferable to Capilano College's *Bachelor of Tourism Management program*. Several students from the diploma group are currently working towards their bachelor's degree.

The Indigenous Independent Digital Filmmaking program offers a diploma in film production for First Nations Students and is taught entirely by First Nations faculty. It draws students from across Canada and has had many successful graduates who are now working in the industry.

IIDF uses leading edge digital technology to train indigenous students in all phases of media production, including sound, camera, lighting, editing, writing, directing and producing. Graduates are prepared to excel in a career within the broadcast and independent media industry, and to develop community-based production companies. They are trained to deliver educational and governance related media, documentary and current affairs production for general and



specifically channel broadcast and independently driven dramatic film production.

Capilano Business Administration faculty was active working with the Aboriginal Financial Officers Association of B.C. to develop the *Aboriginal Financial Management Certificate Program*. Capilano was instrumental in developing the *Chinook Business* program, a program to assist First Nations across B.C. to develop the business skills that they need. Using the same "laddering" principles utilized in our other programs, students can continue into business degree studies at Capilano or UBC with the same background completed. The majority of participants choose to stay at Capilano to complete their degree studies – because we are closer to home. These students also need the validation that comes from completing degree studies in a "university" setting.

In the University Transfer area of the College, First Nations Studies is now a separate department within the faculty of Social Sciences. Courses in First Nations Studies fall into three categories. First are those courses developed in other departments where there is a significant First Nations portion, e.g., History, Political Studies and Anthropology. Then there are disciplines where a particular section of a course is devoted to a First Nations theme. Examples are a section of Linguistics that focuses on the Squamish language, and sections of a second semester English Literature course devoted to First Nations fiction, drama and poetry. The third category of courses is where the course has been developed solely for the First Nations department such as the Art History course on West Coast Art that covers all aspects of art from paintings to masks and baskets to clothing. Other First Nations courses are currently under development (Ethnobotany and/or Ethnobiology, Languages, and a multi-disciplinary First Nations survey course.) All courses have transfer credit to B.C.'s universities. Many of these courses are also part of our new Associate of Arts degree with a concentration in British Columbia Studies.

As Capilano College has become increasingly involved in First Nations education, funding from special projects has been allocated to the Capilano College Library to develop a First Nations Library Collection. The prime focus has been to acquire books and videos by First Nations and about First Nations. Subject areas emphasized are Aboriginal histories, cultures and legends, positive native role models, and First Nations legal, life skill community, and health issues. Videos have been selected whenever possible to supplement reading materials.

The entire First Nations collection has been designated as a "circulating collection." This allows various programs, such as the ABE courses presently being taught at Mount Currie, to move a number of books and videos to that teaching site for the entire term. Students can then borrow items from this local collection.

As a result of this emphasis on developing a library collection, in conjunction with the First Nations Education program, Capilano College Library now houses one of the more substantial First Nations collections in B.C.

## RESEARCH AT CAPILANO

*The decision was made about 100 years ago to enshrine disciplinary research as the heart of the [university] enterprise, so that we might emulate the spectacular successes of the German universities in the nineteenth century. What mattered now, above all other considerations, was advancing the causes of truth and of profitable new discoveries by hiring well-trained research specialists, giving them lots of time and resources to pursue independent research projects, and letting them take care of the education of undergraduates, particularly with an eye to the production of future researchers . . . Of course universities have always paid lip service to their responsibilities for having good teachers, but in practice that alleged priority has almost always been more a rhetorical flourish than anything else. What matters is the research qualification and the research output.*

Ian Johnston, Humanist Perspectives, Winter 2006/07

*“To measure productive scholarship entirely in terms of publication is to ignore the fact that good teaching is itself productive scholarship of a high order. It is an art and it requires a talent akin to the artist’s ability to perceive, and through his work to make others perceive the enchantment of the scene he surveys. Its medium is scholarship in the sense not merely of a sound and thorough exploration of a special field, but of adventuring in the whole realm of human knowledge. Its memorials may not be books. They are human lives, passing and brief to be sure, but made, while they last in some measure participant in the spectacle of all time and existence and opened to the subtlety and the splendor of the world.”—*

B.A.G. Fuller, Presidential Address to the American Philosophical Association, Pacific Division.

Delivered 27 December 1940, Stanford University.

