



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Campus and Community Partnerships

Barbara Crocker

Director, Student Financial Assistance & Awards



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

The University of British Columbia Research Intensive University

Two campuses:

Point Grey – **48,000** undergraduate/graduate students

Okanagan – **6,200** undergraduate/graduate students

Student financial Assistance and Awards is system-wide



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

7 Highly Successful Collaborations

Connected with:

1. High cost programs
1. Counselling and Student Health
2. Career Services
3. Academic Advisors in the Faculties
4. Entering international students
5. At risk youth
6. Deans



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

What was the impetus for a shift to a more collaborative model?

2002-2003 – Province removes tuition cap

2003-2004 – Tuition begins to rise

2004-2005 – Policy 72



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Connecting With High Cost programs

Policy 72: UBC's Access Policy



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Connecting With High Cost Faculties

Where Did We Start:

The Post Bac Programs

Medicine

Dentistry

Law

Education



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Connecting With High Cost Faculties

How did we make this work?

- Created buy in from each faculty
- Tailored services and information for their specific students to directly address costs and funding sources
- Created program specific details – cost, available financial support, payment deadlines, financial planning
- Attended their Orientation presentation to talk about costs, financial planning, and programs available. Gave a face for the office.



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Connecting With High Cost Faculties

- Created targeted communication materials that go out with the offer of admission
- Provided specific contacts or a “go-to” person as needed

Indicators of success

- Increase in prospective student appointments rather than emergency situations
- Awareness of costs associated with each program evident in appointments



It's All in a Name...

In the past we messaged ourselves as...

- Student Loans Office
- Bursary Office
- Scholarship and Awards Office



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

All in a name...

Now we ...

Are a financial planning service for all UBC students: undergraduate, graduate, domestic, international, full time, part time, prospective, current and graduating

Provide support and assistance through:

- financial planning
- Financial management
- financial literacy workshops
- confidential advising appointments
- emergency assistance
- student loans



Healthy Minds, Bodies and Finances

- To increase campus-wide awareness of financial wellness
- To work with other units to promote overall mental wellness



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Healthy Minds, Bodies and Finances

Partners:

- Counseling Services
- Health, Safety and Environment
- Wellness Centre
- Student Development
- Access and Diversity
- UBC Recreation
- Human Kinetics/Bodyworks



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Healthy Minds, Bodies and Finances

How did we make this work?

- Created buy in from other staff
- Showed our commitment to wellness by applying for an Employee Healthy Workplace Grant and participating in the Wellness Fair
- Campaign during Orientations



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Healthy Minds, Bodies and Finances

- Sought out opportunities to participate
- UBC Thrive Committee to further show the importance of financial wellness to students and other units on campus
- Joined with other units for Healthy Minds campaign during Orientations
- Work very closely with Counselling and Health Services



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Healthy Minds, Bodies and Finances

Indicators of success

- New opportunities and invitations to participate with other groups on campus.
- Increase in referrals from other units on campus
- Increase in questions about financial matters and resources from other units
- Cross promotion of services and workshops between units



The Road to Graduation

Targeted all graduating students (not just those on loans) and connect the two major life events: securing your finances and finding a job.

How did we make this work?

- Approached Career Services
- Developed a Graduation Toolbox for students made up of student loan repayment information , basic credit and money management, as well as tools and tips for job searching and resume writing.



The Road to Graduation

•Indicators of success

- New opportunities and invitations to participate with other groups on campus, such as the Career Services *Work Your BA* event.
- Increase in referrals between SFA and Career Services.



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Connecting with Academic Advisors

Proactively provide SFA&A information to the Academic Advisors

How did we make this work?

- Created buy in from Faculties
- Over a period of time we invited each advising group to lunch – update every year
- Connect how advising actions impact student's financials and how they can help
- "The Dangerous Drop" workshop
- follow up with personal communication



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Connecting with Academic Advisors

- **Just in time information** will stick - we aim to visit one time per term

Indicators of success

- **Increase in referrals** and advisors contacting with questions before they advise. More streamlined support for students



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Jump Start Your Finances – Entering International Students

Jump Start sessions are focused on introducing Canadian academic culture and provide students the opportunity to build social and academic support networks for success in first year



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Jump Start Your Finances – Entering International Students

How did we make this work?

- Made no assumptions about what the students knew about “finances”
- Made the message meaningful, interactive and specific to international students
- Brainstormed with colleagues and students - what is important for a first year international student
- “Price is Right”



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Jump Start Your Finances – Entering International Students

Indicators of success

- Enhanced relationships with partner departments, inclusion on International Retention Working Committee and other strategic initiatives for students
- International students and families making appointments for financial planning



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Reading week project for at risk youth

Three days during Reading Break, UBC Okanagan project team members introduce 25 grade seven aboriginal students from the local school district to various aspects of campus life



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Reading week project for at risk youth

How did we make this work?

- Interactive games that would be of interest to younger at risk students
- Messages specific to the target audience
- Wording and language for younger students
- Mentorship program with SFA scholarship winners and Learning Exchange to keep the momentum going and get current UBC students involved



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Reading week project for at risk youth

Indicators of success

- Program has run for two years and partnership continues to expand
- Connection with school representatives in the local area
- Solid relationship with the Learning Exchange for future initiatives



Endowments After the Financial Crash

The challenge was to get each Dean to understand the significant drop most of the endowments took and how they were going to live with this new reality.

Met with each faculty and outlined the difference in financial support and discussed how we as a university were going to meet this challenge.



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Thank You!

Contact Information:

Barbara Crocker

604.709.9848

barbara.crocker@ubc.ca



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA