



VANCOUVER ISLAND  
UNIVERSITY

## Vancouver Island University Student Services Plan Committee

February 21, 2012 – 1:30 – 3:00 pm  
Bldg. 300, rm. 109

### AGENDA

ITEM	ATTACH	RECOMMENDED ACTION
1. Working Team's Progress to Date:		
<ul style="list-style-type: none"> <li>a. Meetings held</li> <li>b. Introduction</li> <li>c. Table of Contents</li> <li>d. Inventory of Student Services</li> <li>e. Planning Process</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	
2. Benchmarks and Standards		
<ul style="list-style-type: none"> <li>a. Feedback from testing/adapting CAS Standards</li> <li>b. Other Benchmarks</li> <li>c. Determining the Review Process</li> </ul>		
3. Recommended Next Steps		
<ul style="list-style-type: none"> <li>a. External observer of the planning process</li> <li>b. Conducting the review(s): assessing strengths/identifying future services</li> <li>c. Data collection/compilation</li> </ul>		

# Vancouver Island University Student Services Plan

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- Our Students: Past, Present and Future
- Current Services Strengths and Weaknesses
- Relationships
- Critical Issues
- Objectives
- Outcomes

### **Into Action: Recommendations**

- Student Learning, engagement and success
- Academic community
- Program Quality
- Community Engagement
- Institutional Effectiveness

## Introduction

Vancouver Island University (VIU) is committed to creating a supportive learning environment in which everyone feels welcome, valued and supported. Creating this environment requires thoughtful planning, review and analysis.

VIU's enrolment peaked in 2005/06 with more than 20,500 individual students registered in a course or program. Compared to enrolments in 2010/11, the number of students at VIU has declined by 8.5%, to slightly less than 18,800 students. The overall impact of this reduction, however, has been mitigated somewhat by an increase in the number of international students attending VIU, from approximately 1,100 international students to nearly 1,700 over the same period.

Over the past five years, domestic enrolments have 'softened' by nearly 12% despite a greater emphasis being placed on the need for post-secondary education. By comparison, during the 2006/07 – 2009/10 time period other BC post-secondary institutions experienced growth of approximately 5.5% in overall enrolment.

In terms of Full-Time Equivalent (FTE) enrolments, VIU reported 8510 FTE's in 2010/11. Relative to the Ministry of Advanced Education's enrolment target this represented 93.5% of VIU's FTE target, the lowest of all BC's teaching-intensive universities and lower than the average FTE performance amongst BC's Community Colleges, Institutes, and research-intensive universities.

Our student demographics are changing. In 2005/06 our demographics...(average age, %gender, number of students with disabilities, international, Aboriginal).

In 2010/2011 our demographics are

In addition to the changing demographics we are being challenged to stay apace with Social Media communication modes. Currently the five largest social networks in the world are: Facebook, QZone (Chinese), Google+, Twitter and LinkedIn (Paul Holmes, Social Media Camp Sept 2011 Nanaimo). By 2013, more internet traffic will be on mobile devices than on computers.

These changes demographics and communication modes will impact how Student Services are offered. This Student Services Plan has been developed in response to these challenges and in consideration of the needs of students and the important goals and values set out in VIU's Academic Plan. It uses benchmarks and best practice standards developed by institutions and professional associations in North America. Also, the work that has been done ensures that the directions described in this plan have been harmonized with the key actions defined in the Academic Plan and the Enrolment Management Plan.

