

Annual Report

2024-2025



EducationPlannerBC acknowledges the unceded territory of the Coast Salish peoples, including the territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), and səlilwətał (Tsleil-Waututh) Nations, and the traditional territories of the ləkʷəŋən (Lekwungen) and ƵSÁNEĆ peoples on which EducationPlannerBC offices are situated.



Welcome

We are excited to present our 2024-25 Annual Report, highlighting our ongoing commitment to supporting students on their education and career journeys. We celebrate the notable achievements we've reached together, driven by our shared vision and dedication, and representative of our strategic priorities of informed access, innovative application of technology, and operational excellence.

This report demonstrates the impact of our work, emphasizing the value of resources, support, and technology in empowering learners of all ages, across the province and globally, to explore their options and choose British Columbia for their post-secondary studies.

Through strategic partnerships and innovative programs and services, we inspire and inform learners by expanding access to post-secondary education, celebrating community and culture, and supporting their discovery of possibilities.

Our focus on education is an investment in the future of communities across the province. We continue our collaborative work to strengthen the connection between education and careers, helping youth to explore meaningful paths and ensuring lifelong learners have access to opportunities for educational growth, inspiration, and career advancement.

We value our partnerships with communities, ministries, and post-secondary institutions. Together, we continue to evolve to meet the needs of students and future learners. By serving as a unified voice for British Columbia's post-secondary community, we showcase the province's diverse and world-class learning opportunities, ensuring all learners are aware of the many recognized paths available to them.

We are thankful and excited to be on this journey with you. Together, we are transforming the future of education and empowering communities across British Columbia.

Karen McCredie

Executive Director,
EducationPlannerBC



Dr. Kathy Denton

Co-Chair, Steering Committee
President & CEO, Douglas College



Michael Bluhm

Co-Chair, Steering Committee
Associate Vice-President, Strategic
Enrolment & University Registrar, TRU



Governance - Steering Committee



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



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



Todd Bondaroff
President & CEO,
Northern Lights College



Mary DeMarinis
Registrar & Director of
Student Affairs, JIBC



Sarah Dench
Vice-President, Student
Affairs, Douglas College



Dr. Jane Fee
Higher Education
Consultant



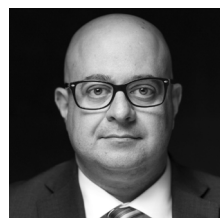
Benjamin Ferrel
Executive Director,
Digital Policy & Business
Transformation Branch,
PSFS



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



David Johnston
University Registrar &
AVP, Enrolment
Management, UFV



Reza Khakbaznejad
Chief Information
Officer, KPU



Angela Konieczny,
Secretariat
Executive Assistant,
EducationPlannerBC



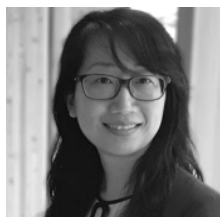
Wendy Lum
AVP, University Systems
& CIO, UVIC



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
ADM, Post-Secondary
Policy & Programs, PSFS



Wendy Taylor
Registrar, UVIC



Jennifer Wray
ADM & CIO, Services and
Technology Division, ECC

Executive Committee

Dr. Kathy Denton, Chair
Michael Bluhm, Vice Chair
Chris Rathbone
Benjamin Ferrel
Karen McCredie
Angela Konieczny, Secretariat

Finance & Risk Committee

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

Thank you to our governance committee members
who completed their term in 2024/2025.

Lisa Collins, Steering Committee
Eleanor Liddy, Steering Committee

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

2024-2025 - Overview

EducationPlannerBC is the provincial online resource to easily explore education and careers and apply to post-secondary in British Columbia. Innovative tools and comprehensive resources inspire and inform students, helping to remove the barriers that prevent them from pursuing post-secondary education.

