



**Vancouver  
Community  
College**

# **In motion**

**Strategic Innovation Plan**

**2024 Accomplishments**

# Introduction

## Land Acknowledgement

Vancouver Community College respectfully acknowledges that we teach and learn on the traditional and unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), and səlilwətał (Tsleil-Waututh) peoples.

At the very heart of our Strategic Innovation Plan is our commitment to Reconciliation. Meaningful and sustained actions to decolonize and indigenize our programs, spaces, attitudes, and practices are demonstrated throughout the plan, and are paramount to its accountability and success.

## President's Message

The year 2024 marked a defining chapter in Vancouver Community College's (VCC) journey—one rooted in resilience, adaptability, and an unwavering commitment to our community.

At the heart of this transformation was the unveiling of our new brand identity. It authentically reflects our values, embraces Indigenous perspectives, and reaffirms our role as a cornerstone of education, innovation, and service to the community. More than a visual change, this brand embodies who we are: a friendly, warm, welcoming, everyday place of real learning.

In our previous report, we proudly shared that we achieved our first significant milestone when the Province of British Columbia announced a historic investment of \$271.3 million for VCC's new Centre for Clean Energy and Automotive Innovation (CCEAI). Undoubtedly, this milestone has positioned the college for a strong future. However, shifts in federal immigration policies and the evolving landscape for international students have presented new challenges across the post-secondary sector. These changes require us to be more agile than ever, reassessing strategies while maintaining our focus on delivering exceptional education and hands-on training that meets the needs of both learners and our regional economy.

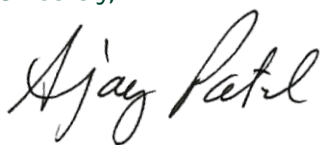
Through it all, our commitment remains steadfast. We are an institution of learning and an industry collaborator. We are deeply embedded in the community—not only as a partner, but also by delivering student-led services that bridge the gap between our community and the public.

As we look ahead, we do so with optimism and resolve. The Ministry of Post-Secondary and Future Skills is supporting VCC's future with a \$36.9 million investment in large-scale commercial, energy-efficient kitchen upgrades at the Downtown campus. This project will modernize our culinary instruction and demonstration spaces, supporting program growth and keeping VCC students at the forefront of culinary training.

The strength of our new brand reflects the strength of our people—our students, faculty, and staff—who continue to push forward with innovation and purpose. Our ability to adapt, our community connections, and our shared vision for the future will continue to guide us.

On behalf of the college's Board of Governors and VCC community, I am delighted to present the Strategic Innovation Plan key accomplishments in 2024.

Sincerely,

A handwritten signature in black ink, reading "Ajay Patel". The signature is fluid and cursive, with the first name "Ajay" and last name "Patel" clearly distinguishable.

Ajay Patel  
President & CEO





Welcome to real learning,  
for real change.

**Welcome to VCC.**





## Welcome to a new era of transformative education, where vision meets action and innovation intersects with tradition.

To bring our vision to life, we are working together with governments, host nations, and partners to deliver bold new initiatives. We are developing diverse approaches and business models to respond to the evolving student and industry needs.

The vision put forth in this Strategic Innovation Plan is guiding VCC's transformation as a leader in real learning, for real change. We are actively innovating our physical and virtual campus spaces, modernizing our programs and courses, supporting our people and culture, realizing strategic partnerships and opportunities, and creating a fiscally sustainable future. These efforts empower VCC to continue achieving our educational and operational excellence and socioeconomic contributions to our community and region.

# Strategic Innovation Plan fast facts

## Breakdown of objectives by status

Academic  
Innovation

8

Completed

6 Pending objectives  
10 Active objectives

Campuses  
of the Future

3

Completed

4 Pending objectives  
7 Active objectives

Operational  
Excellence

5

Completed

3 Pending objectives  
7 Active objectives



## Empowered People and Inclusive Culture

2

Completed

4 Pending objectives

2 Active objectives

## Engaged Communities

6

Completed

1 Pending objectives

6 Active objectives



**Vancouver  
Community  
College**

## Welcome to real learning, for real change.

Welcome to Vancouver Community College,  
a friendly, warm, welcoming, everyday place of real learning.