Though it recognizes the importance of a strong provincial commitment to academic research, Capilano feels that this need is best served by having a few well-supported centres of research, rather than widely decentralized ones. Provincial success in academic research will depend not only on concentration of researchers but on the focusing of resources for the purpose. Therefore, Capilano strongly supports the recommendation in *Campus 2020* that we have a limited number of research-intensive universities, carrying out broadly-based programs of basic academic research, and that regional universities focus on their primary mandate of excellence in programming and teaching, and in serving the diverse

needs of students in its region. We agree that regional universities should (with a few possible exceptions) become involved in research and scholarly activity only insofar as those activities support the goals of pedagogical excellence.

The focus of scholarly activity at Capilano is on finding ways to better serve local individual, local community and local industry needs. Though at times scholarly work at Capilano may be of interest to the worldwide community of scholarship, our primary focus is not on entering into and participating in that world, but on educating the students of the North Shore/Garibaldi/Sunshine Coast region. This is not a lesser academic commitment, but an equal one. Capilano is unapologetic and proud to serve this important and challenging role of regional universities, of providing the best possible education to its students, and is clear and determined in seeking to maintain this distinct focus, different from that of research universities.

## SUMMARY

Capilano should become a Regional University for the following reasons:

1. The North Shore/Garibaldi/Sunshine Coast region is a distinct region of the province without any other public post-secondary institution. This region will greatly benefit from having a regional university.
2. Capilano has enormous support from the people of its region, including regional, provincial and national politicians, First Nations representatives, business representatives and many others, for becoming a regional university.
3. The economy of the region is closely intertwined with programs and many activities at Capilano, and this relationship will be enhanced by program possibilities and the prestige that is associated with being a university.
4. The population of the region justifies a regional university; many people would benefit from access to such an institution.
5. The four mandates specified for regional universities in *Campus 2020* are fully in accord with Capilano's record of performance and with its institutional culture.
6. Capilano has been offering degree programs for 15 years, initially through the Open University and in recent years independently. It has awarded degrees to more than 1000 students.
7. Capilano differs in no significant way from those institutions that are called university colleges, except that in offering degrees it has chosen to develop new employment-oriented degrees rather than replicating standard arts and science degrees. That Capilano has not in the past been designated as a university college is a historical anomaly.
8. Reasonable criteria for becoming a regional university should be drawn up and used to determine which institutions be so designated. Such a process would be much fairer and more sensible than simply relying upon arbitrary decisions of the past. Capilano is confident that any such process would lead to its inclusion as a regional university.

9. Capilano is unique in the province in already having extensive involvement in offering degrees, but not being designated as a university college. Capilano's case for regional university status is equivalent to that of the university colleges, an argument that cannot be made for other colleges in the province.
10. Capilano is fully capable of offering a full range of degree programs, and can do so if student demand is there, and if Provincial priorities lead us there. However, Capilano is inclined to the point of view that Provincial needs are best served by continued development of degree programs, including arts and science programs, with closer ties to employment.
11. The introduction of degree programming at Capilano has energized the entire institution and given it a new vitality. It is crucial to the spirit of the institution that this momentum be supported.
12. The quality of the degree programs offered at Capilano has been extraordinarily high, with an independent survey showing a 100% level of satisfaction from students.
13. Capilano has been a provincial leader in developing innovative, student-centered degree programs.
14. Capilano needs the ability to develop new ladder degree programs for First Nations students, and the graduates of such programs need the status of having graduated from a university.
15. The international student program at Capilano brings in about \$20,000,000 to the local economy. Due to intense competition it is now evident that continued success requires that Capilano be designated as a university.
16. International programming, including a degree program offered in China, results in up to \$4,000,000 annually in spin-off benefits to Capilano.
17. The Olympics in 2010 offer an unprecedented marketing opportunity for Capilano's international programs; this will be seriously undercut if Capilano cannot promote itself as a university.

18. Capilano's institutional culture is such that its commitment to all levels of programming has remained and will remain undiminished.
19. Capilano strongly supports the idea that regional universities should be focused on students, not academic research, and that scholarly activity should be directed toward better teaching and learning. As a regional university Capilano will be a leader in developing the new approach to university education advocated in *Campus 2020*.

In short, Capilano exemplifies the approach to post-secondary education that is suggested for regional universities in *Campus 2020*.