2 million

website visitors

Top pages visited:

My List

StrongerBC future skills grant

Search

Program search

Students use Search to explore program opportunities – we’re B.C.’s trusted, centralized place to learn about the 4,000+ programs offered at B.C.’s 25 public post-secondary institutions.

My List

Students can save programs, paths, and careers all in one place, to easily return and review at any time – like a library to support post-secondary planning.

900,000

Program searches

39,000

My List users

Developed online resources to support diverse audiences

New

Parents & supporters webpage shares resources to support students

New

Teachers & counsellors webpage promotes programs and support for classrooms and schools

Refresh

Mature students webpage highlights education programs, skills training, and career paths

5



Over **1/4 million students** used EducationPlannerBC to apply to post-secondary in British Columbia.

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

262,000
applications
submitted

795,000
high school transcripts
delivered

211,000
domestic applications
submitted

23,000
post-secondary transcripts
delivered

51,000
international applications
submitted

126,000
supporting documents
delivered

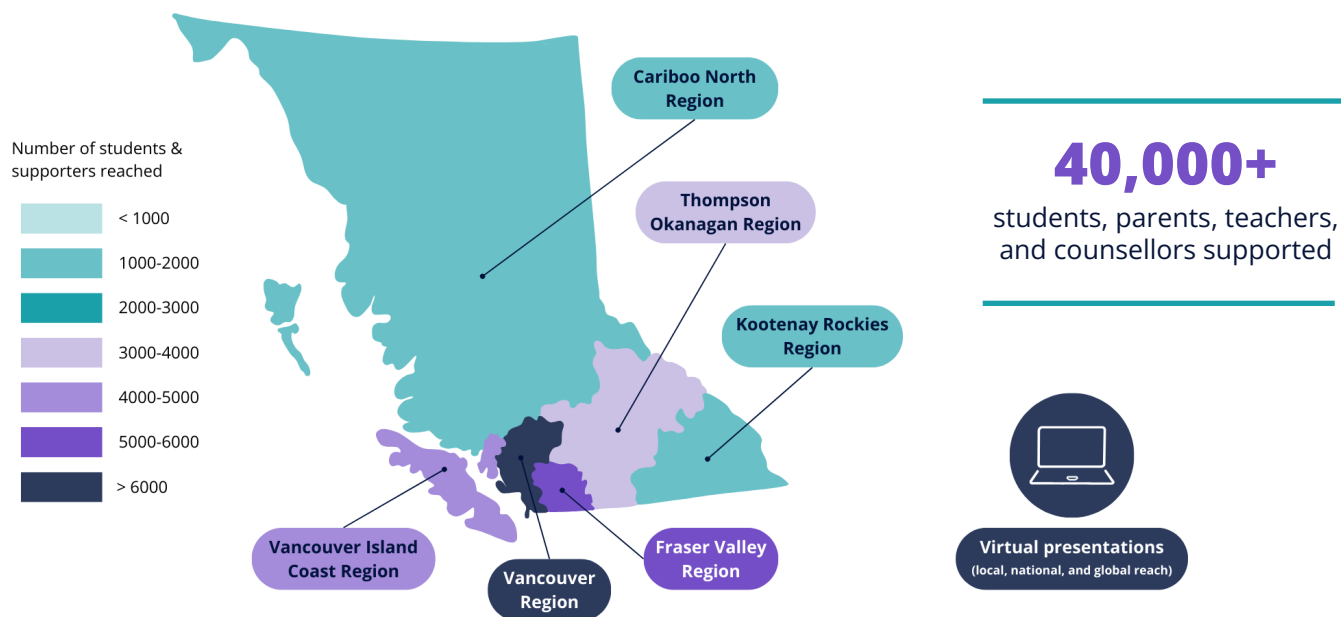
We supported **5,000+** online applicant inquiries, sharing information to help applicants be confident and knowledgeable in their application process.

We work with our post-secondary and ministry partners to review and verify over **4,200 programs** and **600 careers** shared on EducationPlannerBC's website.

