Simon Fraser University  
Senate Committee on Continuing Studies  
Friday, April 13, 2012  
9:30 a.m.  
3100 3rd Floor boardroom/VANCOUVER Campus

MINUTES

In attendance: 
Helen Wussow, Dean, Lifelong Learning (Chair) 
Charles Eckman, Library 
Robert Gordon, Criminology 
Daniel Laitsch, Education 
Tracey Leacock, Education 
David Paterson, Education 
D’Arcy Warner, Convocation Senator

Regrets: 
Christopher Pavsek, Contemporary Arts 
Peter Ruben, Biomedical Physiology & Kinesiology 
Benjamin Lee, Student Senator

Guests: 
Susan Burgess, Program Director, Management and Professional Programs 
Kon Li, Program Director, Management and Professional Programs 
Gordon Price, Director, City Program 
Judy Smith, Program Director, Community Education Programs 
Peter Walton, Associate Director, Writing and Communication Program

1. Welcome  
The Chair welcomed those in attendance.

2. Approval of the Agenda  
Agenda approved.

3. Approval of Minutes, October 28, 2011  
Minutes approved.

4. Proposal: Course Name change in the Public Relations Certificate Program  
Peter Walton presented the proposal for a course name change for one course in the certificate that would address the increasing importance of online communication.

PRP250 Copy Writing: The Art and Craft of Creative Selling to be changed to: Writing for the Web.

Moved: David Paterson  
Seconded: Tracey Leacock  
Approved

5. Proposal: Course Name change to the Certificate in Editing  
Peter Walton presented the proposal for a course name change needed to reflect the increase in online publications and the internet.

PUBL210 Publication Design and Print Production to be changed to: EDIT240 Document Design and

Minutes taken by Rikki Muskett 1
Production for Editors.

Moved: Tracey Leacock  
Seconded: Dan Laitch  
Approved

6. **Proposal: Course change to the Journalism Certificate Program**  
Peter Walton presented the proposal for changes to the Journalism Certificate program addressing changes within the profession from traditional forms (print, TV, radio) to a new media online format.

The Journalism Certificate to be changed to: **New Media Journalism Certificate**.

**Action:** It was noted that there are minor editorial changes to the Senate proposal required and Tracey Leacock agreed to review the document and provide editorial changes to Peter.

Moved: Tracey Leacock  
Seconded: Dan Laitch  
Approved

7. **Proposal: Discontinuance of the Publishing Certificate**  
Peter Walton presented the proposal for the discontinuance of the Publishing Certificate. Within the Faculty of Communication and Technology, non-credit publishing courses are offered through the Summer Publishing Workshop series and the students interested in receiving university credit for study in publishing can apply to the Master in Publishing program. There is no need for the university to have two departments offering courses in a field that represents a small area of writing-related careers.

Moved: D’Arcy Warner  
Seconded: David Paterson  
Approved

8. **Proposal: Changes to the Certificate in Business Communication and Professional Writing**  
Peter Walton presented the proposal for changes to the Certificate in Business Communication and Professional Writing including a letter of support from Kevin Stewart, Senior Lecturer, Business Writing Mentor Program. A title change from the original title Business Writing, Public Relations and Marketing Communications to Business Communication and Professional Writing was never formally approved by SCCS. This is being brought forward now with proposed changes to the program that will offer students a better focused certificate and the title change will accurately reflect the content of the certificate.

Moved: Rob Gordon  
Seconded: D’Arcy Warner  
Approved

9. **Proposal: Digital Communications Certificate Program**  
Peter Walton brought forward a new certificate program proposal that will focus on the latest tools, techniques and skills associated with online and interactive social medial and marketing to provide graduates with the expertise needed in the digital communications field. Dr. Richard Smith, Director, SFU Masters of Digital Media, provided a letter of support.

Moved: Rob Gordon  
Seconded: Tracey Leacock  
Approved

10. **Proposal: Changes to the Certificate in Dialogue and Civic Engagement**  
Judy Smith inherited this certificate and finds that it fits well into her portfolio of community engagement and education. She proposes adding two new core competency courses, increasing a workshop to two days and discontinuing one of the existing core courses. Amendments to the original program have been added.

Minutes taken by Ricki Miskett 2
to make it more current and address the demand for programs offering community engagement skills. It was noted that the reference to Capilano College in the proposal should be changed to Capilano University.

Moved: Rob Gordon
Seconded: David Paterson
Approved

Susan Burgess and Kon Li presented their proposal for a new non-credit certificate in Professional Coaching. This certificate will enable graduates to either incorporate coaching into their current roles or to establish them in coaching careers. There is a practicum component to this program. Support was provided by David Paterson, Education and Meguido Zola, Certified Professional Life Coach.

