

A woman with long hair is running on a rocky shore at sunset. The sun is low on the horizon, casting a warm glow over the water and the sky. The woman is in profile, running towards the right. The foreground is filled with tall grasses and rocks. The background shows a body of water and distant hills.

A Different Kind of University

Vancouver Island University's Draft 2021-2026 Strategic Plan

Report on Public Engagement



**VANCOUVER ISLAND
UNIVERSITY**

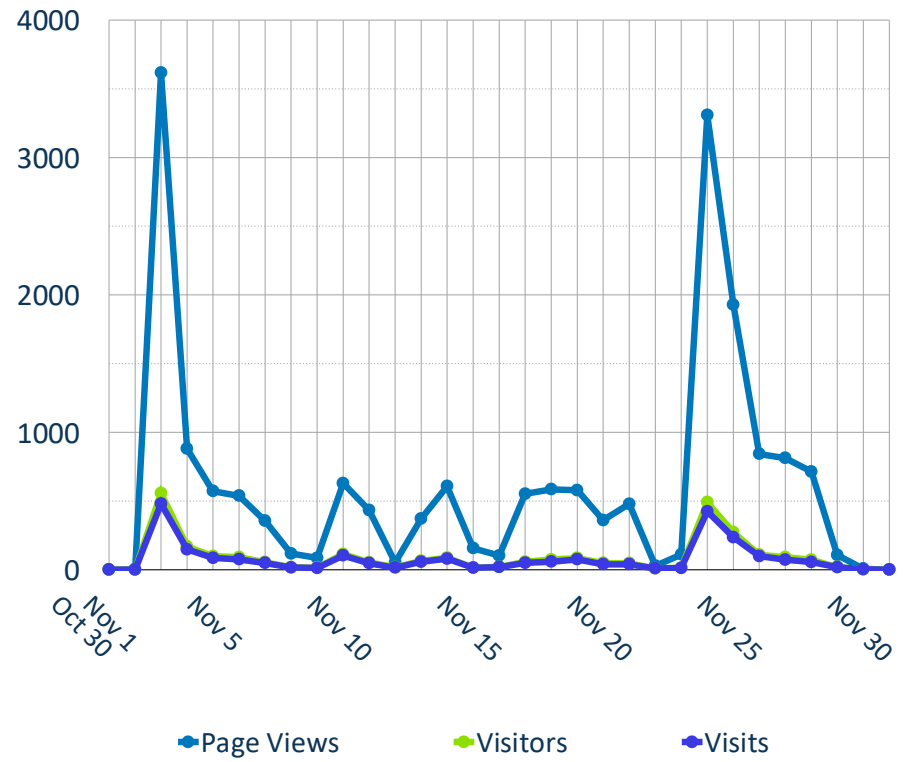
Introduction

- From November 2 to November 27, 2020, Vancouver Island University used the Ethelo online engagement process to gather feedback on its Draft 2021-2026 Strategic Plan.
- The purpose was to gather insights from employees, learners, alumni, community members and students-to-be regarding the proposed goals, objectives, and initiatives of the plan.
- Participants were asked to indicate their support on a five-point voting scale and provide comments on various sections of the plan.
- The Ethelo platform allowed all participants to see areas of support and highlight areas that call for refinement. Overall, the plan was met with overwhelming support.

Participation



Number of visitors: **2,020**
Number of voters: **395**
Number of people who commented: **191**
Page views: **19,683**
Average time on platform: **11 minutes**



Key Findings

Overall, participants were overwhelmingly supportive.

Section	Topic	Level of support	% Approval
A New Direction	Vision	Support	90%
	Ambition	Support	92%
	Values	Support	88%
Expand Enrolment and Access	Expanded outreach	Support	94%
	More future-focused programming	Strong Support	95%
	New ways of learning	Support	83%

Section	Topic	Percent Change	% Approval
Support Learner Success	Enhanced support for transition to work	Strong Support	96%
	Greater financial help	Support	91%
	Streamlined Supports	Strong Support	95%
Honour Indigeneity	New Honouring Indigeneity Action Plan	Support	92%
Deepen Inclusion and Celebrate Diversity	Enhanced global citizenship	Strong Support	95%
	New Equity, Diversity, and Inclusion Action Plan	Support	94%
Promote Well-Being	Better work/life balance	Strong Support	97%
	Great space for connection	Strong Support	96%
	Healthier pedagogy	Support	93%

Section	Topic	Percent Change	% Approval
Focus on Community-Engaged Research	Enhanced support for researchers	Support	94%
	Increased focus on community-engaged research	Support	93%
Enhance Community-Based Learning	Greater community-based learning	Strong Support	100%
Adopt Sustainability Perspectives	New operational sustainability plan	Support	94%
	New Seven Generations plan	Support	93%



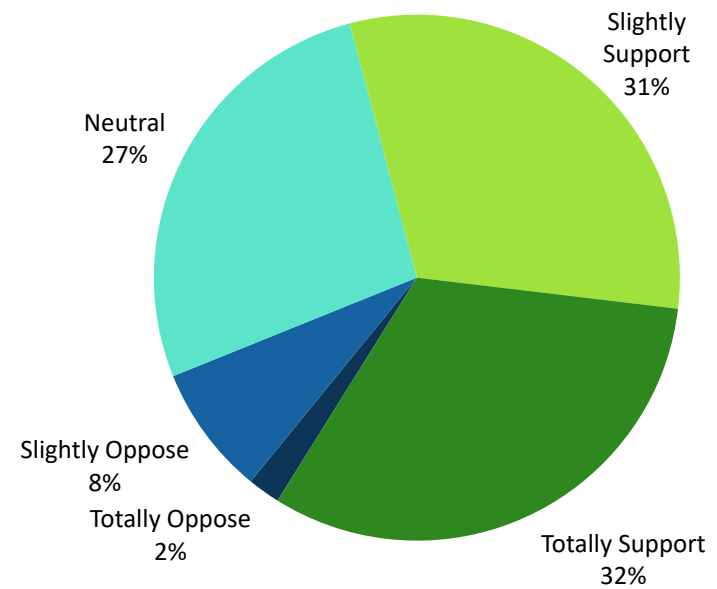
Voting Results: A New Direction

Section: Voting Results

Vision

- Not support: 10%
- **Support: 90%**

90% of participants indicated they were supportive of VIU's vision with 32% of participants voting in total support.

