

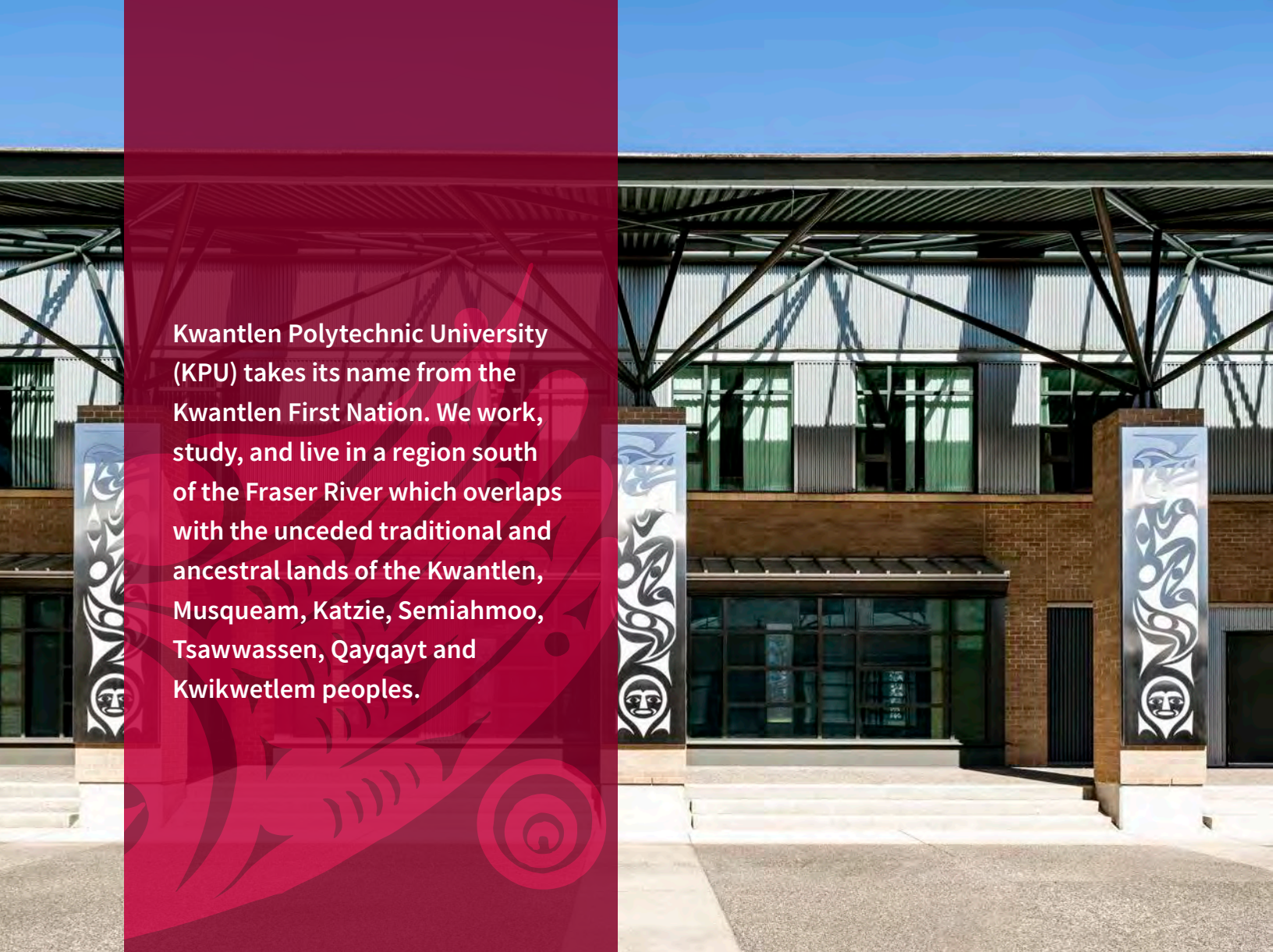
ANNUAL REPORT

2020 | 2021



School of
Business





Kwantlen Polytechnic University (KPU) takes its name from the Kwantlen First Nation. We work, study, and live in a region south of the Fraser River which overlaps with the unceded traditional and ancestral lands of the Kwantlen, Musqueam, Katzie, Semiahmoo, Tsawwassen, Qayqayt and Kwikwetlem peoples.

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School of Business Update

Academic Year 2020|21



The academic year 2020/2021 has been full of many challenges - socially, personally and professionally for everyone in the School of Business. An entire year of working from home, online and without in-person interaction had the potential to divide us, isolate us, and take away the passion for education and students. I am so pleased to be able to say our entire team persevered and never lost the passion and or the connectedness that makes our business school second to none. In fact, what I have witnessed this past year is nothing short of impressive. Not only were we successful in teaching and conducting business online all year, but, have surpassed goals and milestones in curriculum and operations that would have been significant accomplishments had we been on familiar territory. Instead, we went beyond our expectations while being physically separated and living within a global pandemic. We have a lot to be proud of this year.

Our annual report this year demonstrates a long list of amazing School of Business (SoB) accomplishments and many highlights from individuals, departments and teams. Best of all, it is our students’ successes this past year that reflects our best work.

One such student success story is our School of Business KPU Case Analysis Network (KPU CAN), who hosted their inaugural KPU School of Business National Virtual Case Competition. The members of the KPU CAN SoB club raised \$10,000 for this event with \$5000 from TD Insurance as the Headline Sponsor. The original and unique case written by our own faculty, was well received and has been requested for educational purposes from other well-known participating business schools. The students received glowing feedback from across the country from participants and their coaches. Our KPU CAN students reflect the excellent education they are receiving and are a testament to our focus on experiential learning, equity, diversity, inclusivity and professionalism, which is beginning to truly differentiate us from other business schools. Congratulations to the KPU CAN students and thank you for representing our school so exceptionally well. We look forward to supporting their 2022 Case Competition.