"Your team has thought through every pain point a parent or student might experience in the application process, and it has resulted in an excellent website."

– Parent

Expanding reach and access



EducationPlannerBC supported **97%** of high schools representing **all school districts** across the province.

Parents and supporters

Parents and supporters play an important role in assisting students' decisions around post-secondary.

EducationPlannerBC works with school districts to host Parents as Education and Career Coaches (PECC) virtual presentations, which share information on post-secondary education and career opportunities as well as tools to best support their students in planning for the future.

Participant's top learning goals:

1. How to explore career paths and opportunities
2. How to choose a post-secondary program
3. How to use EducationPlannerBC's website

4,000+
parents &
supporters
reached



14
sessions
hosted

24
school districts
supported



100% of participants found EducationPlannerBC's website **very helpful** and were **very likely** to use it for education and career planning.

“The session was great. My students and I appreciated how there was time for them to explore their own interests during the presentation. This broke up the session into bite sized pieces and kept everyone engaged. Your walkthrough was clear and really helpful! Thank you so much!”

– Teacher

Introduced an engagement model, accessible to everyone

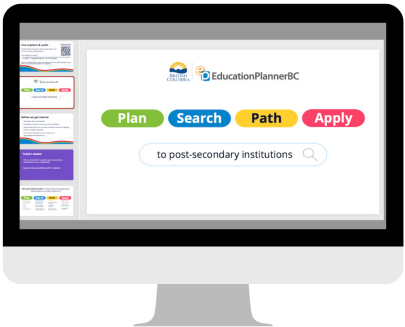
EducationPlannerBC’s Live Learning virtual sessions provide a sustainable engagement model to expand our reach and ensure our programs and services are accessible to anyone interested in learning about post-secondary education and career opportunities in B.C., regardless of where they live.

The strong interest and positive feedback for the sessions reflect the need for accessible, open learning opportunities. Participants represented a broad and diverse audience—including high school students, parents, teachers, counsellors, and adult learners—from across Canada, the United States, and various countries in Europe, Africa, and Asia.

The sessions were promoted through an email campaign, social media ads, direct engagement, and website promotion.



**EducationPlannerBC
Live Learning**



4

Live Learning
sessions

800+
attendees

18,029

social media
accounts reached



313

social media
link clicks

What attendees had to say:

- Detailed and helpful for my future
- Introduced a lot of clear, useful information
- Very thorough and provided a lot of detail
- Showed how to find careers and program paths



Supporting diverse populations

Vulnerable adult learner population

Collaborated with Invergarry Adult Education Centre, the largest adult education centre in the province. Located in the Surrey School District, Invergarry offers upgrading programs and support services for B.C. youth and adults who are Canadian citizens, landed immigrants, permanent residents, or refugees.

We delivered a workshop for their co-op program students, and provided resources and support for 2,000+ students interested in exploring education and career opportunities.



"The students, our principal, and teachers all expressed how impressed they were with the presentation. I love all the features you demonstrated on EducationPlannerBC and will be following suit with future students. We really appreciate your time and efforts on behalf of Invergarry students!"

- Career Development Facilitator,
Invergarry Adult Education Centre

Indigenous youth

We are grateful to the BC Association of Aboriginal Friendship Centres (BCAAFC) for the opportunity to be involved in Gathering Our Voices, an annual event that inspires and empowers over 1,000 Indigenous youth attendees to contribute their gifts to their communities and the world.

Situated on the territory of the Tk'emlúps te Secwépemc, EducationPlannerBC hosted a hands-on workshop and shared valuable resources with youth to explore post-secondary programs, student services, financial support, and career opportunities in B.C.



EducationPlannerBC collaborated with S.U.C.C.E.S.S. to deliver a translated presentation for Korean-speaking parents and students.



Parents and supporters from independent schools

EducationPlannerBC partnered with independent schools which offer home-based, online, blended, personalized, and inclusive education to diverse students across the province. Our collaboration provided over 300 parents and supporters with valuable information to help students plan for their future and access appropriate resources at post-secondary, including financial aid and accessibility services.

