

Joint BC Tourism Management and Hospitality Management Articulation Meeting

MINUTES

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFERS (BCCAT)

Zoom Meeting hosted by Vancouver Community College

Wednesday April 28, 2021 @ 12:30 pm

Present:

Member Institution	Representative	Email
Ascenda School of Management	Laura Farquhar Pedro Cortina Thomas Gomes	laura.farquhar@Acsenda.com pedro.cortina@Acsenda.com thomas.gomes@Acsenda.com
BCIT	David Tikkanen Morgan Westcott Rosalind (Roz) Phipps	david_tikkanen@bcit.ca mwestcott2@bcit.ca rhipps3@bcit.ca
Camosun College	Carl Everitt Richard Stride	everittc@camosun.bc.ca strider@camosun.ca
Capilano University	Stephanie Wells	SWELLS@capilanou.ca
College of the Rockies	Anna-Marie Rautenbach Steve Kamps	arautenbach@cotr.bc.ca kamps@cotr.bc.ca
Douglas College	Mark Elliott	elliottm@douglascollege.ca
Farleigh Dickinson University	Jeff Anthony	jeffanthony@fdu.edu
LaSalle College Vancouver	Benjamin Faber	bfaber@lasallecollegevancouver.com
North Island College	Murray Erickson Harley Elias	murray.erickson@nic.bc.ca harley.elias@nic.bc.ca
Okanagan College	Jonathan Rouse Michael Conlin Blair Baldwin Craig Norris-Jones	jrouse@okanagan.bc.ca mconlin@okanagan.bc.ca bbaldwin@okanagan.bc.ca
Royal Roads University	Eugene Thomlinson Rebecca Wilson-Mah Brian White	eugene.1thomlinson@royalroads.ca Rebecca.Wilsonmah@royalroads.ca Brian.White@royalroads.ca
Selkirk College	Wendy Anderson Martin Keyserlingk Robyn Mitz	WAnderson@selkirk.ca mkeyserlingk@selkirk.ca rmitz@selkirk.ca
Thompson Rivers University	Lian Dumouchel	ldumouchel@tru.ca
University Canada West	Maloud Shakona	maloud.shakona@ucanwest.ca
Vancouver Community College	Monique Paasen Willy Aroca Aguirre	mpaassen@vcc.ca warocaaguirre@vcc.ca
Vancouver Island University	Peter Briscoe Amanda Johnson	peter.briscoe@viu.ca Amanda.Johnson@viu.ca

Western Community College	Vandana Khetarpal Dhananjay (DJ) Kshirsagar Rob Fahlman	vandana@westerncommunitycollege.ca
Guests: Okanagan College Students	Darby Svendsen	
	Myles Mattila	
	Tyler Love	
	Dylan Warwaruk	
Guest: BCCAT	Mike Winsemann	mwinsemann@bccat.ca
Guest: Go2HR	Andrea Hink	ahinck@go2hr.ca

Recorder: Lian Dumouchel, Thompson Rivers University (from Zoom recording and audio transcript – Zoom cloud recording can be accessed here: https://vcc.zoom.us/rec/share/XCJo1HWruaSJjqyOUGQtQsp-15kTRzNulDvqhcn3lqgQ0eEITBL2_xyMvNt0K0_Y.jv-VBMWcVLiGv_YX Passcode: 9PJ&dZ@9)

Territorial Acknowledgement and Welcome from Monique Paasen (Hospitality Articulation Committee Chair)

1. Meeting Called to Order at 12:30 PM

2. Introductions/welcome

- Monique Paasen (Hospitality Articulation Committee Chair)
- Willy Aroca (Hospitality Articulation Committee Co-Chair)
- Eugene Thomlinson (Tourism Management Articulation Committee Chair)
- Lian Dumouchel (Tourism Management Articulation Committee Co-chair)

3. Approval of Agenda and the Minutes of the Joint Articulation Committee meeting April 28, 2020

Motion: to adopt the Agenda and Minutes of the April 28, 2020 meeting

Moved: LIAN DUMOUCHEL Seconded: MARK ELLIOTT Carried <>

4. Presentation of Institutional Reports (refer to the attached reports)

Note: This year the institutional reports were collected using a Survey Monkey survey.