I want to thank the entire School of Business for the past year. We have been able to reach goals, adapt to online teaching and learning, efficiently attend virtual meetings and have accomplished more than expected even in the context we have been experiencing. As we look to the next academic year with hope and positive anticipation, I can confidently report there will be more exciting and long awaited initiatives for our school to celebrate. The KPU School of Business is truly making its mark in business education and the business community and I know we will continue to build upon our already strong reputation for quality education, collegiality and student centered approaches.

Sincerely,

Stephanie Howes, Dean
KPU School of Business

The School of Business Dean's Office Staff



VISION


» Develop exceptional individuals who will shape the way organizations and businesses operate and are led.

MISSION

- » To Engage and Inspire students of diverse backgrounds, ages and aspirations.
- » To deliver Industry Desired skills and knowledge based education through Innovative Experiential Learning.
- » To Foster Collaboration across all of our stakeholder groups that drives change and new practices.

STRATEGIC PRIORITIES

- » Continue to strengthen the reputation and brand of the School of Business.
- » Continue to focus on quality education.
- » Continue to strive for operational streamlining and efficiencies.
- » Continue to build strong relationships with industry and the communities that we serve.

 **5** CAMPUSES ACROSS **4** CITIES WITH **22** PROGRAMS

Meet the Associate Deans



Don Reddick, BA (Honours), MA (Economics)

Don served for over 30 years as a faculty member in the KPU Department of Economics, where he gave leadership to a variety of university and community-based initiatives [e.g. host of KPU's Economics Café (a popular speaker series introducing university audiences to the power of economic thinking); researcher regarding post-secondary access barriers faced by government-assisted refugees living in the South Fraser region]. Don's concern for quality based post-secondary education presently motivates his involvement on the School of Business Standing Committee on Education Quality.



Heather Harrison, BA, MA

Heather has dedicated her career to KPU for over 20 years. She has been an instructor in the Departments of Philosophy and Policy Studies in Sustainability, a Chair and Co-chair, an elected member of the KFA executive and representative on the negotiations committee, and served as Interim Associate Dean for the Faculty of Arts, and most recently the School of Business. She has also run for civic office in Vancouver, contributed to policy platforms as Chair of the Social Justice Policy Committee for the BC NDP and was Thomas Mulcair's, BC Campaign Manager during his leadership race, B.C. Campaign Manager for federal election and Special Advisor during his role as Federal Leader of the Opposition.



Ian Cowley, EdD, MEd

Dr. Ian Cowley joined the KPU School of Business from the Southern Alberta Institute of Technology (SAIT) in Calgary, Alberta, this January. Following a career in the hospitality industry with large and small hotels and resorts internationally, Ian discovered and fell in love with adult education 12 years ago at SAIT. Born and raised in Richmond, he was very excited to be coming home to the Lower Mainland, family, and friends and to have the opportunity to work with KPU's School of Business as Associate Dean.

Associate Dean's Updates

It is with mixed emotions that the School of Business announces that **Dr. Loren Coutts**, Associate Dean with the School of Business, left KPU to pursue a fantastic opportunity in the North West Territories. Loren contributed exemplary leadership by way of his analytical and rationale thought process and attention to detail. And for those of us who have had the pleasure to work with him closely also know Loren balances kindness and fairness in all that he does. The Deans' Office staff and faculty would like to thank Loren for his hard work and focus during his time as Associate Dean in the KPU School of Business. We wish him all the best in his new role at Aurora College.

Mike Ford, Entrepreneurial Leadership (ENTR) faculty member, filled the role of interim Associate Dean from September 1, 2020 to December 31, 2020. Mike has been teaching with the School of Business since 2014. As a full-time instructor, he has concentrated his teaching in business strategy and business to business sales in the ENTR program. He has also continued his industry connection and professional development as a part-time, business and real estate development consultant. Over the years, Mike has amassed extensive customer service skills from working in tourism as a river rafting guide, owner and manager. He even spent three winter seasons as Manager, Guest Services and Events at Big White Ski Resort. Thank you Mike for your many contributions and dedication to the School of Business





This January, the KPU School of Business was pleased to welcome Dr. Ian Cowley as Associate Dean, beginning their three-year term in January 2021 .

2020/2021 Initiatives


As we persistently navigate operations during the COVID-19 pandemic, the School of Business courses continue to be delivered in a fully online modality. The School of Business' main focus has remained on improving online delivery and adapting courses to best suit our students, as well as continuing to provide excellent education quality. Initially, it was a struggle for students to adapt to online learning. As we quickly approach our Fall 2021 semester where most classes will be back on-campus, we have seen high demand from not only our international students, but also from domestic students for these courses to be delivered online.


The School of Business has provided additional resources in time releases in Education Quality this year:


 **Katherine Carpenter** received a time release to lead the development and execution of the Entrepreneurial Leadership program renewal


 **Debra Pankratz** received a time release for the Faculty Champion on Decolonization & Indigenization


 **Dr. Ulrich Paschen** received a time release for the School of Business Curriculum Chair

 **Mike Ford** received a time release for the School of Business's Standing Committee on Education Quality Chair

 **Dr. Jeannette Paschen** received a time release to redevelop the Business Diploma & Business Education Framework

 **Mike Ford** received a time release as the Department Developer for the Graduate Programs

 **Panteli Tritchew** received a time release to continue the process of the School of Business obtaining the Principles of Responsible Management Education (PRME) designation. As of July 2020, the PRME Steering Committee and Secretariat welcomed the School of Business as a signatory to PRME

 **Lesley McCannell** and **Marla McMullen** received a time release for the Faculty Champion on Inclusivity & Diversity.

Last year the School of Business launched a new initiative called KPU Case Analysis Network (KPU CAN). This student led, Dean's Office initiative, worked especially hard during the pandemic to host KPU's first national case competition: The inaugural National KPU Business Case Competition, which was successfully presented fully virtually in March 2021. It is our hope that this will become a premier case competition for business schools across Canada (learn more in Student Club Highlights).

