

Postsecondary Options

for Lower Mainland Residents

Environmental Scan Background Paper
for Developing a College-Wide Master Education Plan

Institutional Research Office
Douglas College
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Introduction

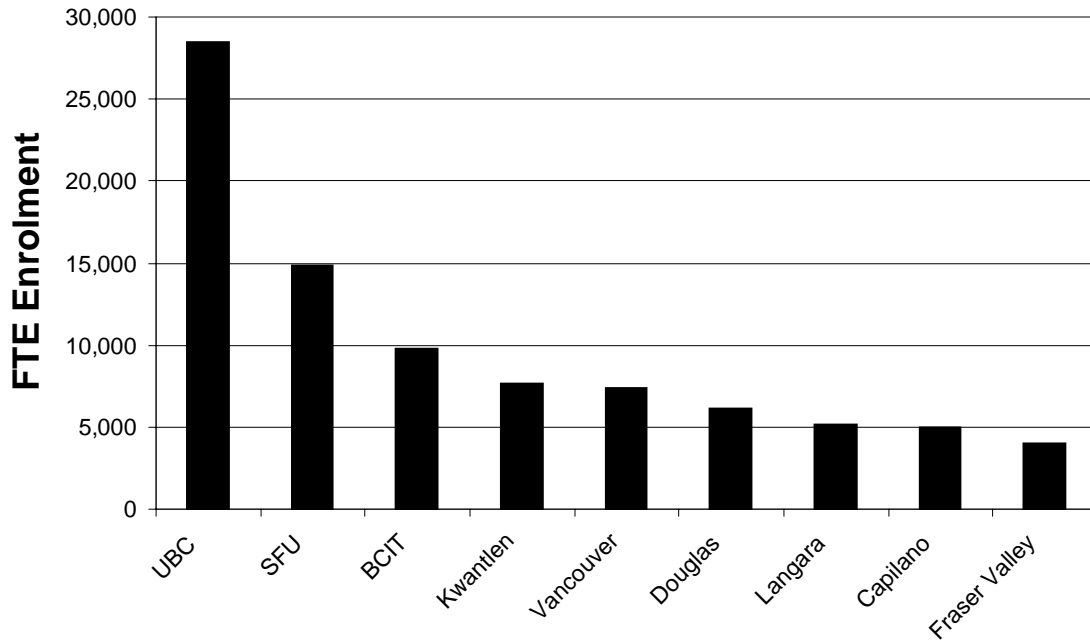
The New Westminster campus of Douglas College is one of the most centrally located, geographically accessible postsecondary institutions in the Lower Mainland. While this means the College has a huge population from which to recruit students, it also means that local residents can afford to be choosy -- most other institutions in the Lower Mainland are within an hour's commute for many residents of Burnaby, New Westminster and Coquitlam. Douglas College is not the "only show in town", even for the more remote population served by the David Lam and Thomas Haney campuses.

Geography encourages program planning for Douglas College to be done in the context of the wide range of postsecondary options available to the population in the Douglas region. The emergence and growth of distributing learning accentuates the need to monitor trends and plans at other institutions.

This report provides an overview the opportunities available to Lower Mainland residents for postsecondary study.