Welcome to access, the opening up of opportunity and change  
that education creates. The chance to find the belonging, support,  
respect, and connection that you've been looking for.

Real learning is hands-on, practice-based, and industry-connected.  
Real learning is affordable, flexible, supported, and relevant.

Real change is making a difference in people's lives and in our  
community. It's empowering the individual and collective progress  
we seek. It's equity in education and the breaking of expectations  
that hold us back.

Welcome to making the change you dream of real.  
Welcome to VCC.





## Our Brand Story

Launched in February 2024, our refreshed identity centres on VCC being a warm, friendly, and welcoming place of real, practical learning.

Our sense of community lies at the heart of our bold new brand identity. The longhouse, a defining feature of VCC's brand identity, is a concept from Coast Salish society that acts as a centre for cultural and communal life.

The new brand identity was unveiled in partnership with consultants PS&Co Brand Studio and Coast Salish cultural consultant and designer Cory Douglas. It reflects VCC's commitment to truth and reconciliation, and ongoing consultation and partnership with Indigenous groups.





# Academic Innovation

Deliver sustainable programming accessible and responsive to the diverse and changing learner, community, and employer needs.

## INDIGENIZATION BY DECOLONIZATION & RECONCILIATION

Reflect and respect Indigenous knowledge, culture and history in academic planning and delivery.

## JUSTICE, EQUITY, DIVERSITY & INCLUSION

Review and renew curricula and teaching practices for greater inclusion of diverse ways of knowing and being.

## STUDENT EXPERIENCE

Develop, optimize, and embed workflows to transform student experience by meeting learners where they are in a student-centred approach.

## EDUCATIONAL DELIVERY

Build a diverse educational delivery model that supports lifelong learning and responds to evolving student, community, and employer needs.

## FISCAL SUSTAINABILITY

Deliver sustainable programming and student services that align with our institutional values, community, and labour market demands.





**“Working with the knowledgeable and skilled facilitators at the BC Association of Aboriginal Friendship Centres (BCAAFC) to design a new program called “Addressing Anti-Indigenous Racism in Adult Learning Environments” has been a deeply meaningful experience for me. The program equips educators and facilitators with the skills they need to address anti-Indigenous racism in their instructional environments. I feel grateful to have had the chance to learn from the many years of scholarship and experience BCAAFC has shared.”**

**KAREN BROOKE**, VCC DEPARTMENT HEAD, SCHOOL OF INSTRUCTOR EDUCATION

VCC has made significant strides in enhancing the academic experience for our students. Our efforts have focused on creating accessible resources, developing innovative programs, and fostering an inclusive learning environment.

Micro-credentials offer a fast, flexible, and affordable way to gain in-demand skills. To support quality and industry alignment, VCC has launched 14 micro-credentials. Highlights include Production for Animation & VFX and Project Management for Video Games, in partnership with DigiBC, as well as Supportive Care Assistant and ECommerce, attracting students from Malaysia and South America. These initiatives have positioned VCC as a provincial leader in micro-credentials.

The Marketing Technology program introduced “Indigenous Business in Canada,” addressing contemporary concerns and issues faced by Indigenous businesses in Canada, fostering a deeper understanding of Indigenous business practices, and supporting economic development within Indigenous communities.

We conducted audits of existing programs to determine levels of compliance with critical risk and program sustainability, establishing requirements and priorities for mitigation of critical risks. These audits are crucial for ensuring that our programs meet the highest standards of quality.

We enhanced the student experience with an official online academic calendar, providing easy access to essential information and support services. Additionally, we are implementing a syllabus module for CourseLeaf, automating Moodle shell creation, and developing a Moodle chatbot, reflecting our commitment to digital transformation and optimizing the student experience.