## Student Services Plan Committee

Steve Lane, Chair – Associate Vice-President, Academic and Planning

Steve Beasley – Executive Director, VIUSU

Eric Demers – University-College Professor, Biology; Science Degree Advisor

Bernie Heise – Assistant, Registration and Admissions

Fred Jacklin – Registrar and Director of Enrolment Services

Darrel Mansbridge – Executive Director, Student Services

Katie Marocchi – Chairperson, VIUSU

Tina McComb – Interim Director, Communications and Public Relations

Craig McGuigan – Counsellor, Counselling

Lorna Millard – Coordinator, Advising

Graham Pike – Dean, Faculty of International Education

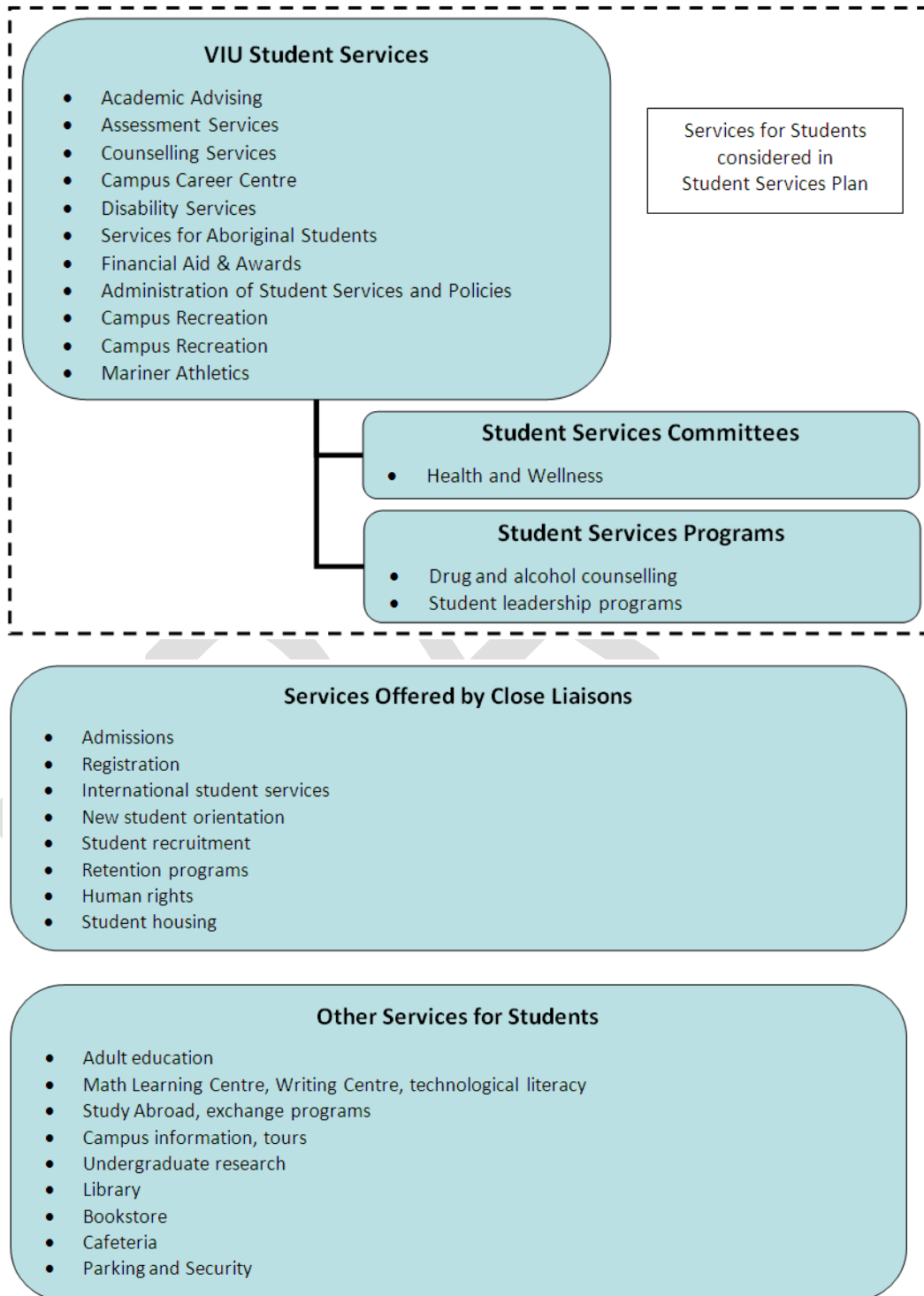
Nancy Twynam – Coordinator, Student Services

Jolene Edmunds – Coordinator, Integrated Planning

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## Defining Student Services

### Inventory of “Services for Students”



The services for students listed under A, B and C will be included in the Student Services Plan. Services for students listed under D will be considered as part of the Student Services Plan, but these will not be reviewed explicitly. Services for students listed under E are outside the scope of the Student Services Plan.

#### A. Services within designated “units”

CAS Standard	Students’ “service need”	VIU area / department
34	Advising	Academic Advising; Degree Advising
5	Assessment	Assessment Services
16	Counseling	Counseling Services
10	Career advice	Campus Career Centre
27	Co-op, internship	Campus Career Centre
18	Disability services	Disability Services
	Aboriginal student services	Services for Aboriginal Students
21	Financial aid and awards	Financial Aid & Awards
36	Student conduct programs	Administration of Student Services and Policies
7	Campus activities and events	Campus Recreation; Several areas
33	Campus recreation	Campus Recreation
	Varsity sports	Mariner Athletics

#### B. Services supported by committee

CAS Standard	Students’ “service need”	VIU area / department
24	Health and Wellness	Student Services
11	Clinical health services	N/A

#### C. Services available as programs

CAS Standard	Students’ “service need”	VIU unit / department
4	Drug and alcohol counseling	Counseling Services
37	Student leadership programs	Administration of Student Services and Policies; departments / programs
9	Religious/spiritual life	N/A

**D. Services provided by “close liaisons”**

CAS Standard	Students’ “service need”	VIU area / department
2	Admissions	Registration
34	Registration	Registration
32	New student orientation	Communications, recruitment office
	Student recruitment	Communications, recruitment office
	Retention programs	Communications, recruitment office; departments
25	Housing	Western Student Housing Ltd
14	Commuter & off-campus living programs	N/A
29	LGBT support and events	Human Rights
26	International student services	International Education

**E. Services provided by areas outside of Student Services**

CAS Standard	Students’ “service need”	VIU area / department
3	Adult education	ABE
28	Writing Centre	VPAP
28	Math Learning Centre	Science & Technology
	Technological literacy	Library?
20	Study abroad programs	Departments/programs and International
31	Multicultural programs	Aboriginal Ed, Intl Ed
8	Campus information, tours, etc.	Communications
39	Undergraduate research	RSAO; departments; CBRI
19	Distance/on-line ed. support	IEL?
35	Community service/ service-learning	Departments/programs
38	Student rights and advocacy	VIUSU
15	Conference & event programs	N/A
23	Graduate & professional student programs	N/A
	Continuing education	Mostly to Faculties now
	Library	VPAP
	Bookstore	Ancillary?
17	Cafeteria	Ancillary?
	Parking	Ancillary?
	Security	Ancillary?

## Integrated Planning

Vancouver Island University (VIU) exists to serve our students and the communities that look to us for relevant, responsive and innovative educational programs and services. To this end, VIU is committed to ongoing integrated planning to ensure the decisions we make and the actions we take across the university, all stream from a central vision and goals. At VIU this vision and goals are embodied in our Academic Plan.

### Our Vision:

*“As a Leader in providing high quality learning, Vancouver Island University supports that well being of the people of Vancouver Island and coastal British Columbia by promoting a high quality of life for their communities through commitments to student success, community engagement and associated scholarship.”*

The Vision presented in the Academic Plan (*above*) is the foundation for all Planning at VIU. The Student Services Plan is only one important component of the Integrated Planning Process.

### The Planning Process

1. Data Collection and research
  - Internal and External
  - Assessment of existing conditions that affect Student Services
  - Review and discussion of critical issues and opportunities
  - Review of a student survey with 1600 individual student responses
  - Assessment of VIU Student Services data and trends from 2005 to present
2. Plan development
  - Data assessment and analysis
  - Review of best practices in student services across the higher education field
  - Consultation – Internal and External Observers
  - Preparation of working papers and draft documentation (subject to ongoing review and modification)
  - Exploration of operation strategies applicable to student services and the relevance to the institutional vision
  - Extensive discussion and review of applicable materials from June 2011 to June 2012 by the Student Services Plan committee.
3. Implementation
  - a. As there are other committees and processes underway that will affect the assignment of timelines, this committee will implement the



recommendations in conjunction with other institutional planning activities

4. On-going Evaluation and Assessment
  - a. On-going evaluation and assessment of the quality of student services will rest with the Office of the Vice-President Academic and Provost, and the Executive Director of Student Services.
  - b. A review of the Student Services Plan and the success of the implementation of this document will occur in 2016.

## Environmental Scan

The following areas are to be developed using information from the Student Services Planning Day, CAS Standards, PS Trends, other information sources, etc.

Conditions Affecting VIU's Student Services

Our Students: Past, Present and Future

Current Services Strengths and Future Services –

Relationships

Critical Issues

Objectives

Outcomes

## Into Action: Recommendations

Introductions for the following sections need to be adapted from the Enrolment Management Plan and Academic Plan to reflect the Student Services Plan:

Student learning, engagement and success

Academic community

Program quality

Community engagement

Institutional effectiveness

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