

BC Colleges Day
Legislature - Tuesday March 7, 2017

The concept of a BC Colleges Day was discussed with Minister Wilkinson during December. During follow-up, the Minister's Chief of Staff confirmed the Minister's support/sponsorship of the day – namely March 7th, 2017. The following describes what the day will include, the goals, and the schedule.

BC Colleges Day will include:

1. A late morning/lunchtime display (with a focus on students, Colleges, and their achievements) in the rotunda area of the BC Legislature, with a scheduled food break for staff and MLAs to come by and view the various displays and have a sandwich, coffee etc.
2. One on one or regional meetings between College Presidents and the MLAs from their geographic regions – throughout the day.
3. A reception for MLAs and staff in the Library Room, Empress Hotel (6pm - 8:30pm)

The goals of BC Colleges Day would be:

1. To raise the profile of BC Colleges among Government and MLAs – teaching excellence; community impact.
2. To promote key goals as identified by College Presidents – support for indigenous learners and innovation/applied research.
3. To further the relationship between each college and their respective MLAs.
4. To provide an opportunity for Legislative and Ministerial staff to learn about BC Colleges – especially through student impact stories.

Materials:

- One on one meeting materials, including a PowerPoint Presentation with consistent messaging but designed for each institution.
- Leave behind material specific to our sector and each College.
- Displays from a number of colleges, with students on hand, to meet and greet visitors.
- A welcome speech (must be short) from Chair BC Colleges – for both the lunchtime and evening event.
- If one exists, a video or mixed media product (i.e., slideshow) that could be playing during the reception.

Schedule:

Pre College Day:

- Pre-brief with COP to go over tips, schedule, and materials by mid-February
- Coordination with college Communication Directors regarding Rotunda displays and communication materials by mid-February
- Securing meetings with MLAs, Ministers and key Deputies

Colleges Day

- BC Colleges display in the Rotunda
- AVED Minister and Lane Trotter speak
- Meetings with MLAs in both caucuses
- Meetings with key Ministers
- Meetings with key Deputies
- Reception at The Empress

Post event debrief to collect summary of meetings and impressions of how outreach went.