

Communication and Media Articulation Committee (CAMAC)

MINUTES

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFERS (BCCAT)

Online - <https://twu.zoom.us/j/8576369608>

May 13, 2021 9:00-12:30

Present: Guest: Anna Tikina (BCCAT)

Alexander College - Caio Cardoso
British Columbia Institute of Technology, Jean Scribner
Camosun College, Media Program Lois Fernyhough
Camosun College (English), Kimberly Lemieux
Capilano University Lori Walker
College of the Rockies, Nathalie Lesage
Columbia College, Jean Hebert
Columbia College - Guoxin Xing
Coquitlam College - Grace Kim
Fairleigh Dickenson University, James Gifford
Langara College, Erin Robb
Langara College, PUBL/DF Giselle Lemay
Langara Journalism Effie Klein
Lasalle College, Media Arts Rob
Okanagan College, Ed Henczel
Royal Roads University, Zhenyi Li
Thompson Rivers University Mark Wallin (System Liaison Rep)
Thompson Rivers University, Shanon Smyrl
Trinity Western University, Bill Strom (Co-Chair)
Trinity Western University, Kevin Schut
Trinity Western University, Rashad Mammadov
University of the Fraser Valley, Eric Spalding
University Canada West, Erica Bearss

Regrets: Douglas College, Maureen Nicholson

Not in Attendance:

Kwantlen Polytechnic University
North Island College
Northern Lights College,
Northwest Community College
Selkirk College (Communication)
Selkirk College (Digital Media)
Simon Fraser University
University of British Columbia
University of Victoria
Vancouver Island University

1. **Land Acknowledgement, Call to Order and Introductions 9:05 am** by co-chair Bill Strom

2. **Approval of Previous Minutes** of the Articulation Committee meeting of May 8 & 9, 2019. Moved by Shannon Smyrl; seconded by Eric Spalding.

3. **Business Arising from Previous Minutes**

There was no business arising from the 2019 minutes.

4. **Approval of Agenda and Any Additional Items of Business:** The agenda was accepted with dates of the last CAMAC meeting amended. Moved by Lois Fernyhough; seconded by Jean Hebert. There was a short discussion of the need for participation from the larger institutions including need to build relationships and maintain contact with the appropriate faculty from those institutions, and BCCAT's ongoing efforts to encourage involvement. Timely reminders to the department chairs to request participation in next year's meeting (taking place in the lower mainland) will be extended.

5. **BCCAT Report – Anna Tikina**

Anna provided an overview of the work BCCAT does on behalf of the 66 discipline committees, including engagement, research on how institutions can best serve students, and what efficiencies can be found as well as maintaining the BC Transfer Guide, the online database that provides courses and program equivalencies for students transferring between institutions. Each institution has a contact person responsible for maintaining this work. BCCAT also hosts a Joint Annual Meeting (JAM) to provide support for chairs, and others who are looking for support with this work. Resources, including those on the articulation process, micro-credentials and Indigenization, are provided on the website.

Regarding articulation maintenance, it was noted that about 35% of all articulation agreements in the PC transfer guide have not been reviewed in two or more years BCCAT is working on tools that would enable more regularly reviewed articulation agreements. Participants can get in touch with their colleagues who do this work to update changes, which if left un-updated, can have a serious impact on students and block transfer agreements.

Updates to BCCAT work include interprovincial and international articulation. There are now courses from 30 countries on the site. Soon 60,000 courses from across Canada will be available. Work on supporting articulation for institutions in rural and remote communities, English as an additional language, and adult basic education, is also taking place. Annabella Chun achun@bccat.ca is available for questions and names of the people in your institution who do articulation work.

6. **System Liaison Report**

Mark reported on the last BCCAT JAM, which was held online in November. The meeting included discussion about transitioning to online teaching as a result of COVID-19, including the quality of online teaching and learning compared to face-to-face delivery. There was also discussion of the number of articulation agreements that have been threatened by course changes without notification. Changes in how high school students register for post-secondary and order transcripts were also discussed. A question about online teaching and learning support sparked interest in BC Campus offerings, including "online fundamentals" (FLO Bootcamp).

7. **Institutional Speed Dating**

Participants were organized in a series of dyad/triad discussion groups to explore a choice of the following issues (or others....)

- 1) *A specific question you have for your partners or the institution they represent*
- 2) *The one thing that you will keep from this year moving forward in your teaching or admin duties or one of the themes emerging from our reports below:*
- 3) *What will communication and media post secondary education look like in a post-COVID-19 environment?*

- 4) *What is the future of applied programs (hands on/ tech driven)– What will it look like? What next?*
 5) *What changes are being made in your departments in our Bachelor programs? How can we grow? What are the rationale and goals?*
 6) *How do we attract students to our programs?*
 7) *Indigenizing our program/ courses – What does this look like at your institution?*

8. Themes and Discussion Arising from Institutional Report

- Participants noted that there is less distinction being made between communication and journalism programs and that merging the two in some institutions is being considered
- “Hands-on” skills are still being sought by students and employers
- Replacing “Print” with “Digital” is not necessarily solving enrollment problems in publishing programs
- Storytelling, social media and understanding how media works (e.g. news cycles) are essential CMNS skills for many employers
- Universities with specific “tech related” programs seem to be moving away from them and encouraging more theory-based courses. Programs have been put on hiatus, including well-subscribed ones
- There seems to be the perception that “publishing” is dying, when in fact, online platforms are popular yet different than print.
- Design programs are emerging within communication programs; seen as source of International students in some cases
- Many communication programs also aligning with business/ marketing reflecting student interest
- Many schools have problems marketing what “Communications” really is. Students are still looking for an obvious career path when choosing a program.
- Several minor degrees in communication have emerged, and are attractive to business students
- Support needed to reach students in high school to support their understanding of our discipline
- Also see the need to educate our own student advisors and recruiters

9. Other Business

Election: The group agreed unanimously to vote in Jean Herbert from Columbia College as new co-chair to replace Bill Strom. Our warmest thanks to Bill for his work and thank you to Jean.

1. Next meeting:

Location: Langara College welcomes to CAMAC to New Westminster

Date: May 12th and 13th 2022.

We have been invited to meet at Royal Roads University, Victoria for our May 2023 meeting. Thanks Zhenyi.

28. **We adjourned** at 12:04 p.m.

These minutes remain unofficial until accepted at our May 2022 meeting at Langara.

Respectfully submitted,

Lori Walker, Co-Chair