Public Postsecondary Institutions

Funded FTE Enrolment by Institution



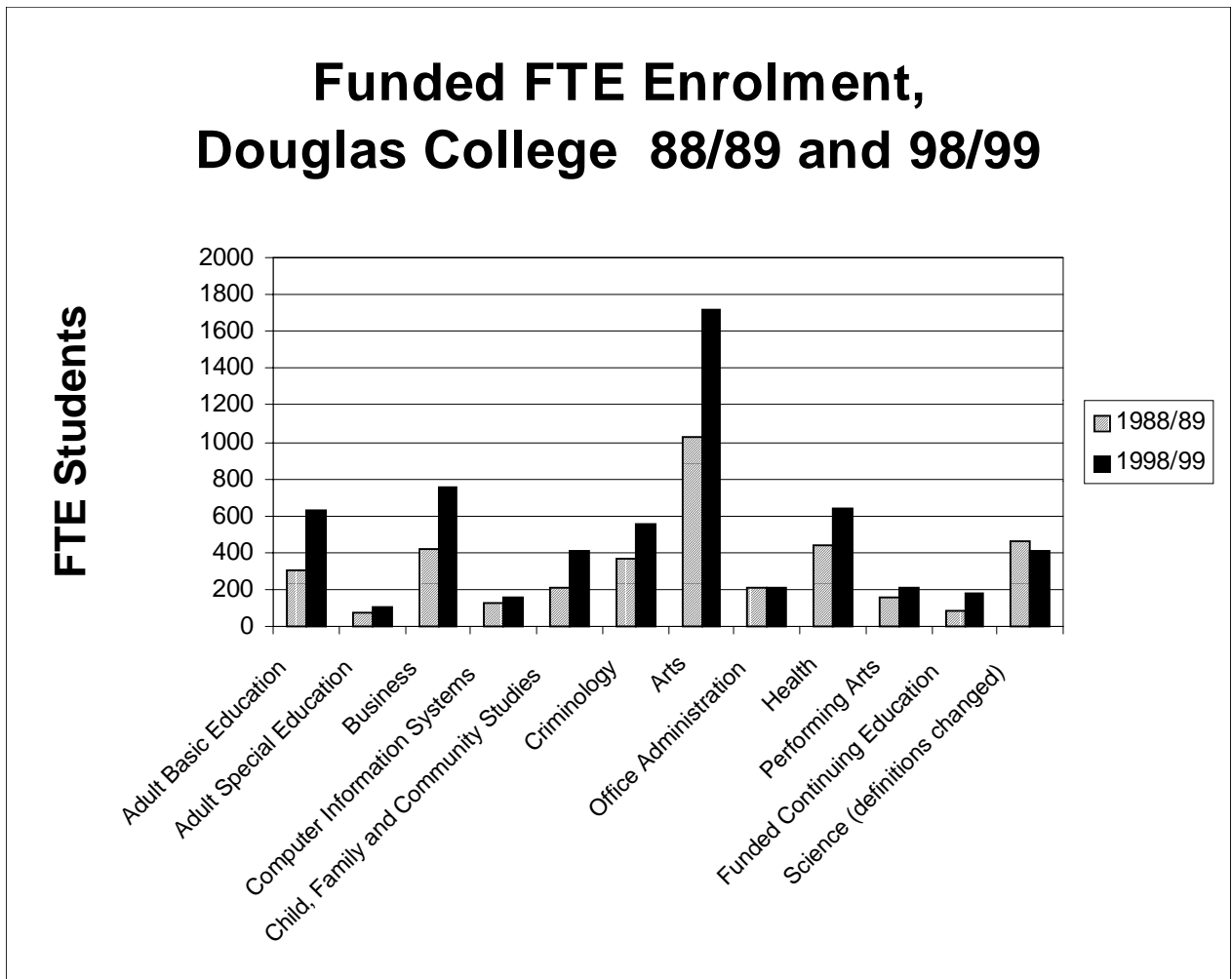
Community Colleges

Capilano College (North Vancouver)

- program mix emphasizes academic, two-year career, and postbasic programs
- about half the students live on the North Shore, an area with limited potential for population growth. Attracts many students from Burnaby, especially in the Arts and Sciences
- has always offered courses in the evenings and on weekends. Steadily increasing summer offerings.
- new programs in computers, tourism, and legal assistant (distance education). Film is currently the field that is growing most rapidly
- beginning to offer computer courses for industry certification
- partnerships include the community music school, elder hostel, film and television studios, and facilities (e.g. sportsplex)
- successful and aggressive contract training unit

Douglas College (New Westminster, Coquitlam, and Maple Ridge)