Student Club Highlights

KPU CAN

KPU Case Analysis Network (KPU CAN), a School of Business initiative, hosted their inaugural case competition virtually the week of March 1-6, 2021. The competition featured some of Canada's top undergraduate business students and challenged their skills against a 39-hour case. Participating schools included: Simon Fraser University, Langara College, Capilano University, Lakehead University, Ryerson University, Vanier College, Seneca College, Bishop's University, University of Regina, Trinity Western University, University of Alberta, and University of Western Ontario (Ivey). TD Insurance headlined this event, alongside other sponsors which included Worksafe BC, Adroit Enterprise Solutions, CPHR, IT/IQ, KPMG, Futurpreneur, Surrey Board of Trade, and KPU Foundation.

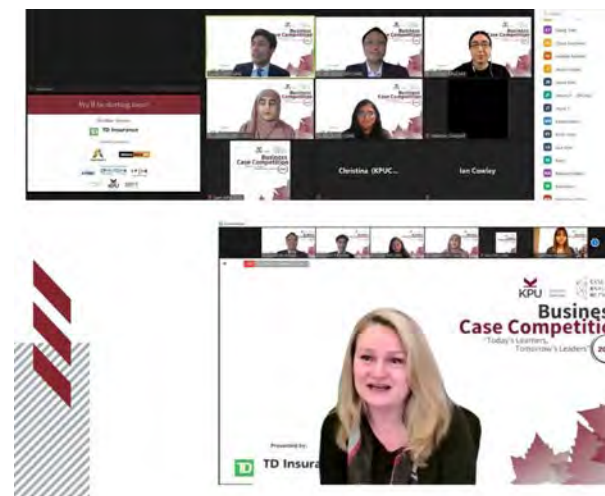
The competition kicked off with an opening ceremony on March 3, 2021, where Dean Stephanie Howes spoke about the club and coordination of the event with the help of School of Business staff. Natasha Campbell, faculty member of Fashion Marketing, and Program Chair for Foundations in Design at The Wilson School of Design at KPU, spoke about how she used the knowledge gained by participating in case competitions in her current career, as well as how the two can go hand in hand to find success in problem solving.

INDUSTRY PANELISTS INCLUDED:

- » Dave Porter, Director of Sales, Vantage Marketing
- » Darb Dhillon, CFO and Controller, Imperial Metals Corporation
- » Larisa Gorodetsky, CEO & Founder, New Life Management Services
- » Shannon Susko, Founder & CEO, Metronome United

Notably present at the closing ceremony on March 6th was Associate Dean Ian Cowley, who gave closing remarks. Doug Tenant, CEO of UNITI, gave a keynote speech for the closing ceremony. UNITI is a partnership of three not-for-profit organizations: Semiahmoo House Society (SHS), Peninsula Estates Housing Society (PEHS), and The Semiahmoo Foundation (TSF) that exist to support healthy and inclusive communities. Doug is a strong believer that creativity develops spaces where people of different abilities can thrive together, and that business organizations are stronger and more resilient when they are inclusive.

SFU Beedie's team Crowsnest came out on top in the competition, securing first place for the inaugural competition. Second place went to team Cypress from Capilano University, and third place was secured by Bishop University's team Grizzly. All in all, this was a great opportunity to show off the abilities and skills of our business students at KPU, and this was wonderfully coordinated by the KPU CAN team, with the aid of KPU staff.



Student Club Highlights *continued*



ASK

The Accounting Society of Kwantlen (ASK) has been dedicated to adapting their events to an online space and supporting over 2,000 accounting students through the COVID-19 pandemic. They hosted their popular Careers in Accounting event, which attracts over 15 major accounting firms and facilitates networking opportunities for students (*more on page 20*). As well, ASK helped students develop their soft skills by hosting multiple workshops relating to resumes, cover letters, interviews, and online branding. The club also launched a successful fundraiser for the Yemen Crisis Relief in collaboration with MSF (Doctors without Borders) fundraising over \$1,465 towards the cause.

OSCM

The Operations and Supply Chain Management (OSCM) Post Baccalaureate Diploma program students established their student club with a vision to enhance students experience and to build a center of excellence on a mission to organize conferences, connect with alumni, network with professional associations, and the industry. The OSCM student club was organized based on the initiative and the vision of **Vasile Zamfirescu**, an Operations and Technical Management (OTM) instructor who dedicated his time and effective efforts in helping students succeed with their mission. The OSCM student club have now successfully connected with the Association of Supply Chain Management (ASCM) professional organization. As a result of the student club's leaders **Rochelle Flores**, **Barbara Carvalho** and **Atiaia Barreto** work, the OSCM students have received complimentary membership from the ASCM organization. With support from OTM faculty **Dr. Marcelo Machado** and **Merwise Khalwati**, the OSCM student club will continue to work towards enhancing the OSCM program's student experience and provide students with help and guidance in their academic and professional journeys. The OSCM Post Baccalaureate Diploma program students are encouraged to participate or sign up for leadership roles throughout their program to collaborate, gain experience and benefit from their practical work involved with the student club's mission.



KPUMA

Over the past year, the Kwantlen Postgraduate University Marketing Association (KPUMA) has developed their personal brand by adding new Director and Ambassador role opportunities for club members. This has allowed their team to grow significantly in size and skill. It is also the first time that the club has introduced a Co-Presidency concept, which is shared between two female students, Sonam Saran and Mimi Yu. The significance of having two women Co-Presidents is important as it supports efforts towards gender equity, in generally male dominated leadership positions.