Our International Education department is rapidly building mobility and exchange programs for faculty and students, resulting in unique educational delivery and expanded community engagement. In 2024, faculty participated in research in Mexico, Peru, and China, and students participated in programs in Brunei and Japan, enhancing our global partnerships and educational offerings.

VCC continues to advance Indigenization and justice, equity, diversity, and inclusion (JEDI) initiatives with dedicated support in the Centre for Teaching, Learning, and Research. By enhancing resources and support systems, we are better equipped to integrate Indigenous knowledge, culture, and history into our academic planning and delivery.



# Campuses of the Future

Design spaces and infrastructures optimized for all learner and employee success and well-being.

## INDIGENIZATION BY DECOLONIZATION & RECONCILIATION

Foster belonging and well-being by integrating the context and priorities of Indigenous communities in campus design and planning.

## JUSTICE, EQUITY, DIVERSITY & INCLUSION

Demonstrate universal and intercultural principles for equitable access to spaces and diverse experiences in learning and working.

## CAMPUS PLANS

Advance the Campus Plan and develop a strategic campus stewardship plan for our current facilities.

## ENVIRONMENT

Commit to environmental sustainability by expanding existing and introducing new initiatives for climate justice and emergency management.

## TECHNOLOGY

Develop a technology infrastructure that supports education and service delivery on-campus and in virtual spaces.





**“VCC’s bold vision for the future of automotive technology with its new Centre for Clean Energy and Automotive Innovation continues to inspire our partnership. NCDA is excited to work closely with VCC to ensure the training programs respond to the evolving needs of our industry.”**

**BLAIR QAULEY**, PRESIDENT AND CEO, NEW CAR DEALERS ASSOCIATION OF BC

Building on our commitment to accessibility and sustainability, we continue to create spaces that empower employees and learners to thrive—now and in the future.

VCC commenced Phase 2 of the college’s new Centre for Clean Energy and Automotive Innovation (CCEAI). This included finalizing the design, completing building permit approvals through the City of Vancouver, and awarding the initial construction tender packages for excavation, foundation, and the building envelope. The college also received an investment of \$36.9 million from the Ministry of Post-Secondary and Future Skills to modernize and enhance the energy efficiency of the culinary spaces at our Downtown campus.

Information Technology (IT) developed a technology infrastructure that supports education and service delivery on-campus and in virtual spaces. This means students and staff can access VCC remote workspaces in a secure and easy manner using any device on- or off-campus.

Led by Facilities, the college successfully reduced greenhouse gas emissions (GHG) by 5% annually at the college’s campuses, contributing to the province’s goal of 40% reduced GHG emissions by 2030. Furthermore, we strategically installed height-adjustable desks in newly renovated computer labs and a project was undertaken to install a strobe light emergency warning system to support Deaf and hard of hearing students.

We are committed to adopting key actions to support resilient and sustainable food systems. Take-out eating utensils from VCC cafeterias are now made of recyclable bamboo and wood, including chopsticks from the Asian Kitchen. In collaboration with the Mental Health & Well-being Committee, Students’ Union of VCC (SUVCC) and VCC Foundation, a food resiliency project was launched to support students’ access to healthy food choices and essential resources. On-campus amenities include water refill stations and microwaves throughout Downtown and Broadway campuses; well-being supports through VCC Counselling Services; and grocery cards, lunch cards, and bursaries available for students through Financial Aid.



# Operational Excellence

Advance system integration, risk management, and fiscal responsibility through capacity building and digital transformation.

## INDIGENIZATION BY DECOLONIZATION & RECONCILIATION

Review College policies and procedures through the lens of decolonization and reconciliation.

## JUSTICE, EQUITY, DIVERSITY & INCLUSION

Renew operational practices and languages for greater access, equity, and inclusion.

## RISK REGISTER

Identify formalized strategies and processes to mitigate institutional risk.