## List of supporters

### People

Aderita Guerreiro	Vice President, Development & Marketing, Heart and Stroke Foundation BC & Yukon	
Akber Kassam	Owner	Holiday Inn Suites
Amin Karim	President	Lonsdale Quay Hotel
Antonio Arreaga		Honourary Consul General for Costa Rica
Arthur Evrensel	Lawyer	
Bill Millerd	Artistic Director	Arts Club Theatre Company
Bob Lenarduzzi	President	Vancouver Whitecaps
Bob Morris	President	Westwave Broadcasting
Brenda Leadley	Managing Director	Presentation House Theatre
Brent Leigh	Managing Director	Squamish Sustainability Corporation
Chief Bill Williams		Squamish Nation
Chief Leonard Andrew		Mount Currie Band
Chief Stan Dixon		Sechelt Indian Government District
Colin Bennett	CEO	Certified Management Accountants of BC
Daniel M. Jarvis	MLA	North Vancouver-Seymour
Dave Thomson	Business Lead	Squamish Sustainability Corporation
Don Bell	MP	North Vancouver
Dr. David T. Fung	Chairman and CEO of the ACDEG Group	President of the Canadian Society for Chemical Engineering
Dr. Julie Smith	Executive Director	Coastal Jazz and Blues Society & International Jazz Festival
Ed Steeves	Chair	Sunshine Coast Regional District
Geoff Jopson	Superintendent of Schools	West Vancouver
Herbert Cruz		Capilano BBA Candidate
Jeri Krogseth	President	Capilano Foundation
Joan Acosta	Adult Literacy	Order of British Columbia
Joan McIntyre	MLA	West Vancouver-Garibaldi
John Lewis	Superintendent of Schools and CEO	North Vancouver School District 44
John Pass		2006 Governor General's Literary Award winner
John Powles	Chair	Japan Marketing Group – Asia Pacific Trade Council
Katherine Whittred	MLA	North Vancouver-Lonsdale
Kirstin Clausen	Executive Director	BC Museum of Mining
Li Boesen	Executive Director	North Shore Community Resources
Linda Feil	Executive Director,	North Vancouver Community Arts Council
Lucinda Phillips	Ts'zil Learning Centre	Mount Currie Band
Mayor Barry Janyk		Town of Gibsons
Mayor Cameron Reid		District of Sechelt
Mayor Jordan Sturdy		Pemberton
Mayor Ken Melamed		Whistler



Mayor Pam Goldsmith-Jones		District of West Vancouver
Mike Watson	Chair	North Vancouver Chamber of Commerce
Nancy Stibbard	CEO	Capilano Suspension Bridge
Naomi Yamamoto	Chair	North Shore Credit Union
Nicholas Simons	MLA	Powell River-Sunshine Coast
Peter Leitch	Chair	Motion Picture Production Industry Association of BC
Ralph Sultan	MLA	West Vancouver-Capilano
Rick Amantea	VP	Park Royal Shopping Centre
Ron Trepanier	Executive Director	Leadership and Management Development Council of BC
Sherry Elchuk	Manager	West Coast Railway Heritage Park
Sonja Lebars	Chair of the Squamish Public Library and Chair of the Social Planning Council	
Stephen M. Darling	Regional Vice President	Shangri-La Hotels & Resorts
Ted Ohashi	Financial Planner	
Violet Jesson		Early Childhood Educators of BC

## Organizations

Canadian Association for Music Therapy  
 City of North Vancouver  
 District of North Vancouver  
 District of Sechelt  
 District of Sechelt  
 District of Squamish  
 District of West Vancouver  
 District of West Vancouver  
 Early Childhood Educators of BC  
 North Vancouver Chamber of Commerce  
 Pemberton  
 Sechelt Indian Government District  
 Squamish Chamber of Commerce  
 Squamish Nation  
 Town of Gibsons  
 West Vancouver Chamber of Commerce  
 Whistler



May 17, 2007

File: 1150-02

Greg F. Lee, President  
Capilano College  
2055 Purcell Way  
North Vancouver BC V7J 3H5

Dear Mr. Lee:

*Re: Request for support from the City of North Vancouver for Capilano College in seeking designation as a Regional University*

The City Council at its regular meeting of Monday, May 14, 2007 unanimously endorsed the following resolution:

**"PURSUANT** to the correspondence from Mr. Greg F. Lee, President, Capilano College, dated May 10, 2007, regarding the "Request for support from the City of North Vancouver for Capilano College in seeking designation as a Regional University":

**THAT** the City of North Vancouver strongly supports Capilano College in seeking designation as a regional university and that a letter be forwarded to Mr. Greg F. Lee, President, Capilano College and the Hon. Murray Coell, Minister of Advanced Education, in support of this proposal."