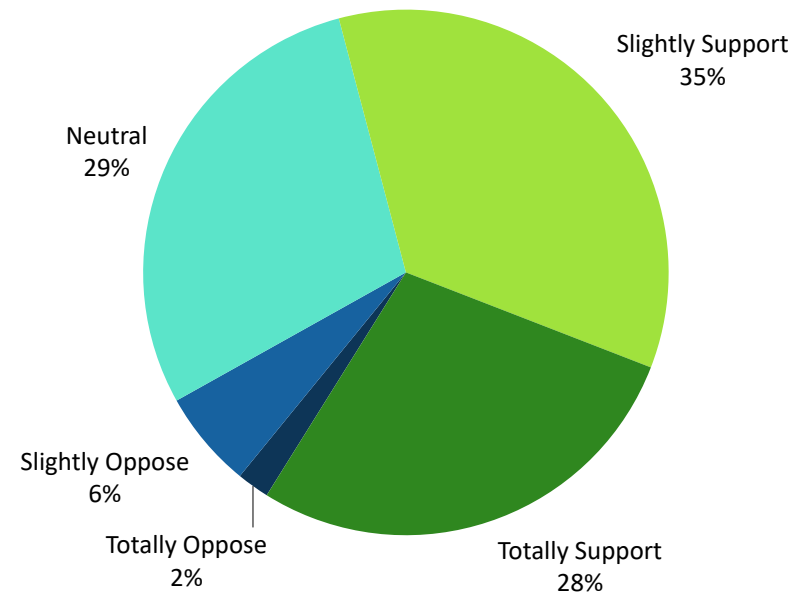


Section: Voting Results

Ambition

- Not support: 8%
- **Support: 92%**

92% of participants indicated they were supportive of the Ambition statement with 28% of participants voting in total support.

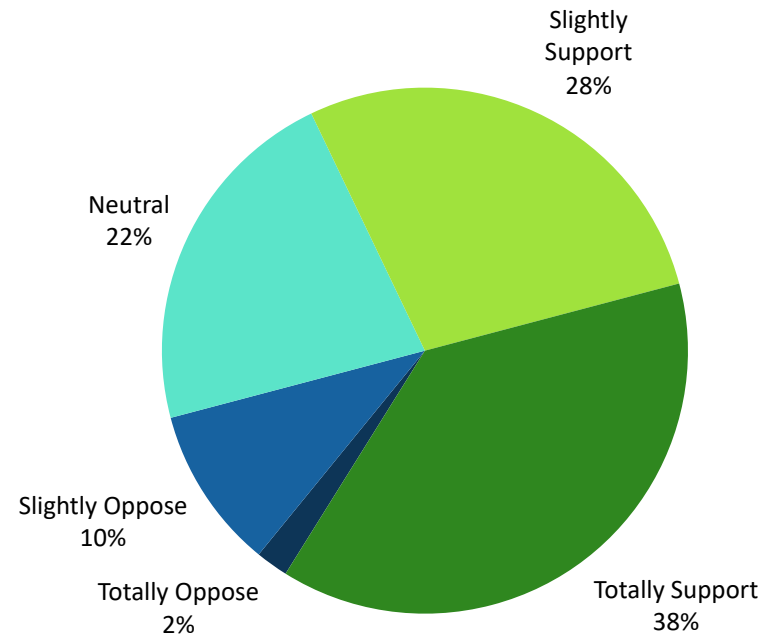


Section: Voting Results

Values

- Not support: 12%
- **Support: 88%**

88% of participants indicated they were supportive of the Values statement with 38% of participants voting in total support.





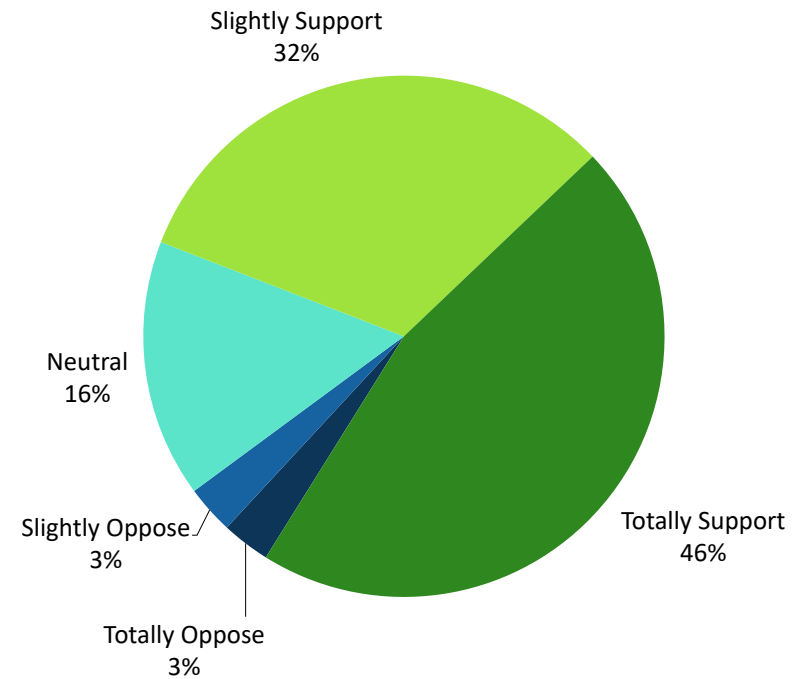
Voting Results: Expand Enrolment and Access

Section: Voting Results

Expanded outreach

- Not support: 6%
- **Support: 94%**

94% of participants indicated they were supportive of expanding outreach with 46% of participants voting in total support.

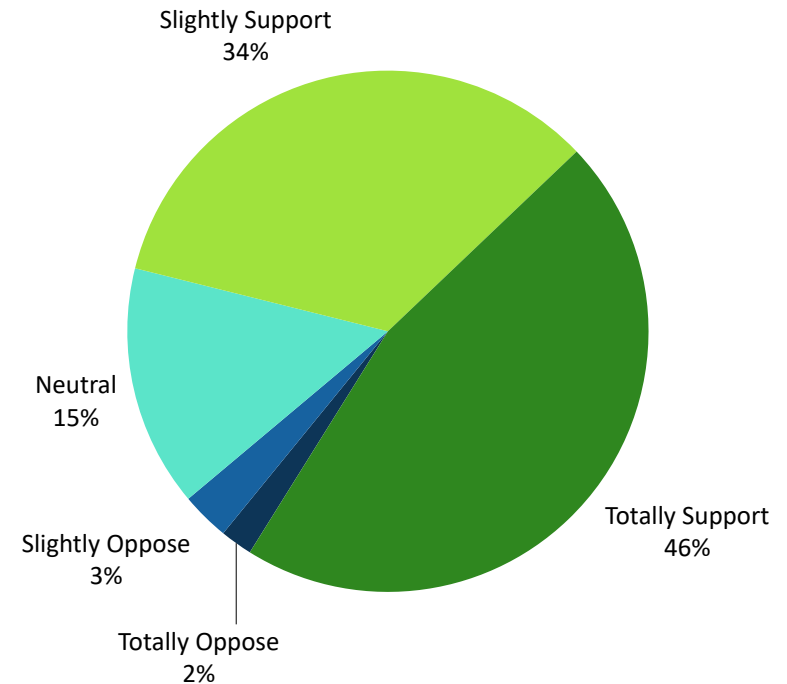


Section: Voting Results

More future-focused programming

- Not support: 5%
- **Support: 95%**

95% of participants indicated they were supportive of more future-focused programming with 46% of participants voting in total support.

