



## Annual Report 2023-2024



EducationPlannerBC acknowledges the unceded territory of the Coast Salish peoples, including the territories of the x<sup>w</sup>məθk<sup>w</sup>əýəm (Musqueam), Sḵw̓xwú7mesh Úxwumixw (Squamish), and səliłilw̓ətaʔt̓ (Tsleil-Waututh) Nations, and the traditional territories of the lək<sup>w</sup>əŋən (Lekwungen) and W̓SÁNEĆ peoples on which EducationPlannerBC offices are situated.

# Organization overview

EducationPlannerBC supports a seamless journey through post-secondary education. We connect people to education and career opportunities through information, support, and technology.

Our website is home to the provincial post-secondary application service and valuable resources. Discover helpful information such as program and career planning, trades, admission requirements, and financial aid options. Explore Top Tips, FAQs, and the Glossary. Search thousands of programs, save to My List, and easily apply to any of B.C.'s 25 public post-secondary institutions. Find Your Path at EducationPlannerBC.

EducationPlannerBC improves access to post-secondary education in B.C. by engaging and informing students and their supporters throughout their planning, searching, and applying stages, with no associated cost.

## Vision

To every person, a pathway to the future.

## Mission

We connect people to education and career opportunities through information, support, and technology.

## Values

- Collaborative
- Innovative
- Fun
- Inclusive



# Governance - Steering Committee



**Dr. Kathy Denton,**  
Co-Chair  
President & CEO,  
Douglas College



**Michael Bluhm**  
Associate Vice-President,  
Strategic Enrolment &  
University Registrar, TRU



**Todd Bondaroff**  
President & CEO,  
Northern Lights College



**Lisa Collins**  
Associate Vice-President,  
Students, BCIT



**Mary DeMarinis**  
Registrar & Director of  
Student Affairs, JIBC



**Sarah Dench**  
Vice-President, Student  
Affairs, Douglas College



**Dr. Jane Fee**  
Higher Education  
Consultant



**Benjamin Ferrel**  
Executive Director,  
Digital Policy and Business  
Transformation Branch, PSFS



**Dr. Robert Fleming**  
Executive Director &  
Co-Chair, BCCAT



**David Johnston**  
University Registrar &  
Associate Vice-President,  
Enrolment Management,  
UFV



**Reza Khakbaznejad**  
Chief Information  
Officer, KPU



**Angela Konieczny,**  
Secretariat  
Executive Assistant,  
EducationPlannerBC



**Eleanor Liddy**  
ADM/CIO Ministry of  
Education and Child Care



**Wency Lum**  
Associate Vice-President,  
University Systems & Chief  
Information Officer, UVIC



**Karen McCredie**  
Executive Director,  
EducationPlannerBC



**Tom Nault**  
University Registrar &  
Executive Director,  
Student Enrollment, SFU



**Rella Ng**  
Associate Vice-President,  
Enrolment Services &  
Registrar, UBC



**Chris Rathbone**  
Assistant Deputy Minister,  
Post-Secondary Policy &  
Programs, PSFS



**Wendy Taylor**  
Acting Registrar, UVIC

## Executive Committee

Dr. Kathy Denton, Chair  
David Johnston, Vice-Chair  
Dr. Jane Fee  
Chris Rathbone  
Karen McCredie  
Angela Konieczny, Secretariat

## Finance & Risk Committee

Michael Bluhm, Chair  
Dr. Kathy Denton, Vice-Chair  
Dr. Robert Fleming  
Reza Khakbaznejad  
Benjamin Ferrel  
Karen McCredie  
Angela Konieczny, Secretariat

## Nominations Committee

Dr. Kathy Denton, Chair  
Dr. Jane Fee, Co-Chair  
Michael Bluhm  
Benjamin Ferrel  
Karen McCredie  
Angela Konieczny, Secretariat

# Welcome



**Karen McCredie**  
Executive Director,  
EducationPlannerBC

*Karen McCredie*



**Dr. Kathy Denton**  
Co-Chair, Steering Committee  
President & CEO, Douglas College

*Kathy Denton*

We are pleased to share our 2023-24 Annual Report, presenting a summary of all that we have accomplished, through our shared vision and commitment. Together, we continued to support students by identifying and removing the barriers to post-secondary education by providing learners of all ages awareness of, and access to, services and resources to guide their education and career journey.