Due to the restrictions surrounding the COVID-19 pandemic, the KPUMA made a strategic decision to postpone their annual 'Marketing Mixer'. This event is anticipated to be their biggest event thus far and is scheduled to take place in-person during the Fall 2021 term, once restrictions are lifted. The event will showcase the expert knowledge from up to five industry professionals spanning across various marketing fields such as music, sports, fashion, food and entertainment. Students will get the chance to network with panelists through a Q&A segment.

Despite the postponement of their 'Marketing Mixer', the KPUMA hosted the following virtual workshops:

- » **Intro to Podcasting:**
Hosted by Darian Kovacs, Founder and Managing Partner of Jelly Digital Marketing & PR
- » **LinkedIn 101:**
Hosted by Madiha Thaver, Branding Strategist and Content Creator from UBC Sauder School of Business
- » **Social Media Marketing:**
Hosted by Darian Kovacs, Founder and Managing Partner of Jelly Digital Marketing & PR

Student Achievements

KPU Public Relations student **Ruth Baldiconza** was appointed as a student advisor to the Canadian Public Relations Society, Vancouver Chapter, Board of Directors. "Having KPU representation on our local professional society is another important step towards achieving credibility and awareness of KPU's revised diploma program." Said **Robin Cook Bondy**, Applied Communications faculty member. It's great to see our students networking and developing a profile for both themselves and the new program so early in our re-launch.

Two KPU School of Business students **Vanessa Mora** - Marketing and Paris Summers - GDMA, alongside faculty member **Andrea Niosi** co-presented at the **Open Education 2020** Conference on November 12. During the summer term, students in Marketing 4201 co-authored a comprehensive Open Marketing Resource designed specifically for activists and non-profits launching campaigns. The Open Education Resource (OER) also integrates the Sustainable Development Goals and aims to de-center whiteness and dominant culture perspectives.

BBA Marketing Management student team of **Grady Cahill, Asees Gill, Warren Ho, Michael Hoffman, Gursimran Panesar** and **Derek Wheeler** placed in the top 10% worldwide among 850,000 students who have participated in a comprehensive marketing management simulation by Marketplace Simulations. As part of the capstone course, MRKT 4332 Online Business Launch/ Simulation, student teams are required to leverage the knowledge and skills they have gained throughout the program to compete as separate marketing divisions tasked with developing, launching and marketing a high tech product worldwide. The experiential exercise involves eight rounds of intensive decision making around marketing research, product development, branding, pricing, online and traditional advertising, sales force management, distribution networks and financial management. Marketing analytics is heavily emphasized to support data driven decisions and for performance evaluation so that marketing strategies can be adjusted throughout. Student teams are also required to produce marketing plans, executive briefings and final reports to corporate headquarters that outline their strategies and present the status of their efforts throughout the experience.



Innovation in The Classroom

With the shift to online learning, the ENTR 3110 Event Project was revised to a Community Resource Project. Students were introduced to the UN's Sustainable Development Goals (SDG) and were asked to choose one in which they were passionate. **Amanda Bickell** tasked her students with developing a resource for a community that would have impact to bring them closer to achieving their chosen SDG. They were allowed to keep their resource private within the class, or publish it at large if they chose to. Projects included a story book to help children understand the Black Lives Matter movement, a COVID-19 infographic to help young adults in Surrey understand how important their role is in keeping the pandemic under control, a tech reference guide for BC parents who are having to, or wanting to home school their children, a public resource about how university students can help end world hunger, and a video about how we in Canada can help China to achieve their environmental targets.

Green Business Management alumnus **Hina Okasanki Kuae's**, paper has been accepted for presentation at The International Society for Professional Innovation Management (ISPIM). ISPIM is one of the most prestigious innovation conferences in the world. The paper - "How can BASF's reciChain project foster circular economy with blockchain?" was co-authored by **Dr. Marcelo Machado** - School of Business faculty, and it is an output of the graduate capstone course completed in the Spring of 2020. The research project was completed through a collaboration with BASF Canada and provided a unique opportunity for the student to interact with industry and analyze how technology and sustainability come together. The presentation will expose the alumnus to an elite community of researchers and practitioners from all over the world. This is a milestone for Hina and the new graduate program.



2021 Dean's Medal Recipient

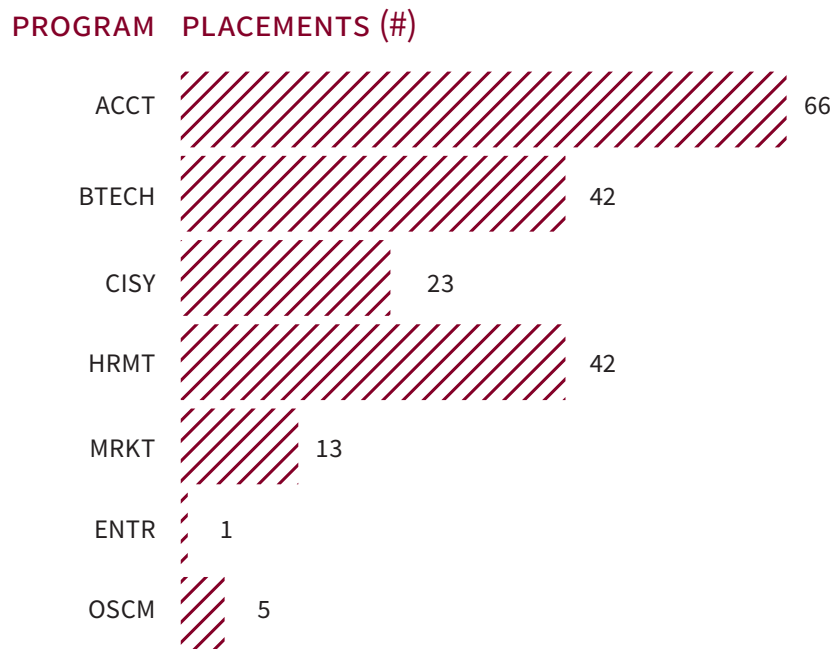
VANESSA MORA, BBA in Marketing Management, was the recipient of the 2021 School of Business Dean's Medal at the virtual Convocation on Tuesday, June 22. Vanessa expressed the following: "I'm deeply honoured to be receiving this award. I'm thankful to the faculty at the KPU School of Business for setting me up for success in my career and am thankful for their generosity and support over the years." The Dean's Medal is recognized at Spring Convocation each year, and is awarded based on recommendations from the Dean and faculty.