B.C.
wide



300+
parents & supporters



Youth support

Through our partnership with the Foundry Work & Education Program - Community of Practice, we engaged with Foundry staff, virtually and in-person at regional centres. We shared resources and information which supported youth clients in navigating career exploration, post-secondary transitions, and applications.

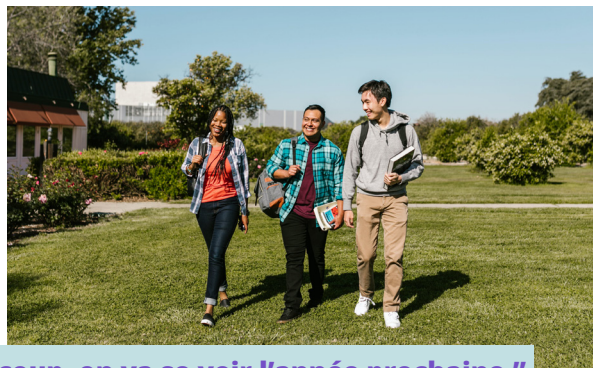
“These are such wonderful resources, and we are so happy that you’ll have a chance to connect with a local centre as well. This partnership has been working well, we super appreciate all these resources.”

- Foundry Work & Education Program
Community of Practice

Explore your studies in French

French Language Programming Initiative

EducationPlannerBC is in our third year managing the French Language Programming Initiative, aimed at increasing awareness of and access to French language programs at B.C. post-secondary institutions. We engage high school students in Francophone and French Immersion Programs through in-school presentations, and share valuable information and resources including opportunities to continue studying in French after high school, bursaries & awards, and career resources on our French students webpage.



"Merci beaucoup, on va se voir l'année prochaine."

- French teacher

- Engaged **1,275** students
- Reached **all 86** French Immersion and Francophone secondary schools across the province

French community partners

We have developed strong partnerships within the French education community. These partnerships support our work to connect students, parents, and supporters to French language education and career information, resources, and opportunities.

"EducationPlannerBC is an invaluable tool for those who want to explore their post-secondary options, including those looking to continue their studies in French. Many of our members have been impressed by the platform's accessible resources, making it easier to find French-language programs as well as bursary and award opportunities."

- Jason Howe, Executive Director,
Canadian Parents for French, BC & Yukon

French advertising campaign

Created awareness of our French program through an outdoor advertising campaign featuring 35 bus shelters in high-traffic, targeted locations within 12 regions across the province. Advertisements were positioned in targeted areas close to Francophone schools, large French immersion programs, and post-secondary institutions with French language programs.



Awareness



1 in 4 Vancouver residents recalled seeing the campaign
60% visited EducationPlannerBC's website to search for programs and apply

Source: PATTISON Recall Tracker Study

Discover a career in Nursing

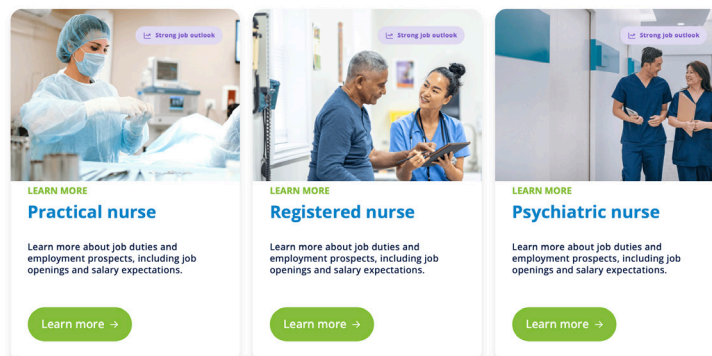
Nursing applicant webpage

As the province's population grows and ages, the demand for nurses is increasing. Nursing has been identified as a high opportunity occupation in B.C. resulting in many options to study and work in nursing across the province. EducationPlannerBC's nursing applicant webpage makes it easy to explore the different opportunities and learn how to gain the required education and training.