There was a discussion as to what is the upper limit for practicum hours. The chair suggested that the Committee first review the criteria and guidelines for certificates and diplomas before addressing definitions for practicums.

Moved: Tracy Leacock
Seconded: Rob Gordon
Approved

12. **Proposal: Changes to the Certificate for Sustainable Community Development and Certificate in Urban Design**
Gordon Price presented the proposal for revisions to the requirements for Sustainable Community Development and Urban Design certificates which will allow for transferability between the programs.

Moved: David Paterson
Seconded: Tracey Leacock
Approved

13. **Review SCCS Terms of Reference**
At the last SCCS meeting (October 2011), the committee began discussing a review of its terms of reference. The Chair asked if the committee wished to answer to the TOR since it suggests that the committee is responsible for reviewing all non-credit programs across the university. In preparation for the spring SCCS meeting the Chair provided committee members with information on areas of the university that have non-credit programs. She recommended that SCCS send a memo to all deans and department chairs and directors to remind them that non-credit programs must be approved by the Committee. David Paterson reported that he had investigated non-credit offerings within the Faculty of Education and discovered that there were no non-credit program offerings. Rob Gordon commented that in the past it was understood that the Continuing Studies unit would oversee the development and approval of any non-credit programs when it was not clear where the program would be housed. The Committee then began reviewing the wording of the TOR.

1. **To advise Senate on policy with respect to the overall development of the University’s continuing education credit and credit-free programming**

   Motion: to revise #1 to read:
   To advise Senate on policy with respect to the overall development of the University’s non-credit certificates and non-credit diplomas.

   Moved: Tracey Leacock
   Seconded: D’Arcy Warner
   Approved

2. **In respect of credit free programs, to review at regular interval existing and proposed programs in terms of their need, objectives, clientele served and other relevant factors.**

   Minutes taken by Rikki Miskett 3
Motion: to delete #2
Moved: Dan Laitch
Seconded: Tracy Leacock
Approved

3. To develop procedures for the approval of various categories of credit-free instruction.
Motion to change wording of #3 to and make it #2: To review and approve non-credit certificates and non-credit diplomas. This will include the establishment of, changes to, and discontinuance of non-credit certificates and non-credit diplomas.
Moved: Rob Gordon
Seconded: Tracey Leacock
Approved

4. To report to Senate at least once annually with respect to its above noted responsibilities.
#4 becomes 3

5. To report to Senate as requested by Senate.
#5 becomes 4

6. To receive for consideration and approval programs being proposed as suitable for non-credit certificate granting status. The Committee will also be responsible for approving changes to non-credit certificate programs and for approving the discontinuance of non-credit certificate programs. The Committee will report the program approvals and discontinuances to Senate annually.
Motion: to delete #6
Moved: Chuck Eckman
Seconded: Tracey Leacock
Approved

Note: In the event that no lay member of Senate is available to serve, Senate may elect a general member of the community to serve in that position.

The committee queried the meaning of “lay member” of Senate.
*Action: The Chair will contact Shelley Gair, Senate Secretary for clarification.*

**Quorum – 5 members**
Motion: change wording to:
Quorum – 5 members of the Senate Committee on Continuing Studies, including the Chair

**Committee meetings are convened each fall and spring at the call of the Chair. SCCS reports to Senate in November of each year.**

Motion to change wording to:
Committee meetings are convened each fall and spring OR at the call of the Chair. SCCS reports to Senate in November of each year.

Moved: Rob Gordon
Seconded: Tracey Leacock
Approved

*Action: The Chair will bring the suggested changes to the SCCS Terms of Reference to Senate for approval.*
14. **Review Criteria and Guidelines for the Establishment of Certificates and Diplomas***
Continuing Studies’ staff has questioned the definition of non-credit certificates and diplomas. For example, many non-credit certificate students hold degrees and there are non-credit diploma students who do not have undergraduate degrees. Rob Gordon noted that market conditions have changed since this document was drafted and changes are needed. After discussion it was agreed that the review of the Criteria and Guidelines will be discussed at a future SCCS meeting after the proposed changes to the TOR are reviewed and approved by Senate.

*Action: The Chair will ask CS program directors to review what they have planned regarding diploma programs.*

*Action: Ricki will send the SCCS the CS Certificate and Diploma Report compiled by Susan Burgess, Pat Graca, Yvonne Tabin, and Jim Wong.*

15. **Approval of Continuing Studies Non-credit Certificate & Diploma Graduates**
Motion to approve the list of students who successfully completed the requirements of non-credit certificates and diplomas offered through Continuing Studies.

Moved: D’Arcy Warner
Seconded: Rob Gordon
Approved

16. **Other Business**
None

17. **Next SCCS Meeting**
The fall SCCS meeting will be held October 18, 2012 at 9:30 a.m. Location to be determined.

18. **Adjournment**
Meeting adjourned at 11:45 a.m.