Senate Committee on Continuing Studies  
Thursday, May 7, 2015  
9:30 a.m.  
CS Dean’s Conference Room 1361 WMC/BURNABY  
MINUTES

In attendance:
Joanne Curry, Dean, pro tem, Lifelong Learning (Chair)
Gwen Bird, Library
Tracey Leacock, Senator (at-large)
Sylvia Gajdics, Convocation Senator

Guests:
Larry White, Director, Career and Professional Programs
Raveen Sanghera, Associate Director, Management & Professional Programs
Peter Walton, Associate Director, Writing and Communication Program

Regrets:
Lynne Quarmby, Molecular Biology and Biochemistry
Julian Guttman, Biological Sciences
Peter Ruben, Biomedical Physiology & Kinesiology
Stephen Spector, Beedie School of Business

Absent: Uliana Park, Student (Alternate)

1. Welcome
The Chair welcomed those in attendance. As quorum was not reached it was agreed that an electronic vote would be held directly after the meeting adjourns.

2. Approval of the Agenda
Approved by online vote.

3. Approval of the Minutes, October 17, 2014
Approved by online vote.

4. Chair’s Report
The Chair said she is enjoying her new role as Dean pro tem highlighting the diversity and staff expertise of the entire unit developed under Dean Helen Wussow’s leadership. She provided the committee with an overview of Continuing Studies/ Lifelong Learning. Lifelong learning is the name of the unit and the umbrella under which the Philosophers’ Café and Centre for Online and Distance Education (CODE) falls. (TLC previously was included). CS is the pillar for program areas, which include the Management and Professional, Writing and Communication, and Community Education Programs. The diversity and scope provide tremendous opportunities to expand our program offerings to reach out to our alumni. Cathy Daminato, VP Advancement and Alumni Engagement, is interested in a survey of alumni learning needs. The Chair hopes to broaden the unit’s reach externally. Continuing Studies is cost recovery and some programs have endowments, such as Liberal Arts and Adults 55+, that allow community engagement programming.

5. Proposal: Certificate in Digital Communications: Certificate name change
Peter Walton, Associate Director, Career and Professional Programs, presented a proposal to change the title of the Digital Communications Certificate to Digital and Mobile Marketing Certificate. He explained that the name change is more relevant and reflects the focus of the program.

Approved by online vote.
   Peter Walton, Associate Director, Career and Professional Programs, presented a proposal to change the title of the Business to Business Communications Certificate to Business to Business Marketing Certificate. This name change is more relevant and better reflects the focus of the certificate program. “Marketing” also rates higher than “communication” in google searches.

   Approved by online vote.

7. **Proposal: Certificate in Editing: Changes to program**
   Larry White, Director, Career and Professional Programs, presented a proposal to modify the Editing Certificate. This will align students who wish to apply for Editors’ certification. Several small edits were suggested by the committee and will be incorporated by the program director.

   Approved by online vote.

8. **Proposal: Certificate in Risk Management: Change to two course titles**
   Raveen Sanghera, Associate Director, Career and Management Programs, presented a proposal to change titles of two of the risk management courses within the Risk Management Certificate.

   “Risk Assessment” to “Risk Management Principles and Practices”
   “Risk Control” to “Risk Assessment and Treatment”

   These straightforward changes are consistent with offerings of other universities. Several small edits were suggested by the committee and will be incorporated by the program director.

   Approved by online vote.

9. **Proposal: Certificate in Marketing Management: New non-credit certificate**
   Raveen Sanghera, Associate Director, Career and Management Programs, presented a proposal for the approval of a new non-credit certificate in Marketing Management. This new certificate will complement existing programming and address a gap in this area. It may be offered in an intensive three-month option. Several small edits were suggested by the committee and will be incorporated by the program director.

   Approved by online vote.

10. **Approval of Continuing Studies Non-credit Certificate and Diploma Graduates**
    The Chair circulated the list of students ((346) who successfully completed the requirements for non-credit certificates and diplomas offered through Continuing Studies. Committee members asked that future reports include an overview of past years’ course listings and student numbers to show comparisons. It was agreed that it is important to know if graduates of other SFU non-credit programs previously approved by SCCS are approved and submitted to SFU Alumni. This item will be brought forward to the fall meeting.

    Approved by online vote.

11. **Other Business**
    There was no other business for the committee.

12. **Fall Meeting (October 2015)**
    It was agreed that the fall SCCS meeting would be scheduled in late October.

13. **Adjournment**
    Meeting adjourned.