Education Council Meeting
Thursday, February 10, 2022
5:00 p.m.
Via Zoom

Faculty

Name	Location
Tim Walters	Shuswap Revelstoke Rep
Priscillia Lefebvre	South Okanagan Similkameen Rep
Bryan Penfound	Central Okanagan Rep
Leanne Mallory	North Okanagan Rep
Danny Marques	Trades & Apprenticeship – Kelowna
Amanda Krebs	Arts & Foundational - SA
Cathy Farrow	Health & Social Development
Youry Khmelevsky	Science and Technology Programs
Chris Newitt	Arts & Foundational – Kelowna
Svan Lembke	School of Business – Kelowna

Educational Administrators

Name	Location
Bill Gillett	Dean – Business & Commercial Aviation Programs
Andrew Hay	Provost & VP Academic
Joan Ragsdale	Regional Dean – Shuswap
Ross Tyner	Director – Library Services

Students

Name	Location
	Student – South Okanagan Similkameen
Sanya Choudhary	Student – Central Okanagan
Simran Bajwa	Student – North Okanagan
	Student - Shuswap Revelstoke

Staff

Name	Location
Bobbie Wyatt	Kelowna Campus
Michelle Somerville	Kelowna Campus

Non-Voting

Name	Location
Neil Fassina	President, OC
Andrea Alexander	Board of Governors

Secretariat

Name	Location
Bob Burge	Registrar OC
Susaye Gayle	Education Council Office

Other Recipients

Name	Area	Name	Area
Joanna Campbell	Assistant to the President	Meri Kim Oliver	VP - Students
Eric Corneau	Regional Dean –S Ok/Similk.	Yvonne Moritz	Dean – Science, Technology & Health
Campus Admin	Campus Admin-Penticton	Stephen Speers	Dean – Trades & Apprenticeship
Rob Huxtable	Dean – Arts & Foundational Programs	Jonathan Rouse	Assoc Dean – Business & Aviation Programs
Margaret Scharf	Campus Admin-Salmon Arm	President	OC Student Union
Joan Smeyers	Campus Admin - Vernon	President	OC Kalamalka (Vernon) Student Assoc
Laura Berntzen	Asst to the Dean– STH	Laura Thurnheer	Associate Dean – Business
Anita Harden	Registrar's Office - Kelowna	Patti Heinzelmann	Asst to Dean - AFP
Delaney Ross	Asst to Dean-Trades/Appren	Leanne Foster	Asst to Director- International
Jasmine McGee	Asst to Director - Student Serv	T Kisilevich	Assoc Dean – Trades & Apprenticeship
Karen Hojnocki	Asst to Director–Con Studies	Tyler Finley	Interim Director – Public Affairs
Joan Ragsdale	Regional Dean Shuswap/Rev	Tanya Harding	Exec Asst-VP Finance & Admin
	Exec Asst-VP Students	Angie March	Asst to Regional Dean – Central Ok
Lara Jennings	Exec Asst to Provost & VP-Academic	Curtis Morcom	VP - Finance and Administration
Beverlie Dietze	Director, Learning/Applied Research	Inga Wheeler	Assoc Registrar – Enrolment Services
Jane Lister	Regional Dean N Okanagan	Sharon Josephson	Associate Dean – AFP
Phil Ashman	Regional Dean C Okanagan	Andrew Pulvermarcher	Associate Dean - AFP
Carlyn Young	Registrar's Office - Kelowna	James Coble	Director, Student Services

Appendix 3.1

3.1 a. Motion: "That Education Council approves the course revision: OADM 110 Business Communications as recommended by the CPRC - BUS"

Proposal Rationale
OADM 110 Communications I focused on grammar, punctuation, spelling, and vocabulary with opportunities for practice of concepts but not application in writing which followed in OADM 111 Letter and Report Writing. We have condensed OADM 110 so that content from OADM 111 is included thereby providing students with not only the essential content from OADM 110 but also the opportunity to practice their new skills in their writing at the same time. We will be deleting OADM 111 Letter and Report Writing Course.

