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## From the Registrar

### What is CRM (BRM)?

Some of you have probably heard one of these terms in the last few months and wondered what it is; others might have a vague idea.

CRM stands for "Client Relationship Management". It is a technology tool which will help us communicate better with prospective students, applicants and registered students.

Okanagan College recently purchased the Banner CRM tool (Banner calls the product Banner Relationship Management, or "BRM"), which is now installed on one of our servers. Since January 2011, many staff members from the Registrar's Office, Public Affairs and IT Services have been involved in CRM training.

### So what does CRM do?

It allows us to stay connected with prospects, applicants and students based on what we know about them. For example, when a high school student expresses interest in Okanagan College at an event and she indicates she is Aboriginal, we can send her the information she may need to make the decision to attend Okanagan College. Through the CRM, we will send her a targeted message (probably through email) that provides her with information on Aboriginal services and Aboriginal scholarships and bursaries. We will also give her information for her parents who, more than likely, are involved in her move from high school to college.

On the other hand, if we know a student is applying to our Business Administration diploma program and he is 27 years of age, we would not provide information to this individual to give to his parents. Our messaging to this person would be geared towards academic support such as the learning centre, and we would show him how successful our adult learners are.

Thus comes the term, client relationship management. We are managing the individual needs of our clients (prospects, applicants, and students) and responding to their interests by providing them with relevant information instead of having them search for this information themselves.

### Prospective Student Portal

Integrated with the CRM will be a Prospective Student Portal – in short we call it the PSP. The PSP, built on the same technology as myOkanagan, is an online portal geared towards prospects, those that may not have applied yet. Once an applicant becomes a student, their move from PSP to myOkanagan will be seamless.

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For a moment consider online banking. You login into your bank account and the bank provides you not only with important information they think everyone should know, but they also remind you to transfer money into your tax-free savings account because they know you haven't done so. Another example is iTunes, where you receive music suggestions customized to your taste based on music selections you made in the past.

The goal behind the PSP is to allow prospective students and applicants to stay connected with OC. By staying connected and getting a good idea of what we have to offer, prospects are more likely to apply, and applicants are more likely to register and enrol with us.

We will be asking prospective students to provide us with some basic information such as their name, email address, program area of interest and date of birth. This information will be gathered on an online inquiry card. Once this information is in our system, these students will have an account with us, and we will encourage them to visit the PSP on a regular basis.

Through the portal, we will provide them with information relevant to their status with us (i.e. prospect, applicant or registered student) and give them the opportunity to conduct business with us such as applying to a program, accepting an offer, paying a deposit etc. The PSP will enhance and improve the current student and applicant tabs in myOkanagan.

The PSP will also allow us to highlight some of the great things about our College. Our plans include showcasing some of our grads and current students in photos, events on campus, and if we can, some fun videos.

### When does this all happen?

Our goal is to start using the CRM to connect with prospective students and applicants for the application process that starts November 2011. We are hopeful that we can begin collecting information on prospects by mid September.

The PSP has a deadline to be up and running by mid August.

### Who is involved in these projects?

There are a number of College areas involved in the development and implementation of the CRM. The CRM itself will reside in the Registrar's Office and staff will be in charge of creating and implementing campaigns targeting prospective students, applicants and registered students. Direction to run campaigns will come from the various program areas as well as the Enrolment Management Council.

Currently we have a small committee developing the PSP. The committee consists of Inga Wheeler, chair/project manager (Registrar's Office), Ed Benoit (Penticton campus), Tanya Tarlit (Education Advising), Diana Thomson (Recruitment), Carolyn Hopkins (Recruitment), Christine Ulmer (Public Affairs), Allan Hickey (IT Services), Xavier Mendoza (IT Services), James Coble (Aboriginal Services), Paul Campo (Registrar's Office), and Jane Muskens (Registrar's Office).

If you have any questions please contact Inga Wheeler at ext. 4847 or at [iwheeler@okanagan.bc.ca](mailto:iwheeler@okanagan.bc.ca).

**Watch for May's article on how our *Become a Student* website fits in with the CRM and the PSP.**

## Important Dates

April 2011	May 2011	June 2011
<b>8</b> Regularly scheduled classes ended for all baccalaureate degree, associate degree & two-year diploma programs (except ELEN)	<b>9</b> Summer Session I starts	<b>3</b> Trades Commencement
<b>11 - 21</b> Ten-day final exam period	<b>20</b> Last day to submit a grade appeal to the Registrar's Office for Winter 2010 semester. Submission and fee must be received by the Registrar – deadline 4:00 p.m.	<b>4</b> Spring Convocations
<b>22 - 25</b> Easter weekend, College closed	<b>23</b> Victoria Day - College closed	<b>15</b> Jump Start Advising Session #1 Kelowna
<b>28</b> Last day to submit final grades	<b>25</b> Jump Start Advising Session #1 Kelowna	<b>24</b> Last day of Session I classes and final examinations
<b>30</b> Deadline for students to apply for summer convocations (Kelowna and Vernon)		<b>27</b> Last day to submit final grades for exams
		<b>28</b> Vernon Convocation/Commencement
		<b>29</b> Summer Convocation

## International Money Orders

It appears some countries still have internal practices that are non-compliant with international banking requirements. This is causing problems for our students.