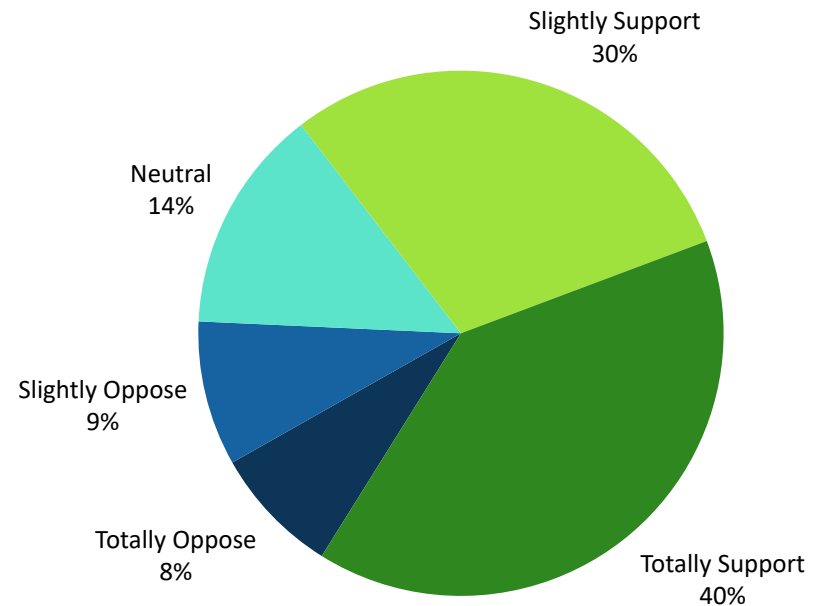


Section: Voting Results

New ways of learning

- Not support: 17%
- **Support: 83%**

83% of participants indicated they were supportive of new ways of learning with 40% of participants voting in total support.





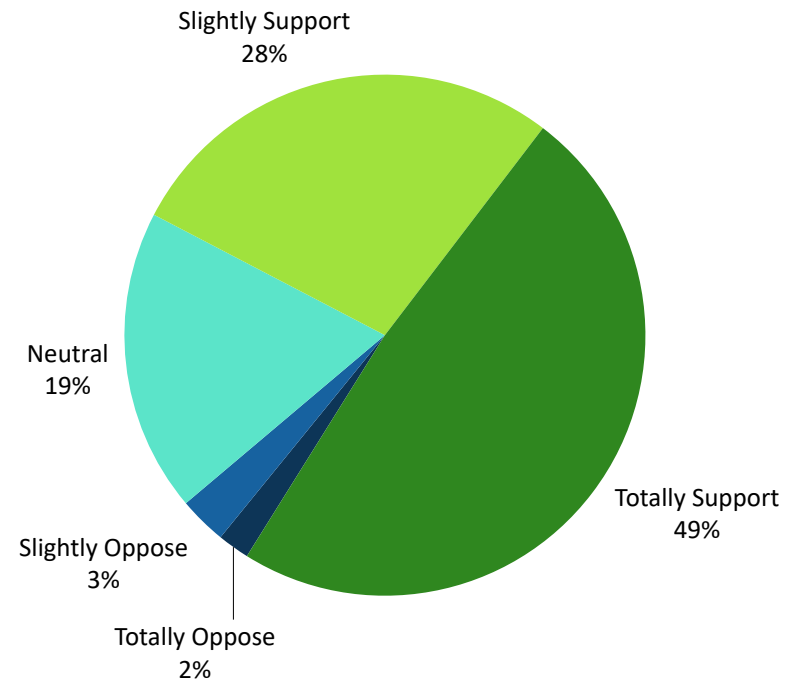
Voting Results: Support Learner Success

Section: Voting Results

Streamlined supports

- Not support: 5%
- **Support: 95%**

95% of participants indicated they were supportive of streamlined supports with 49% of participants voting in total support.

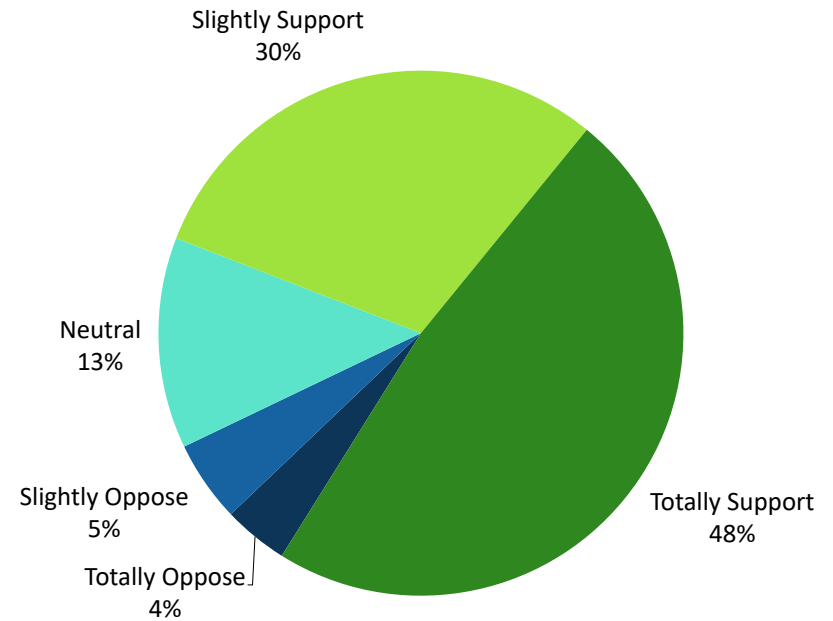


Section: Voting Results

Greater financial help

- Not support: 9%
- **Support: 91%**

91% of participants indicated they were supportive of greater financial help with 48% of participants voting in total support.