5. Introduction to Tourism and Hospitality in BC Textbook

- Wendy Anderson and Rebecca Wilson-Mah
- Introducing the second edition of the textbook "Introduction to Tourism and Hospitality in BC"
- The second edition has updated content and improved accessibility/interaction features (multiple formats, added hyperlinks, H5P, etc.)
- New resources are becoming available on the BC Campus website: Introduction to Marketing, Consumer Behaviour (Fall), Digital Marketing (Fall), etc.

6. Rejuvenated "Winning Pitch" Competition

- Blair Baldwin, Jonathan Rouse, and Michael Conlin
- Presentation by a team of Okanagan College Students (Darby Svendsen, Myles Mattila, Tyler Love, and Dylan Warwaruk).
- The Winning Pitch competition has been in abeyance for the past two years.
- In consultation with Go2HR and Destination BC, the student group developed a proposal to resurrect the Winning Pitch Competition with a new concept and new name: "The Perfect Pitch Competition"

- Key characteristic of the new concept: two-stage event (part 1 – virtual/video; part 2 – in-person at the BCTIC), all specialties, Canada-wide, and involvement of all stakeholders (students, educators, and employers).
- Support was expressed to bring “The Winning Pitch” back. Some questions were expressed about creating a cross-institutional course or team for students.
- Contact Blair Baldwin at bbaldwin@okanagan.bc.ca for more information or to participate in implementing this new concept.

7. High School Tourism Curriculum

- Monique Paassen brought up a concern from the secondary school sector (Burnaby) regarding the low enrolment in tourism classes and low profile of tourism education in general.
- Some ideas to address these concerns include articulation agreements between the secondary and post-secondary sectors, visits to high school classes, career awareness presentations, reaching out to parents, etc.
- We all acknowledge this is a long-standing challenge.

8. BCCAT Update

- Mike Winsemann
- The Pandemic had no negative impact on articulation activities
- Joint Annual Meeting (JAM) – online over two-days this year. Experience exceeded expectations with over 350 delegates and a lower cost than in the past. The event will be online again in November 2021
- Research - BCCAT Spring Update: <https://bccat.ca/pubs/Resources/ACUpdate202104.pdf>
- BC Transfer Guide is now Global in scope
- Challenge to maintain and update articulating agreements. New initiatives underway to review articulation agreements at a system level.
- Consultation underway to expand scope of course equivalencies to be more inclusive.
- If we have block transfer agreements, be sure to inform BCCAT so they may enter them in the system.
- Visit the central data warehouse as well as the student transitions project which is run out of the provincial government. This project has tracked student mobility data since 2002.
- BC is ahead of all other provinces on tracking student mobility.

9. Go2HR Update

- Andrea Hink
- The Go2HR team is smaller now
- Strategic direction to create awareness and provide relevant services
- Support employers, students, and job seekers – safety plans, HR services, training, and labour market information projects,
- Training projects:
 - i. Developing an online health and safety program for tourism and hospitality funded by the Ministry of Tourism. Pre-registration is now available. Program will launch in May.
 - ii. Seeking to expand training portfolio with partner institutions and inviting input.

10. Election/Re-Election of Chair and Co-chairs

As agreed at past meetings, the current Co-Chair will take the role of Chair for the following year.

Elections will take place to identify the new Co-Chair for the coming year.

Tourism Management Articulation Committee

- Current Co-Chair **Lian Dumouchel (TRU)** will take the role of Chair for the coming year.
- **Thomas Gomes (Ascenda)** will be Co-Chair of the Tourism Management Articulation Committee – by acclamation

Hospitality Management Articulation Committee

- Current Co-Chair **Willy Aroca (VCC)** will take the role of Chair for the coming year.
- **Maloud Shakona (Canada West)** will be Co-Chair of the Hospitality Management Articulation Committee – by acclamation

11. Next meeting:

Location: VCC (in person or online – TBD)

Date: Wednesday April 27, 2022

Meeting adjourned at 3:30 PM

BCCAT Contact:

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