

# Reach Out

*News from the Registrar's Office (Kelowna)*

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## Staff Updates

The Registrar's Office team welcomed Edel Madrdejos in December 2021 as interim Student Graduation Coordinator.

Before coming to Canada as an international student, Edel worked as a research specialist in the Philippine national science agency, as well as a human resource manager at the largest Philippine retail company. After completing her Communications, Culture and Journalism Studies diploma at Okanagan College, she also worked as a marketing and box office administrator at the Rotary Centre for the Arts. In her spare time, Edel likes cooking and watching documentaries, particularly on history.

Laura MacMillan joins the team as the Penticton Recruitment and Events Coordinator after working nine years at Douglas College in Athletics, Sport Science, and Enrolment Services. Laura relocated to Penticton in March 2020.



Laura has a Bachelor of Physical Education and Coaching along with a Post-Degree Diploma in Marketing from Douglas College. She has also completed a Master of Science – International Management from University of Roehampton and a Master of Business Administration – Sports Management from EU Business School. In her spare time, Laura loves playing softball, soccer, road biking, and crafting with her two daughters. She is an International softball umpire who officiates in the Kelowna Major Men's Softball Association and serves as a Deputy Umpire-in-Chief for Softball B.C.

Karla Medina has been selected as the successful candidate for a permanent Client Services Assistant position. She has knowledge in both admissions and registration, having worked in the Registrar's Office since May 2021.



## Graduation Update

February has been a busy month for the graduation team. They prepared close to 500 graduands for conferment and are now in the midst of getting credential packages ready for mail out.

There has been a change in the graduation process whereby all students will receive a Letter of Completion whether they are international or domestic students. This will help decrease inquiries. Each letter (email) will also include a note about conferment so all students are aware of the process and when credentials will come if they requested the mailing option.

Stay tuned for more changes coming soon!



# Education Council News

Below is a brief update on items approved at Education Council in January and February. Please view the Items Approved or Minutes for details.

## January 2022

### New Program

#### Vineyard Establishment and Sustainability Micro-Credential

This new micro-credential will focus on vineyard canopy, pest and water management with a sustainability theme. The program will include three courses currently offered as part of existing Viticulture credentials with an additional requirement of two unique workshops.

Proposed date of implementation is March 2022.

### New Courses

- VITT 199 - Sustainable Viticulture Workshops

### Course Revisions

- VITT 140 - Vineyard and Canopy Establishment
- VITT 150 - Integrated Pest Management
- VITT 160 - Irrigation Technology and Water Management

## February 2022

### New Programs

#### Graphic Design Essentials Micro-Credential

This micro-credential will include four modules targeted at building competencies in graphic and digital

design.

Proposed date of implementation is March 2022.

#### IT User Support Micro-Credential

This micro-credential will include three modules targeted at increasing skill set and competency in the user support/network engineering realm of IT.

Proposed date of implementation is March 2022.

#### Virtual Assistant Certificate

Students will gain the skills to work effectively as a virtual assistant from anywhere in the world.

Proposed date of implementation is September 2022.

### Program Revisions

#### Accounting/Bookkeeping Certificate

Hours were added to two courses so the hours of the program need to be adjusted.

Proposed date of implementation is September 2022.

#### Administrative Assistant Certificate

A new course will be added to the program while others will be revised to keep the program up to date.

Proposed date of implementation is September 2022.

### New Courses

- ITUS 100 - Computer Components and Peripherals
- ITUS 110 - Networks and Telecommunications
- ITUS 120 - Infrastructure and Computing
- GDE - 100 - Professional Writing for Digital Content
- GDE 110 - Introduction to Graphic Design
- GDE 120 - Your Digital Toolkit - Adobe Creative Suite Applications I
- GDE 130 - Your Digital Toolkit - Adobe Creative Suite Applications II

- OADM 185 - Professional Skills for Virtual Assistants
- OADM 186 - Online Collaboration Tools
- OADM 189 - Business Planning and Management
- OADM 190 - Online Marketing
- OADM 191 - VA Simulation

### Course Revisions

- OADM 110 - Business Communications
- OADM 135 - Records Management
- OADM 136 - Office Procedures
- OADM 152 - Accounting Software I
- OADM 155 - Accounting Software II
- OADM 167 - Computer Essentials
- OADM 168 - Database
- OADM 171 - Desktop Publishing

The next regular Education Council meeting is scheduled for March 3, 2022.

Details of EdCo approvals can be found at [okanagan.bc.ca/edco](http://okanagan.bc.ca/edco).

Please note, all new programs and all program changes require Board approval.

