



## Overview as we start the 2016/17 season...

Following our successful **Strategy Retreat** during June, the BC Colleges office has been focused on preparing for the upcoming period, **September 2016 through June 2017**. The COP September 13<sup>th</sup> agenda covers key areas of focus committed to with Presidents, plus collaborative work with our partners at RUCBC and BCAIU.

In regards to the face-to-face COP meeting agenda we have received feedback that more time for collegial discussion about topics of shared interest is wanted. The Executive has agreed to use the consent agenda as the mechanism to achieve "agenda space", with the expectation that consent items will be reviewed before the meeting and only discussed if requested. The agenda will also include a regular update on CIG activities, and an opportunity to agree on future agenda items.

The June Retreat set the shared focus on two priority areas for the upcoming period through to June 2017 – namely **Indigenous Education** and **Applied Research**. Longer term to June 2019 the areas of **sustainability** (business and financial model) and our **profile and marketing** were agreed as priorities. We had ongoing discussion about a more **integrated approach** to both **communications** and **advocacy outreach**. The attached slide, "**How It All Links Together**", illustrates how our shared strategy is supported by operational functions and projects needed to get the work done.

The **ongoing goals of BCC** remains to add value to your College and the College system by growing a positive brand for BC's Colleges, managing key relations, creating public awareness and communication materials to inform, educate and position the college sector with stakeholders, and conduct research in support of policy, advocacy, and funding. I believe that we are increasingly successful regarding these goals, albeit there are always opportunities for improvement. I am pleased that during 2015/16 BCC has grown deeper working relationships with RUCBC, BCAIU, and CIG, as expressed in a growing list of collaborations on policy and budget submissions. We have been very active on the Strategic Infrastructure Funding and the AVED policy regarding applied research since the spring, and this summer responded to COP direction by completing a **strategic review of communications**, while developing a **new outreach program** that will involve all College Presidents. The communications strategy, action plan, and outreach program will all be discussed in detail during our September meeting.

Finally, the summer months provided time to launch and complete a number of support projects for the year ahead. Jim Soles is well underway with the system-wide **performance measures and reporting** project; the case for support for both **Applied Research** and **Indigenous Education** are under development, initial proposals for new research on College **economic value impact** (EMSI) and **stakeholder perceptions** (Tactix) have been received, and a public sector and change management expert has been identified to provide scoping for a longer term **project to redesign College business and financial models**.

Given the broad range of activities complete or underway I am pleased to share that year-to-date **BCC remains on budget** for 2016/17.