

VANCOUVER ISLAND UNIVERSITY

ADDING VALUE TO YOUR COMMUNITY



VANCOUVER ISLAND UNIVERSITY (VIU), through its four campuses, 2,000-plus employees and thousands of graduates, is a major economic engine and an important asset operating in various communities of Vancouver Island and BC's Sunshine Coast.

In addition to an annual injection of over 100 million dollars into the local economy through operational spending, VIU is adding value to communities in the areas of Aboriginal Engagement, Cultural Enrichment, Economic Development, Environmental Sustainability, Research Excellence and Social Development.

The graduates of VIU's more than 200 degree, diploma and certificate programs are shaping our world in extraordinary ways. Our graduates are also providing the region with a

talent pool of highly trained individuals who are ready to take on the demands of a new economy.

By providing academic, vocational, trades and technical training VIU will assist Vancouver Island and the Sunshine Coast to regain economic momentum and confidence. VIU is demonstrating to government and our communities that they made a solid investment when they supported and granted VIU university status.

At VIU we believe education is a community asset. The activities listed in this document present a snapshot of the countless initiatives underway at VIU that are strengthening our economy and positioning our region for prosperity.



VANCOUVER ISLAND
UNIVERSITY



ABORIGINAL ENGAGEMENT

BC's Aboriginal people represent the fastest growing segment of our population. VIU is proud to have one of the highest Aboriginal post-secondary participation rates in BC. We value our relationships with our Aboriginal communities and will continue to engage in initiatives that strengthen Aboriginal advancement, and support Aboriginal ways of knowing and being. The following is an outline of initiatives undertaken by VIU or which we participate in, that support Aboriginal engagement and advancement.

Aboriginal Service Plan: VIU is developing its first service plan focused on the needs of Aboriginal learners and communities.

Aboriginal Speaker Series: Each year Aboriginal speakers are invited to VIU to present on a variety of topics.

Aboriginal University Bridging Program: A transition support program for Aboriginal learners who are starting university. The program focuses on aspects of personal development as well as prerequisite courses for university programs.

BC Regional Innovation Endowment Chair, Aboriginal Early Childhood Development: VIU was successful in being allocated this position to undertake research in partnership with Aboriginal communities. The chair will also take a leadership role in developing solid working relationships with Aboriginal agencies, groups and communities.

Chancellor Chief Shawn (A-in-Chut) Atleo: The appointment of Chief Atleo as VIU's and BC's First Aboriginal

Chancellor is a demonstration of VIU's commitment to work collaboratively to engage Aboriginal communities.

Elder Advisors: VIU Elders are active in a variety of areas including student support to Aboriginal learners, classroom instruction, teaching traditional protocols and cross-cultural sharing.

The Gathering Place (Shq'apthut): The Gathering Place at VIU provides a special meeting place for VIU's Aboriginal students and our community partners.

ITHA Professional Development Seminars (Videoconferencing): A contract between VIU and the Inter Tribal Health Authority to provide professional development seminars for health care workers and community members living and working in First Nations communities across BC.

Learning Partnerships: VIU has established learning partnership agreements with several Aboriginal communities that acknowledge the need to invest in building purposeful relationships.

Snuneymuxw House of Learning: The goal of this project is to provide supported access to upgrade education and to foster skills for success for Aboriginal students making the transition to post-secondary education. This project, supported by VIU, is delivered on-site at the Snuneymuxw First Nation community House of Learning.

Spider Makes a Web: A community-based inquiry involving VIU faculty that examines locally derived meanings of Aboriginal education, values, and gifts in order to better align programs and strengthen their collective influences.

Tribal Journeys: VIU was proud to be one of over 100 canoes paddling the inland waters of the BC Coast as part of Tribal Journeys.

UBC Native Indian Teacher Education Program: A Bachelor of Education transfer program offered at VIU and in partnership with UBC for people of First Nations ancestry.