## February 2022

22-25	Mid-semester break
26-28	Distance Education midterm exams

## March 2022

11	Last day to withdraw from a course
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# Conversion is Key!

What is conversion in the OC applicant-student context? Simply put, conversion refers to applicants that have an offer or already accepted an offer becoming enrolled students.

The College is placing a great emphasis this year on applicant conversion. By increasing dialogue and engagement with applicants while also improving existing College information and processes, we can improve the applicant to student journey. To achieve this, we are working with stakeholders across the College to create new opportunities for engagement and revisit what we already do.

Some of the underlying principles for any tactics are to listen to applicants and students; be data informed; and have clear goals and metrics.

Here are some examples of current initiatives the Registrar's Office is leading, involved in or aware of.

- Review and adjust admissions and other email communication so it is clear, timely and engaging;
- Revisit the webpage from an applicant journey perspective;
- Create a comprehensive audit of all applicant touch points;
- Host events for offered and admitted applicants to connect applicants with Chairs/subject matter experts to learn about the program, what it is like in the classroom, what careers prospects are (Technologies Feb. 23, Associate of Science [Kelowna] Mar. 3, Arts, Science, Business [Vernon] April);
- Increase student-for-a-day opportunities to get applicants on campus, in class and connected;
- Work with departments to find other opportunities to connect program representatives with applicants such as via Chair to applicant emails;
- Increase email and phone contact between, for example, admission staff and applicants to assist them in their journey.

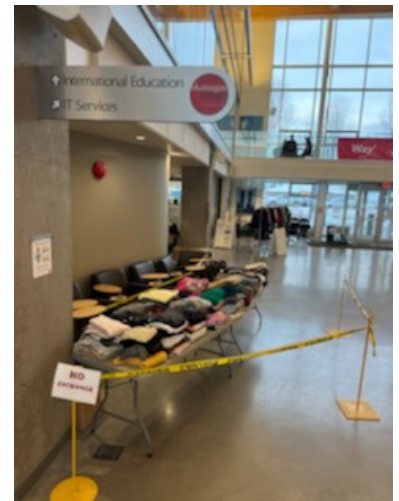
Would you like to explore how to convert more applicants into students? If you have suggestions or want to get involved, contact Inga Wheeler, Associate Registrar, or your campus administration/Regional Dean.

## Donations for Students

Through the months of November and December, the International department and staff in the Library collected donated warm winter coats, hats, and gloves, toiletries, household items and mountains of clothing!

In January, staff and volunteers set up tables full of these donated items for students at the Kelowna campus to choose from.

A huge thank you goes out to everyone who helped or donated their gently used items. The students certainly appreciated the care shown by employees.



# Recruitment and Events Updates

Demand for in-person events and presentations in 2022 has increased exponentially. Schools want to see recruiters in their classrooms, at the schools, and setting up planned visits to OC campuses - whatever it takes to be face-to-face.

Recruiters in each region are in schools for class presentations (Grades 10, 11, and 12) and are promoting and planning for campus tours and recruitment events. They are also working on connecting more departments, faculty and instructors directly with schools, counsellors, and teachers.

The virtual Experience OC and Information Sessions we ran all through March, April and May last year are not being scheduled due to the demand for in-person experiences, but if a program or department would like to host one and requires assistance, recruiters are here to help.

## Penticton

Laura is connecting with schools and counsellors as well as community organizations such as the YMCA and WorkBC to plan recruitment activities. Plans to host an on-campus career and recruitment event is in the works and Laura is looking into the possibility of running an on-campus Experience OC type event the first week of May.

## Kelowna

Some of the highlights in Kelowna include recent one-hour program information sessions at KSS, spread over a week. Program representatives from OC were at the high school for the presentations. Interest in this format seems to be coming from other SD23 schools as well. In early March, Vivian will be visiting Central School and promoting our programs with a duration of one year or less.

## Vernon

Recruitment season is in full swing at the Vernon Campus with Tawnya beginning to plan April spotlight sessions for Arts, Science and Business. These evening sessions will be run by professors, and students who have applied to the programs will be invited to attend. Sessions will target high school students and adult learners.

Tawnya is planning for an in-person Experience OC event. This event will run the morning of May 4. Vernon faculty can expect an email from Tawnya very soon, asking for volunteers to run sessions at this very popular event.

In addition to these campus events, Tawnya has many presentations scheduled in the local high schools for grade 10, 11 and 12 classes.

## Salmon Arm/Revelstoke

Laureen will be in three schools with an information table once a month to promote OC programs. As well, two Revelstoke events are coming up this spring: Revelstoke High School Career and Conference Day March on 1 and Revelstoke High School Science and Tech Fair on May 4.