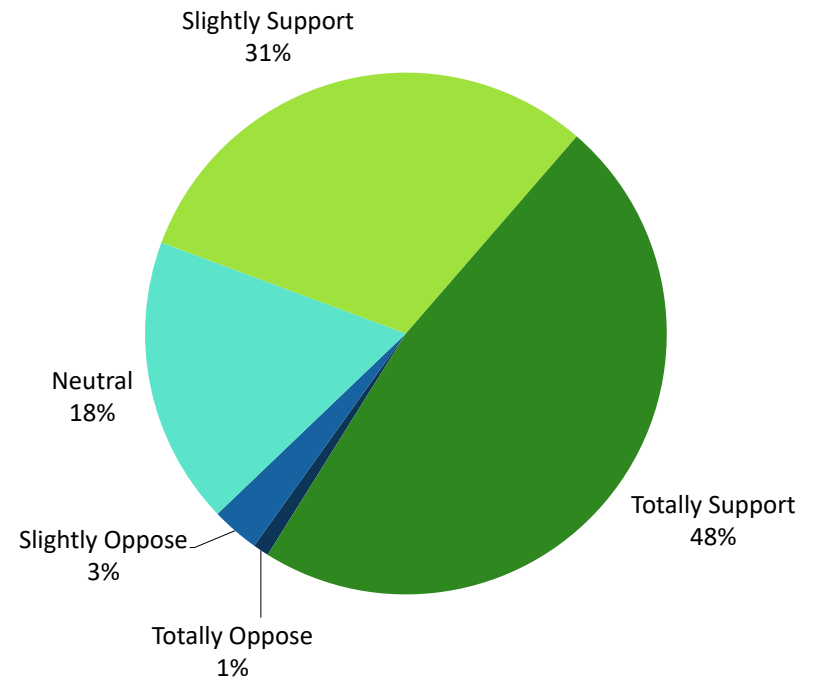


Section: Voting Results

Enhanced support for transition to work

- Not support: 4%
- **Support: 96%**

96% of participants indicated they were supportive of enhancing support for transition to work with 48% of participants voting in total support.





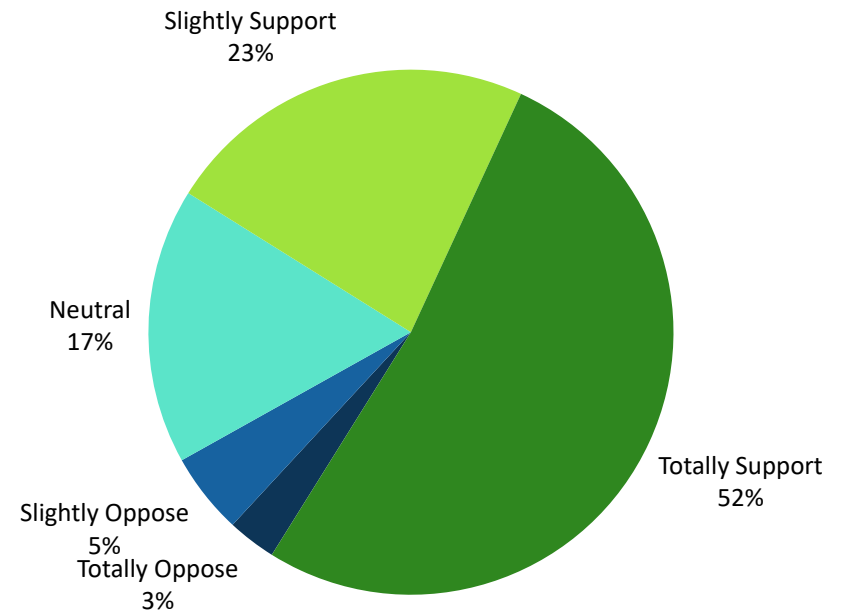
Voting Results: Honour Indigeneity

Section: Voting Results

New Honouring Indigeneity Action Plan

- Not support: 8%
- **Support: 92%**

92% of participants indicated they were supportive of a new Honouring Indigeneity Action Plan with 52% of participants voting in total support.





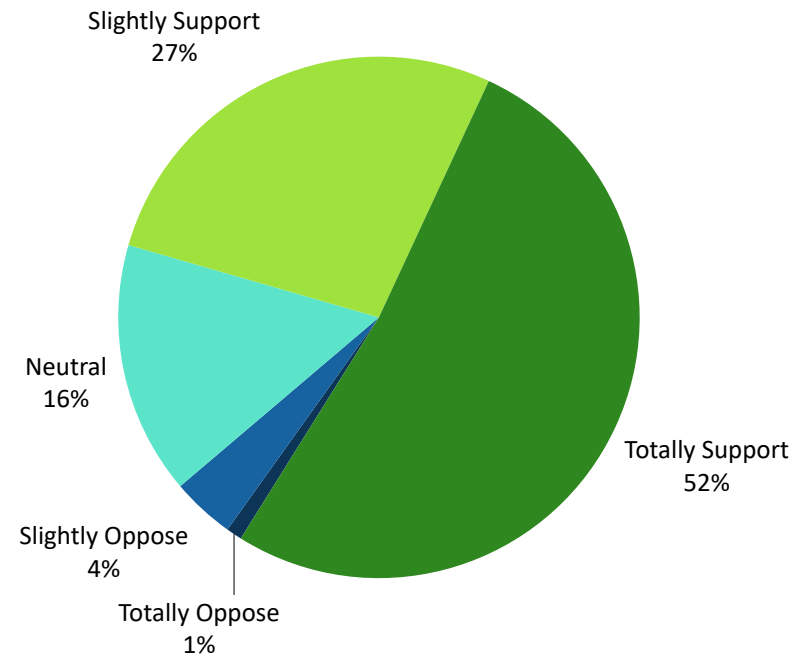
Voting Results:
Deepen Inclusion
and Celebrate
Diversity

Section: Voting Results

Enhanced global citizenship

- Not support: 5%
- **Support: 95%**

95% of participants indicated they were supportive of enhancing global citizenship with 52% of participants voting in total support.

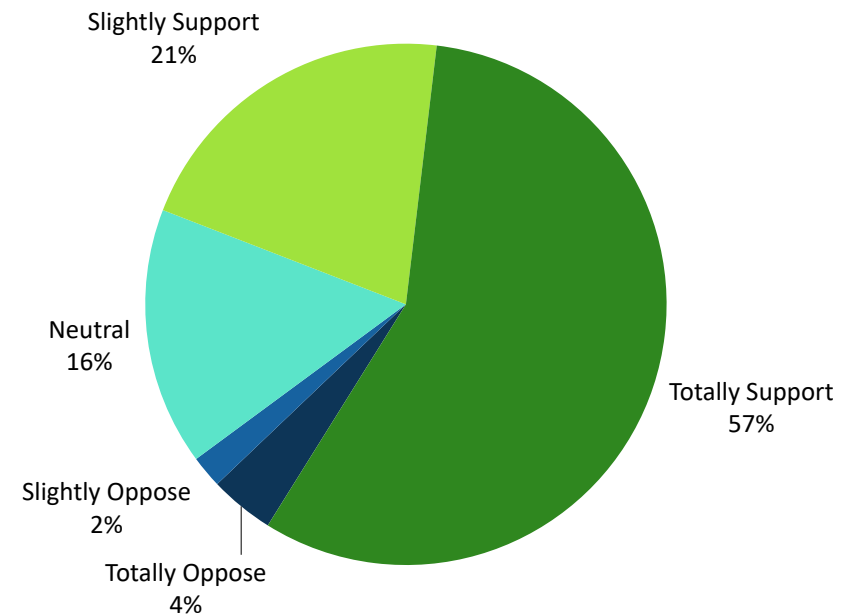


Section: Voting Results

New Equity, Diversity, and Inclusion Action Plan

- Not support: 6%
- **Support: 94%**

94% of participants indicated they were supportive of a new Equity, Diversity, and Inclusion Action Plan with 57% of participants voting in total support.





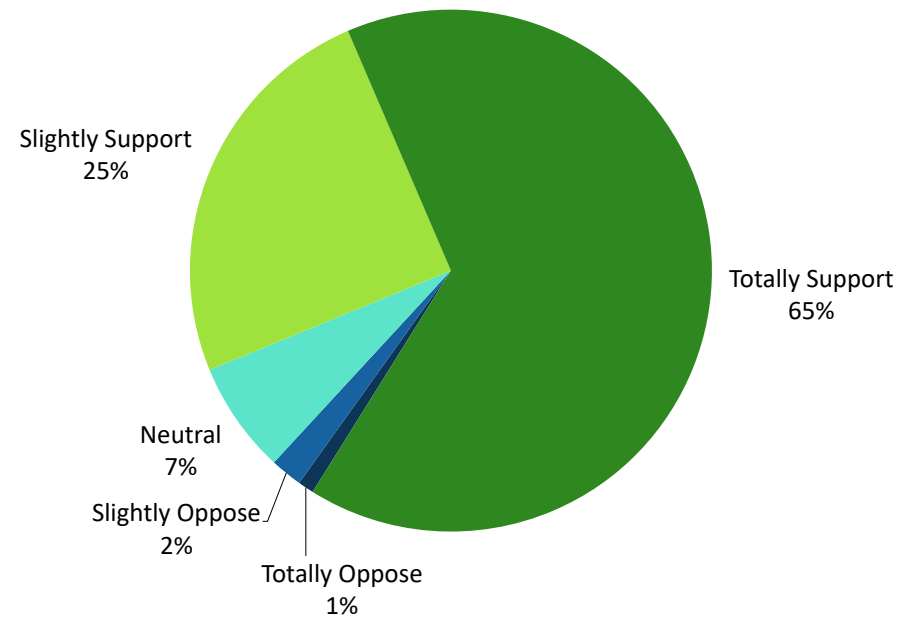
Voting Results:
Promote
Well-Being

Section: Voting Results

Better work/life balance

- Not support: 3%
- **Support: 97%**

97% of participants indicated they were supportive of better work/life balance with 65% of participants voting in total support.

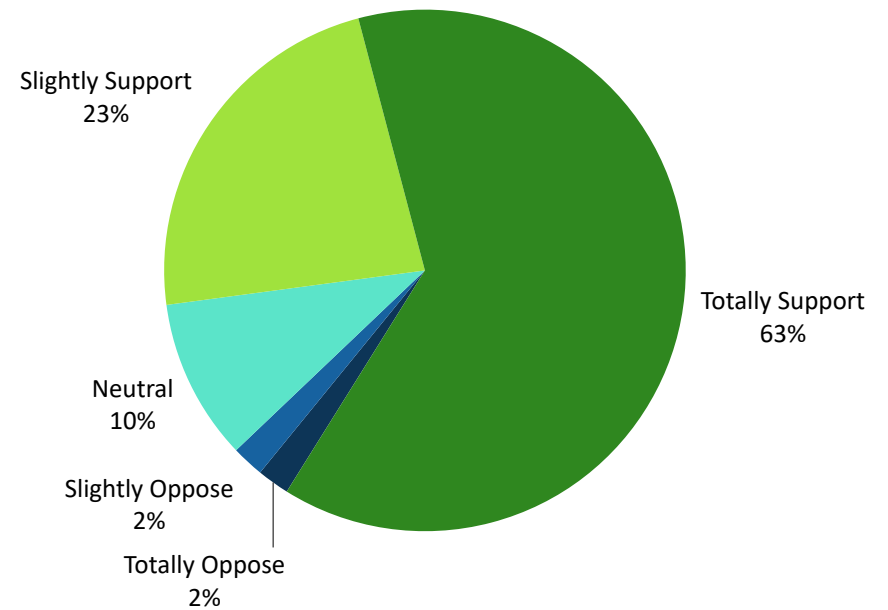


Section: Voting Results

Greater space for connection

- Not support: 4%
- **Support: 96%**

96% of participants indicated they were supportive of greater space for connection with 63% of participants voting in total support.