As we mark the final year of our 2021-2024 Strategic Plan, we acknowledge our incredible growth and impact. These achievements align to the core deliverables from our strategic focus - promoting access, fostering integration, and strengthening governance.

We celebrate notable accomplishments, including the launch of Find Your Path, solidifying EducationPlannerBC's role in supporting learners throughout their life-long education and career journey. Our website introduced a fresh new design with innovative tools and accessible resources to guide students along their path and help them make informed decisions about their future. With a focus on inclusivity and diversity, we broadened our outreach across the province to engage with new communities, unique student populations, and expanded in-person engagement opportunities.

This year we welcomed BCIT to our application service - EducationPlannerBC now supports all major public post-secondary institutions in British Columbia. Our investment with post-secondary partners to ensure access to post-secondary education for all learners is at the forefront of our work and we continue to strive to expand our services to support the evolving needs of the sector.

We remain committed and grateful to our partners for their collaboration and support of our mission - to connect people to education and career opportunities through information, support, and technology. Together we have developed a path forward to support learning and growth within our province.

On behalf of EducationPlannerBC, thank you for your important role in working together to make a difference in the lives of students across our province.

## Thank you to our governance committee members who completed their term in 2023/2024.

**Daniel Blue**, Director, Financial Services, SFU  
**Finance & Risk Committee and Steering Committee**

**Dr. Dennis Johnson**, President & CEO, College of New Caledonia  
**Steering Committee**

**Dr. Andrew Hay**, Provost & Vice-President Academic, Okanagan College  
**Finance & Risk Committee and Steering Committee**

**Nicola Lemmer**, Assistant Deputy Minister, Post-Secondary Policy & Programs, PSFS  
**Executive Committee, Nominations Committee, and Steering Committee**

# Strategic focus

This year marks the final year of EducationPlannerBC’s 2021-2024 Strategic Plan. The plan aligns with our mandate to deliver and respond to opportunities within British Columbia’s post-secondary system. EducationPlannerBC is pleased to share a snapshot of notable accomplishments aligned to each area of our strategic focus.

## Promote Access

Launched Find Your Path, a program and career planning tool, on EducationPlannerBC’s website.

Completed a full website refresh, with new features and tools including My List.

Conducted website service design research to inform user experience optimization.

Lead sector-wide nursing applicant research to identify underlying trends in applicant behaviour.

Launched the StrongerBC future skills grant centralized program listing site.

Established the provincial micro-credential registry.

Broadened the French language programming initiative including partnership and parent engagement with Canadian Parents for French.

Delivered an expanded private institution service model with eight institutions now under contract.

Expanded engagement outreach to focus on diversity, supported Langley Settlement Workers in Schools and Ukrainian refugees.

## Foster integration

Migrated 11 additional post-secondary institutions to EPBC3 for a total of 16.

Collaborated with BCIT to onboard to EducationPlannerBC’s application service.

Enhanced the self-service functionality in management console to provide post-secondary institutions more flexibility and control in managing their systems.

Added the two largest Alberta post-secondary institutions to Ministry of Education and Child Care transcript delivery.

Presented at Western Association of Registrars of the Universities and Colleges of Canada (WARUCC) on breadth of EducationPlannerBC support services for students and post-secondary institutions.

Co-authored the CanPESC white paper, *Creating Predictable Pathways for Postsecondary Electronic Standards Council XML Standards*.

Piloted “Post-Secondary Transcript Testing Week” to support post-secondary institution development.