Yours truly,

Sandra E. Dowey  
City Clerk

(Electronic version of correspondence posted on [www.cnv.org/city\\_hall/council\\_meetings/council\\_meeting\\_agenda](http://www.cnv.org/city_hall/council_meetings/council_meeting_agenda))

# PARK ROYAL

May 15, 2007

Hon. Gordon Campbell, Premier  
Province of British Columbia  
Parliament Buildings  
PO Box 9041 Stn Prov Govt  
Victoria, B.C. V8W 9E1

Dear Mr. Premier:

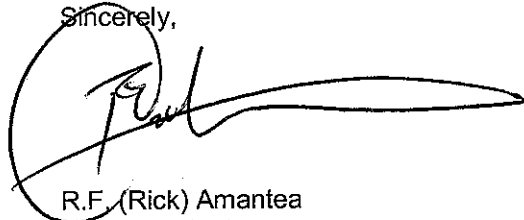
**Re: Capilano Regional University**

On behalf of Park Royal Shopping Centre in West Vancouver, I wish to express our support and unanimous endorsement for Capilano College to be re-designated as a regional university.

We believe changing the institution's designation to Capilano Regional University will provide several benefits for our community. As you are no doubt aware, the North Shore is a growing community and as a university, Capilano will play an integral role in addressing the needs of students and provide a sustainable educational future for our continuing economic development. A regional university will provide greater accessibility to a university education for our residents; will increase regional responsiveness with programs designed to focus on tourism, retail and the film industry all of which, our economic engines for the North Shore. As a regional university Capilano will be well positioned to provide opportunities to prepare our citizens for leadership, service and success.

We value our strong relationship with Capilano. We believe that as a regional university, Capilano will play an even greater role in our community and will provide a much needed pool of educated individuals that can step into and make immediate contributions to businesses across the North Shore and beyond.

Sincerely,



R.F. (Rick) Amantea  
Vice President  
Park Royal Shopping Centre Holdings Ltd.

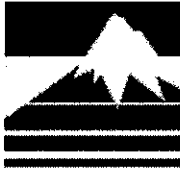
cc: Murray Coell, Minister of Advanced Education  
aved.minister@gov.bc.ca

Ralph Sultan, MLA, West Vancouver – Capilano  
ralph.sultan.mla@leg.bc.ca

Katherine Whittred, MLA, North Vancouver-Lonsdale  
katherine.whittred.mla@leg.bc.ca

Joan McIntyre, MLA, West Vancouver - Garibaldi  
joan.mcintyre.mla@leg.bc.ca

RFA/ds



## THE WEST VANCOUVER CHAMBER OF COMMERCE

info@westvanchamber.com

Tel: 604-926-6614 / Fax: 604-926-6436

1310 MARINE DRIVE, WEST VANCOUVER, BC, CANADA V7T 1B5

www.westvanchamber.com

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Hon. Gordon Campbell, Premier  
Province of British Columbia  
Parliament Buildings  
PO Box 9041 Stn Prov Govt  
Victoria, B.C. V8W 9E1

Dear Mr. Premier:

Re: Capilano Regional University

On behalf of The West Vancouver Chamber of Commerce, it is with pleasure that I advise our unanimous endorsement for Capilano College to be re-designated as a regional university.

We believe that changing the name to Capilano Regional University will provide several benefits for our community. West Vancouver is growing rapidly, and as a university, Capilano will play an integral role in our continuing development. A regional university will provide greater accessibility to a university education for our residents; will increase regional responsiveness with programs designed to focus on tourism, retail and the film industry.; and, in doing so, will provide opportunities to prepare our citizens for leadership, service and success.

We value our strong relationship with Capilano. We believe that as a regional university, Capilano will play an even greater role in our community.

Sincerely,

Holly Alexander  
President

cc: Murray Coell, minister of Advanced Education  
[aved.minister@gov.bc.ca](mailto:aved.minister@gov.bc.ca)  
Katherine Whittred, MLA, North Vancouver-Lonsdale  
[katherine.whittred.mla@leg.bc.ca](mailto:katherine.whittred.mla@leg.bc.ca)

*Arthur Evrensel*  
2212 Edgemont Blvd.  
North Vancouver, B.C.  
V7P 2K9

May 10, 2007

Mr. Bill Thumm, Manager  
Capilano College Film Centre  
2055 Purcell Way  
North Vancouver, B.C.  
V7J 3H5

Dear Bill:

**Re: Campus 2020 Report**

The purpose of this letter is to express my personal support for the Campus 2020 Report, including its focus on teaching excellence, access and improved financial aid for students. As you know, my business partner Geoff Plant was the special advisor who prepared the Report, and whose various recommendations will be studied by the Government of British Columbia.

