SFU Lifelong Learning
2014/2015 Highlights
SFU LIFELONG LEARNING

We seek to provide academic programming that allows students and groups to achieve their intellectual, professional, aspirational, and cultural goals through programs for lifelong learning that build on the strengths and academic capital of the University and the resources of the community.

Organizational Structure

<table>
<thead>
<tr>
<th>Continuing Studies/Non-Credit</th>
<th>Community Engagement</th>
<th>Degree Completion/Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career and Professional Programs</td>
<td>Community Education Program</td>
<td>Aboriginal Bridge Programs</td>
</tr>
<tr>
<td>City Program</td>
<td>Interdisciplinary Programs, including Philosophers’ Café and Creative Writing</td>
<td>Centre for Online and Distance Education</td>
</tr>
<tr>
<td>English Language and Culture Program</td>
<td>Liberal Arts and Adults 55+ Programs</td>
<td>Integrated Credit Studies</td>
</tr>
<tr>
<td>Interpretation and Translation Program</td>
<td>SFU NOW: Nights or Weekends</td>
<td></td>
</tr>
</tbody>
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Dean’s Office/Administration

| Enrollment Services | Finance, Human Resources, IT and Administration | Marketing and Communications |
In cooperation with SFU faculties and departments, we offer part-time degree completion, online and distance education, and continuing education programs. We also engage the community through a variety of learning and growth opportunities.

### SFU LIFELONG LEARNING
#### 2014/2015 ENROLLMENT

<table>
<thead>
<tr>
<th>Credit Program</th>
<th>Fee-based registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centre for Online and Distance Education</td>
<td>16,732</td>
</tr>
<tr>
<td>SFU NOW: Nights or Weekends</td>
<td>2,383</td>
</tr>
<tr>
<td>Aboriginal Bridge Programs</td>
<td>147</td>
</tr>
<tr>
<td><strong>Total Enrollment</strong></td>
<td><strong>19,262</strong></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Non-credit Program</th>
<th>Fee-based registrations</th>
<th>Free and sponsored registrations</th>
</tr>
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<tbody>
<tr>
<td><strong>CONTINUING STUDIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career and Professional Programs</td>
<td>5,062</td>
<td>346</td>
</tr>
<tr>
<td>City Program</td>
<td>518</td>
<td>2,780</td>
</tr>
<tr>
<td>English Language and Culture Program</td>
<td>605</td>
<td></td>
</tr>
<tr>
<td>Interpretation and Translation Program</td>
<td>204</td>
<td></td>
</tr>
<tr>
<td><strong>Total Enrollment</strong></td>
<td><strong>11,526</strong></td>
<td><strong>8,538</strong></td>
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</table>

| **COMMUNITY ENGAGEMENT**                             |                         |                                 |
| Community Education Program                          | 483                     | 166                             |
| Philosophers’ Café                                   |                         | 2,811                           |
| Creative Writing                                     | 700                     | 1,305                           |
| Liberal Arts and Adults 55+ Programs                  | 3,954                   | 1,130                           |
| **Total Enrollment**                                  | **11,526**              | **8,538**                       |
SFU’s Centre for Online and Distance Education (CODE) provides learning options to undergraduate, graduate, and continuing education students who have identified the following needs:

1. Convenient format
2. Flexible scheduling
3. Courses on demand

As a result, over the last five years, enrollment has grown by almost 13%.

- 300 different undergraduate courses
- 68% of all SFU graduates in the last decade completed at least one online course through CODE
- 29 partnerships with academic departments in SFU faculties
SFU NOW is designed for students who work full-time. It has also become popular with other SFU students, including those who work part-time, which can make enrolling in daytime courses a challenge.

SFU NOW: NIGHTS OR WEEKENDS

SFU NOW enrollments in 2014/2015

2,383

SFU students, many of whom work part-time

83%

designated SFU NOW students, who work 30+ hours per week

17%

Since SFU NOW launched in 2008

13,780 → 328

enrollments graduates

SFU NOW by the numbers

89 courses annually

4 majors

7 minors

4 faculty partners

Arts and Social Sciences

Communication, Art and Technology

Science

Environment
MEETING THE NEEDS OF ADULT LEARNERS

For Rozy Karim, finishing her degree through SFU NOW was the continuation of a dream she set down years ago.