## SYSTEM INNOVATION

Advance system integration, access, and user experience through digital transformation across the institution.

## FINANCIAL STEWARDSHIP

Develop financial stewardship initiatives and diverse revenue strategies that promote budgetary literacy and fiscal health.





**“As a person with Mohawk ancestry, I’m honoured to see myself reflected in VCC’s commitment to Indigenous excellence. We are weaving Indigenous perspectives into the fabric of our operations, fostering inclusivity, equity, and excellence. Through policies, procedures, and meaningful engagement, we’re creating a welcoming space that elevates the standard for Indigenous-informed education. I’m inspired by our college’s commitment to transformative education, equipping youth for success.”**

**CLAY LITTLE, ASSOCIATE DIRECTOR, INDIGENOUS EDUCATION AND COMMUNITY ENGAGEMENT**

VCC demonstrates its dedication to operational excellence by optimizing systems, processes, and resources to support educational and operational objectives. These efforts enable VCC to continue delivering high-quality education and services to the community.

One key operational achievement this year was the Finance department’s implementation of the Chrome River software. This software transforms the accounts payable processes, including expense reporting, invoicing, and corporate card management, from a manual process to an automated workflow, enhancing operational efficiency and accuracy.

The IT department completed Phase 2 of the Enterprise Resource Planning Data Cleanup Project. By implementing Phase 1 recommendations, it improved data accuracy and reliability to support better informed decision-making and efficient operations. IT also transitioned loaner laptops and computer labs to the Linux-based LEAF operating system providing a safer operating system, more specialized software for students, and a reduced workload and overhead for repairing the fleet of computers.

Additionally, VCC implemented an online time entry system for all college employees. This streamlines time and attendance tracking and information is readily available via reports and an Employee Dashboard, improving operational efficiency and transparency across the college.

The Registrar’s Office conducted a comprehensive review of student-facing operations to capture current user experience and develop actionable recommendations for improvement. This involved creating a Registrar’s Office task team, reviewing and delivering a report on the current delivery of enrolment services, and developing an implementation plan to optimize service delivery, including increasing self-service transactional options.

The Safety & Security team presented the Enterprise Risk Management (ERM) policy and procedures to the Board of Governors for approval. As part of VCC’s risk management strategy, this policy provides formalized strategies and processes to mitigate institutional risk and safeguard the college’s long-term sustainability.

## 3 Sisters Garden

The tradition of planting 3 Sisters (corn, beans, squash) in the same mounds is widespread among First Nations. A sophisticated and sustainable system of companion gardening 3 Sisters garden provided long-term soil fertility and a healthy diet to generations.

in community with other crops rather than needs the beneficial company of Corn provides a natural pole for beans

gen on their roots, improving the fertility of the plot by providing nitrogen year's corn can be used to help stabilize the soil, making it more able to be the wind.

er-rooted squash vines emerging weeds and preventing them from growing by evaporating, thereby improving of survival in dry years. Sp in discourage predators from approaching the

# Empowered People and Inclusive Culture

Cultivate innovative and accessible people services committed to inclusion, wellness, and development for all employees.

### INDIGENIZATION BY DECOLONIZATION & RECONCILIATION

Review and reimagine People Services through the lens of decolonization and reconciliation.

### JUSTICE, EQUITY, DIVERSITY & INCLUSION

Create a culturally aware and inclusive workplace that provides equitable opportunities for Indigenous and diverse representation, participation, and success.

### RIGHTS & RESPONSIBILITIES

Build a respectful and safe work environment that is free from harassment and discrimination for all employees.