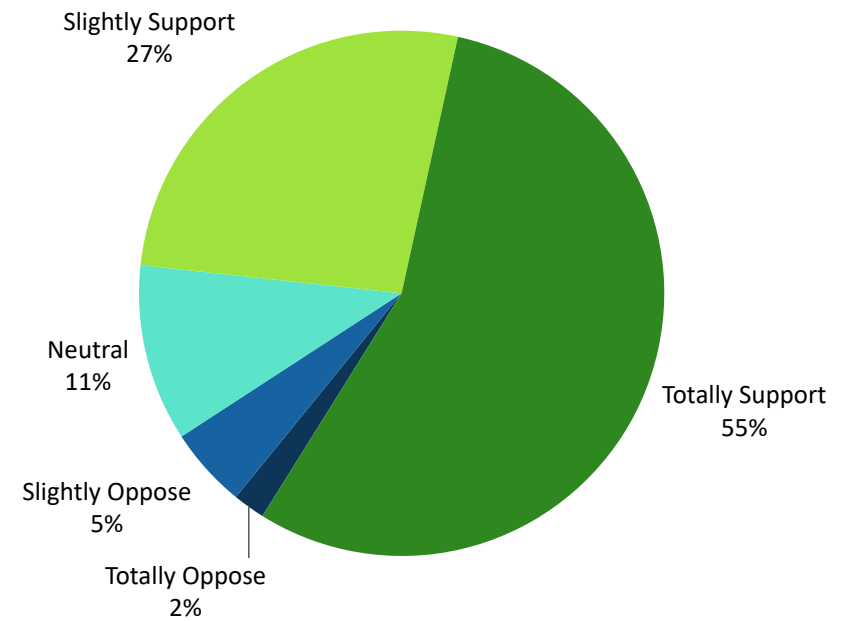


Section: Voting Results

Healthier pedagogy

- Not support: 7%
- **Support: 93%**

93% of participants indicated they were supportive of healthier pedagogy with 55% of participants voting in total support.

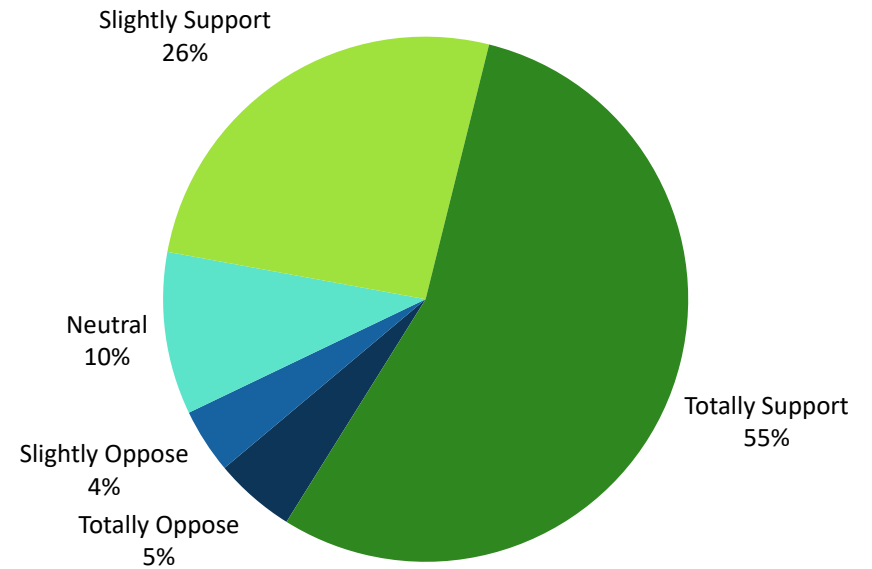


Section: Voting Results

Increased mental health skill-building

- Not support: 9%
- **Support: 91%**

91% of participants indicated they were supportive of increasing mental health skill-building with 55% of participants voting in total support.





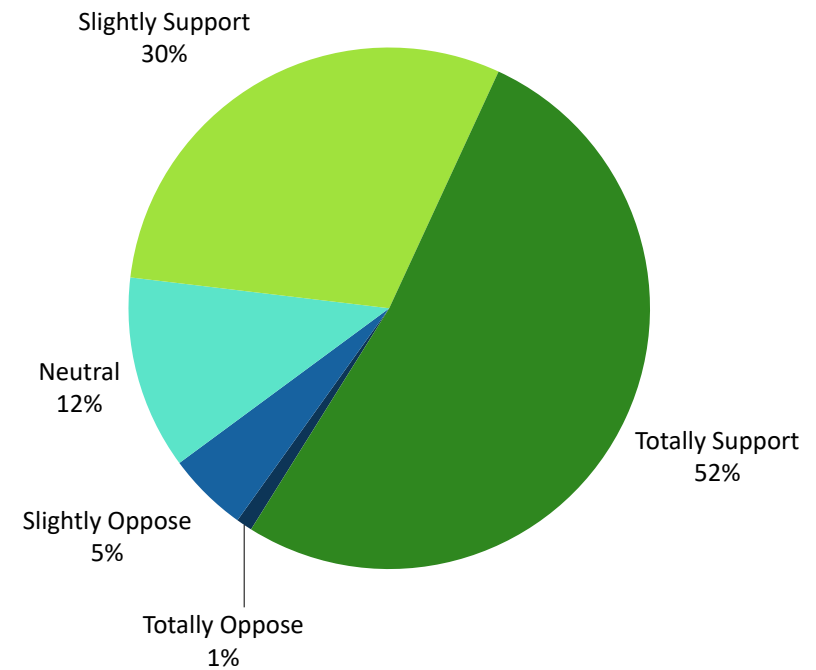
Voting Results: Focus on Community- Engaged Research

Section: Voting Results

Enhanced support for researchers

- Not support: 6%
- **Support: 94%**

94% of participants indicated they were supportive of enhancing support for researchers with 52% of participants voting in total support.

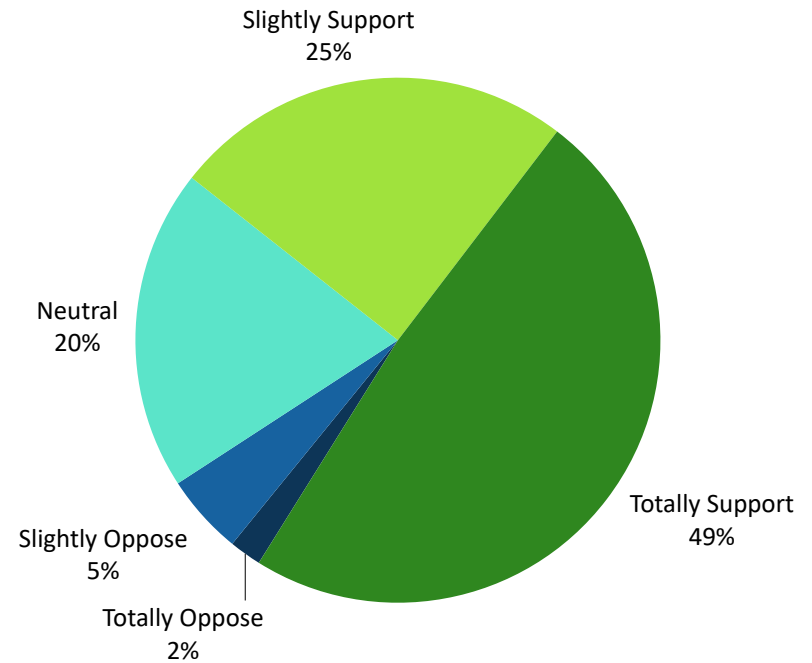


Section: Voting Results

Increased focus on community-engaged research

- Not support: 7%
- **Support: 93%**

93% of participants indicated they were supportive of enhancing support for researchers with 49% of participants voting in total support.





