

2012 Business Chairs – Articulation and Transfer Meeting

Capilano University
Cedar Building Room: CE 135
Thursday, May 3, 2012

Agenda

0830	Registration and Information Reception
0900	Call to Order – Ian Humphries, Associate Dean, Camosun College School of Business
	Welcome to Capilano University Graham Fane, Dean, Faculty of Business (Capilano) Welcomed colleagues and reviewed the theme of the meeting “Ideas & Inspiration”
	Introductions Additions to the agenda were invited; David Crawford (Alexander) sought confirmation that Block Transfers would be discussed. The Chair Confirmed that this would be the case A representative of CGA BC reviewed efforts underway to review transfer credits between post-secondary programs in BC. Once complete, results will be made available. It was noted that some Finance programs have areas that require significant scrutiny to ensure equivalency between programs, and that ESL requirements are under scrutiny in response to an expressed industry need for increased communications abilities of students. Information was provided regarding a federally funded initiative to implement an online student tool to evaluate their credentials against the CGA syllabus. Gordon Lee (Kwantlen) reviewed the need to re-institute an articulation processes specifically for business programs. Student movement between institutions is increasing: we must assist students. What opportunities can we provide for them? (all institutions) What can we do in the future (next year’s conference). Gordon will chair an afternoon session specifically focused on re-inventing Commerce “degree” articulation and transfer.

0915	<p>Approval of Agenda</p> <p>There being no objections, the Agenda was adopted as circulated</p>
0920	<p>BCCAT Report – John Fitzgibbon</p> <p>(Report circulated)</p> <p>Course and block transfer:</p> <p>Noted increasing number of transfer students and the need to identify their motives for transfer.</p> <p>Noted the trend toward declining transfer from one institution to another with respect to Associate Degrees.</p> <p>Referenced a recent paper by Fiona McQuarie on credit on vocational and trades programs providing student pathways into traditional programs.</p> <p>Noted that case by case articulation research is accurate, but a slow process. Consistency between institutions must be measured and enforced. Metrics must be well established and clearly communicated.</p> <p>Institutional planning for trends in student movement; Student Transitions project is examining this, but institutions can potentially augment their own planning efforts with this data.</p> <p>Ministry request for articulation requirements for all institutions; an ongoing effort.</p> <p>Students expect that inter-institutional transfer be an option and that they will easily move credits from one institution to another.</p> <p>Annually, 26,000 students transfer credits between BC institutions</p> <p>Ensuring that our programs are of similar quality and type is paramount to supporting this growing expectation, both at a student level, and a provincial one.</p> <p>Noted that inter-institutional transferability is somewhat parallel to the issues of transfer credit/recognition for international students in BC.</p> <p>Receiving vs. Sending institutions and a shift towards becoming both:</p> <p>Noted that institutions have traditionally been a receiving or sending institution. This is expected to change rapidly, via a staged approach. Eventually, all BC institutions will both send and receive credits, however to control for resources, BCCAT will limit requests that are created as a result of new programs. Implementation anticipated: Fall of 2014.</p>

	<p>Outstanding articulation requests:</p> <p>The Transfer Innovations Project was discussed: it was noted that small scale funding is available to support innovative projects such as the creation of business transfer grids. Etc.</p> <p>The concept of transferrable pre majors was raised, as was the creation of a fully transferrable discipline between institutions.</p> <p>The utilization of Learning Outcomes as articulation measures was raised; general discussions were had regarding individual institutional methods of defining/creating/assessing outcomes.</p>
0950	<p>Potential Merger of Accounting Bodies</p> <p>Sheila Elworthy, CASBC and</p> <p>Bill Johnson, CGA-BC</p> <p>Provided a joint presentation on the potential merger of the accounting bodies, including a review of:</p> <ul style="list-style-type: none"> • Merger framework, principles and timeline(s). Noted that there are 40 accounting bodies in Canada and the complexities that this requires in terms of voting and consensus building. • Merger proposals now with all governments. Quebec has introduced legislation to unify; others remain undecided • Reviewed voting process, and recommendations to provincial government (s) • Stressed the benefits to students, specifically clarity around qualifications and the resultant access to employment opportunities this provides • Noted international efforts underway to amalgamate designations; US is moving towards international standards • Noted new competency map & global standards proposed as a component of the merger. <p>Specific questions that arose as a result of the presentations were:</p> <p>Request for clarification regarding a reference to “14 Governing Bodies”. Are these 14 bodies regional? It was confirmed that they were, and that a merger would support a national development strategy and regional delivery system.</p> <p>It was requested that the voting date (in BC) for this proposal be made clear. The date was confirmed as May 18 2012.</p>