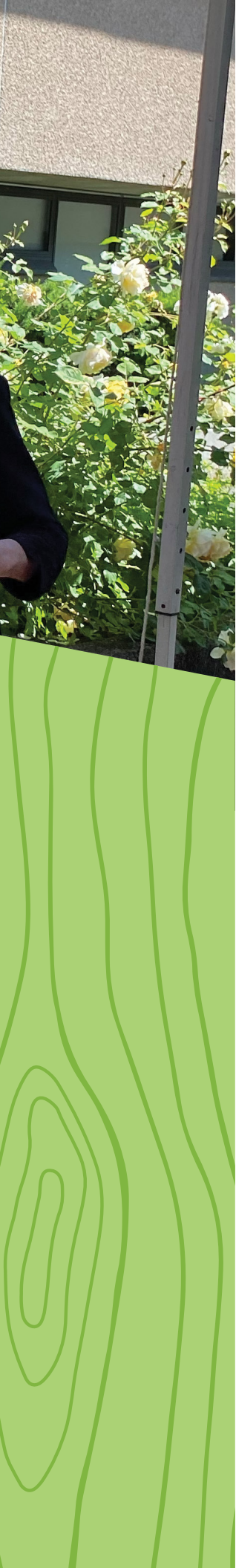
### MENTAL HEALTH & WELL-BEING

Promote employee well-being by embedding all aspects of health into work culture.

### PEOPLE DEVELOPMENT

Foster a robust talent-base by supporting career and professional development, advancement opportunities, and succession planning.





**“Student recruitment works with teams across the college to enhance the student experience, fostering a workplace culture that benefits learners and prepares them for the real world. Earning recognition as YWCA’s Women of Distinction Awards Outstanding Workplace in 2024 is acknowledgement of the college’s efforts to create workplace culture that is committed to justice, equity, diversity, and inclusion and embraces a collaborative environment where diverse viewpoints are heard and respected.”**

**TEJINDER PAL SINGH**, STUDENT RECRUITMENT SPECIALIST

By strengthening our talent pipeline and fostering growth and development, we are building an inclusive and accessible workplace where all employees can thrive.

Led by People Services, we created a pilot leadership development program for administrators, equipping them with the skills and knowledge to advance in their careers. A framework was developed based on consultation and research and the viability of internal leadership programs, focusing on a core set of skills and creating a manager “essentials” program to ensure competency in basic managerial duties and how to grow teams. KPIs were tracked including conversion rate of internal employees moving to new roles within the college as a measure of retention and growth.

People Services introduced a web-based term hiring process that increased efficiencies, and implemented a pay transparency approach to meet government standards and be proactive in equity, diversity, and inclusion standards and gender-equity in pay. In 2024, VCC joined the Accessible Employers community, pledging to enhance inclusive hiring. It also participated in the Accessible Employers 2024 Pledge to Measure, tracking workplace disability representation nationwide.

The Environmental Sustainability Advisory Group championed initiatives that supported Indigenous perspectives, including the Three Sisters Garden, an Indigenous medicine garden that highlights traditional plant knowledge and sustainable practices.

Departments across the college collaborated to leverage diverse perspectives and expertise. VCC’s Hospitality Management program initiated a student-led equity, diversity, and inclusion committee to plan events and host guest speakers focusing on diversity and inclusion in the workforce. Automotive Trades, CAD/BIM, and Salon and Spa collaborated to develop more inclusive language and communications for their public-facing operations. Finally, Marketing and Communications initiated an accessible design working group to ensure users who visit the website or receive communications from the college can easily navigate and access information.



# Engaged Communities

Foster meaningful relationships and strategic partnerships that expand opportunities, community impact, and industry recognition.

## INDIGENIZATION BY DECOLONIZATION & RECONCILIATION

Deepen our relationships with Indigenous communities that are reciprocal and respectful of their perspectives and priorities.

## JUSTICE, EQUITY, DIVERSITY & INCLUSION

Engage equity-deserving groups and local cultural diaspora in meaningful collaborations that contribute to our diverse communities.

## BRAND

Build a strong college presence through a strategic brand and communications plan that engages new opportunities.

## FOUNDATION & ALUMNI

Leverage our alumni and donor relations to expand educational opportunities and support major capital projects through strategic fundraising.

## PARTNERSHIPS

Grow external partnerships and associations that increase our community impact and industry recognition.