CULTURAL ENRICHMENT

Through the many cultural events hosted on VIU campuses, VIU is adding a rich and diverse layer of cultural access to the citizens of our communities. From poetry readings to film festivals, concerts and numerous other cultural initiatives, VIU is supporting the development of arts and culture on Vancouver Island and the Sunshine Coast.

Bookfest – The Vancouver Island Children's Book Festival: A one-day, child-centered event hosted at VIU which brings children into contact with authors and illustrators.

Bright Lights Book Nights: A monthly event inviting community members to the VIU Writing Centre for a discussion of a book, lead by and chosen by, a member of the VIU academic community.

Canadian Letters & Images Project: A permanent online archive that preserves Canada's wartime correspondence, photographs and other personal materials, from the battlefield and from the home front. The project is maintained in part by VIU students, who also gave a presentation to local Legions and the community on Remembrance Day.

Celebrating Women and Community: A VIU-sponsored benefit concert held for the Ladysmith Resource Centre Association.



Climate Change: Fourth year Fisheries and Aquaculture students are the driving force behind VIU's student Chemistry Club, whose goal is to raise awareness about climate change.

Film Symposium: A collaboration between VIU Media Studies and First Nations departments, this one-day film symposium featured First Nations filmmakers Christine Welsh and Tracey Kim Jack.

Annual Gustafson Poetry Chair: A Chair of Poetry at Vancouver Island University endowed by the Ralph and Betty Gustafson Trust, which is devoted to advancing Canadian poetry and supporting deserving poets.

“Vancouver Island University is a vital part of our region. From early childhood educators to long-term care nurses, from accountants to welders, we all have friends and neighbours who are these excellent, professional individuals in our community who received their education locally.”

– Jane Gregory,
Nanaimo Port Authority Board Director

Heart of Gold: An ongoing project involving faculty and students from various disciplines that aims to support rural community empowerment in Costa Rica by using a direct-trade model that generates more income for local farmers.

Local Chinese-Canadian History and Heritage: A VIU-led initiative to work with local and regional organizations focusing on local Chinese-Canadian history and heritage issues.

MBA Program: This VIU business program contributes professional resources to local businesses.

Music of the World: Open to everyone and brings world music and performers to VIU campuses.

Nanaimo Community Dialogue on Multiculturalism: A partnership with Central Vancouver Island Multicultural Society, the City of Nanaimo, and School District 68, to make Nanaimo a community that welcomes diversity and is inclusive of all members.

Nanaimo Global Film Festival: An annual three-day film festival held on campus, featuring films on sustainability, food security, social and political justice.

Short-Term Study Abroad & Field School Programs: VIU offers short-term study abroad programs from excavating a Neanderthal cave site to developing international business in China. Students gain valuable field experience while being exposed to new ideas, people, cultures and adventure.

Summer Jazz Academy: Organized by VIU's Centre for Continuing Studies, the Academy is a one-week summer program held on campus, offering jazz clinics and workshops for brass and woodwind instruments, piano, guitar, percussion and vocal. It attracts young musicians from high schools as well as adults.

Vancouver Island Short Film Festival: A festival featuring films less than 10 minutes long made by amateur filmmakers. Awards are presented at a gala screening on campus each year.

viHistory.ca: A web-based teaching, learning and research tool that includes over 100,000 nominal census records along with maps, lithographs, fire insurance plans and other historical documents.

ECONOMIC DEVELOPMENT

In addition to providing local economies with a skilled pool of workers, VIU is investing thousands of dollars into the local marketplace through our operational spending and through the employment of over 2,000 VIU employees. VIU is also involved in, or leading, initiatives aimed at stimulating economic development.

Anadromous Coastal Cutthroat and Pink Salmon Recreational Fisheries in the Nanaimo-Bowser Area: A project where VIU staff and students survey two high-use beach areas for the presence of cutthroat trout and pink salmon.

Aquaponics project: Students from VIU's Fisheries and Aquaculture programs are rearing tilapia fish stock along with edible plants in water. This research is supporting alternative ways to grow food resources while making efficient use of natural energy by-products. This project supports both economic development and environmental sustainability.