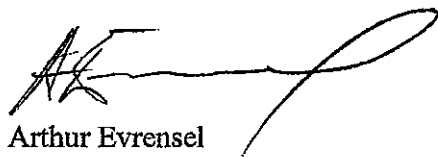
Notwithstanding certain aspects of the Report, I would certainly like to see Capilano College retain and further develop its degree-granting status with regards to the film program which I believe is a valuable asset to be preserved and nurtured.

To this end, I believe that Capilano College should be named a regional university in the region of North Shore/Garibaldi, which includes North Vancouver, West Vancouver, Squamish, Whistler, Pemberton, Mount Currie and the Sunshine Coast.

It is my personal opinion that the development of the motion picture production degree at Capilano College is a valuable asset for the British Columbia film and television industry and should be preserved. The loss of the degree-granting status would have serious negative effects on Capilano College's ability to effectively serve the British Columbia film and television industry and in fact may have an impact on its potential future growth. The additional consequences would certainly include enrolment decline and financial fallout.

As a result, I would hope that the government recognizes the evolution which Capilano College has undergone and preserve its ability to grant degrees for the motion picture production program.

Best regards,



Arthur Evrensel

AE/mm

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May 15, 2007

Westwave Broadcasting Capilano College Statement

Westwave Broadcasting and 91.7 CKAY FM recognize the many contributions Capilano College has made to our Sunshine Coast communities.

The college is not only a center of learning but also a focal point for community activities and social interaction.

Westwave Broadcasting fully supports Capilano College's efforts to become a regional university.

Bob Morris, President Westwave Broadcasting  
General Manager 91.7 CKAY FM

MAY 15 2007

**District of North Vancouver**

355 West Queens Road  
North Vancouver  
British Columbia  
V7N 4N5



**Mayor Richard Walton**

Telephone 604 990 2208  
Fax 604 990 2403  
Web www.dnv.org

COPY

May 8, 2007  
File No.: 01.0490.30/000.000

The Honourable Murray Coell  
Minister of Advanced Education and  
Minister responsible for Research and Technology  
Ministry of Advanced Education  
P.O. Box 9059  
Stn. Prov Govt  
Victoria BC V8W 9E2

Dear Minister Coell:

**Subject: Capilano College – Request for Support of Designation as a Regional University**

This is to advise that on Monday, May 7, 2007, the Council for the District of North Vancouver received a delegation from Dr. Greg Lee, President of Capilano College regarding the College's request for support of designation as a Regional University. Council and subsequently passed the following resolution:

**“THAT the Council for the District of North Vancouver strongly supports Capilano College in seeking designation as a regional university and a letter be forwarded to the Hon. Murray Coell, Minister of Advanced Education, in support of this proposal.”**

We fully agree with Dr. Lee that formalized designation as a regional university will better position Capilano College to build upon its regional, national and international reputation to meet the future learning needs of its changing communities. An important part of our community since 1968, Capilano College has earned a strong reputation for teaching excellence and educational innovation.



In addition to being a major learning, cultural and social centre, the College is a leading economic contributor with a large number of international students staying in and visiting our community and surrounding areas annually. The institution is also the region's third largest employer. It is estimated that its international programs generate approximately \$20 million in annual economic activity. The designation of the College as a regional university would attract more international students, boosting our local economy significantly.

Accordingly, we strongly support this proposal and look forward to your favourable consideration of the College's request.

Yours truly,



Richard Walton  
Mayor

ASH/nfv

Xc: Dr. Greg F. Lee, President of Capilano College  
Linda Robertson, Chair, Capilano College Board  
Mr. Ralph Sultan, MLA - West Vancouver Capilano  
Ms. Joan McIntyre, MLA - West Vancouver Garibaldi  
Mr. Daniel Jarvis, MLA - North Vancouver Seymour  
Ms. Katherine Whittred, MLA - North Vancouver Lonsdale



Growing up in the Kootenays and attending Selkirk College (diploma in Engineering), I understand, whole heartedly, the significant importance of a community college. As the Business Development lead for the District of Squamish, I am working hard to grow our business base by not only assisting existing businesses in their expansion but also introducing new businesses to the community. One of the unique strengths of any successful community is a thriving spirit and that can only come from its residents. Any initiative that fosters a live/work/learn environment so close to home is a good thing. By providing the post-secondary educational path, recognized globally and situated right here in our own 'backyard', will help Squamish as a community retain their youth, expand their labour market, and cultivate a thriving spirit all in balance for a sustainable future.