**“VCC, in the true sense, is open to the community and welcomes everyone to participate and contribute. Community members are often seen on campus using services like Salon & Spa and dining at award-winning restaurants, like JJ’s Restaurant, giving students hands-on experience. Students of all ages are welcome to pursue higher education and gain leadership experience. Some, like me, thrived in class, made meaningful lifelong connections through volunteering and got an opportunity to be part of the Board of Governors, various college committees, and serve on the board of the student’s union.”**

**HARLEEN KAUR**, 2ND YEAR STUDENT, BUSINESS AND PROJECT MANAGEMENT POST-DEGREE DIPLOMA, ELECTED STUDENT REPRESENTATIVE, VCC BOARD OF GOVERNORS

This year, we expanded our reach through strategic initiatives, while continuing to strengthen awareness and engagement with community and industry partners.

VCC’s new brand truly reflects our community and our values. We engaged with partners across the college including students, employees, Indigenous Education Advisory, Equity, Diversity, and Inclusion Committee, and others—to ensure an inclusive brand identity.

As part of the college’s decolonization efforts, Indigenous Education and Community Engagement developed and published a formal territorial acknowledgement on correspondence, publications, and websites.

Student Services evaluated the college’s recruitment strategies by conducting an environmental scan of post-secondary institution recruitment campaigns, producing a gap analysis and recommendations report to strengthen our appeal to prospective students.

The VCC Foundation updated key areas to enhance visibility within the community. It conducted a comprehensive policy review and restructured its department to enhance capacity and performance. It expanded the board to include two new directors, improving governance, oversight, and strategic direction. Business automation progressed with a database upgrade to Raiser’s Edge NXT, optimizing operations and data management. Recurring events, including the annual signature fundraising event Flourish and student awards, were streamlined for greater impact and sustainability. Alumni was rebranded to boost engagement and visibility in line with VCC’s new brand.

The Partnership Development Office advanced initiatives benefitting students, employers, and partners. It facilitated Early Childhood Education Assistant training to immigrant and refugee women with Pacific Immigrant Resources Society, provided employer outreach support to the Canadian Hard of Hearing Association’s national training and employment project, hosted a Business Career Fair, and administered VCC Works, an online platform supporting student career development through job postings, career guidance, and work-integrated learning.

Our programs worked closely with community partners; Auto Collision and Refinishing program repaired a vehicle for the Burnaby Neighborhood House’s Meals on Wheels program and the Hospitality and Project Management programs hosted networking events for industry partners and students.



1

TOTAL RAISED  
\$200,000



2



3

Student Awards



4





# VCC Foundation

Lowering barriers to education is at the heart of what the VCC Foundation accomplishes. The department focuses on building relationships with donors to support students with awards, scholarships, and bursaries, access to technology, and more.

The Foundation's recent accomplishments demonstrate that when a student walks through the doors of VCC, opportunities for learning and growth inside and outside the classroom await.

**Laptop lending library:** Ensuring equitable access to technology, the Foundation purchased 40 new laptops available on loan to students. VCC laptops are modified with software and other adaptive equipment like enhanced microphones to support students requiring specialized tools.

**Adler University collaboration:** The Foundation is funding a new partnership with Adler University to help VCC students experiencing undiagnosed learning challenges access psychoeducational assessments and obtain accommodations like additional time on exams or tailored support services.

**New project for students with autism:** The Foundation is partnering with VCC's Disability Services to design and deliver a pilot program to provide autistic students the support they need to achieve educational success.

**ICBC partnership:** the Foundation facilitated a partnership with ICBC that provided a van to the School for Transportation Trades to refurbish and donate to the Pacific Association of First Nations women, providing Automotive Service students with invaluable work experience.

**2024 Flourish:** Last year was a record-breaking fundraising year at the Foundation's annual event, raising \$200,000 to purchase new virtual reality equipment, including haptic gloves, to provide hands-on learning opportunities for VCC students.