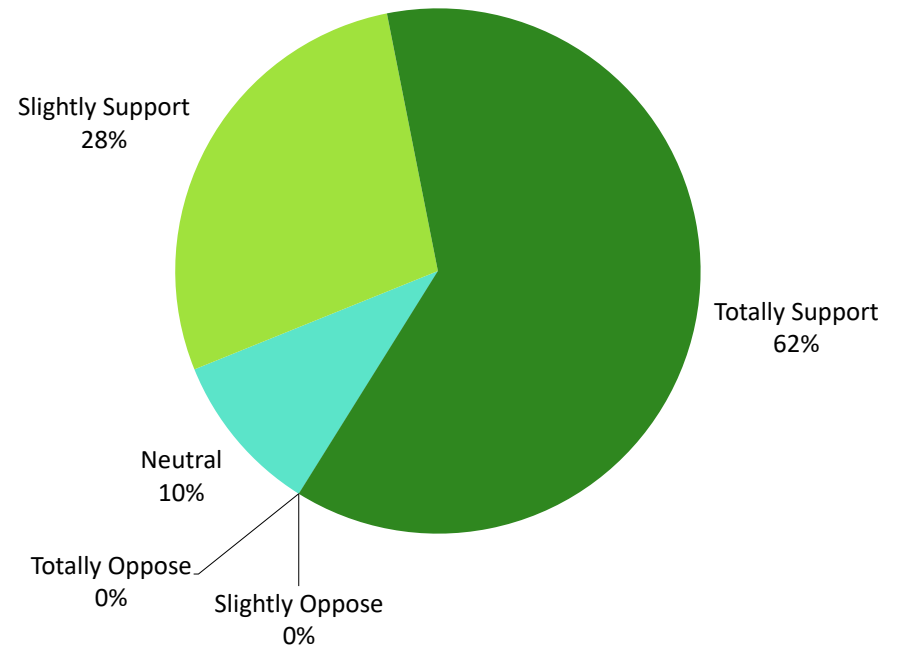
Voting Results: Enhance Community-based Learning

Section: Voting Results

Greater community-based learning

- Not support: 0%
- **Support: 100%**

100% of participants indicated they were supportive of greater community-based learning with 62% of participants voting in total support.





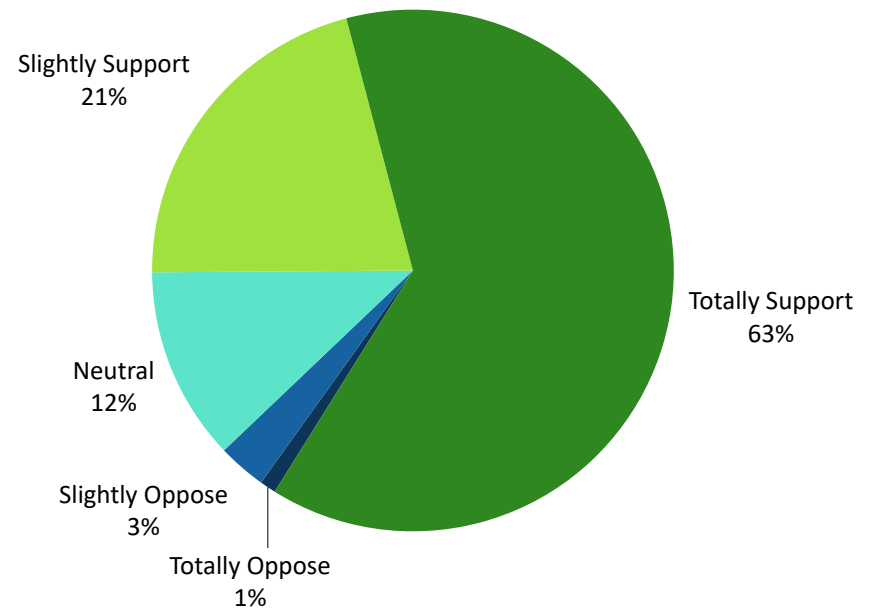
Voting Results: Adopt Sustainability Perspectives

Section: Voting Results

New Operational Sustainability Plan

- Not support: 4%
- **Support: 94%**

94% of participants indicated they were supportive of a new operational sustainability plan with 63% of participants voting in total support.