School of Business Statistics


This year at a glance

271 FACULTY MEMBERS
3423 NEW STUDENTS
1122 GRADUATES

Co-op Placements 2020-2021









KPU Business Graduates



98%
in labour force

median salary:
\$54,106

OF THOSE WHO WERE EMPLOYED...

-  **96%** WORKING FULL-TIME
-  **6%** SELF-EMPLOYED
-  **83%** WORKING IN A JOB RELATED TO THEIR PROGRAM
-  **92%** SAID THE KNOWLEDGE AND SKILLS GAINED WERE USEFUL IN PERFORMING THEIR JOB.
-  **97%** SAID THE QUALITY OF INSTRUCTION WAS VERY GOOD OR GOOD
-  **39%** PURSUED FURTHER STUDIES



Former students were asked how helpful their program was in their development of a number of skills. Percentages are based on respondents who said their program was very helpful or helpful in developing the skill.



Sourced here: workbc.ca/training-education/post-secondary/post-secondary-student-outcomes.aspx

Scholarships & Awards

A number of School of Business students were awarded various scholarships, awards, and bursaries in 2020/2021:

155 students received General/Business awards totaling \$177,812	15 students received KPU Community/ Leadership and Eagle Spirit awards totaling \$14,000	6 students received Entrance awards totaling \$30,000	5 students received Graduation awards totaling \$2,845
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A Few Staff & Faculty Highlights

Our staff & faculty at KPU's School of Business never cease to amaze us with their achievements, both within the classroom and out in the community. Although we would love to list them all, there would be far too many pages! Here are some highlights for 2020-2021 school year:



ACBSP Teaching Excellence Award

Carlos Calao KPU School of Business Faculty member Carlos Calao, ENTR and Post Baccalaureate faculty, was named the regional recipient of the 2021 ACBSP Teaching Excellence Award. The Accreditation Council for Business Schools and Programs (ACBSP) is the only specialized accrediting body for business schools that presents an award recognizing individuals who exemplify teaching excellence in the classroom. Carlos was recognized for Region 11, which represents all of Canada, and was selected as the Baccalaureate/Graduate Degree Award Recipient.

Lindsay Wood and **Khairunnisa Ali** (Co-op Instructors) received a substantial grant from the BC Ministry of Advanced Education, Skills and Training for their project "Emotional Intelligence and Work-Integrated Learning (WIL) Success".

New Faculty Peer Review Training Module Faculty members **Kristine Dukewich** and **Christine Palak** have been selected to co-develop the Faculty Peer Review Training Module for The Faculty Performance Review Committee (FPRC). Christine Palak teaches in the Human Resources Management program at the School of Business; as she has extensive knowledge of performance evaluation, the Search Committee envisages her as leading the 'content development' facet of the project. Kristie Dukewich teaches in Psychology, has served in Teaching and Learning, and has a wealth of expertise in instructional design; the Committee sees her as leading the project's 'instructional design for the purpose of online delivery' component.

Dr. Brad Anderson, Faculty of Entrepreneurial Leadership, has been accepted into the OER for a Better World mentoring program to develop open-access resources for ENTR 4110.

Monica Affleck was selected to receive the 2021-22 United Nations Sustainable Development Goals Open Pedagogy Fellowship. This fellowship is designed to assist faculty with creating renewable assignments (all of which will carry a Creative Commons license) to help students become agents of change in their own communities.

Lindsay Wood received an Outstanding Contribution Member Award from the Association of Co-operative Education and Work-integrated Learning (ACEWIL BC). This award recognizes an educator for their significant contributions to work-integrated learning in their institution and/or within BC. Lindsay was recognized for her service to the ACE-WIL Board and as Co-Chair of the Professional Development Committee. Specifically, she has demonstrated a commitment to ensuring equity, diversity, and inclusion (EDI) not only at the board level but also takes action to promote EDI in ACE-WIL programming and in WIL curricular components. In response to the BC Ministry of Advanced Education, Skills and Training's 2020-21 funding opportunity, Ms. Wood successfully secured government funding for two transformative projects relating to emotional intelligence and inclusive WIL curriculum that will positively impact the WIL landscape in BC.

Arley Cruthers and **Anita Sangha** were awarded the inaugural KPU Justice, Equity, Diversity, & Inclusion (JEDI) Award! Thank you Arley and Anita for the dedication, passion and energy you have given for Justice, Equity, Diversity and Inclusion for students, colleagues and the community of the School of Business and KPU.

Taryn Greig, Accounting faculty member, has begun creating the first School of Business Badge in Professionalism. This one-time special appointment was completed between October 5 – December 14. The creation of the Badge is based on the Chartered Professional Accountants (CPA) 7 Enabling Competencies: Acting Ethically and Demonstrating Professional Values, Leading, Collaborating, Managing Self, Adding Value, Solving Problems and Decision Making, Communicating

Jimmy Choi, Marketing faculty, was recently invited as a guest speaker for an online event called "INTERNATIONAL ONLINE CONGRESS NEGOTENDENCIAS 2020: Challenges towards a new decade". His presentation was about Sneakerhead subculture and online brand community.

