

Continuing Studies Program Review

Faculty of Access & Continuing Studies

Dean's Summary

Submitted by:

Dr. Sue Brigden, Dean of the Faculty of Access & Continuing Studies

Harv McCullough, Dean of the Faculty of T



MEMORANDUM

To: Eric Davis, Provost & Vice President (Academic)
From: Sue Brigden, Dean of the Faculty of Access & Continuing Studies
Date: May 14, 2011
Re: Continuing Studies Program Review

To begin with, I would like to acknowledge the contributions made by the faculty, staff, and students of UFV's two Continuing Studies (CS) units – Continuing Studies Interdepartmental (CSI) and Continuing Studies Trades and Technology (CST&T) – during the CS Program Review process. Preparing a Self-Study report, meeting with the External Review Team, and reading and responding to the

‡Clarify the appropriate structures and procedures for academic oversight and ensure that students, staff and community representatives are included on any such committee.

In the long term, the institution needs to provide clarity on the mandates and future of the two CS units and of CS as a whole. The goals between the two units do not appear to align, which could lead to a mandate issue between the two. The institution needs to provide assistance to the units in determining their future.

Much of the current net revenue realized is based upon the college model of CS, not a university model. Does UFV want to build CS on the existing model of entry-level, workplace training, which reflects our college roots; on a model that reflects professional-level training and development; or a model that reflects both? The institution needs to determine which CS model will best serve it and the communities it serves and how that model should be implemented.

If CS is expected to increase its net revenue and provide education and training opportunities that reflect UFV's role and responsibility as a teaching university, then UFV needs to invest some resources in the unit and develop a business case for supporting this investment.

UFV also needs to decide how it will provide support for and deliver contract training across the institution. The Dean of Trades and Technology has suggested the creation of an **Office of Public Inquiries** that is managed by a person "well-versed in the entire university operations ... has a paralegal background ... [who] could address the many Requests for Proposals (RFPs) that are available". He goes on to suggest that this office would "address long-term planning by becoming a point of contact, a legal support for all areas, and an office to find more opportunities ... [it could] could set standard legal contracts and a standard formula for calculating the cost and profit margins".

May 3, 2011

Continuing Studies Review

A great deal of credit goes to Cheryl Issac and Rolf Arnold for their work on the Continuing Studies Program Review. It has been a difficult task, as we have a standard traditional academic review process to follow, yet continuing studies is anything but traditional.

The hope was for this review to be more of an operational review, rather than a program review. I believe we have received something that could be viewed as a hybrid.

The review does highlight some important areas that I believe warrant some thought. The most important item is regarding additional help in some strategic areas. I believe the concept is as follows – more profit added to the year-end operation – more help added to assist with the additional work load. More careful thought should go into where those strategic areas might be long-term plan.

Many of the suggestions have already been addressed and measures put in place. My personal opinion is this review addresses short-term planning and I believe we need to look at long-term planning. As it stands right now, many departments are already offering types of contract training which are directly related to their areas of expertise. This training is done outside the envelope of Continuing Studies and I believe this will continue and most likely increase.

To increase external revenue streams, I believe there should be an Office of Public Inquiries. This office could be managed by a person that is well versed in the entire university operations. As an example, typically get external calls approximately once a week from someone wanting information on programming from UFV.

This office would begin to address long-