- program mix includes:
 - Arts and Sciences
 - Performing Arts
 - Business and Commerce
 - Health
 - Human and Social Services
 - Adult Basic Education, Adult Special Education, and English as a Second Language
- limited offerings in the technologies and no trades
- most students are relatively recent high school leavers
- forty percent of its students live outside the college region, principally in Vancouver and Surrey



Langara College (Vancouver)

- program mix resembles that of Douglas and Capilano colleges. Academic and about 30 career programs
- increasing its emphasis on internationalization
- seeking to develop a foundation program for the Creative Arts division
- one of the first colleges in BC. Fairly well known by the public. Used to be part of Vancouver Community College.

Vancouver Community College

- large ABE and ESL offerings at the King Edward Campus
- vocational programs at the City Centre campus include trades, human services, business, health, and hospitality.

Institutes

BCIT (Burnaby, with branches in Vancouver, North Vancouver and Richmond)

- largest postsecondary institution in BC after UBC and SFU
- main campus is located on the western boundary of the Douglas College region. Downtown campus reinforces the institution's capacity to provide contract training and continuing professional education.
- emphasize career and vocational programs in the trades and technologies. Mission is "to provide British Columbians with world-class, job-ready skills for career success"
- fulltime day-programs complemented by parttime evening programs
- seeking to shorten response time to accommodate a rapidly changing world
- emphasis on employability and contributing to economic growth, rather than on building an informed citizenry
- seeking to develop technology transfer to industry and applied research
- previously offered programs up to two years in duration, but is now introducing Bachelor of Technology programs

Emily Carr Institute of Art and Design (Vancouver)

- visual arts school

Justice Institute (New Westminster)

- established to provide criminal justice, paramedical, and fire protection programs for individuals employed in those occupations
- purpose is to provide "training that results in safer communities"
- growing rapidly. Now providing comprehensive programming in social services, as well as in mediation and negotiation skills for conflict resolution
- core funding is provided by the Ministry, with operational funding earned through contracts with clients and student fees

University Colleges

Kwantlen University College (Surrey, Newton, Richmond and Langley)

- large, comprehensive institution offering a full range of one and two-year programs, including trades and technology. Authorized in 1995 to grant degrees in applied fields. Plans to remain comprehensive in nature, from ABE through vocational to degrees.
- academic and career programs are offered at all four campuses. Trades and technology at Newton. Agriculture in Langley. Design and communications in Richmond.
- Bachelor of Applied Design is currently the only degree offered. Bachelor programs in Nursing, Business Administration, and Information Technology are currently in the approval process.
- will develop some new degrees by laddering them to existing diplomas from Kwantlen or other institutions
- serves a large, ethnically diverse, and rapidly growing suburban population. Does not intend to raise entrance standards simply to ration access or control intake.
- although Kwantlen's enrolment is growing rapidly, it is small relative to the population in its region. One fifth of current Douglas students live in the Kwantlen region.

University College of the Fraser Valley (Abbotsford, Chilliwack and Mission)

- offers nine degrees and over 50 diploma and certificate programs.
- degrees in Arts, Business, Business Administration in Aviation, Criminal Justice, Science, Computer Information System, Child and Youth Care, Adult Education, and Social Work. Planning a Nursing degree
- five majors in the Arts, with minors possible in additional subjects. One major in the Sciences.
- main campus is in Abbotsford. Campus in Mission is small, attached to a secondary school
- range of programs resembles Kwantlen, but smaller enrolment

Universities

University of British Columbia (Vancouver)

- largest and oldest university in British Columbia, offering a wide range of professional, Arts and Science programs
- fairly traditional
- not a large transfer destination for Douglas College students. (Most transfers from Douglas enter Arts or Physical Education/Kinesiology)

Simon Fraser University (Burnaby with branch in Vancouver)

