

# Campus 2020: VCC submission

Vancouver Community College's submission to Campus 2020



[www.VCC.ca](http://www.VCC.ca)



# Introduction

It is our pleasure to present this submission to British Columbia's Campus 2020 consultation process on post-secondary education.

B.C.'s colleges reflect their communities and are highly responsive to workforce demands, demographic trends, and economic and social needs.

Vancouver Community College serves learners from the entire Lower Mainland, and we see an impressive future for the region, for higher education, for our students, and for VCC's role in building social and economic well-being for its citizens.

Vancouver Community College is proud of its long history of service. We are the province's oldest college, firmly looking ahead to new opportunities and growth over the coming years; it is from this perspective that we approach our vision for Campus 2020.

Respectfully submitted,



Mark Stock  
Board Chair



Dale Dorn  
President

## Opportunity ahead the Vancouver region in 2020

In 2020. . . Greater Vancouver is the most liveable city in the world, having addressed a number of environmental, economic and social issues. A truly global city, it is one of the world's most popular destinations for tourists and conventions, for international trade, and for international education.

Vancouver is also an international cultural destination, not only for the traditional arts and festivals, but for new and emerging interdisciplinary fields, having fostered education and innovation in the creative and cultural industries.

It is a green city, a leader in environmental programs. It is bigger and more diverse – having grown by 410,000 people since 2006, with densification and careful planning letting homeowners and renters at various income levels live well in an urban environment.

There have been significant shifts:

- Residents over the age of 50 form 80% of this population growth, with 67% of the growth among those over the age of 65.
- The growth in the working age population has been only 13% during this period.
- Immigration and in-migration are the main contributors to this growth, with Vancouver outpacing Toronto as the primary destination for immigrants; it leads the country in attracting Canadians from other provinces.
- Outstanding education and immigrant settlement programs have prompted cultural pluralism and social cohesion, enriching quality of life and productivity.
- Labour force participation among all sectors of the population (through greater access to public higher education) has grown significantly, along with increases in productivity through innovation.
- Its knowledge-based economy supports research, innovation and emerging sectors, driving demand for public higher education.
- Municipal and post-secondary libraries have developed an integrated library system with improved services and coordinated public spending.

Our city in 2020 is a Learning City, regarded as the best-educated and most-literate jurisdiction in North America – having benefited from expanded efforts to boost literacy and employment prospects of its citizens, including newcomers to Canada and those who were traditionally not well served.

It is an inclusive city, regarded as a world leader in its support for people with disabilities and is a model for recognizing the contribution of a growing urban Aboriginal population: it has reconceptualised the relationships of Aboriginal communities with education systems, promoting and enabling equitable participation in higher education and the labour force.

## Higher education in Greater Vancouver in 2020

In 2020. . . Higher education in British Columbia is led by a provincial Higher Education Council, which provides a strong framework coordinating the system's strengths. At the heart of the Council's work is a charter that speaks to the purpose and importance of higher education as:

- A human right
- Instrumental in the pursuit and advancement of knowledge, it is an exceptionally rich cultural, social and economic asset for individuals and society.
- Playing a vital role in promoting peace, mutual understanding and tolerance, and in creating mutual confidence among peoples and nations.

Our higher education system will:

- Include a diversity of institutions, which is an exceptional asset that should be fully respected, with all people of the region being able to access.
- Place great importance on the principle of institutional autonomy, and the need to uphold and protect this principle.
- See fair recognition of qualifications as fundamental.

With this as its foundation, the region's higher education system is a key factor in successes in literacy, and is recognised as a vital component of the province's health and economic success at every level.

Colleges, in particular, continue to provide highly satisfied, employable graduates who have the core skills for career success and mobility; through widespread industry relationships, colleges support key continuous skills development for a strong knowledge-based economy.

“ Since 1996. . . .  
I sat in many offices  
listening tirelessly  
to the teachers,  
the principals, the  
psychologists, and  
the doctors tell me  
his 'problem'. . . .  
Struggling to find  
direction and focus  
for my son became  
my first priority.  
He engaged in  
just about every  
sport and activity  
imaginable. . . .  
He went though  
the motions but  
he didn't have any  
passion. . . . The  
passion and solution  
came the day he  
walked through the  
doors of the VCC  
Automotive Collision  
department. The  
transformation from  
boy to man, loss to  
triumph, student to  
employee has been  
immeasurable. . . .  
As the parent of a  
potentially wayward  
child, I am hoping  
you all take this most  
sincere letter in the  
highest regard of  
our appreciation. ”

– **Lyndsay Taggart,**  
whose son attended  
VCC's Automotive  
Collision Repair program

“VCC is the undisputed leader in the country in this field. Their programs are hands-on, relevant and heavily connected to the industry -- which means that graduates are immediately ready to meet the demands of our business.”