3.1 b. Motion: "That Education Council approves the course revision: OADM 135 Records Management as recommended by the CPRC - BUS"

Proposal Rationale
Students taking this course in sequence on campus follow the program so have the required prerequisites but online students don't have a block schedule therefore we are adding the prerequisites of OADM 128 Word Processing I and OADM 110 Business Communications they require to be successful.

3.1 c. Motion: "That Education Council approves the course revision: OADM 136 Office Procedures as recommended by the CPRC - BUS"

Proposal Rationale
Students taking this course in sequence on campus follow the program so have the required prerequisites but online students don't have a block schedule therefore we are adding the prerequisite of OADM 110 Business Communications they require to be successful.

3.1 d. Motion: "That Education Council approves the course revision: OADM 152 Accounting Software I as recommended by the CPRC - BUS"

Proposal Rationale
Students require more time to fully comprehend all of the nuances of Sage 50 Accounting software; therefore, we are adding 15 hours to the course.

3.1 e. Motion: "That Education Council approves the course revision: OADM 155 Accounting Software II as recommended by the CPRC - BUS"

Proposal Rationale
Students require more time to fully comprehend all of the nuances of QuickBooks Online (QBO) Accounting software; therefore, we are adding 15 hours to the course.

3.1 f. Motion: "That Education Council approves the course revision: OADM 167 Computer Essentials as recommended by the CPRC - BUS"

Proposal Rationale
Students entering our program are more computer savvy that in the past so we condensed the courses to make room for content elsewhere in the program as well as adhering to the vocational assignable hours for program content.

3.1 g. Motion: "That Education Council approves the course revision: OADM 168 Database as recommended by the CPRC - BUS"

Proposal Rationale
Students taking this in a block schedule do Excel before so are very familiar with tables, rows, fields, etc. so don't require the 45 hours assigned. We feel that students who take it online on their own schedule require OADM 169A Spreadsheets I knowledge to ensure Database can be done in the condensed hours we are proposing from 45 to 30 hours. We are condensing this course to make room for content elsewhere in the program as well as adhering to the vocational assignable hours for program content.

3.1 h. Motion: "That Education Council approves the course revision: OADM 171 Desktop Publishing as recommended by the CPRC - BUS"

Proposal Rationale
Students require less time due to the prior completion of other Microsoft Office suite products so are well versed in the program.

3.1 i. Motion: "That Education Council approves the program revision: ACBOOK Accounting/Bookkeeping Certificate as recommended by the CPRC - BUS"

Proposal Rationale
We had added hours to both Computerized Accounting courses so need to add hours to the program.

3.1 j. Motion: "That Education Council approves the program revision: ADAC Administrative Assistant Certificate as recommended by the CPRC - BUS"

Proposal Rationale
We are adding a course and revising others to bring the program up to date with content as well as assignable hours.

Curriculum Recommended for approval (CPR – AFP & CPRC – BUS)
3.2 a. Motion: "That Education Council approves the new course: GDE 100 Professional Writing for Digital Content as recommended for approval"

Proposal Rationale
Professional Writing for Digital Content is a module of the Graphic Design Fundamentals micro-credential certificate. This is a new course that will be developed and delivered as part of a project funded by the Ministry of Advanced Education and Skills Training. In the Okanagan, there are many companies have employees that are doing more than one role in the marketing or administrative role. This micro-credential certificate will help broaden skillsets and enhance the employability and promote career progression for people in these roles.

3.2 b. Motion: "That Education Council approves the new course: GDE 110 Introduction to Graphic Design as recommended for approval"

Proposal Rationale
Introduction to Graphic Design is a module of the Graphic Design Fundamentals Micro-credential. This is a new course that will be developed and delivered as part of a project funded by the Ministry of Advanced Education and Skills Training. In the Okanagan, there are many companies have employees that are doing more than one role in the marketing or administrative role. This Micro-credential will help broaden skillsets and enhance the employability and promote career progression for people in these roles.

3.2 c. Motion: "That Education Council approves the new course: GDE 120 Your Digital Toolkit – Adobe Create Suite Applications I as recommended for approval"

Proposal Rationale
Your Digital Toolkit - Adobe Creative Suite Applications 1 - is a module of the Graphic Design Fundamentals micro-credential. This is a new course that will be developed and delivered as part of a project funded by the Ministry of Advanced Education and Skills Training. In the Okanagan, there are many companies have employees that are doing more than one role in the marketing or administrative role. This micro-Credential will help broaden skillsets and enhance the employability and promote career progression for people in these roles.