- fairly centrally located in the Douglas region
- faculties of Arts, Science, Applied Science, Education and Business
- accepts a large number of transfer students. Douglas has historically been the main source of transfer students for SFU, but Kwantlen is now taking the lead (impact of Kwantlen's degree granting status is not yet evident.) Main transfer destination for Douglas students.
- more part-time and commuting students than at UBC

Technical University of British Columbia (Surrey)

- newly established, with a broad mandate in applied and technical fields to serve the growing population of the Fraser Valley, especially south of the Fraser River. Economic development is also part of its mandate (provincial government says Tech BC is the linchpin in its high-tech strategy, the third biggest industry in BC, growing at 20% annually)
- partnerships, including partnerships with industry, will be sought. High tech firms will be encouraged to locate facilities on campus.
- seeking innovative teaching and flexibility in learning, using a combination of on-campus and on-line methods. Some group work and some self-paced learning. Co-operative education will be important in all programs. Plan to have a common first year in all programs.
- campus will be located in Whalley, a few Skytrain stops from New Westminster. Government has committed to building a first facility by Spring 2001. Anticipate \$100 million in construction over the next decade.
- offering some courses this fall in software development (in collaboration with the University of Waterloo) and internet commerce (in collaboration with the University of New Brunswick). First three programs for Fall 99 are to be information technology, management and multimedia. Other programs to follow include industrial engineering, bio-medical and health technologies, and technologies for the food production industry.
- plan to have about 25 educators on staff by Fall 99, expanding to 250 faculty by 2003 (to serve 2800 FTE students, roughly two-thirds in undergraduate studies)
- making provisions to allow transfer from colleges. Expects to be ready to accept transfer students in 2000.

Private Postsecondary Education

Trinity Western University (Langley)

- small, religiously based, liberal arts institution

Institutions Registered with the B.C. Private Post-Secondary Education Commission

- 750 institutions registered in 1993
920 1995
1200 1998 (Three quarters located in Lower Mainland)
- serve over 150,000 students annually in programs ranging from weeks to months and years, in duration
- five leading program categories, in order of size, are: computers and business, job entry/motivation/life skills, trades and technology, health care, and languages. Growth in computers, business, human service, recreation and tourism, and high tech. Language training is currently declining.
- optional accreditation began in 1995
- government policy to encourage better transfer and laddering between accredited private institutions and public institutions
- serve a wide range of ages, many with previous postsecondary education, and a sizeable minority who had recently become unemployed
- a pilot follow-up survey of former students, funded by government, found fairly good levels of satisfaction with program content and instruction, and that three quarters were working within six months of graduation

Apprenticeship

- although some instruction is provided by public institutions, most of an apprentice's time is spent in on-the-job training
- around 14,000 apprentices have been registered annually in BC. Enrolment has fluctuated over the years, but not grown.
- although there are about 150 active apprenticeship occupations, 85% or more of all registrations are in construction, metal fabrication and mechanical repair trades
- as many trades qualifications are now being granted by certification challenge exams as by apprenticeship
- the new Industry Training and Apprenticeship Commission (ITAC) was given the mandate by the provincial government to expand and revitalize apprenticeship

University of Phoenix

- rapidly growing, successful for-profit university in the United States (48,000 degree-credit students at 57 learning centres in 12 states) is expanding into Canada. It has an office in Vancouver and is registered to offer undergraduate and master's business programs.
- niche programs in the USA at the BA completion and master's degree levels, especially in business, information technology, and teacher education. Tuition fees around \$US 6,000 annually.
- almost all its students started their postsecondary education elsewhere. Serves the working adult, generally age 23 and older. (Making extensive use of study groups, the university sees it as problematic to combine recent high school leavers with mid career professionals.) Students are "low maintenance" in terms of the support services they need.
- instruction delivered through part-time studies, mainly on-campus. Students take courses sequentially, spending 5 – 6 weeks per course. Some distance education.
- part of a trend in the USA towards institutions opening "branch offices" in other cities and jurisdictions