BC Regional Innovation Chair in Tourism and Sustainable Rural Development: The Regional Innovation Chair at VIU works on quality initiatives that support regional economic and social development of rural communities in BC.

Centre for Shellfish Research (CSR): The CSR, located at VIU, acts as a bridge between the shellfish farming industry and the academic community. The CSR is strengthening BC's shellfish and aquaculture industry and supporting the long-term sustainability of coastal communities in BC.

Certificate in Community Leadership: A VIU certificate program that provides



opportunities for community members and VIU students to develop foundational skills and knowledge in community leadership, community awareness and community-based research.

“Vancouver Island University has turned the city into a true regional centre. The institution attracts faculty and students to Nanaimo who value ideas, economic life and making contributions to their fields and the community.”

– Bill Holdom,
Nanaimo City Councillor
Retired VIU Professor, English
and First Nations Studies

Events: Each year VIU hosts thousands of individuals who are drawn to our campuses for conferences, national events and festivals. These events attract tourism and revenue to the community.

Institute for Coastal Research

(ICR): Located at VIU, the ICR has an interdisciplinary research mandate, focusing on coastal communities of BC and the Pacific Northwest.

Infrastructure Renewal: Physical growth at VIU’s campuses will continue to stimulate jobs and opportunities for our communities. A number of planned building projects will see millions of dollars invested locally.

Marketing: VIU has undertaken innovative marketing efforts locally, nationally and internationally. These efforts are attracting new interest and investment in Vancouver Island and the Sunshine Coast communities.

Marine Training Contracts: A customized training partnership

project developed by VIU’s Continuing Education faculty to provide extensive marine training for Mainstream Canada; tailored to meet employer and participant needs, and delivered in their community.

Mariners Athletes: VIU’s many athletic teams draw competitions and events into the mid-island communities. The hundreds of players and guests deposit thousands of dollars into the local economy.

Skills Link: An 18-week employability program funded by Service Canada for entry-level workers considering a career in cooking. The program provides training, work experience and employability skills to help 10 entry-level workers succeed in the culinary job market.

ENVIRONMENTAL SUSTAINABILITY

At VIU, we believe that protecting our environment is critical to our success and the success of the communities we serve. VIU is committed to exploring new ways of teaching and operating that ensure the protection of our environment and our communities for the generations ahead.

AquaPort: Led by a VIU team of co-researchers, this web-based platform was developed for stakeholder groups in the Canadian aquaculture sector.

Biosolids Forest Fertilization Project: This partnership between VIU and the Regional District of Nanaimo provides a model for improved forest health in an ecologically sensible way.

Brant Geese Patrol: A spring semester volunteer project for second-year

Resource Management students with the Ministry of Environment’s Conservation Officer Service.

Chase River Salmon Hatchery and Adult Stock Assessment Project: A hatchery and adult stock assessment project which allows VIU faculty, students and community volunteers to work on coho and chum salmon and sea-run cutthroat trout stocks in the Chase River.

Faculty of Science & Technology

Lecture Series: A series of free lectures on science and technology topics, typically related to the region, that are hosted at VIU and are open to all students, staff, faculty and the public.

Ghana – Canada Partnership

for Environmental Education: A collaboration between VIU and two colleges located in Ghana. The aim of the project is to help reduce poverty through environmental education in the region of Sunyani in Ghana.

Green Building and Renewable Energy

Program: VIU is supporting BC’s efforts to become a leader in green building technology. This credit program within the faculty of Science & Technology addresses energy efficiency and renewable applications in buildings.

Millstone Bypass Channel Monitoring:

A water quality and stream invertebrate monitoring project, conducted by the Biology department in collaboration with Fisheries and Oceans Canada and the BC Conservation Foundation, undertaken at the Millstone Bypass Channel in Bowen Park, Nanaimo.

Nanaimo Area Land Trust’s Vesper

Sparrow Habitat Initiative: A volunteer initiative involving Resource Management students who work with NALT every November as part of a Habitat Management course.



Nile Creek – Qualicum Bay Project:

A five-year project involving VIU and community partners, Nile Creek Enhancement Society and Trout Unlimited Canada to improve and restore five small streams in the Qualicum Bay area.