In the 1970s, she and her husband experienced horrific violence in Rwanda, but her spirit was resilient: She’d learned the value of hope, education and hard work from her mother. So Karim and her husband fled to the Canadian embassy, and they eventually made a new home in Canada.

Karim soon began her degree as she’d always hoped to, but had to pause when her third son was born.

Decades later, at the age of 58, she had an epiphany: She’d raised her children. Her business was thriving.

But she wanted more: It was time to return to her dream of finishing university.

For Karim, the challenge will not be the greatest she has faced. “I’ve met other students who are mature and heard that anything is possible,” she says. “It’s never too late.”
Our Aboriginal Bridge Programs are a rich integration of Indigenous perspectives with academic rigour. While enrolled, First Nations, Métis and Inuit students prepare to excel in their undergraduate studies and earn academic credit.

ABORIGINAL PATHWAYS TO SFU

Our Aboriginal Bridge Programs are a rich integration of Indigenous perspectives with academic rigour. While enrolled, First Nations, Métis and Inuit students prepare to excel in their undergraduate studies and earn academic credit.

5 FACULTY PARTNERSHIPS

- Arts and Social Sciences
- Education
- Environment
- Health Sciences
- Science

2 FULL-TIME, TWO-TERM ACADEMIC PROGRAMS

- Aboriginal University Prep Program
  - 21 SFU academic credits
- Aboriginal Pre-Health Program
  - 23 SFU academic credits

5 KEY COMPONENTS

- Academic credit
- Elder in Residence
- SFU faculty, staff and tutors
- Indigenous curriculum
- Cohort-based learning

10 community relationships and partnerships

4 years of providing Aboriginal students a pathway to university

31 graduates who have gone on to study at SFU
We're committed to education that meets the needs of today’s learners, who want flexible, accessible programming. Working closely with SFU faculties, we develop and deliver continuing education that focuses on career-building and personal growth. Most of these 36 programs are available in the evenings, on weekends and online.

**CONTINUING STUDIES PROGRAMS**

**BUSINESS AND MANAGEMENT**
- Applied Business Analysis Certificate
- Applied Project Management Diploma
- Business Management Certificate
- Craft Beer and Brewing Essentials Certificate
- HR Management Certificate
- Non-Profit Management Certificate
- Risk Management Certificate
- Supply Chain Management Program

**MARKETING AND COMMUNICATIONS**
- Business-to-Business Marketing Certificate
- Digital and Mobile Marketing Certificate
- Editing Certificate
- Marketing Management Certificate
- New Media Journalism Certificate
- Public Relations Certificate
- Technical Communication Certificate

**COMMUNITY BUILDING**
- Community Capacity Building Certificate
- Dialogue and Civic Engagement Certificate
- Restorative Justice Certificate
- Next-Generation Transportation Certificate
- Urban Design Certificate

**ABORIGINAL BRIDGE PROGRAMS**
- Aboriginal University Prep Program
- Aboriginal Pre-Health Program

**CREATIVE WRITING**
- The Writer’s Studio Creative Writing Certificates
- Southbank Writer’s Program

**CAREER DEVELOPMENT**
- Career Development Practitioner Certificate: Employment Services
- Career Development Practitioner Certificate: Career Management

**WORKPLACE HEALTH AND WELLNESS**
- Occupational Health and Safety Diploma
- Rehabilitation and Disability Management Diploma

**ENGLISH LANGUAGE AND CULTURE**
- Full-Time Immersion Programs

**INTERPRETATION AND TRANSLATION**
- Interpretation and Translation Diploma (Chinese/English)
- Legal Interpretation and Translation Certificate (Chinese/English)

**LIBERAL ARTS**
- Liberal Arts Certificate for Adults 55+

**36 programs**
**300+ courses**
Learners of all ages choose SFU Continuing Studies programs because they want to move their careers forward. This demand drives the development of new programming.

Over the last six years, the number of our alumni has grown annually by 25%.

**Number of certificates and diplomas**
- 2009/2010: 19
- 2014/2015: 27

**Number of program graduates**
- 2009/2010: 233
- 2014/2015: 583

**OUR PROGRAMS**
- 23 part-time
- 15 online or blended
- 10 offer professional practicums or field work
Thanks to our journalism program—and a lot of hard work—Alan O’Sullivan will never hold an unrewarding job again.