Dr. Abhijit Sen, Department of Computer Science and Information Technology participated in a panel for the Amity College of Commerce & Finance, Amity 2University Uttar Pradesh. The Dean of Academics, Sujata Khandai extended their heartfelt thanks and gratitude to Dr. Sen for interacting with and addressing their students' questions on the topic of "The State of AI - Current Application & Future Trends", November 10th. The students gained valuable insights and knowledge about the said topic which helped them to gain an understanding of the real-time practices in the corporate world.

Alym Amlani, Faculty, Accounting, was rated among the best presenters at the 2020 Teaching Professor Conference for his presentation "Using a Data-drive Approach to Write Better Exams". He received a perfect 5/5 score in their post-conference survey. His presentation was so enthusiastically received, that he was asked to contribute a short article based on it for The Best of the 2020 Teaching Professor Conference. This is a free publication that Magna aims to distribute in advance of the 2021 conference; it will include work from ten of the conference's top presenters.

Staff & Faculty Highlights *continued*



BCcampus Award for Excellence in Open Education

Andrea Niosi, Faculty of Entrepreneurial Leadership, received a BCcampus Award for Excellence in Open Education in February. Andrea has become a leader in open education at KPU and beyond. She gives presentations about open pedagogy, has participated in local and international fellowship opportunities, mentor's others in open education and open pedagogy, advises on the development of zero-textbook-cost programs in marketing and entrepreneurial leadership, and has authored multiple open education resources. Andrea recently published an open textbook called "Introduction to Consumer Behaviour", which is being promoted by BCcampus as part of a province-wide funding initiative to support ZTC marketing and business programs in BC.

KPU Dean wins at Surrey Board of Trade Women in Business Awards



KPU School of Business Dean Stephanie Howes won the Corporate Leadership Award at the Surrey Board of Trade Women in Business Awards.

"Women supporting women is uplifting for all people in our society. Thank you to the SBOT Women in Business team, it is an honour to be recognized through this award. Thank you for your focus on highlighting the hard work, dedication and passion of all women of Surrey," says Howes.

The awards were held virtually on October 23, 2020. The awards recognize the hard work of Surrey's businesswomen and their contribution to the city.

Howes began at KPU in 1989 as a student in the Office Administration program. She worked in different law and business offices before returning to school in 1995 as a mature student. After completing one year in a women's studies program, Howes entered the nursing program at KPU in 1996.

"I am a proud alumna from the first graduating class of the Bachelor of Science in Nursing in 2000 and officially began working as a Registered Nurse June 2000."

“It was this profound personal experience that inspired my courage to dive into an administrative role. It was a turning point for me. My work as a woman, educator, nurse, leader, cancer survivor, daughter and wife have all contributed to my path within my career.”

— Stephanie Howes

She began working at the KPU Wellness Centre in 2003 and teaching full-time in the BSN program in 2004. Howes continued to work as a public health nurse part-time and completed her master's in 2007. After working as a faculty member and Associate Dean in the Faculty of Health and working as an Associate Dean at BCIT, she returned to KPU in 2017 as an interim Associate Dean in the School of Business. Howes became the Dean of the School of Business in January of 2019.

But this hasn't been smooth sailing for her. Howes was diagnosed with ovarian cancer in 2012.

"It was this profound personal experience that inspired my courage to dive into an administrative role. It was a turning point for me. My work as a woman, educator, nurse, leader, cancer survivor, daughter and wife have all contributed to my path within my career," she says.

Howes adds that she wouldn't be where she is in her career if it wasn't for the people who have supported her along her journey.

"I am passionate about leadership from a "shared power" approach to support and serve those I work with. We succeed and reach our goals collectively. So, my being here today is because of the amazing women and men who have supported me along the way."

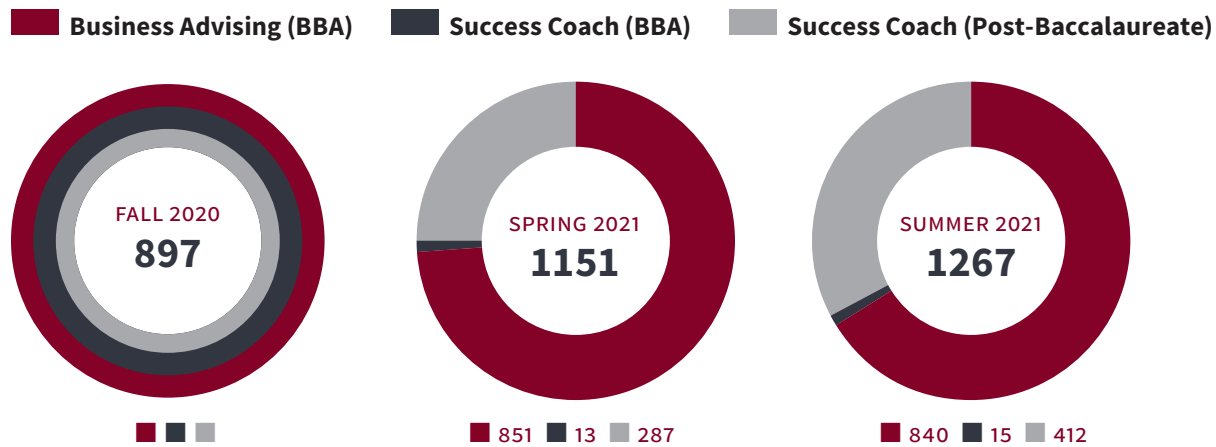
"We are proud of Stephanie for all her achievements and she is deserving of this award. She started at KPU as a student and has continued to work with us. I continue to be impressed by her dedication to our students, faculty in the School of Business, and her commitment to community engagement. Congratulations to her on this well-deserved award," says Dr. Sandy Vanderburgh, provost and vice-president academic.