Power to Change: A BC Hydro sponsored initiative that focuses on reducing energy usage at VIU's Nanaimo campus.

Rockfish Bycatch Reduction: A project involving Fisheries and Aquaculture students and instructors, working with local prawn fishermen and plastic fabricators to solve the rockfish bycatch problem.

Solutions: A Sustainability Network:

A growing coalition of VIU students, faculty, staff, as well as community members and organizations concerned with environmental issues. The Network works together to promote a culture of sustainability at VIU and in the community by hosting events and projects.

“In terms of community development and advancement, Vancouver Island University helps us develop our greatest resource – people.”

Fred Kolodrubsky,
Executive Financial Consultant,
Investors Group
and VIU Foundation Board Director

Sustainability Planning: VIU's Sustainability Committee is examining ways to reduce, reuse and recycle. We will continue to reduce VIU's environmental footprint, reduce VIU's carbon emissions and will focus on environmentally friendly land use, planning and development as VIU's campuses continue to grow.

Vancouver Island Water Resource Vulnerability Mapping Project:

An initiative led by the Geography department to develop a groundwater vulnerability map of Vancouver Island using the EPA DRASTIC methodology due to surface sources of pollution.

RESEARCH EXCELLENCE

Research provides a powerful catalyst for learners and communities to grow innovation. VIU's research efforts are attracting attention nationally and internationally. The following examples are only a few of the remarkable discovery-based and applied research activities underway at VIU and in your community.

Alexandro Malaspina Research Centre:

Dedicated to the life and works of the 18th-century Italian navigator as well as interdisciplinary research into navigation in the 18th century and first contact between indigenous and European people on the Pacific coasts of the Americas. From 1968-2008, VIU was named Malaspina College and University-College after Captain Malaspina.

All-Sky Camera: VIU has one of several stations on Vancouver Island and the mainland. The camera is used to record the night sky, with the purpose of tracking bright meteors.

Applied Environmental Research Laboratories (AERL): Located at VIU, the AERL specializes in collaborative research projects involving faculty, students, private sector and community partnerships, and conducts pure and applied research in the environmental sciences, supporting the training of personnel in environmental chemical analysis.

Behavioural Neuroscience Lab: This lab, supported by VIU faculty in the psychology department, is currently looking at the relationship between circadian time and learning, and the effects of light on the molecular hands of the clock.

Carbon Nanotube Growth and Research Facility: The facility is for VIU student research projects in electronics and sensors using carbon nanotubes as the matrix.

Community-Based Research Institute:

A VIU-founded research institute with a mandate to foster and coordinate community-based research activities in areas such as community health, well-being and development, and family, community, or social issues.

Fear & Anxiety Lab: VIU student researchers explore anxiety and related disorders in the hopes of improving understanding and treatment efficacy.

Heritage Research Group: Formed under the auspices of VIU's Alexandro Malaspina Research Centre, the Group is an interdisciplinary collective of five humanities scholars, involved in research related to Canadian heritage and its impact on memory, identity, society and nationhood.

International Centre for Sturgeon Studies (ICSS):

The VIU-based ICSS supports studies on wild sturgeon populations and recovery initiatives involving conservation hatcheries as well as conducting research. VIU will host the 2013 International Sturgeon Symposium.

Parents Teach Math: A research project led by members of the Career and Academic Program department to develop a manual of activities for parents and professionals who would like to assist their children with math.



Recreation and Tourism Research

Institute: The Institute operates as an arm's length body to the Department of Recreation and Tourism Management and creates alliances between researchers, practitioners, students and communities that result in information for improved decision making, community-based inquiry, increased public awareness, educational opportunities and enhanced research capacity.

SOCIAL DEVELOPMENT

VIU is involved in processes and initiatives that improve the capacity of society at large. Through our programs and the activities listed below, VIU is helping to enhance the quality of life for people living on Vancouver Island and the Sunshine Coast.