Dave Thomson  
Business Lead, Squamish Sustainability Corporation

May 15, 2007

Dear Catherine,

I have always been supportive of Capilano College taking on a bigger role in the transition of BC from a primarily resource based economy to an increasingly knowledge based economy. Your initiatives to become a regional university will not negatively affect the college's role in vocational training and life long education. The co-existence of the two programs will actually enhance the quality and breadth of the educational process for both the university program and the vocational program.

I shall be glad to add my name to your campaign. As per our telephone discussion, my short bio is attached for your reference.

Best regards,

Dr. David T. Fung ,  
Chairman and CEO of the ACDEG Group,  
President of the Canadian Society for Chemical Engineering ACDEG Group  
3784 Southridge Avenue  
West Vancouver, BC  
Canada V7V 3J1  
Tel: 1 (604) 230 0668 FAX: 1 (604) 922 7650  
E-mail: [dtfung@uniserve.com](mailto:dtfung@uniserve.com)

# Lil'wat Nation Mount Currie Band



P.O. Box 602 • Mount Currie • BC • V0N 2K0 • ph: 1.604.894.6115 • fax: 1.604.894.6841 • [www.lilwatnation.com](http://www.lilwatnation.com)

May 14, 2007

Advanced Education at:  
Honourable Murray Coell  
PO Box 9059, Stn Prov Govt  
Victoria BC  
V8W 9E2  
E-mail: [Aved.Minister@gov.bc.ca](mailto:Aved.Minister@gov.bc.ca)

To Whom It May Concern:

The Mount Currie Band Chief and Council supports Capilano College in its campaign to be recognized as a regional university so that it can continue to serve its students and develop new degree programs.

Capilano College wants to be a local university serving all its region's educational needs. It does not want to become a research-focused university like UBC or SFU. Capilano College serves a vast region that extends from Deep Cove to Mt. Currie to Earl's Cove on the Sunshine Coast by offering degrees close to home, in special educational areas. Becoming a university would not change Capilano College's commitment to offer Adult Basic Education, Adult Special Education and its certificate and diploma programs.

Regards,

Chief Leonard Andrew,  
Mount Currie Band/Lil'wat Nation



Date: May 15th, 2007

Louise Cadrin, BA, BMT, MTA, FAMI  
President, Canadian Association for Music Therapy  
2301A Rae Street,  
Regina, Saskatchewan  
S4T 2G3

To Whom This May Concern

Re: Letter of Support

The Canadian Association for Music Therapy is aware that Capilano College is currently lobbying the British Columbia government for university status. Please accept this letter of support affirming that the national body of Music Therapy is in full agreement with this progressive campaign, and proud to support Capilano College in its movement towards becoming a regional university.

Sincerely,

Louise Cadrin

cc: Jessica Thoms, Director of Development for the College Foundation.



**MPPIA**  
THE VOICE AND VISION OF  
B.C.'S MOTION PICTURE INDUSTRY

May 7, 2007

To whom it may concern:

The Motion Picture Production Industry Association of B.C. ("MPPIA") is a broad based association representing the interests of the film and television industry in British Columbia.

The most important resource that the film and television industry has in this province is the highly skilled labour pool numbering up to 20,000 direct jobs in this province and another 10,000 indirect jobs. A key component in maintaining and growing this labour force is relevant, accredited, industry driven educational programs applicable to the skills employers require in today's market.

Capilano College has been a tremendous asset to the film and television industry by providing relevant education and training with skilled educators with many years of industry experience. The programs being offered have adapted to meet the needs of the industry which is extremely important in such a globally competitive industry. They also provide a clear path for students interested in pursuing careers in this industry. These practical programs are ideally suited to the film and television industry and Capilano College has been a leader in providing this education and training. MPPIA strongly supports Capilano's proposal to create a new bachelor's degree program in film, which would build on the strengths of the programs it has been offering for the last few years and would meet the needs of the film and television industry. Accordingly, we strongly support the continuation of Capilano's ability to grant degrees. The proposed film degree program will enable the film and television industry in British Columbia to excel and continue to compete on a global basis. It will also attract international talent to this province, which is essential in a time of serious skill shortages.

We strongly advocate for Capilano College to continue to be able to grant degrees, in order that it may grant a degree in film and television in the near future.

Thanks for your consideration and please do not hesitate to call if I can provide you with additional information.