Student Support Team Updates

This spring, the School of Business saw an 18% increase in advising and coaching appointments compared to Spring 2020. As we transition back to campus for Fall 2021, the majority of appointments will continue to be conducted over the phone or online.

Number of Student Support Appointments booked:



Student success continues to be the main focus of the Student Support team. The department has recently welcomed Michaela Fengstad into a new role as a Student Success Coach for third and fourth year business degree students. This is an exciting opportunity for undergraduate students as they transition into third year. The goal is to ensure School of Business students are equipped with the tools needed while transitioning from academics to professional careers. In addition to gaining foundational skills from the newly developed career workshops and webinars, students can work one-on-one with the Student Success Coach to develop critical skills, specific to their area of study that are sought after in today's work environment.

As Lacey Crowie left on maternity leave in January, the School of Business was happy to welcome Masako Ishihara into the temporary role as a Degree Advisor alongside Tiffany Valle Anaya. Additionally, a second Student Success coach, Waheed Taiwo, was permanently added to the team to work with Magdalena Mot in order to better support post-baccalaureate and graduate students.

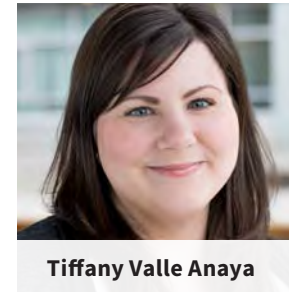
Student success can mean many things but to the School of Business' team, it encompasses both academic and career success. The team has been working with Marketing to revamp the webpage(s) and highlight the many resources available.



TESTIMONIAL

"After visiting Michaela only twice, I knew the next steps that I needed to accomplish to reach my career objectives. I truly would not have achieved the job I have today if it wasn't for her continual support and amazing career expertise."

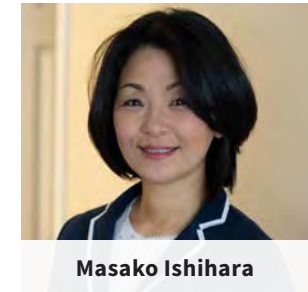
—CHELSEA NURSE
Bba Marketing Management



Tiffany Valle Anaya



Magdalena Mot



Masako Ishihara



Michaela Fengstad



Waheed Taiwo

Business Degree Advisors increase outreach efforts during COVID-19 Online Learning

With the abrupt move to remote learning as a result of COVID-19, and students no longer having the ability to walk into an office and ask for assistance, our advising team made extra outreach efforts in order to help students remain connected to the University. Sometimes it is as simple as being a contact or providing time sensitive information and resources that makes the difference in helping students to stay on track and complete their credential. The team continues to ask for feedback and uses this information to improve messaging and resources. All of the outreach efforts are focused on 3rd and 4th year business degree students as well as those in post baccalaureate and graduate diplomas and are targeted to specific student groups.

Some key outreach efforts include:

- ✓ Students at risk of being withdrawn due to academic standing
- ✓ Students who have been required to withdrawal during the previous academic year and are eligible to return but who have not yet applied.
- ✓ Inactive student records, resulting in no registration for a consecutive 3 semesters.
- ✓ Students who have been accepted for a particular term but have no registration activity
- ✓ Reminders regarding important deadlines
- ✓ Reaching out and offering assistance to students who are repeating a course(s)



TESTIMONIAL

"Michaela was a phenomenal support in guiding me through the job search process. She has a passion in helping students and I felt supported during my transition of being a student to a full-time worker. Her experience in the business sector shows through her professionalism, advice, and knowledge. I would recommend any student to see Michaela."

—LILIAN TRUONG
BBA Marketing Management.

Events + Miscellaneous

at KPU School of Business

Careers in Accounting

On November 20, the 11th Annual Careers in Accounting Event was held virtually on Zoom and Microsoft Teams. Organized by the Accounting faculty, the Co-operative Education and Career Services Department, the Accounting Society of Kwantlen (ASK), and the Dean's Office, the event allowed students to learn from representatives from the different areas of accounting, including public practice, government, and industry. An Online Networking Tips Workshop and CPA Information Session were also held days prior to the event. With over 50 attendees, students were able to network and get a glimpse of what a future career in accounting might look like.

Industry Insiders



Our 4th, 5th and 6th edition of our Industry Insider Event took place virtually on September 15, January 19, and May 19. Once again a success, this networking opportunity provides live sessions where students can meet, listen to and converse with local employers. Here, students learn about a specific industry, what they do, and what the employers are looking for when hiring. Once again, there was a large panel of well-known employers and great attendance, students were engaged and asked lots of questions. Plans are already underway for the 7th edition, slated in September.