3.1 d. Motion: "That Education Council approves the new course: GDE 130 Your Digital Toolkit – Adobe Create Suite Applications II as recommended for approval"

Proposal Rationale
Your Digital Toolkit - Adobe Creative Suite Applications II is a module of the Graphic Design Fundamentals micro-credential. This is a new course that will be developed and delivered as part of a project funded by the Ministry of Advanced Education and Skills Training. In the Okanagan, there are many companies have employees that are doing more than one role in the marketing or administrative role. This micro-credential will help broaden skillsets and enhance the employability and promote career progression for people in these roles. This course will be offered part time to allow for people who work to take the certificate.

3.2 e. Motion: "That Education Council approves the new program: MCGDE Graphic Design Essentials Micro-Credentials as recommended for approval"

Proposal Rationale
Okanagan College was successful in securing funding for the development of Graphic Design Essentials micro-credential. This certificate includes four modules targeted at building competencies in graphic and digital design. This micro-credential targets career progression for people interested in developing skills in graphic and digital design using industry standard software.

Graphic Design Essentials fits within the Micro-credential Framework as it will provide opportunities for learners to gain the critical competencies and skills to thrive in the future workforce and digital economy. The addition of graphic design skills enhances the employability of people in entry level jobs, or who want to add skills to their resume for promotion and upskilling opportunities. This program aligns with the Ministry's framework as follows: • Increase access to post-secondary training as an add on to participants' resume and qualifications • Include employer participation and provides networking opportunities for the students (i.e., guest speakers, company tours etc.)

Okanagan College does not currently offer specific training in graphic design outside of diploma offerings. This Graphic Design Essentials micro-credential will provide industry relevant skills training (upskilling and reskilling) for learners in the OC region communities.

Graphic design involves using both graphics and text to convey a concept or idea. This industry includes a myriad of activities including corporate identity/branding, advertising, and promotions, print production, and professional report creation. Graphic designers create visual forms of communication including logos, posters, newsletters, brochures, and signage for both digital and traditional communications. The need for companies to convey stories using digital imagery and subsequently develop strong brand awareness, contributes to the need for skilled graphic designers. Many people who are already in marketing roles and administrative assistant roles are often tasked with the preparation of reports, creating posts for social media, and developing marketing collateral. Having strong graphic design skills will enhance employability and promote career progression for people in these types of roles.

BC has approximately 1,500 graphic design companies representing 17% of the graphic design business in Canada. The industry has a high level of fragmentation and is primarily comprised of small independent and freelance graphic designers. Graphic designers are part of NOC 5241 - Graphic Designers and Illustrators. According to the WorkBC Labour Market Outlook, this NOC is listed as a high opportunity occupation. Expecting job openings to 2029 is 4,720 and 54% of these openings are a result of retirements and 46% is a result of economic growth. Annual provincial median salary for this occupation is $56,311 with a low wage of $17.00, median wage of $27.00 and a high wage of $43.27/hr.

Students in the micro-credential will be graded on content related projects, assignments, quizzes, participation, and attendance. All student assessment activities will be developed to measure demonstrated competency in the learning outcomes. Like other OC programs, a minimum grade of 70% in all modules will equate to the successful completion of the micro-credential.

Okanagan College offers a Diploma in Writing and Publishing that includes a course specific to Adobe Creative Suite training. CS will consult with the Arts and Foundation Faculty to identify potential recognition of prior learning.

For the pilot offering of the Graphic Design Essentials, CS will be working with Okanagan Training Development Council to deliver a cohort for Indigenous students throughout the Okanagan Nation. By targeting an Indigenous cohort for the pilot project, this micro-credential will bring valuable high-demand skills to individuals, building on existing skillsets to broaden their career prospects. Graphic Design skills can also be used in largely remote careers. OTDC has provided a letter of support in addition to Accelerate Okanagan and Invest Kelowna. Letters of support are attached to this proposal.