**New Car Dealers Association (NCDA) of BC scholarship fund:** The NCDA is an exciting new partner, who are investing in students' futures to promote workforce development and ensure a vibrant and skilled automotive industry. They have established the NCDA of BC Scholarship, covering five \$2,000 entrance awards per year.

The VCC Foundation's success in 2024 is setting the stage for an exciting future, supporting the college's bold Campus Plan and the catalyst project, the Centre for Clean Energy and Automotive Innovation. The Foundation's capital campaign will ensure that the college is well-positioned to support college initiatives for years to come.

1. Emcee Fred Lee announces funds raised at the 2024 annual VCC Foundation Flourish Gala, presented by RBC
2. VCC Culinary Arts students receive training alongside their instructors at Flourish
3. Outstanding students from every program receive a scholarship award with funds raised by VCC Foundation
4. VCC Student Awards is a bi-annual event that recognizes the hard work, class leadership, and community service of deserving students

# VCC in action

## Projects in progress (As of December 2024)

### ACADEMIC INNOVATION

- Online learning strategy part 1: Develop plan to recreate the online digital learning strategy and expand digital learning technologies
- Develop an indigenization and decolonization planning framework for the academic planning process
- Develop a program change framework that identifies and orders the process for all program change and creation at the college, including obligations for enrolment risk, financial sustainability, and educational quality
- Create a program development framework and program audit that simplifies and standardizes the registration process and credit structures
- Develop program audit tools and rubric necessary for assessing critical risk and sustainability with existing and proposed programs
- Implement the program development framework to simplify and standardize term-based delivery, the registration process and credit structures
- Improve data quality for applicant pool to make more data driven decisions and outputs for recruitment and student communications
- Reorganize Centre for Educational Excellence
- Develop and approve a case management approach for non-culpable student conduct
- Centralize Syllabi into CourseLeaf or other system

### CAMPUSES OF THE FUTURE

- Research and obtain consultation on best practices for incorporating Indigenous ways of knowing and universal design into the Campus Plan
- Build a business plan for financial support of phases two to six of the Campus Plan
- Establish a comprehensive space standards program that outlines criteria for the management of existing resources
- Optimize space management on campuses for both academic and non-academic room bookings
- Introduce a college-wide education program focused on waste minimization and energy conservation
- Develop a comprehensive framework to reduce energy consumption and minimize environmental impact



## **OPERATIONAL EXCELLENCE**

- Establish an active Enterprise Risk Management (ERM) Risk registry for the institution including all departments and schools with accountabilities
- Create and deliver to multiple community stakeholders an Enterprise Risk Management (ERM) training program
- Create risk catalogues for individual schools and departments
- For eligible programs, implement additional self-service functionality for students within the enterprise resource planning (ERP) system
- Implement and integrate the Accounts Payable automation workflow with VCC's ERP system to enhance operational efficiency and streamline processes

## **EMPOWERED PEOPLE AND INCLUSIVE CULTURE**

- Develop and implement an inclusive hiring strategy
- Create a disability and accommodation management program

## **ENGAGED COMMUNITIES**

- Determine an engagement approach to building meaningful relationships with the local Host Nations for protocol and reciprocative initiatives
- Replace website content management system and implement the new brand design
- Update the foundation's stewardship strategy to reflect our decolonizing practices for the donor recognition program
- Develop an internal government relations approach

- Publish VCC's institutional commitments on community development to the public website
- Create a curation of VCC stories that showcase VCC values, programs, and people to advance brand
- Develop a comprehensive capital campaign plan, including a cohesive brand identity, communication strategy, and public relations framework
- Establish a structured reporting mechanism to track progress, enhance donor engagement, and ensure strategic alignment with institutional fundraising goals
- Refine the structure of all restricted funds for sustainability, alignment with institutional priorities, and enhanced donor impact through data-driven strategies that optimize their utilization, transparency, and long-term growth







# Ground Blessing

In April 2024, members from the xʷməθkʷəy̍əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations came together for a ground blessing ceremony at the VCC Broadway campus to honour the history of the land and prepare the campus for the construction of the new Centre for Clean Energy and Automotive Innovation (CCEAI).