EducationPlannerBC's nursing applicant webpage provides easy access for students to review and compare all options to study nursing across the province, highlighting specific program details and requirements. Students can also learn about the different nursing careers and work environments.



www.EducationPlannerBC.ca/nursing



50+
programs
to explore

13,000+
expected job
openings in nursing

Source: BC Labour Market Outlook 2023

Students can explore **career profiles** to learn more about employment prospects including **salary** and **job openings**.

Registered nurses

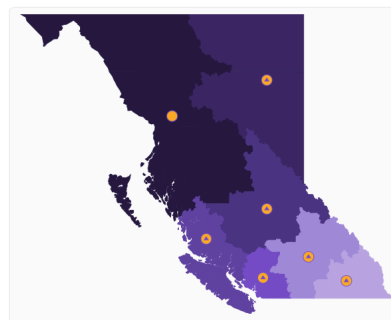
Strong job outlook

Annual salary

Low	Median	High
\$65,071	\$89,681	\$104,280

Job openings

Use this interactive map to explore job openings in different regions across B.C.



Strong job outlook

British Columbia

11,026

expected job openings (5-year forecast)

Source: BC Labour Market Outlook 2023

Connecting education and careers

Find Your Path

Find Your Path is a personalized, interactive education and career planning tool that allows users to choose an area of interest and easily navigate different paths that connect post-secondary programs, skills training, and careers.

1/4 million
page views



Empowering life-long learners



Explore programs and careers by choosing a category below.

Supporting career exploration for youth

 Business 	 Community & Support Services 	 Education 	 Engineering & Architecture 
 Hospitality, Tourism & Recreation 	 Labour & Technical Skills 	 Law & Justice 	 Mathematics & Technology 
 Medicine & Health 	 Performing, Creative & Fine Arts 	 Physical & Natural Sciences 	 Trades 

Connecting students to high opportunity occupations

“Sometimes you have a little bit of tunnel vision and you’re just doing what your friends are doing because you’re unsure of things. I thought that the Find Your Path tool was really neat and I liked how you could click into something and see that, hey, maybe I would be interested in working with automobiles or, I didn’t know hairstyling was a trade...I like that it’s twelve options, but it’s broken down into so many more within.”

- Student

Career fairs and events

Every year, school districts, community groups, and organizations host career exploration events that inspire students and introduce them to a range of career options and the education programs available to support their journey. EducationPlannerBC participates in these events as an exhibitor and workshop presenter.

13,000+ students reached	participated in 15 events
	450 students attended our workshops

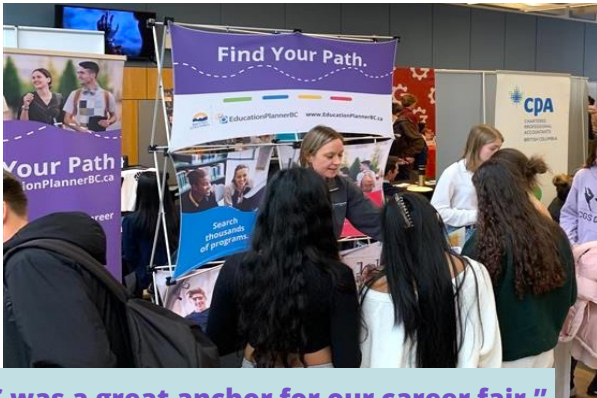


“Your willingness to share your time, expertise, and insights provided our students with invaluable opportunities to explore potential career paths in STEAM fields. The enthusiasm and knowledge you brought to the event made a lasting impact and inspired our students to think critically about their futures.”