Distributed Learning

Open Learning Agency (BC)

- new name is Open Learning Canada “The new name reflects a change in direction for us as we continue a trend begun several years ago of offering educational services in BC, in Canada, and beyond. This is also consistent with a new mandate from the provincial government to become more entrepreneurial and to return to the province’s education system the benefits derived from our expanded activities.”
- includes the Open University, the Open College, Workplace Training Systems, International Credential Evaluation Service, and the Knowledge Network
- offers programs in Arts, Business Administration, Fine and Performing Arts, Health and Human Services, and Science & Technology, mainly at the bachelor’s level but also certificates, diplomas and masters levels
- 300 of its own courses. Brokers distance education courses offered by other institutions, so that students can take those courses without having to be admitted by the originating institution. Serves 12,000 students annually.
- a number of college programs ladder into Open University degrees
- instruction is provided in a distance learning format, with students typically learning independently and at their own pace, under the guidance of telephone tutor.

Western Governors University (USA)

- OLA has some involvement
- new organization. Impetus came from the governors of the 18 western states. Politicians saw it as a response given limited resources and what they perceived as the inflexibility and high costs of traditional practices. Its 14 “business partners” include IBM and Microsoft.
- envisioning 95,000 students early in the next century
- California opted out to create its more modest California Virtual University
- brokers courses from other providers (colleges or businesses), as well as providing its own offerings
- WGU’s own offerings will be skill and competency based, rather than the accumulation of credits and student contact hours. Students will go to an assessment centre for their learning to be evaluated.

Other Virtual Learning

- in spring 1998, over 300 institutions offered more than 15,000 courses on the world wide web
- over 100 virtual universities world-wide
- more than 350 companies producing courseware
- US Dept. of Education estimates that in 1995, fully a third of all institutions offered distance education courses, and another quarter planned to do so. There has been an explosion of distance learning programs within industry to save time and reduce costs.
- alternative and distance education providers account for about 2% of postsecondary enrolment in the USA, but is growing rapidly
- consortia are emerging, e.g. the Southern Regional Electronic Campus spans 15 participating states and aims to create a marketplace of courses offered by television, the internet and otherwise. Its online catalogue lists 100 mostly web-based courses from 42 colleges.
- the Alfred P. Sloan Foundation alone has put \$15 million into some 40 campus projects, looking for breakthroughs in access, pedagogy, and outcomes via asynchronous learning networks

Noncredit, Unfunded and Informal Education

Continuing Education

- courses range from personal interest through academic upgrading to career-oriented training. They are primarily part-time or short term. They are publicly advertised and user-paid, i.e. funded mainly through individual tuition fees.
- 85% of continuing education activity in the BC college system is career, technical or vocational. About 10% is personal interest, with the balance in educational foundations and community service. The largest enrolments are in nursing/health, business, computers, education, legal and justice studies, and social services.
- historically in Canada, estimates of providers of adult education courses have been along the lines of:
 - 15% School district
 - 25% College or university
 - 10% Private or commercial school
 - 50% Educational institution
 - 20% Employer
 - 15% Voluntary organization
 - 15% Other (union, professional association, religious organization, etc.)
 - 50% Providers other than educational institutions

Rough estimates of the types of courses have been:

45%	Job related
25%	Personal development/general interest
20%	Hobby, craft, recreation
<u>10%</u>	<u>Academic</u>
100%	Total

Contract Training

- not generally advertised. Provided on a full cost-recovery basis through a specific contract with a client. Often oriented to the workplace, provided for a specific client group, and paid for by an employer or client rather than through individual tuition fees.
- contract training enrolment in the BC college system appear to be 15 - 20% as large as that in continuing education. Justice Institute is currently the largest provider.
- estimated 1997 revenues in BC college and institute system:

Continuing education	\$53 million	(similar to Douglas' total revenue)
Contract training	\$32 million	
- Contract Training and Marketing Society is partnership of 16 institutions from the BC college system to provide clients with a single contact point. Its goal is to represent, promote and enhance contract training opportunities in the provincial public college system, enabling colleges to play a bigger role in providing training and education.