Yours truly,

Peter Leitch  
Chair



# Skwxwú7mesh Úxwumixw Squamish Nation

Chief and Council Department

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320 SEYMOUR BLVD. NORTH VANCOUVER B.C. V7J 2J3 PHONE (604) 980-4553 FAX (604) 980-4523

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May 9, 2007

Capilano College  
2055 Purcell Way  
North Vancouver, BC  
V7J 3H5

Attention: Dr. Greg Lee, President

Subject: Regional University Status for Capilano College

Dear Mr. Lee:

On behalf of the Squamish Nation, I wish to express our support for Capilano College to attain Regional University Status from the BC Ministry of Advanced Education.

The Squamish Nation population is approximately 3,500 individuals with a majority under the age of nineteen (19) years of age. Our ancestral lands occupy portions of North Vancouver, West Vancouver and the Squamish Valley. Capilano College is the post secondary education facility closest to the Squamish Nation lands and the institution where about fifty (50) of our students attend on an annual basis.

It is essential for the long term educational needs of our population that we be able to access certificates, diplomas and full university degree programs. It is considered imperative that our students have the opportunity to complete an undergraduate degree at Capilano College due to its proximity and the school's willingness to collaborate on programming that meets the needs of our students and community in general.

Sincerely,

Handwritten signature of Chief Bill Williams.

Chief Bill Williams  
Telásemkin Siyam  
Co-Chair

"How could it be that a college that represents one of the fastest growing regions of the province, has been the dedicated post secondary provider in its service area and has constituents that in many cases do not have easy access to other post secondary options, be denied to complete its ongoing natural development to a Regional University?"

If you want it more Squamish Specific and about us as a learning destination for the region I could take that angle also - and / or the Cap expansion in the downtown.

Brent Leigh  
Managing Director  
Squamish Sustainability Corporation

I am very impressed by the quality of the students coming from Capilano's Bachelor of Tourism Management Program. The opportunities that tourism represents for this region would be further enhanced by establishing Capilano as a Regional University.

"Given the critical and immediate need for educated hospitality and tourism professionals in our province, it behoves us to do all necessary to recruit, train and graduate the maximum students possible".

Stephen M. Darling

---

Regional Vice President  
Shangri-La Hotels & Resorts  
Vancouver, Canada  
Direct Tel. 1 (604) 661-3320  
Direct Fax 1 (604) 689-1195  
[Stephen.Darling@shangri-la.com](mailto:Stephen.Darling@shangri-la.com)



THAT DL 509/510 and DL 513 as identified in the Draft OCP be designated as "Residential Neighbourhoods"; and

THAT Staff be directed to create a separate schedule to the OCP, and accompanying policy, to establish phasing and sequencing of Greenfield developments based on prior build out of existing designated lands.

Revised Motion:

THAT DL 509/510 and DL 513 as identified in the Draft OCP be designated as "Residential Neighbourhoods" for the purposes of the next draft of the OCP; subject to Staff creating a separate schedule to the OCP, and accompanying policy, to establish phasing and sequencing of Greenfield developments based on prior build out of existing designated lands.

(iii) From May 8, 2007 Strategy Session

THAT the lands designated as "Industrial" in the 2005 Draft OCP be retained for the purposes of the next draft of the OCP; and

THAT policy direction to undertake detailed and regular analysis of employment and industrial lands supply in demand in the medium-term to be incorporated in the next draft of the OCP to ensure long-term opportunities exist for industrial and employment lands.

4. NOTICE OF MOTION

5. CORRESPONDENCE

A. ACTION REQUESTED

- (i) (0426) and (0507) Press Releases from Capilano College

Staff Recommendation:



THAT the District of Squamish strongly supports Capilano College in seeking designation as a regional university.

B. RECEIVE AND FILE

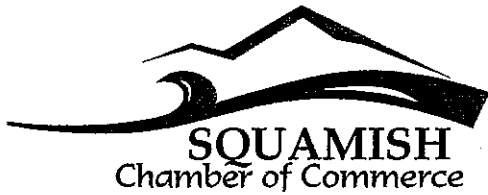
- (i) (0423) Rolf and Felicity Lowinger Re: Appreciation for service received from M. Wutzke, Operations
- (ii) (0426) Gord Steeves, President, Federation of Canadian Municipalities Re: 2007 FCM-CH2M Hill Sustainable Community Awards

6. COMMITTEE RECOMMENDATION

A. Amendment to Community Advisory Committee for the Downtown Neighbourhood Plan Terms of Reference

Staff Recommendation:

THAT Council amend the Terms of Reference for the Community Advisory Committee for the Downtown Neighbourhood Plan by deleting the words "1 representative from the Student Youth Council" and inserting "2 representatives from the Student Youth Community" AND THAT Julia Gillis & Johanna Roberts be appointed to the Community Advisory Committee for the Downtown Neighbourhood Plan.