Staff taking payments should be aware that an increasing number of international money orders are being returned as the money order does not include the appropriate banking information.

Please check international money orders for banking information (the bank, transit, and account numbers imprinted on the bottom of the cheque or money order) prior to accepting them.

## Apply Now Link

A link directly to the **Apply Now** page is now available from the OC homepage under *Quick Links*.

## 2011-12 Calendar

The calendar for the 2011-12 academic year is now live on our website:

[www.okanagan.bc.ca/calendar](http://www.okanagan.bc.ca/calendar).

Found a mistake? Please send an email and let us know: Inga Wheeler [iwheeler@okanagan.bc.ca](mailto:iwheeler@okanagan.bc.ca).

### Think before you print

The online calendar will continuously change as Education Council meets. As soon as you print a copy, it is out-of-date, so think before you print. Save a tree and stay current by using the online version.

## Summer Hours

During May, June and July, the Registrar's Office in **Kelowna** will implement summer hours Monday to Friday from 8:00 a.m. to 4:00 p.m.

Regular hours will resume in August (Mon. to Fri. 8:00 a.m. to 4:30 p.m.).

The **Vernon** office will start summer hours July 5 lasting through to September 2: Monday to Friday from 8:00 a.m. to 4:00 p.m.

**Salmon Arm** will start its summer hours on May 2. The office will be open weekdays 8:00 a.m. to 4:00 p.m.

**Continuing Studies Kelowna** will also change to summer hours weekdays 8:00 a.m. to 4:00 p.m. starting in May.



## Taking Applications - ELEN Bridge

### Okanagan College Electronic Engineering Technology Bridge to UBC Okanagan Electrical Engineering

This new one-semester, six-course bridge will allow graduates of Okanagan College's Electronic Engineering Technology diploma to enter second semester of second-year Electrical Engineering at UBC-O.

The program may also be taken part-time and some courses maybe available by distance education.

Students can start applying online for Fall 2011 starting April 19, 2011.

## April 2011

### Education Council News

Below is a brief update on items approved at Education Council in April. Please view the *Items Approved or Minutes* to see details.

#### New Courses:

- CHEM 118 - Introductory Chemistry for Water Engineering Technology
- CHEM 128 - Water Chemistry
- CHEM 218 - Applications of Environmental Chemistry

#### Course Revisions:

- CHEM 226 - Introductory Analytical Chemistry
- COSC 131 - Visual Programming
- COSC 331 - Middleware Development

#### Program Revisions:

##### Human Service Work Diploma

The graduation requirements for this program were changed. Students need to successfully complete all courses and must obtain a minimum grade of 70 in all HSW courses except those that are graded as pass/fail.

##### Water Engineering Technology

The required Chemistry courses in the program were changed from CHEM 115, 125, 214, and 224 to CHEM 118, 128, 218, and 226.

##### Community Brain Injury Services Certificate

The program outline has been updated and the admission requirements were changed to reflect current standard calendar language.

##### Teaching English as a Second Language Certificate

The program description, graduation requirements, course descriptions and course codes and names were changed so the language is consistent with other programs in the calendar.

#### New Program:

##### Green Building Design and Construction Certificate

This 360-hour Continuing Studies certificate was created as a professional development opportunity for those with experience in the construction industry. It is hoped that the first intake may run November 2011 at the Vernon campus.

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

Details of EdCo approvals can be found at [www.okanagan.bc.ca/edco](http://www.okanagan.bc.ca/edco). The next regular Education Council meeting is scheduled for May 3, 2011 at 2:30 p.m.

## Destination Employment

### Student, Graduate and Co-op Office

Did you know that the Student, Graduate and Co-op Office will assist with the following?

- Preparing competitive résumés and cover letters
- Finding a job on campus
- Developing & practicing professional interview skills
- Connecting students with industry related employers
- Exploring the job market and finding a career students enjoy
- Posting student and graduate positions (part-time, summer, full-time, on-campus etc.)

- Facilitate employer recruitment initiatives (for example: interviews, presentations, on-campus visits etc.)

#### Individual Consultations

Students can book an appointment with a Student Employment Coordinator to receive one-on-one job coaching, résumé and cover letter help, interview preparation, labour market information, and help with targeting specific employers.

#### Co-op Program

Co-operative education (Co-op) is a not-for-credit course. It provides students with an opportunity to enhance their education by acquiring career-related work experience before graduation. This gives them the opportunity to apply the knowledge and skills developed in the classroom in a practical work environment.