Adult Basic Education (ABE) for Parents on Income Assistance: This project, for parents of children under three years, provides foundational ABE courses with an aim of strengthening the health and development of their children.

Art Therapy: A VIU course guiding participants in using specific painting activities to reduce stress and anxiety and to restore balance and health.

Clemente Course in the Humanities: A no-cost, adult learning course in the humanities designed to foster reflective thinking and to encourage the seeking of post-secondary education. This is a collaborative project of the Faculty of Social Sciences, Centre for Continuing Studies and community partners.

Comox Valley Child Development Association Early Intervention Project: An ongoing study through the Education department that compares children who

received early intervention prior to school entry with children who did not receive support.

ElderCollege: A program for adults 55+ overseen by a volunteer board, working in collaboration with VIU. ElderCollege provides a fun, stimulating and interactive program of courses taught by volunteer instructors on a wide range of topics.

Fetal Alcohol Spectrum Disorder (FASD) Community Practitioner Certificate Program: An introductory VIU program that focuses on developing skills and knowledge to support people living with FASD.

Literacy Support: Through our four campuses, VIU is providing a number of programs aimed at helping people develop basic skills such as reading, writing and math.

Love of Learning: A Centre for Continuing Studies initiative to provide increased community access to academic courses on an audit basis.

Milner Gardens and Woodland: VIU's Milner Gardens has been voted one of Canada's top 10 public gardens and attracts thousands of tourists to the region each year while providing a hands-on learning experience for VIU horticulture students.

Nanaimo Professional Physical Educators: An advocacy organization made up of university faculty, school district teachers and community members whose focus is to promote physical activity choices.

Nanaimo Social Development Strategy Steering Committee: A coalition of government, private sector and community organizations that monitors the social status of the community, and initiates various community projects that support social health.

Oceanside Healthy Aging Initiative: A coalition of agencies working to support healthy aging in the Oceanside area through community-based research and focused community development initiatives.

Oceanside Workforce Development Strategy: A community process to assess the gap between labour market demand and supply for the Oceanside area. A Workforce Development Strategy has been completed and is now being implemented.

Philosophers Café: A collaborative community project organized between the departments of Philosophy and Liberal Studies and the Centre for Continuing Studies, to host a series of evenings intended to explore diverse philosophical issues and ideas; a different speaker is featured each month.

Poets on Campus: Regular readings by published Canadian poets held at one or more of the VIU campuses.

"Without Vancouver Island University's presence in the community, we would suffer significant losses to our local economy."

– Kathy White, Coast Realty Group Ltd. and VIU Foundation Board Director

Positive Space Campaign: A VIU initiative involving faculty, staff and students working together to raise awareness of diversity in sexual orientation and gender identity and to challenge the patterns of silence that continue to marginalize bisexuals, gays, lesbians and transgendered individuals.

Prevention Forum: An annual learning and networking event organized through a consortium of community agencies and



VIU to support, celebrate and inspire the work of prevention, early support services and health promotion on Vancouver Island for children, youth, families and communities. It is organized through a consortium of community agencies.

Scientists & Innovators in the Schools: An initiative involving members of the Faculty of Science & Technology visiting schools to promote science, specifically physics and astronomy.

Science Learning Centres: A program where VIU Education students created and implement hands-on science activity centres with elementary schools in District #68. Over 13,000 elementary students have engaged in these activity centres over the years.

Shoots with Roots (Milner Gardens): A program aimed at introducing elementary school children to ecology, the forest and horticulture.

Urban Issues Film Festival: An annual film festival focusing on regional, national and international urban issues organized in part by faculty and students of the Geography department and hosted at VIU.

Worldbridger Film Series: Presented by the department of Anthropology, the series shows cutting-edge films that explore a variety of themes including globalization, human rights, war and peace, capitalism, music, culture, health, gender, sexuality and much more.

Youth Skills Link: A program, funded by Service Canada, administered by the Centre for Continuing Studies and delivered in Parksville, to provide group-based employability skills training to ten youth participants who face multiple employment barriers.