– Philip Barnes,  
Regional Vice-President  
Pacific Northwest and  
General Manager,  
Fairmont Hotels &  
Resorts

In our Learning City in 2020, opportunities abound for education and training at all levels, from entry-level, to advanced study, to lifelong learning and continuing studies, supported both in the classroom and online. In the future:

- Affordable, accessible programs are always available for students with diverse needs, largely through a well-funded public system;
- Public colleges and institutes account for a significant amount of baccalaureate education;
- Services and programs for Aboriginal students are coordinated with the region’s providers from K-12 through post-secondary;
- Mutually respectful partnerships among institutions characterize a highly articulated higher education system, with creative synergies and efficiencies that support student mobility through all levels;
- Research and teaching linkages worldwide raise the international profile of Vancouver and British Columbia;
- Flexible in-person and technology-based instruction support underprepared learners to access the education and training they need;
- Traditional lines of academic and applied education are blurred, as are the demarcations of education, ability and fit;
- Transparent and rigorous processes support consistent quality standards and ensure public confidence in B.C.’s post-secondary credentials, both public and private.

Post-secondary education in 2020 turns the tables on the traditional worker-scholar polarization. In that spirit it redefines higher learning as a place in which to celebrate the achievements of our collective history, a place where all are welcome, where all can attain knowledge and where all can enhance their understanding of our common ground. It is a place in which creativity, inspiration, curiosity, courage and dialogue are the pillars of a new learning society.

## Students in 2020

In 2020. . . Our students will be inspired and inspiring in traditional and new ways. Students are media-savvy, technologically fearless and possess boundless global information. These students require support for synthesis: they will develop skills for analysis and for short and long-term decision-making. One of the 2020 student's biggest challenges is finding a personal approach in the application of knowledge within a dynamic, multi-dimensional and global context. . Decision-making is increasingly responsible and responsive to both local and global factors. These are the skills of the new creative worker, forged in an environment inspired by art, by passion, by science and technology, and by the inquisitive mind.

Students demand an education that encourages thought and international perspectives, and emphasizes the interconnection of theory with technical skills, and the development of practical wisdom, and includes a larger view of society. Post-secondary students of all ages re-imagine their world, driven by the inspiration of great teachers.

These students will value institutions that enable faculty who can direct the institutions' deep knowledge base towards the resolution of the tangible and the essential. Students value faculty accomplishment, critical engagement, inspiration. Students want teachers who teach how to think, how to listen and how to draw lessons from human experience.

Teachers, in turn, demand quality over quantity and relational knowledge over data acquisition. Inspiring teachers, be they in science, art, business, humanities, technology, trades, or health, allow us to see ourselves as part of a whole; they inspire us to believe in our selves and they instil the confidence and the foundation for the responsible stewardship of our complex society for the future.

In 2020. . . . students will be inspired by a campus life that offers easy and affordable access to the information, the facilities, and the teachers who will support student development. A campus that supports students through technology while encouraging in-person, inclusive dialogue.

“ I was a business major at SFU, but wanted a career that would allow me to give back to the community. I chose VCC because the curriculum and instructors are exceptional. The strong link to the workplace means I will have a job when I graduate.”

– **Kevin Chen,**  
student, Medical  
Laboratory Assistant  
program, School of  
Health Sciences

“ He acquired all the skills, knowledge, and experience he needed to work in a commercial kitchen, and received the support he needed to place him in a job suited to his specific needs and abilities. He is now happily working with an employer who understands exactly what he is capable of. The employer understands both his strengths and weaknesses, and what support he requires, and has hired him with this understanding. This is all we wanted.”

– Lindsay Burrell,  
whose son attended  
VCC’s Food Services  
program for students  
with cognitive disabilities

Vancouver Community College continues to be British Columbia’s foremost and largest community college; it is proudly urban, serving the vibrant landscape of one of Canada’s most dynamic regions.

VCC supports regional social and economic development, linking the needs of community groups, employers and individuals; its learner profile continues to be the most culturally diverse in the province.

### Differentiated, in a collaborative system

VCC is highly differentiated: a leader in developmental education, while offering a focussed group of career-training programs, all integrated with and articulated to life-long learning opportunities.

We continue to be an open college, with a pathway by which every applicant can achieve educational goals through affordable, flexible programming; no adult student, irrespective of ability or previous learning, is turned away, including those who have traditionally faced barriers to higher education. We are recognized as a national leader in outreach, teaching and learning for adult literacy.

VCC is a true ‘community’ college: programs and services engage all citizens; it serves the region’s changing demographics, including the growing class of retirees through continuing and part-time studies that focus on their needs and distinctive interests.