#### Employers

Okanagan College links highly motivated students and graduates with employers in various fields. We have a proven and experienced student, graduate and co-op program that offers outstanding recruitment services to employers. Our coordinators assist organizations with posting positions, getting the word out to students and setting up information sessions for employers on campus and much more. There is no fee charged to the employer for this service.

#### Job Postings

Online job postings for a variety of openings on and off campus and co-op postings (available with password) [www.okanagan.bc.ca/coop](http://www.okanagan.bc.ca/coop)

#### Contact

Student, Graduate and Co-op Employment Centre and  
Ph: 250-862-5412 Fax: 250-862-5600  
Office: A104 Student Services Building  
[www.okanagan.bc.ca/coop](http://www.okanagan.bc.ca/coop)

# Extensions

as of April 2011

AACP (Adult, Academic & Career Program)	4404
ABORIGINAL EDUCATION	4322
ADMISSIONS	4200 or 0
ADVANCEMENT & FOUNDATION	4774
ADVISING (Kelowna)	4119
ALUMNI	4771
APPRENTICESHIP	4347/4687
ARTS	4734
ASE (Adult Special Education)	4459
AUDIO VISUAL	4737
BOARD OF GOVERNORS	4712
BOOKSTORE (Kelowna)	4586
BOOKSTORE (Penticton)	3246
BOOKSTORE (Salmon Arm)	8204
BOOKSTORE (Vernon)	2242
BUSINESS	4552/4325
BUSINESS SERVICES (Purchasing)	5682
CAFETERIA	4426/4314
CAMPUS HEALTH	4279
CAMPUS RECREATION	4754
CAMPUS TOURS (Kelowna)	4469
CENTRAL STORES	4261
COMMERCIAL AVIATION	4552/4325
CONTINUING STUDIES (Kelowna)	5480
CONTINUING STUDIES (Penticton)	3214
CONTINUING STUDIES (Salmon Arm)	8205
CONTINUING STUDIES (Vernon)	2805
CO-OP/EMPLOYMENT SERVICES	4480
COUNSELING	4119
DATA ENTRY	5414
DAYCARE (Little Scholars)	5653
DENTAL	4281
DINING ROOM (Infusions)	5455
DISABILITY SERVICES	4119
DISTANCE EDUCATION	4475
FACILITIES MANAGEMENT	4262
FACULTY ASSOCIATION	8251
FEZZIES	5660
FINANCIAL AWARDS	4119
FIRST AID	4262/6699
GRAD OFFICE	5449
GYM (Kelowna)	4286
HEALTH & SAFETY CO-ORDINATOR	4573
HEALTH & SOCIAL DEVELOPMENT	4310
HUMAN RESOURCES	4717
INSTITUTIONAL RESEARCH	4529

INTERNATIONAL EDUCATION	4503
IT SERVICES - HELP DESK	4444
LEARNING CENTER (Kelowna)	4647
LIBRARY (Kelowna)	5452
OFFICE ADMINISTRATION	4393
O'TOOLS (Trades Coffee Shop Kelowna)	4690
PARKING	4262
PAYROLL	4312
PRESIDENT'S OFFICE	4715/4788
PRINT SERVICES	4242/4545
PUBLIC AFFAIRS	4649
RECRUITING (Business)	4691
RECRUITING (Kelowna)	4469
RECRUITING (Penticton)	3205
RECRUITING (Salmon Arm)	8259
RECRUITING (Vernon)	2309
REGIONAL DEAN (Kelowna)	4501
REGIONAL DEAN (Penticton)	3215
REGIONAL DEAN (Salmon Arm)	8238
REGIONAL DEAN (Vernon)	2205
REGISTRATION (9:00 a.m.-3:30 p.m.)	5414
SCHEDULING OFFICE	4625
SCIENCE & ENGINEERING TECHNOLOGIES	4310/4757
SECURITY (Kelowna)	4333/6699 cell (250) 317-2435
SECURITY (Penticton)	3290
SECURITY (Salmon Arm)	(250) 515-0420
SECURITY (Vernon)	2211
STUDENT PHOTOS	4520
STUDENT RESIDENCE	5422/4429
STUDENT ASSOCIATION (KCSA: V)	2213
STUDENT UNION (OCSU: K, P, SA)	4250
SWITCHBOARD (Kelowna)	4200 or 0
SWITCHBOARD (Penticton)	3200
SWITCHBOARD (Revelstoke)	6501
SWITCHBOARD (Salmon Arm)	8200
SWITCHBOARD (Vernon)	2200
TELEPHONES	4735
TRADES (Kelowna - Penno Rd)	4880
TRADES (Kelowna)	5457
TRADES (Penticton)	3320
TRADES (Salmon Arm)	8391
TRADES (Vernon)	2550/2551
WELCOME CENTRE/STUDENT SERVICES	4119
WOMEN'S RESOURCE CENTRE	4699