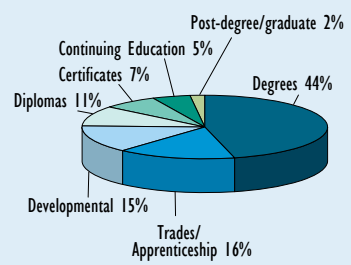
VIU FACTS AND FIGURES

Student Enrolment: 2007-08

FTE: 1 full-time student in 1 program in 1 year.

	Headcount	FTEs
Credit programs	9,133	7,107
Non-credit programs (CE)	10,271	393
Total	19,404	7,500
Domestic students	18,234	6,682
International students	1,170	818
Total	19,404	7,500

Types of Programs by FTEs



Research Activity www.viu.ca/research

Provincial & Federal Research Grants 07/08

Federal \$1,707,000 | Provincial \$1,052,000
Other \$678,000

Highlights:

- AquaPort – Mobilizing Aquaculture Knowledge, AquaPort as a Semantic Web
- KIS – Knowledge in Society, Reaching Out to Rural Communities: Tourism Research Innovation Partnership
- Canada Research Chair in Coastal Resource Management at the Institute for Coastal Research
- BC Regional Innovation Endowed Chair in Aboriginal Early Childhood Development
- Carnegie Academy for the Scholarship of Teaching and Learning (CASTL) International Project on Undergraduate Research

Student Awards

- 769 awards totaling \$387,656 were awarded in the 2007/08 fiscal year.

VIU Athletics is home to the winning Mariners!

- 2008 Women's Volleyball CCAA National Champions
- 2008 Men's Volleyball Provincial Champions
- 2007 Men's Volleyball Provincial Champions

www.viu.ca/mariners/championships.htm

Student Demographics

Aboriginal students: 1,590 in 2006-07 (9% of total students)

International students: 1,170 in 2007-08 (6% of total students) from over 50 different countries

Top 10 countries and number of students

China 424	India 46	Morocco 27
Japan 223	Saudia Arabia 34	Hong Kong 25
Korea 84	Turkey 32	Mexico 25
Taiwan 51		

Student age

	Mean age (avg)	Modal age (most frequent)
All students	35	20
Credit programs	27	19
Continuing education only	43	20

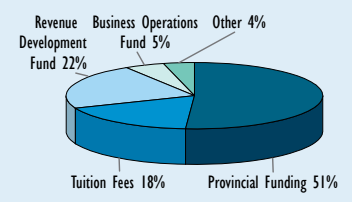
Student gender by percentage

	Male	Female
All students	41%	59%

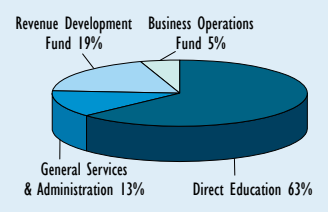
Financial

Annual Operating Budget 2007-08: \$97,567,712

The Source of a Revenue Dollar 07/08 (Total \$97.5 million)



Distribution of an Expenditure Dollar 07/08



Tuition Rates 08/09

Tuition/credit hour:	\$121.00
Full-time vocational program/month:	\$363.00
Full-time university program/semester:	\$1,783.00
International tuition/semester:	\$5,100.00

Employees

- Total employees at all campuses in 2007 (unduplicated headcount): 2,239
- Part-time and full-time regular positions as of April 2008: Faculty 560 / Support staff 256 Administrators 103



Education is the cornerstone for growth. Through education comes knowledge, through knowledge comes wisdom and through wisdom our world is transformed.

– Chief Shawn (A-in-Chut) Atleo

THANK YOU

ON BEHALF OF THE ADMINISTRATION AND the Board of Governors at Vancouver Island University, I would like to thank the communities of Vancouver Island and the Sunshine Coast for your constant support of our institution and our students. It is the result of your collective advocacy that our Provincial Government has invested in and granted VIU full university status. I hope this document has provided you with a glimpse of our ongoing commitment to you and the communities of Vancouver Island and the Sunshine Coast.

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Library: 250.740.6330
Registration: 250.740.6400
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