KPU Open House

During the month of August, a variety of School of Business representatives participated in pre-recorded segments for KPU's first ever Virtual Open House. KPU's first ever Virtual Open House went live on Saturday, October 3, providing a creative, digital connection between KPU, prospective students and community partners. Dean **Stephanie Howes**, Associate Dean **Don Reddick**, Public Relations Program faculty member **Andrew Frank**, and former KPU Case Analysis Network president and alumnus **Samuel Garzitto** all highlighted the unique programs and opportunities accessible through a business education at Canada's number one polytechnic university. The School of Business would like to thank **Kim McGill**, **Silvana Sulstarova**, **Jenna Afanasiff**, the rest of the Events Team and Jelly Marketing & PR for their coordination of this much-anticipated event.

nabs West Speed Mentoring Event for Marketing Students

KPU hosted and sponsored the nabs West Speed Mentoring 2021 online events on March 9 and March 11. The Speed Mentoring events were evenings where over 75 KPU marketing students asked questions and gained valuable wisdom from some of Vancouver and the Fraser Valley's top marketing, media, and broadcast professionals in the industry. The nabs West Speed Mentoring encouraged participants to immerse themselves in an evening of fast-paced networking. Each individual had the opportunity to meet with five mentors, in small groups using Zoom breakout sessions. Mentors imparted knowledge, advice, and answered questions pertaining to the industry, networking, and succeeding in an ever-changing industry. Marketing faculty member **Rajinder Singh** was one of the key organizers of the event, with support from Dean's office staff **Joanne MacNeil**, **Lori-Ann Gilbert**, and **Meena Bagri**. The events were sponsored by the School of Business, and Dean **Stephanie Howes** and Associate Dean **Heather Harrison** both delivered opening remarks.

CSIT Department Hosts KPU HACKS



On March 27, the Computer Science and Information Technology (CSIT) Department within the School of Business hosted its first virtual cyber security hackathon, entitled "KPU Hacks". Seventeen teams spent six hours working through a series of virtual cyber security challenges created by CSIT faculty member **Dr. Mandeep Pannu** and KPU alumnus **Iain Kay**. Five School of Business students participated in the hackathon: **Vanessa Dirner**, **Mohib Waziri**, **Prabhnoorjit Singh**, **Inderpreet Singh**, and **Zheng Lu**. Congratulations to these students on their first Hackathon!

Empowering Women Entrepreneurs in their Education and Careers

Dean **Stephanie Howes** was proud to establish the KPU Women Entrepreneurs Endowed Award to support female students who are pursuing an entrepreneurial education and career. This Endowment will provide annual awards to female students, to help them overcome some of the financial barriers to their success. The School of Business matched donations to this Endowment in week 1, which commemorated International Women's Day on March 8th! \$5,200 was raised during this week, from external supporters of KPU and internal faculty and staff through an online KPU Foundation campaign, including the company Manning Elliott who donated \$2,500. All these donations were matched by the School of Business. The first award will be presented in October for the sum of \$2,000, and will increase to \$2,600 annually thereafter.

Law School Forum:

On Tuesday, November 10, The School of Business and Faculty of Arts once again co-hosted the Law School Forum. Due to the ongoing COVID-19 pandemic, the event was held online this year on Microsoft Teams. The event attracts KPU students interested in pursuing a legal career. Students in attendance heard about how to prepare for law school during their undergraduate studies, strategies for applying to law school, the experience of law school itself, and how careers in law develop





Program Highlights

ENTR Updates

KPU's Entrepreneurial Leadership (ENTR) Program has recently undergone a renewal process to modernize the curriculum for today's learners. This is a student-focused program with a strong emphasis on sustainability & experiential learning. Students receiving their BBA in Entrepreneurial Leadership are prepared to manage, lead, and inspire in any organizational setting. Extensive consultation was conducted with industry and alumni, and current ENTR students undertook a lead role in redesigning this program to ensure its appeal, applicability, and relevance in today's world.

Entrepreneurial Skills for Student YELL certificates will receive credit in new ENTR Program

Young Entrepreneurship & Leadership Launchpad (YELL) gives students an opportunity to uncover passions and experience the hands-on entrepreneurial journey. KPU's Bachelor of Business Administration in Entrepreneurial Leadership is a place to continue this journey, dive deeper into the entrepreneurial identity, and find the mentoring and support needed to turn entrepreneurial aspirations into reality. In order to facilitate the continuation of learning, and in order to recognize work that was previously completed in high school, certificates of successful completion of the YELL program will now be awarded Prior Learning Assessment of three ENTR credits.

Computer Science and Information Technology Program Review

The School of Business is pleased to announce the Computer Science and Information Technology department (CSIT) has completed their Self-Study Report and was presented at the November 25 Senate Standing Committee on Program Review. Feedback has been very positive. Progress has already been made to complete the Quality Assurance Plan while simultaneously begin the work of curriculum changes and new programming. The School of Business is looking forward to the exciting new initiatives coming out of the CSIT department as they work hard to meet industry standards and differentiate themselves with unique offerings.



KPU School of Business is proud to announce two exciting internship opportunities for business students in partnership with Mitacs

Internship Option #1: The School of Business, in partnership with Mitacs, launched a part-time Mitacs Marketing Internship for eligible Marketing 4160 business students. This program launch is a new approach to internships. Marketing 4160 students will complete their course project aligned with the employer's needs. Successful student candidates will be awarded \$10,000 (\$2,500 of which is to be contributed by the participating organization, \$2500 contributed by KPU, and \$5000 from Mitacs) to provide support on a strategic marketing project with a business or a non-profit organization in Canada as per their needs. Students will work part-time for 16 weeks and will continue to work part-time for an addition 2 months or full-time for 1 month, once their course is completed.

Internship Option #2: The program will award eligible KPU School of Business students \$10,000 (\$5,000 of which is contributed by the participating organization, \$5000 contributed by Mitacs) of funding to undertake a 4-month full-time internship with businesses and non for profit organizations. Internships will be structured to provide support to organizations that need additional assistance in modifying their business operations to adapt to the new economic reality in an environment disrupted by the COVID-19 pandemic.

Dual Credit with the Surrey School Board

Through consultations and collaborations with the Surrey School District, we have agreed to run a KPU LGLA 1125 course exclusively for their students, through the dual credit program. Surrey School District has shown great interest in dual credit courses, and we are looking forward to the learning outcomes and accomplishments the dual credit high school students complete and achieve.



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