	<p>A question was asked regarding the impact of these changes on student costs. It was confirmed that, as of yet, no formal examination of this topic had occurred, however that there is some general assumption that economy of scale could reduce student costs.</p> <p>A question was raised regarding pathways for mature students within the new framework. It was noted that pathways are already in existence for mature students, and that these occur at a program, rather than institutional level. This would not change as a result of amalgamation.</p>
1005	<p>CGA-BC's accreditation initiative</p> <p>Bill Johnson, CGA-BC, provided a brief overview of recent accreditation initiatives of the CGA of BC.</p>
1015	<p>Institutional Reports – Business Diploma Programs</p> <p>All Chairs and their representatives were reminded to provide the host institution with emailed copies of their Business Diploma offerings.</p> <p>This should also include information about any new initiatives, post-degree diplomas and international recruiting efforts.</p> <p>Renaming of some Business Programs at Camosun were discussed. It was noted that there has been no net change in offerings, but that names would be changed to more accurately reflect existing programs. Camosun continues efforts to address alignment in laddering options between degrees and diplomas, and as with many similar institutions, budget pressures are always impactful</p> <p>Capilano reviewed their demographic data and some of the operational challenges this provides. Capilano has approximately 2,000 students within the School of Business, and is graduating over 200 BBA's this year. They are the largest Faculty on Campus, as measured by revenues generated. Much like Camosun, Laddering and Pathways are always under scrutiny. Capilano currently offers ten distinct credentials, and will be adding four new programs in Fall 2012.</p> <p>The School is examining the current English skills requirements of students, and efforts are underway to examine the needs of ESL students as specific to Business Studies, and the provision of restructured bridging options. A new field school (Vietnam) was launched this year, and the China Field School continues to grow.</p>

	<p>The scalability of programs and anticipated increases to student enrollment continue to be examined by Kwantlen, with laddering options into the Diploma program a considerable priority. It was noted that though English Language skills are often under discussion with respect to international students, English skills of domestic students would also merit examination.</p>
1030	Coffee Break
1045	<p>Institutional Reports– Business Diploma Programs cont’d</p> <p>University of the Fraser Valley will open a 2nd campus (Canada Education Park, Chilliwack) and will be launching post-degree certificates.</p> <p>Columbia College shared others’ concerns regarding the wide range of ESL abilities, and noted that paper assessments and a student’s actual skill level may not always align as hoped. Trends at Columbia indicate that international students are arriving with very strong math skills, and less developed English skills. Many Columbia students enter their programs with intention to transfer to UBC, however retention rates are increasing.</p> <p>University Canada West – now offers two post diploma certifications, one in international business and one in social entrepreneurship, and is marketing to existing students who may compete their degree at the University.</p> <p>Selkirk College noted that their Business department was less impacted than others by recent budget cuts. Selkirk promoted its annual (in-house) business case competition, and the merits of running similar competition programs at other institutions.</p> <p>Vancouver Island University reported strong enrollment and application levels. Noted that Post Degree Diplomas are exceeding enrollment expectations. The Faculty of Management is creating dedicated courses for students who may not be fully prepared to enter a Post Degree program. Noted that non-credit offerings at VIU (via Continuing Studies) have been withdrawn, and that Professional Development offerings had been de-centralized.</p> <p>Trinity Western University reported on the redesign of their business program, which occurred last year.</p> <p>Core program review in MBA program. Launch Aug. BCom is next.</p> <p>Second year intake for Masters in Management is underway (a post-grad geared to the Sauder program is under development for students who have just completed an undergrad and are moving directly into an MBA.)</p> <p>North Island College – Intends to offer two more Post Degree programs (in HRM and in Global Business) These are two year post</p>

degree diploma programs. Internship is included and it is hoped that the program will appeal to international students.

Sprott Shaw - Currently offers four concentrations, with accounting streaming towards the CGA/CMA programs. Sprott Shaw wants to build opportunities for improvement in online offerings, ladderability and branding.

Kwantlen Polytechnic- Accounting size is our value; 1,200 diploma students, 800 at 3-400 level. Max class size 35.

60 sections of accounting in fall terms. 20 unique offerings.

Post Bac very successful - Fourteen years ago we launched our first BBA. We grew in large because the block transfer system in place then really worked. Kwantlen is the largest undergrad business school in western Canada ... this is because we create pathways to entry to Kwantlen...for new first time students. This is supporting our numbers.

