BCCPAC Representation Report

Submitted by: **Terry Berting, Director**
Name of Event: BCCAT Education Planner Advisory Committee Meeting / Focus Group
Date of Event: November 25, 2011
Location of Event: BCIT Downtown Campus

Prior to the Education Planner Meeting, some of us took part in Mike Winsemann's Focus Group: *"How to increase the level of user engagement within the Education Planner website."* We discussed some possible improvements to the website, and possibly adding Facebook and Twitter accounts. There was general agreement that the current website is out-dated and needs to be "spiced up."

Main Meeting was also about how to increase use of the Education Planner (EP) website.
Attendance: about a dozen people mostly University / College admissions staff.

- Statistically speaking, use of the website is increasing (20,000 hits/month).
- Some ideas: reach out to international students, students with disabilities.
- Big News: Trade schools are now included in EP.
- Most Education institutes now have Twitter feeds. EP to do the same.
-We then looked at specifics of the website including building an individual's career "canvas" by linking key words etc.
- A number of new logos and colour schemes were then reviewed.
- Different types of academic programs were then discussed (Short certificate and Interdisciplinary programs). These are presently not on EP.
- Discussed how to Motivate institutional contacts.
- Marketing update. EP is keen to have access to BCCPAC, DPAC, and PAC listserves.
- Planning next meeting.

Recommendation:
BCCPAC seriously reconsider whether its involvement in this external committee is worthwhile. My suggestion is that, although being aware of the EP website may be useful for parents of senior high school students, BCCPAC's current level of involvement with Education Planner is not necessary.

Terry Berting