He worked in retail after finishing his SFU degree, but craved something that would let him be creative. Hoping to put his writing abilities to use, he enrolled in the New Media Journalism Certificate, and landed internships with the Vancouver Weekly and the Vancouver Observer. He also picked up some freelance copywriting work from a classmate. It was a new type of writing, but he found the same skills applied: writing clearly, being accessible, and getting to the point right away.

Within a few months, O’Sullivan was ready to transition to a full-time freelance career. Today, he specializes in social media and copywriting, and he sees no shortage of business in his future.

“I’d never have been able to envision this career before the program,” he says. “It’s amazing how much you can grow.”
ENGAGING MID-CAREER PROFESSIONALS

Mature learners are a vital part of the SFU community. Our education meets their needs for career preparation and professional development in a format that they can access.

In 2014/2015

2,955 STUDENTS

40% average age of our learners

71% women
29% men

27 career programs
6,763 registrations
10% course registration growth in the past three years
ENGAGING THE COMMUNITY

Jonathan Coté, New Westminster’s current mayor, began as a member of city council. He was passionate about cities, and he wanted to restore downtown New Westminster to its prime. “There was a real desire for someone to come forward and talk about cities differently,” Coté says. Sustainability had always been part of his platform, but shortly after beginning his city council work, he felt compelled to dig deeper into the city’s issues. His search led him to our Sustainable Community Development Certificate.

“When I looked at the different courses that were offered, every single one of them was highly applicable to the work I was doing.”

Coté’s studies helped him achieve results on the committees he chaired, and he gradually watched New Westminster transform: Crime decreased, the city became more walkable, a beautiful waterfront park opened and thousands of people moved downtown. He continues his work today as the city’s mayor.
REACHING ADULT LEARNERS ACROSS METRO VANCOUVER

Our education brings mature students from all over the Lower Mainland to SFU’s classrooms in Vancouver, Surrey and online.

<table>
<thead>
<tr>
<th>COURSES BY CAMPUS</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SFU’s Vancouver campus</td>
<td>60%</td>
</tr>
<tr>
<td>SFU’s Surrey campus and Surrey City Centre Library</td>
<td>25%</td>
</tr>
<tr>
<td>SFU’s Burnaby campus, off-site and online</td>
<td>15%</td>
</tr>
<tr>
<td>Outside GVRD, Canada</td>
<td>11%</td>
</tr>
<tr>
<td>International students</td>
<td>5%</td>
</tr>
</tbody>
</table>
Opportunities to learn on the job prepare our learners to thrive in their careers. We’ve partnered with professional associations and local employers to offer practicums, field work, certification preparation and applied professional development opportunities.

20+ professional associations accept our courses and programs for certification and continuing education

60+ local employers from the public sector, non-profits and corporations provide experiential learning opportunities to our students

100+ occupations use our courses for career entry and professional development
ENGGING OLDER ADULTS

Learning is an important part of healthy aging. Our educational opportunities allow adults aged 55+ to explore a passion, engage with others, build a community and stay mentally active.

In 2014/2015

1,598 STUDENTS

70 average age

76-96

66-75

55-65

22%

53%

25%

111 fee-based courses with 3,954 registrations

16 free and sponsored events with 1,130 reservations

10% course registration growth in the past three years
Community engagement is at the heart of what we do at SFU Lifelong Learning. We offer education beyond the classroom by inviting the public to a variety of events, many of which are joint initiatives with community partners.

In 2014/2015, SFU Lifelong Learning hosted a variety of free public lectures, events and forums.

8,538 REGISTRATIONS

175 Philosophers’ Cafés
16 Liberal arts forums and events
40 Community building events
36 Creative writing and communications events
SFU Lifelong Learning is committed to meeting learners in their contexts. Connecting with people online is a natural extension of this, allowing us to truly engage the world. With followers from Vancouver and as far away as Australia, we share program updates, career resources, event invitations and recordings, student stories and videos, and more. We also answer questions and participate in important conversations.

**Public Engagement Through Social Media**

- **8,437** followers of our Twitter, Facebook, and LinkedIn pages
- **133,802** total views
- **222** videos
- **557** subscribers

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**2014/2015 AT A GLANCE**

- **37,907** Continuing Studies website visits as a result of social media engagement
- **1,179** online information session views
- **144** registrations for program information sessions from social media
- **124** participants in four inaugural Twitter chats with Continuing Studies instructors