Discounting of marks to receiving institutions was raised as a point of concern, particularly with respect to Diploma/Associate degree programs.

Okanagan College – noted that 2000 students are currently enrolled in their business courses. Now offers a four year degree program, with strong registration levels. Intends to offer post graduate diploma(s) in Commercial Lending and Non-profit Administration.

New Caledonia – Noted that public school and highschool closures have impacted enrollment, and that four faculty have been lost due to budget cuts. Current ratio of 4:1 part-time to full-time faculty.

An Applied Leadership Certificate has gone to Ed. Council, and International service courses and business courses are being developed for future growth.

Nicola Valley Institute of Technology - NBIT is BC's Aboriginal post secondary institution, and serves 70% of BC's post secondary Aboriginal students. Actively promoting Block Transfers, and would like to focus on doing so with degree-granting institutions.

Douglas – Now has a BBA Program with two concentrations, Accounting and Financial Services. Will be expanding into Marketing concentration, Business Mgmt. & Hospitality. Recently welcomed a new Dean, George Stroppa.

A focus on developing English language and communication skills for students is a priority.

Offers mixed mode access – as we have four campuses, we offer courses that are half online and half elsewhere

Alexander college – Experiencing significant growth. In 2007 we started with 25 students, and now are approaching 1,000. A second

	<p>campus has been opened in Vancouver, and will move to new Burnaby location to accommodate growth. We offer associate degree programs, and pre-MBA program in collaboration with Thompson rivers. Guaranteed entry is performance based for registration purposes. Pushing for block transfer options.</p> <p>Thompson Rivers University – Has offered a BA since 1989 and an MBA since 2005. Two programs are delivered in China (Shanghai and the Beijing area). Supply Chain Management and Leadership are to be offered as minors within degree programs.</p> <p>The introduction of new major(s) has lead to the need to deveop Post Bac. oportunities. A purely online MBA is under development, and will be harmonized with offering the campus degree to the online program.</p> <p>Langara School of Management – Focus is on small programs, and a four-stream BBA. Noted that most Langara business students aim ot transfer to UBC in the future. Student demand outstrips current resources, with accessing classes a primary concern for students and the institution. Waitlists are high across most business offerings.</p> <p>College of the Rockies – Now a BBA granter (Bachelor in sustainable Business Practices).</p> <p>Offerings are predominantly online, with an emphasis on providing planning and support at intake to increase long-term retention. Sustainability Leadership and Defining/Working with Sustainable Metrics are two areas of course development underway. The Local Government Management Diploma has been cancelled due to budget constraints.</p> <p>Yukon College – The institution has the luxury of having funding to create more space, yet doesn't have the students to fill it. Attraction and retention are issues that are always a priority. The creation of online opportunities continues to be a focus, and geographically makes sense.</p>
1100	<p>Admission requirements</p> <p>Discussion was had regarding how the various institutions treat admission for students who wish to take only a few courses, but not register in a formal course of study.</p> <p>Entrance requirements for transfer students were discussed, including English proficiency requirements. It was noted that standardized English proficiency metrics would be worth investigating at the next BEAC meeting.</p> <p>The need to ensure that changes to individual Diploma programs were created in a way that still supported the needs of transfer students was raised, as were general discussion around issues of the need to</p>

	<p>standardize or reexamine the process of articulation.</p> <p>Block transfers were discussed, with consensus being reached that these transfers are valuable, and that institutional effort to both send and receive block transfers is one that will grow in importance in the future.</p> <p>Retention in diploma programs was identified as a strong factor with respect to recruiting/admissions practices, with all institutions expressing a desire to retain students longer and to increase completion levels.</p> <p>Residency requirements and International recruitment increases were discussed, with some concern raised around the need to better prepare and support International students as they transfer into the BC post secondary system. Challenges around communications abilities of International students (relative to native speakers) was discussed, with an emphasis on development of programs that were designed to improve student academic abilities in preparation for beginning their formal course of study.</p> <p>Simulation Competitions were discussed, with an emphasis on both student experience and learning opportunities, and a lesser, but still relevant emphasis on the institutional recognition provided to Competition participants, particularly winning student teams.</p>
1140	<p>Evaluation of Articulation Meeting</p> <ul style="list-style-type: none"> - How was it useful? - How could we improve it for next year? Feedback encouraged via email or follow up.
1150	<p>Selection of a 2013 Session Chair</p> <p>Capilano invited requests. There being no institution expressing immediate interest, this decision was deferred.</p>
1155	<p>Location of 2013 meeting – TBD</p>
1200	<p>Lunch – meeting adjourned</p>