- District Career Education Coordinator

MineralsEd

EducationPlannerBC hosted a workshop for over 250 high school students interested in mining and geology careers, showcasing post-secondary education and career options using the Find Your Path tool. Students also learned about admission requirements, transfer programs, and financial resources. The workshop was part of a young leaders’ program at CIM CONNECT, Canada’s premier mining trade show. Following the session, students explored the trade show, engaging with industry professionals and learning about the latest mining technologies, tools, and career opportunities.



“EducationPlannerBC was a great anchor for our career fair.”

- MineralsEd

Marketing campaigns

This year, we strategically expanded our advertising with three major campaigns – Study in B.C., Find Your Path, and Micro-credentials– to drive awareness of and engagement to our website for further learning and decision-making.

Study in British Columbia

Print campaign

EducationPlannerBC leveraged the credibility and reach of Maclean's University Guidebook to promote the B.C. experience and encourage students to choose B.C. for their post-secondary studies. Maclean's University Guidebook has a national readership of over 350,000, and distributes 40,000 copies, providing a year-round reference for students, parents, and counsellors to inform academic decisions and help students navigate their transition to post-secondary.



Find Your Path

Transit advertising

Launched a 52-week advertising campaign to create awareness of EducationPlannerBC's Find Your Path tool, and promote www.EducationPlannerBC.ca as the place to explore education and career paths.

The campaign featured Skytrain and Canada Line station posters, train interior cards, and bus interior cards across Metro Vancouver.

With over 1 million daily riders—35% of whom are aged 18 to 34, with an overall average age of 43—the ads generated 8.5 million impressions per week, reaching students, parents, and adult learners.



Social media advertising

Conducted a 20-day social media advertising campaign on Facebook and Instagram to promote Find Your Path, reaching accounts across the province and beyond.



109,000

accounts reached



1,777

link clicks

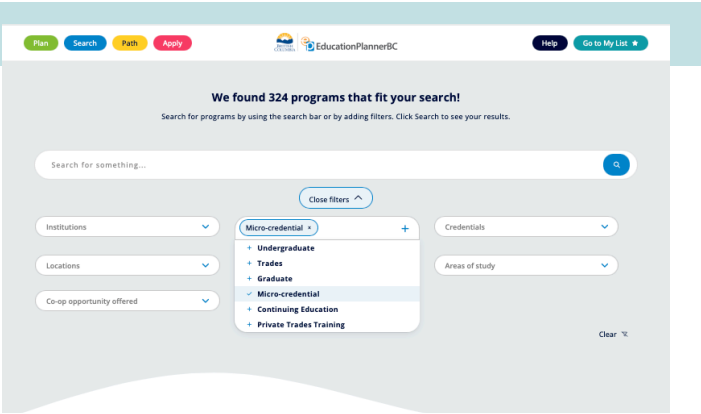
Marketing campaigns

Micro-credentials

Micro-credentials provide short, focused, accessible learning opportunities to gain industry-related skills and knowledge.

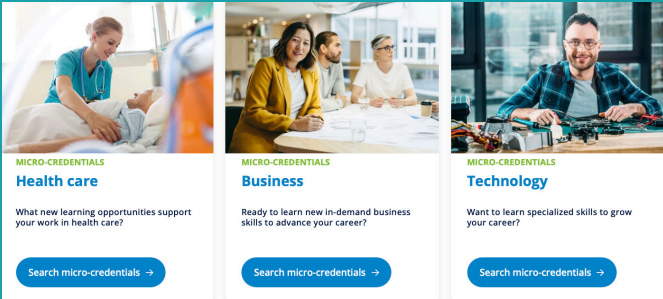
To create awareness and support micro-credential opportunities in B.C., EducationPlannerBC created and promoted an audience specific micro-credential webpage through a digital and social media advertising campaign.

EducationPlannerBC’s campaign encouraged people to explore their options and inspire new interests to support their career path.