The ceremony included powerful land acknowledgements and ground blessings from representatives of all three host nations with VCC's community and industry partners bearing witness to the remarkable event. The occasion not only celebrated an innovative future at VCC but also reflected a collective journey towards cultural understanding and mutual respect.

The event marked a “rare and historical convergence of hearts and minds, united on sacred land,” as noted by Carleen Thomas, Elder of the Tsleil-Waututh Nation and witness responder at the blessing.

This pivotal moment underscores VCC's unwavering commitment to truth and reconciliation, inviting local Indigenous communities to partner meaningfully with the college community. It highlights the power of collaboration in advancing environmental and cultural sustainability.

The project is the first piece of a larger plan to revitalize campus infrastructure and will transform the Great Northern Way and Broadway corridors and unlock further opportunities that will benefit the surrounding community.

With significant investment from the Province of B.C. and support from the City of Vancouver and community neighbours, this shared partnership marks the beginning of a bold new chapter for VCC.



# VCC for the community

The Ministry of Post Secondary and Future Skills is supporting VCC with a \$36.9 million investment in large-scale commercial, energy-efficient kitchen upgrades at the Downtown campus. The plan will include two major induction kitchens, and renovations to culinary instruction and demonstration spaces to reflect emerging trends in the industry.

This multi-phased project will involve replacing aging infrastructure as part of a long-term plan to revitalize VCC's campuses, surrounding communities, and support the province with job-ready graduates in the Food and Beverage, Restaurant, and Hospitality and Tourism sectors.

The modernization of these kitchens will include open spaces to improve student collaboration between labs and food service stations, upgrades to teaching equipment, and support program growth.





**25+**

community events  
hosted at VCC

**2**



**3**



**4**



**5**



**6**



**7**



**8**



**10**



**11**

**9**



**1,000+**

VCC students graduate  
from a Red Seal training in  
automotive, baking, culinary,  
and hairstyling a year

## Partnerships in Action

**1.** VCC Automotive Collision and Refinishing students repaired a heavily damaged vehicle for Burnaby Meals on Wheels, helping resume meal delivery service to senior residents in the most need. **2.** VCC partners with Adler University to provide psychoeducational assessments for students experiencing learning challenges. **3.** A food resiliency fair was hosted for students to start normalizing conversations about food security, promote nutritious food samples, and inform about sustainable food practices. **4.** VCC Certified Dental Assisting Students provide free dental services to elementary school children in the annual Tooth Trolley event, making basic dental care more accessible to marginalized communities. **5.** VCC's Deaf and hard of hearing, Visually Impaired, ASL studies, and Sign Language Interpretation programs celebrate their 50 years of inclusion and empowerment. **6.** VCC provides training opportunities to strengthen partnership with Coast Institute of Technology in Kenya. **7.** Asian Culinary Arts students learn first-hand cooking techniques from three talented Thai chefs. **8.** VCC offers fun, educational, family-friendly activities at the community-inspired Flats Festival, an annual fair designed to support businesses in the South Flats area along Great Northern Way. **9.** BIPOC Foundation sparks authentic conversations on business success for start-ups. **10.** Honouring Orange Shirt Day through cultural events and activities. **11.** VCC celebrates the festival of lights Diwali and Bandi Chhor Divas at the Downtown campus.



### Office of the President

[vcc.ca/president](http://vcc.ca/president)

[president@vcc.ca](mailto:president@vcc.ca)



@vccpresident



Ajay Patel

### Downtown campus

250 W Pender Street

Vancouver, BC



VCC



myVCC



myVCC



myVCC



myVCC



Vancouver Community College (VCC)

### Broadway campus

1155 E Broadway

Vancouver, BC