## Squamish Chamber of Commerce

Serving Squamish, Britannia Beach & Furry Creek  
102 - 38551 Loggers Lane, Squamish, B.C. V8B 0H2  
Phone: (604) 815-4991 Fax: (604) 815-4998  
Toll Free in North America: 1-866-333-2010

May 11, 2007

Honourable Murray Coell  
PO Box 9059, Stn Prov Govt  
Victoria BC  
V8W 9E2

Dear Minister Coell,

I am writing in response to the Campus 2020 report and its implications on College's in British Columbia. Specifically Capilano College as one of its regional centers is located in Squamish.

Capilano's Squamish campus serves the region from Britannia Beach to Mt. Currie and this region has benefited from Capilano's presence for the last 38 years. During this time students from around the world have been able to undertake their studies at Capilano in many forms including certificates and diplomas. Many students continue their studies, to obtain their degree at Capilano in North Vancouver; we are concerned that without degree granting capabilities it will be tough to attract students to the Squamish campus.

Capilano has worked closely with community associations and industry to bring relevant and unique programs that meet the specific needs of this region including programs such as Wilderness Leadership, Tourism Event Management and Destination Resort Management. We are proud to offer such incredible tourism and outdoor recreation programming in our community.

It is known that having a post-secondary institution in your community provides direct and indirect employment and economic benefit. A recent report by Jones consulting<sup>1</sup> quantifies the impact and shows that having a college in the community:

- increases the perceived status of that community and as a result increases local business and property values;
- creates one directly related college job for every 5-6 full- time students attending the college;
- creates roughly two indirectly related jobs in the same community for every three directly related college jobs;

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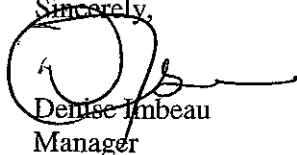
<sup>1</sup> The Economic Impact of Colleges in their Communities and The Potential Impact of Capilano College's New Squamish Campus.  
Jones consulting May 2007

- creates direct economic impact of \$6,750 for every full time student at a college; and
- by using an economic multiplier ratio, it can be estimated that a further indirect economic impact of \$2,498 per full time college student exists in a community in which the college is located.

With a strong reputation for teaching excellence, educational innovation and commitment to First Nations communities the Squamish campus sees over 400 students per year. Many of who decide to stay and build lives here. This creates an educated and skilled workforce for our local businesses.

Capilano represents an important and highly valuable component to Squamish, it is already filling the mandate for regional universities and from our perspective have the history, the track record and the region that justifies this new designation.

Sincerely,

A handwritten signature in black ink, appearing to read "Denise Imbeau", with a large circular flourish on the left side and a horizontal line extending to the right.

Denise Imbeau  
Manager

[denise@squamishchamber.com](mailto:denise@squamishchamber.com)

May 17, 2007

Via fax: 604-984-1718

Mr. Casey Dorin  
Dean, Howe Sound and Tourism Programs  
Capilano College, Squamish Campus

Dear Casey

**Re: Status of Capilano College as Regional University**

As a resident of Squamish, I strongly support the position taken by Capilano College to be designated as Regional University.

Capilano College (Squamish Campus) has played a significant role in meeting the adult and special educational needs of communities in the Sea to Sky corridor.

This significance is expected to increase as, after the loss of practically all the forestry sector jobs, our local economy makes a transition to tourism and knowledge-based sectors.

The establishment of private Quest University represents the beginning of a new hope for this transition of the economy and enhancement in the stature of Capilano College will greatly add to the future economic stability of our community.

Sincerely,



Mohammad Afsar, MCIP, P.Eng  
309-1466 Pemberton Ave  
Squamish, BC. V8B 0K1  
Tel/Fax: 604-815-4344

Copy to :

Hon. Murray Coell, Minister of Advanced Education  
Ms. Joan McIntyre, MLA- West Vancouver-Garibaldi  
604-981-0060

(Fax: 250-356-3000)  
(Fax: 250-387-9091 and

Mayor Ian Sutherland, District of Squamish

(Fax: 604-815-5032)

The West Coast Railway Heritage Park is a strong supporter of Capilano Campus and please include us in your list of supporters.

Sherry Elchuk  
Manager, West Coast Railway Heritage Park