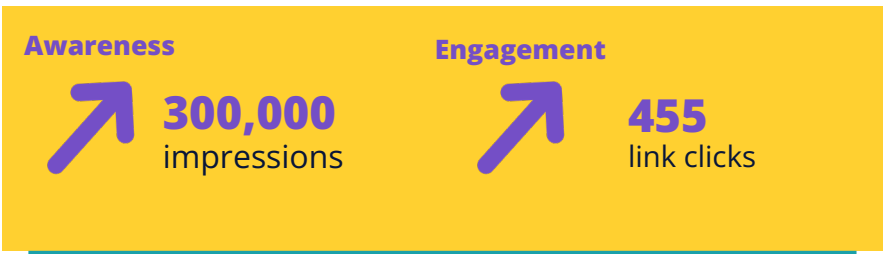
Website enhancement

Developed a webpage to help learners easily discover, explore, and apply to micro-credentials.



Digital advertising

Ran a 6-week micro-credential advertising campaign on www.macleans.ca to reach a broad national audience, representing an average age of 39, of which 80% have post-secondary education.

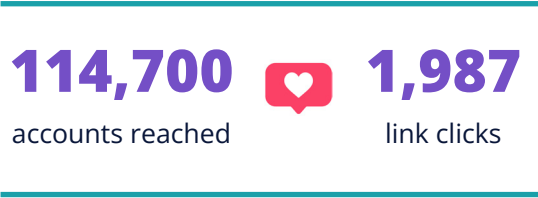


SHORT, FOCUSED, ACCESSIBLE LEARNING
Explore over 250 micro-credentials in B.C.
www.EducationPlannerBC.ca



Social media advertising

Conducted a two-week social media advertising campaign on Facebook and Instagram to promote Micro-credentials, reaching accounts across the province and beyond.



Post-secondary partners

EducationPlannerBC collaborates with our 25 public post-secondary institutional partners to ensure awareness of and access to post-secondary education for learners locally and globally.

More than **200** post-secondary colleagues came together at our annual virtual event, **EPBConnects**, to learn, network, and engage in insightful conversations.



We work closely with our post-secondary partners to seamlessly integrate our application and electronic transcript services. This year marked the completion of a multi-year project to transition post-secondary institutions to our new application platform and administrative system, Management Console, to provide more flexible solutions. We meet regularly with our partners to gain an understanding of their needs, including the development of product and service enhancements and onboarding projects, such as the electronic transcript exchange.

Third-Party Application Service

EducationPlannerBC hosted an in-person workshop with our post-secondary partners to gather valuable insights and requirements for the development of a Third-Party Application Service.

Attendees included 35 post-secondary representatives from 21 institutions.

This service will provide support for applicants facing barriers to post-secondary education by equipping authorized third parties with the tools to help applicants navigate our website and complete their applications.

Insight & experiences

Post-secondary campus visits provide EducationPlannerBC's engagement team with insightful learning and valuable experiences to share with students and supporters. We thank our post-secondary partners who have welcomed us to their campuses, and we look forward to visiting all post-secondary schools in B.C. during future engagement travel.

To date, we have had the opportunity to tour 17 post-secondary institution campuses. While in Cranbrook we visited College of the Rockies and learned about their nursing, trades, business, and transfer programs, and we toured their on-campus housing.



Post-secondary partners

EducationPlannerBC resource site

EducationPlannerBC launched an online platform to help our post-secondary partners stay up-to-date and informed about our collaborative application and transcript services work.

Partners receive notifications, access to integration software updates and targeted information resources, and personalized support.

"Working with the EPBC Client Relations and Tech teams has been a fantastic experience. They are outstanding partners – collaborative, responsive, and deeply committed to continuous improvement. They not only value user feedback, but also provide insightful solutions and manage projects with great care and efficiency. Their support has been key in helping us solve technical challenges and enhance the experience for both applicants and our team."

- Bacel Younan, Registrar
& Teryl Speirs Smith, Associate Registrar,
Douglas College

Thank you
from all of us at EducationPlannerBC!