Popular and Informal Education

With the rising educational levels, segments of our society are increasingly participating in informal learning and self-improvement. The range of cable television channels (PBS, Knowledge Network, the Learning channel, the history channel), the growth of big bookstores, the sale of computer manuals, attendance at arts and cultural events, and the explosion in the Internet are all evidence of the plethora of alternatives to formal education.

Training Accord

This accord, signed by the provincial government, unions, and employers, emerged from provincial contract negotiations in the college sector. It is intended to provide greater opportunities for the college system in delivering educational and training programs to government employees, other public sector employees, programs delivered to the public using government funds (such as some Human Resources Development Canada programs), and sectors where the provincial government sets training standards. It gives colleges the chance to bid on contracts, although they will do so on a competitive basis with other not-for-profit and for-profit organizations.

Conclusions

- Fair amount of technology-oriented programming is already available close to Douglas College: BCIT, Kwantlen, and Tech BC. On the other hand, it seems to be a growth area.
- Unclear what the impact of degree-granting university colleges will be on Douglas. Upper level enrolments are still small. These places increase the number of destinations to which Douglas students can transfer (in some programs they are the only destination in BC), but the number of potential transfer destinations complicates planning transferable courses. Not clear that residents from the Douglas region would prefer to start at a university college if that is their eventual destination.
- Lots of opportunity to ladder Douglas programs into degree completion: UBC, SFU, Open University, Kwantlen, Fraser Valley, and (to some extent?) Tech BC.
- Strong growth in distributed and virtual learning, but lots of competition for students and increasingly sophisticated providers. Tends to be aimed towards the goal-oriented (often occupationally focused) learner who may be a little older and who is studying part-time.
- Growth in noncredit offerings, especially from providers other than public BC institutions
- Growth in post-basic programs (e.g. advanced diploma, post-baccalaureate certificate)

APPENDIX A

Lower Mainland Campuses Public Postsecondary Institutions

Institution	Campus	City	College Region
<i>COLLEGES:</i>			
Capilano College	North Vancouver	North Vancouver	Capilano
Douglas College	New Westminster	New Westminster	Douglas
	David Lam	Coquitlam	Douglas
	Thomas Haney	Maple Ridge	Douglas
Langara College	Langara	Vancouver	Vancouver
Vancouver Comm. Coll.	City Centre	Vancouver	Vancouver
	King Edward	Vancouver	Vancouver
<i>UNIVERSITY COLLEGES:</i>			
Fraser Valley	Abbotsford	Abbotsford	Fraser Valley
	Chilliwack	Chilliwack	Fraser Valley
	Heritage Park	Mission	Fraser Valley
Kwantlen	Richmond	Richmond	Kwantlen
	Newton	Surrey	Kwantlen
	Surrey	Surrey	Kwantlen
	Langley	Langley	Kwantlen
<i>INSTITUTES:</i>			
BC Institute of Technology	Burnaby	Burnaby	Douglas
	Downtown	Vancouver	Vancouver
	Pacific Marine Training	North Vancouver	Capilano
	Sea Island	Richmond	Kwantlen
Justice Institute	New Westminster	New Westminster	Douglas
Emily Carr Institute of Art and Design)	Vancouver	Vancouver	Vancouver
Open Learning Agency	Open Univ/Open Coll	Distance Education	---
<i>UNIVERSITIES:</i>			
Simon Fraser University	Burnaby	Burnaby	Douglas
	Harbour Centre	Vancouver	Vancouver
The University of BC	UBC	Univ. Endowment Lands	Vancouver
Technical Univ of BC	TechBC	Surrey	Kwantlen

APPENDIX B

New programs in public postsecondary system in British Columbia