Launched a communication portal to support the BC Associate Registrars and Managers Association (BCARMA).

## Strengthen governance

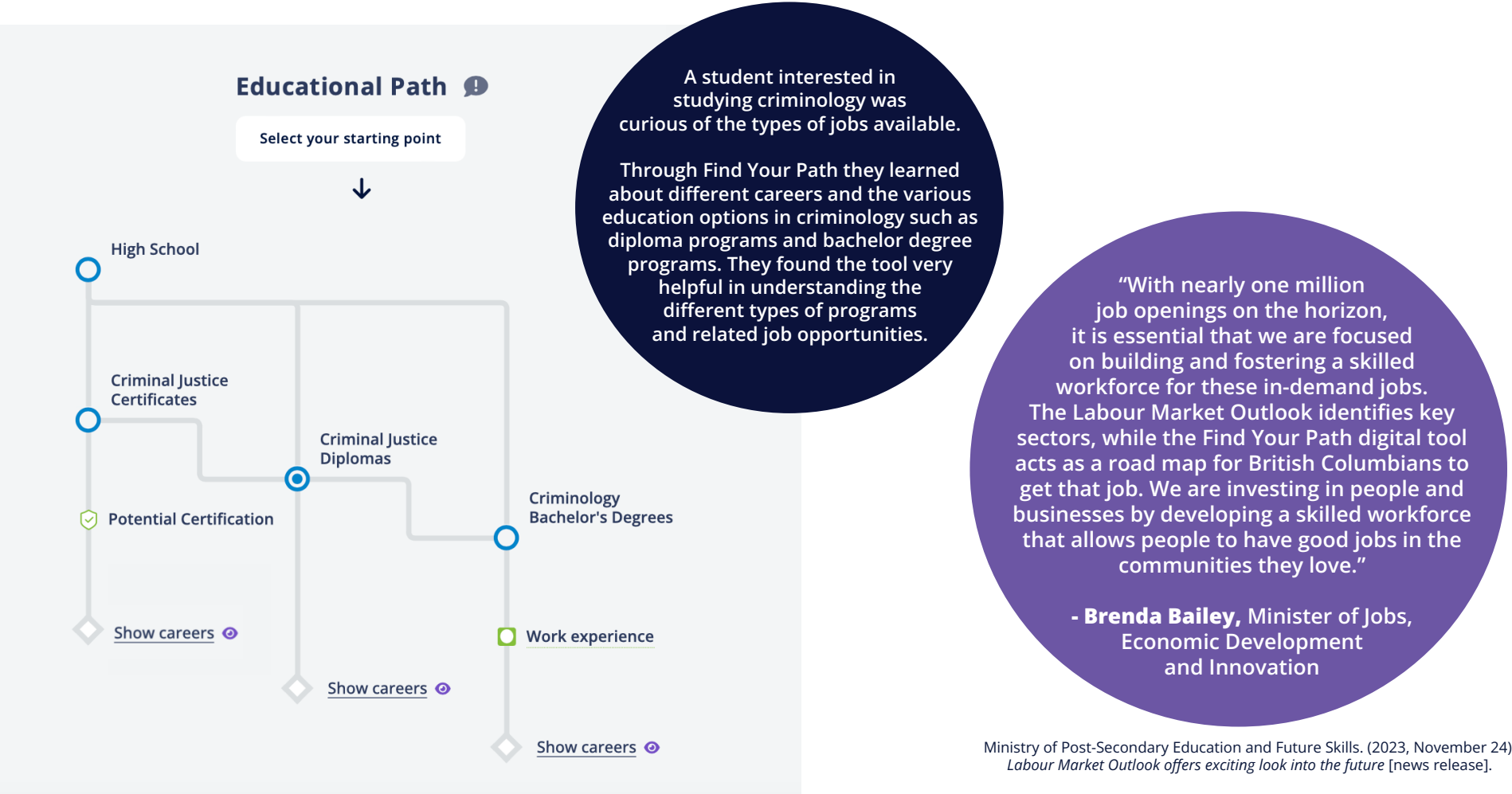
Completed the development of document tracking system.

