

## Minutes Academic Planning and Priorities Committee

Wednesday, March 16, 2022 - 2:30 PM  
Abbotsford campus, Room A225

Present: James Mandigo (Chair), Al Wiseman, Amir Shabani, Camille Callison, David McGuire, Emilio Landolfi (Vice-Chair), Garry Fehr, Gerry Palmer, Jonathon Hughes, Lin Long, Nicola Mooney, Pedro Montoya-Pelaez, Peter Geller, Sundeep Hans, Sylvie Murray, Vlada Dvoracek, Melinda Saretzky (recorder)

Regrets: Betty Poettcker, Dale McCartney, Jon Thomas, Maureen Wideman, Shelley Stefan, Shirley Hardman, Deanna Devitt, Derek Ward-Hall, Ishika Sethi, Claire Carolan, David Johnston, Tracy Ryder Glass

Guests: Mark Breedveld

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	<b>1. CALL TO ORDER and TERRITORIAL ACKNOWLEDGEMENT</b>
5min	<b>2. APPROVALS</b>
# - #	<b>2.1. Agenda</b>
	MOTION: That APPC approve the agenda as presented. Lin/2 <sup>nd</sup> Nicola. Carried.
2-6	<b>2.2. Minutes</b>
	MOTION: That APPC approve the minutes of February 16, 2022 as presented. Gerry/2 <sup>nd</sup> Pedro. Carried.
	<b>3. BUSINESS ITEMS</b>
10min	<b>3.1. Provost's Report</b>
	Strategic Enrolment Management (SEM) Plan update
	<ul style="list-style-type: none"> <li>• Consultation was sought from most of the faculty councils already</li> <li>• A series of community consultations are planned for the following:             <ul style="list-style-type: none"> <li>- In-person, Abbotsford: Tues., Mar 29, 9-11am, Room A225</li> <li>- In-person, Chilliwack: Wed., Mar 30, 9-11am, Room CEPA 2215</li> <li>- Virtual: Thursday, Mar 31, 9-11am</li> </ul> </li> </ul>

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7-10

### **3.2. New Program - Professional Sales minor**

20min

Memos attached: Cover memo, SBC Memo, UEC Memo  
All other documents: S:\Public\UFVinfo\APPC

A concept paper for this minor was not required, nor does it require ministry approval because there is already a major available in the program, therefore it requires recommendation from APPC for Senate approval.

Overview of the program was given and it was noted that this 24-credit credential is mainly geared for BBA students. Broader promotion will also be conducted to others, including entrepreneurs as well those in communications or consulting. The proposal notes support from employers, UFV International, and institutions BCIT, Douglas College, and Oregon State University.

Discussion and feedback:

- A new practicum course was created – BUS 494
- Electives include various Arts courses including CMNS 380-“Cross-Generational Communications”
- Discussion was had regarding the possibility of changing the name to be more inclusive towards entrepreneurs, consulting, etc. It was noted that this credential reflects the terminology of the Canadian Professional Sales Association, in which of both business and non-business students could earn an industry credential, and that 58% of students surveyed indicated that they might enrol in this course as it is presented. There may be an opportunity to explore a name change or repackaging of courses in the future, including a post-baccalaureate degree option.
- The BC labour market report notes that 80% of all new jobs are going to require post-secondary education with sales and services as #1 and is expected to grow over 1% each year.
- It was also noted that the Senate Budget Committee recommends a hiring a full-time faculty appointment rather than a part-time appointment.

MOTION: That the APPC recommend to Senate the approval of the Professional Sales minor program.

Gerry/2<sup>nd</sup> Jonathan. Carried.

## **4. INFORMATION ITEMS**

11-14

### **4.1. Halq'emeylem graduate certificate and diploma**

Memos attached: Cover memo, SBC Memo, GSC Memo  
All other documents: S:\Public\UFVinfo\APPC

A concept paper was approved by APPC, therefore this is being brought for information only.

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15-20      **4.2. Program Suspension – Engineering Physics diploma (Mechatronics)**  
This is a 1 year suspension focused around curriculum revision, and work is already underway.

21-22      **4.3. APPC Annual Report**  
The report reflects all of the approvals and major discussions for the year starting in April 2021.

- 4.4. Senate Approvals – February 25, 2022**
- Program Review - Adult Basic Education
  - Program Review - Bachelor of Integrated Studies
  - Program Review - General Studies diploma
  - Program Suspension - Engineering Physics diploma (Mechatronics)

**5. ADJOURNMENT**  
Gerry/2<sup>nd</sup> Sundeep. Carried.

**Next Meeting:** April 13, 2022; 2:30-4:30pm; A225/Zoom