VCC receives differentiated operating and capital funding from the provincial government, recognizing this distinctive mandate.

### Contributing to community life

VCC satisfies community needs for the economy, for citizenship development, for creative engagement, and for education and training – a public institution adding value to the daily lives of those in the community.

VCC’s locations downtown and on East Broadway match appropriate programming with local needs, each integrated into the community in different ways and linked effectively by public transit.

Our facilities are a ‘town square,’ playing a key role in serving the community with support to the arts, to community organizations, to public gatherings, and to recreation.

Leveraging its long-standing service to part-time and older learners, VCC continues its tradition of outreach into its communities, maximizing use of public space in schools, community centres and libraries.

The college’s on-campus services extend to community and neighbourhood organizations, libraries and agencies, which come together to engage citizens in community and learning.

## Responding to changing needs of the economy

VCC in 2020 is continually rated among the top urban colleges in the country for graduate outcomes, national profile, and industry and community connections. VCC is linked seamlessly to other sectors through strategic alliances provincially, nationally and internationally. Strong programs provide the academic and vocational skills needed to meet the challenges of the new decade.

VCC's graduates have the right blend of theory, practice and character to succeed in the community and the workplace. Graduates also will have training in cross-cultural competencies, global issues and citizenship, entrepreneurship, sustainability and ethics, and will have been provided with opportunities for citizenship engagement through formal service learning.

VCC continues to be the largest and most important resource to immigrants, with language studies and services supporting integration into the community and a fast-track into employment in related professions.

Undergraduate degrees at VCC serve key specialties – including Hospitality Management, Music, Dental Science and Adult Education – with the programs being widely recognised and admired.

Strategic partnerships and integration of global issues into the curriculum see VCC as a leader in providing opportunities for international students to attend VCC and for VCC students to study abroad. VCC is a key element of the educational component of the Asia Pacific Gateway.

- *VCC continues to be one of the province's major providers of skilled trades workers, and is recognised for its excellence in key fields including Culinary Arts, Transportation Trades and Design; VCC is a national leader in establishing standards and networks to ensure seamless labour mobility;*
- *VCC produces some of the country's finest chefs, and its School of Hospitality continues to be the largest and premier source of highly trained professionals for the province's vital hospitality sector;*

- *VCC's School of Health Sciences is the major trainer and educator for workers needed to staff one of the world's best health-care systems, which serves a larger, older and more diverse population;*
- *The creative fuses with the practical: VCC is key to developing cultural capital through its world-renowned School of Music and unique Design programs;*
- *VCC is a national leader in Instructor Education, developing instructional techniques and educational design for the new economy, the new demands of learners and a new generation of instructors;*

## Innovating and leading in education

VCC encourages scholarly and creative activity, and supports applied research and innovation in communities of practice to enhance student learning, to continue the growth of expertise of its faculty, and to serve the needs of key industries.

VCC engages urban Aboriginal learners: its integrated House of Learning – run in partnership with Aboriginal communities – is built on the principles of respect and best practice; it offers learning and community development opportunities through programs and services, and partnerships for applied research and development.

VCC operates a credit bank to ensure that learning acquired internationally or elsewhere in Canada through formal, informal or experiential learning can be accurately assessed toward a VCC credential.

VCC uses the latest e-learning technologies judiciously to enrich and create flexibility in its on-campus teaching; it uses e-learning for provincial and national reach and profile in key areas including Hospitality Management, Transportation Trades and Adult Education.

During a period of increasing retirements, VCC has remained the employer of choice for those who are committed to open, accessible and high-quality higher education.

## Accountable

VCC demonstrates successes through a transparent, relevant 'balanced scorecard' approach that is specific to its mandate, based in good practice, and is negotiated with key stakeholders and the provincial government.

## Thinking ahead

Public post-secondary education is central to defining British Columbia and metropolitan Vancouver on the national and world stage. All partners need clear, differentiated and inter-related mandates that address the changing needs of all citizens, and the appropriate resources – human, operating and capital – to fulfill them.

Vancouver Community College is proud of its long history in the community, serving diverse urban learners. We are B.C.'s No. 1 college, and we are looking ahead to continuing that tradition over the coming years, with expanded programming and new facilities. We are visionary. We are capable. We are eager to work collaboratively – with the post-secondary system, with industry, with stakeholders – to establish a new vision for high education in British Columbia.

“ The [health-care] industry counts on VCC to help meet the current and coming demand. VCC graduates are well-trained and job-ready. ”

**-Karen L. Baile,**  
BScN, MHA, CHE, Acting  
Executive Director, Haro  
Park Centre