Launched an Employee Handbook.



# Find Your Path at EducationPlannerBC

Find Your Path – a personalized, interactive education and career planning tool – was officially announced by the Ministry on November 24, 2023. Find Your Path supports learners of all ages in making more informed education decisions toward their career goals. Users can choose an area of interest, and easily navigate different paths that connect post-secondary programs, skills training, and careers.



# Outreach & engagement

EducationPlannerBC supports high school students and their supporters, focusing on reach and impact throughout the province.

19,600

high school  
students

5,300

parents  
& families

3,300

teachers &  
counsellors

## High school presentations

The presentations guide students through their planning, searching, and applying stages, supporting the idea that every journey looks a little different. Students are introduced to education and career options, financial support and student services, and are given a walk through of EducationPlannerBC’s website to learn where to find resources, search for programs, save programs on My List, and how to apply to post-secondary education in British Columbia.

## Highlights

EducationPlannerBC partnered with the Langley School District’s Settlement Workers in Schools to customize a post-secondary program and career engagement session to support the integration of newcomer students and their families to British Columbia.

The presentation introduced our website application and resources, and shared valuable information such as credential options, adult upgrading, English language education, and financial assistance. The in-person session reached 50 grade 10-12 students and their families.



## French language programming

EducationPlannerBC received approval to extend our French Language Programming work through May 2026. This program has been successfully developing since 2022 when EducationPlannerBC was contracted to manage a new two-year government-funded initiative to increase participation in French language programs and French teacher education in B.C.’s public post-secondary institutions.

The goal is to expand awareness and support participation in B.C.’s post-secondary French language programs by informing students enrolled in Francophone, French Immersion, and Core French programs, as well as their families, of the range of French language education opportunities and associated career paths.

## Highlights

Engaged 1,100 high school students with our French language presentation.

Reached new communities including Cranbrook, Langley, Parksville, Powell River, Prince Rupert, and Salmon Arm.

Launched French Students webpage devoted to French language programs and courses, bursaries and awards, and career opportunities.

Kicked off an ad campaign strategically placed in proximity to French high schools throughout the Lower Mainland, Vancouver Island, and the Interior.

Formed partnership with Canadian Parents for French B.C. & Yukon Branch to reach students, and their families, through communication and engagement opportunities.

Étudier en français, c’est enrichissant ! Découvrez les possibilités.

Visit EducationPlannerBC’s French Students webpage to discover the range of French language and French teacher education programs offered in B.C.’s public post-secondary institutions. Whether the goal is to pursue a degree in French, become a French teacher, or simply maintain or improve French language skills while pursuing a different area of study, there’s something for everyone!

Explore scholarships and bursaries, career resources and job boards, and helpful resources for anyone pursuing French in their post-secondary education and career.

[www.EducationPlannerBC.ca/french](http://www.EducationPlannerBC.ca/french)

“Thank you so much for the message and the info session yesterday. It was informative and signals the start of a promising initiative for French studies in the province.”

- Post-secondary  
institution partner

“C’est magnifique d’avoir une présentation en français!!”

- French high school  
teacher



# Outreach & engagement

## Parents as Education and Career Coaches workshops

Parents and families play a key role in supporting students' decisions around post-secondary.

EducationPlannerBC's virtual workshops provide information on post-secondary education and career opportunities, as well as tools for families to best support their students in planning for the future.



"Very powerful tool and resources...thanks to all behind this initiative! Would be great to have this done in every grade so it starts with planting the seed, watering, supporting growth."

- Parent

"Very useful and comforting to know that there is so much support and information available for our kids."

- Parent

## Community outreach

EducationPlannerBC collaborated with community organizations, such as S.U.C.C.E.S.S. to deliver customized sessions. Translated presentations were delivered in Ukrainian and Chinese, and sessions in English reached people from Afghanistan, Iran, Korea, South America, and the Middle East.

"Thank you so much for your great webinar. It helped me broaden my horizons and find a suitable educational institution to receive a Canadian education."

- S.U.C.C.E.S.S. client

100  
multilingual families  
reached

## Events & conferences

Sector events and conferences provide opportunities for EducationPlannerBC to reach audiences in-person by facilitating workshops, hosting presentations, and engaging as an exhibitor. Through province-wide events EducationPlannerBC reaches **students** (Education Career Fair, Find Your Fit), **parents & families** (BC Confederation of Parent Advisory Councils), and **teachers and counsellors** (Career Education Society, BC School Counsellor Association, BC Alternate Education Association), as well as **unique student populations** (Gathering Our Voices, Concours d'art oratoire, School District Career Fairs).

# Post-secondary partners

## EducationPlannerBC's Client Relations

EducationPlannerBC works alongside post-secondary partners to collaboratively support students across our province. The Client Relations team provides a point of contact for each post-secondary institution partner, focused on relationship management, project coordination, and technical support. As the landscape of post-secondary continues to evolve, this role ensures proactive and ongoing communication and support. Client Relations works with post-secondary institutions to identify their needs, develop plans, and support successful integration and use of EducationPlannerBC's products and services.

Through the work of Client Relations, EducationPlannerBC has been able to successfully support the varying needs of post-secondary partners. Most recently, EducationPlannerBC onboarded BCIT to its application service and support, which will bring a large number of new applicants onto EducationPlannerBC's website to apply to post-secondary education.

EPBConnects is EducationPlannerBC's annual event that brings together over 200 colleagues to learn, network, and engage. This virtual event provides an opportunity for EducationPlannerBC to speak about new developments and for sector representatives to discuss best practices on supporting students with applications, transcripts, and more.

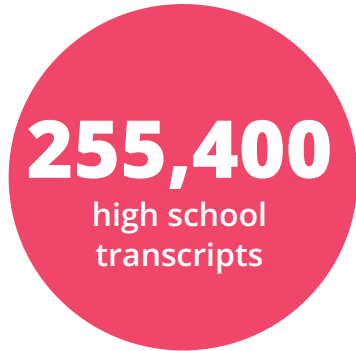
EducationPlannerBC works with post-secondary institutions to review and verify over 4,000 programs shared on [www.EducationPlannerBC.ca](http://www.EducationPlannerBC.ca)





# Application data exchange

EducationPlannerBC connects students to post-secondary studies in B.C. through our application and data exchange system.



## Applicant support

EducationPlannerBC supports students through their most critical time during their planning, searching, and applying stages through an online Contact us form and support@ email, helping applicants succeed in their application to post-secondary. While the majority of applicants are self-sufficient, those who need some support are easily able to connect with our support services. This can be answering application technical and account questions or providing direction to additional support. EducationPlannerBC’s website is easy-to-use with Top Tips and FAQs that offers valuable information, and for those applicants who prefer individual correspondence, EducationPlannerBC’s applicant support is available.

“I teach junior and senior Core French and English, including New Media. Before the Tapestry conference, I had never heard of EducationPlannerBC. What struck me initially was its relevance to my own children in secondary school, one of whom is graduating this year. I love the idea of a centralized and comprehensive resource for exploring educational options and all sorts of relevant factors in decision-making and pathway design.

- Teacher

“I thought the presentation provided a wealth of information that many families just don’t seem to learn about. Despite our students having career education classes, and many teachers showing students sites such as yours, as you might appreciate, the message doesn’t get back to the household when kids are asked ‘how was school today?’ Giving parents this opportunity to engage in this learning is excellent.”

- Parent











[www.EducationPlannerBC.ca](http://www.EducationPlannerBC.ca)

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