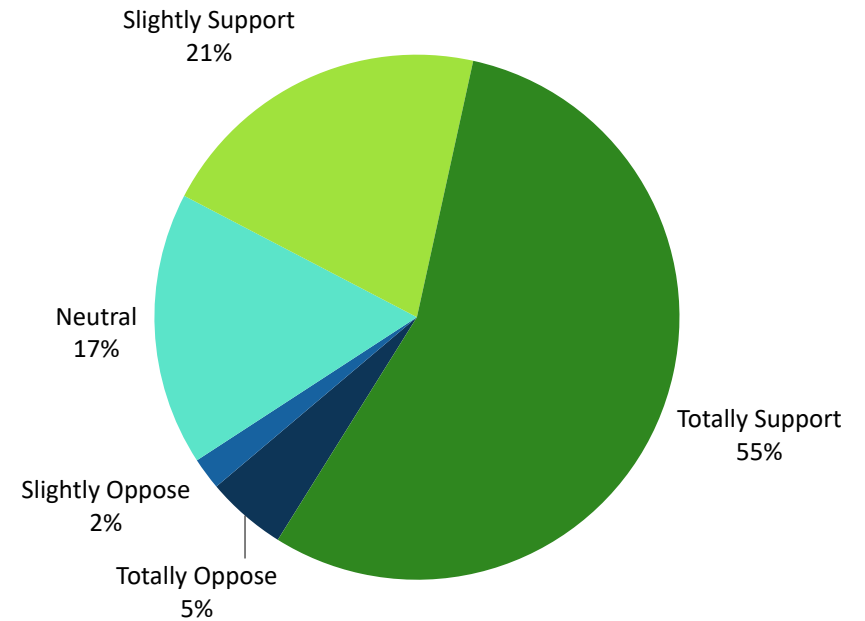


Section: Voting Results

New Seven Generations Plan

- Not support: 7%
- **Support: 93%**

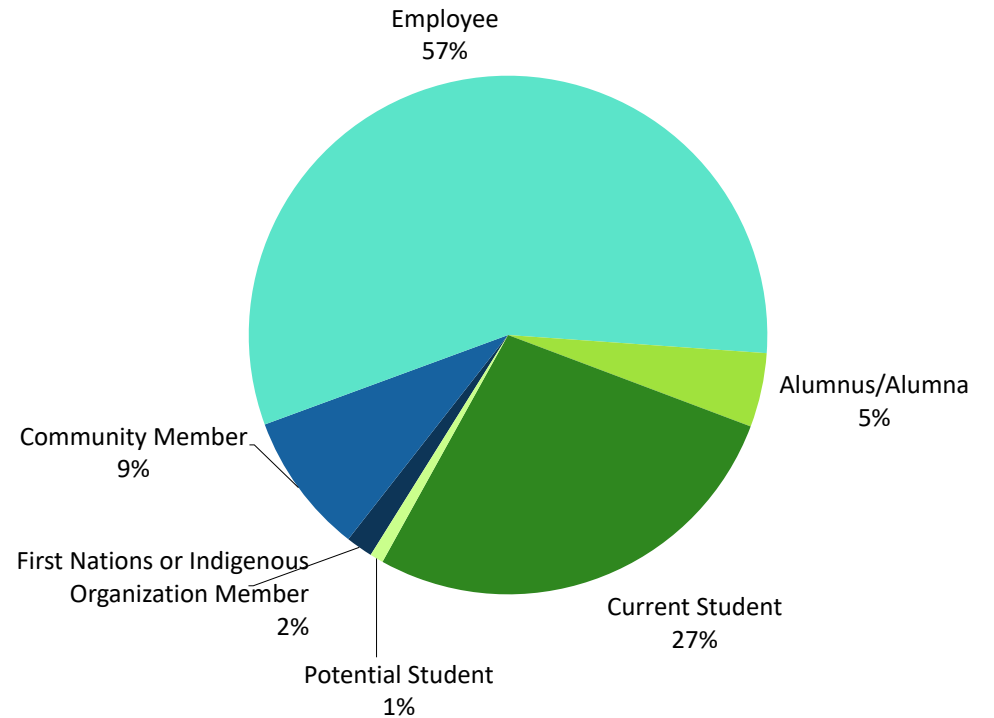
93% of participants indicated they were supportive of a new Seven Generations plan with 55% of participants voting in total support.



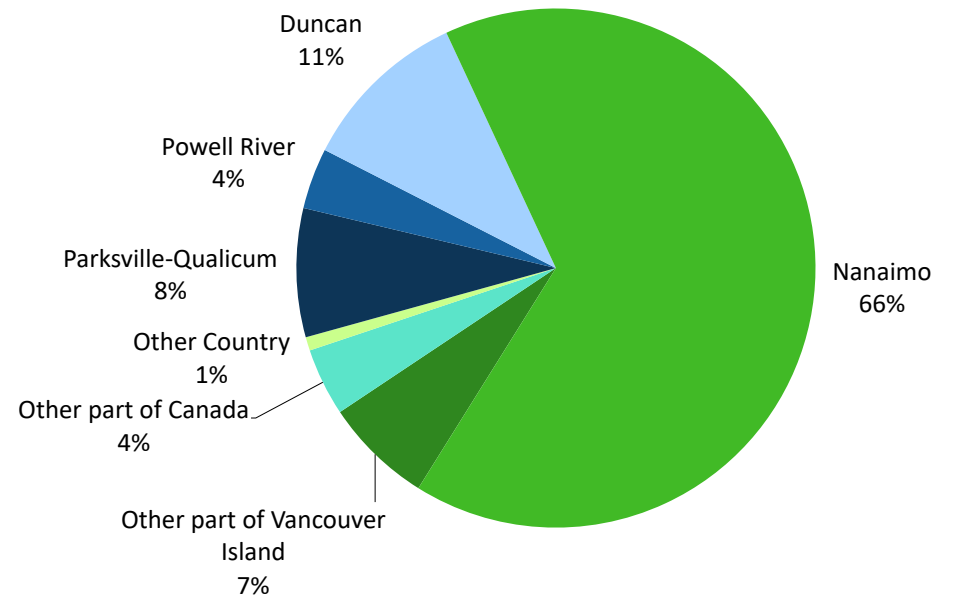
Demographic Profile



What role do you play at VIU?

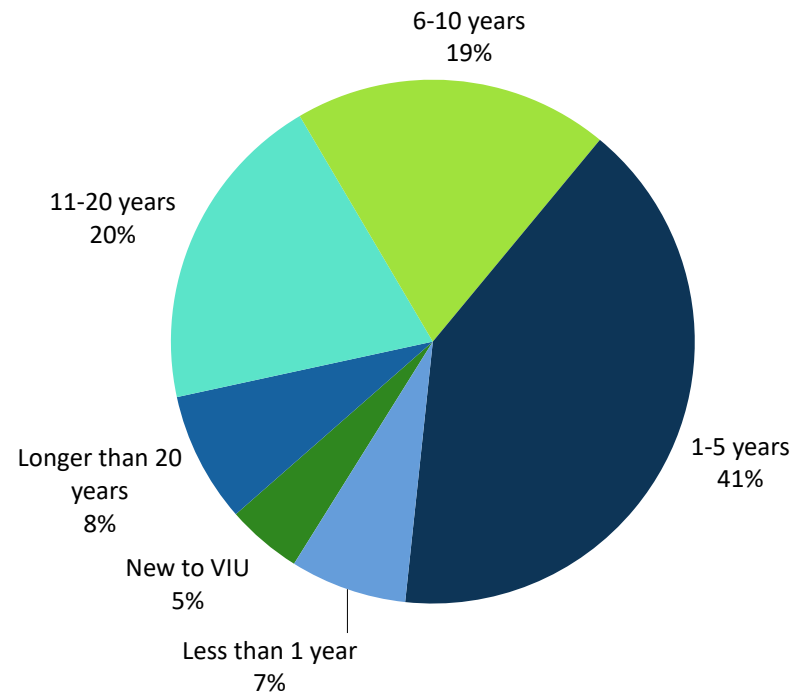


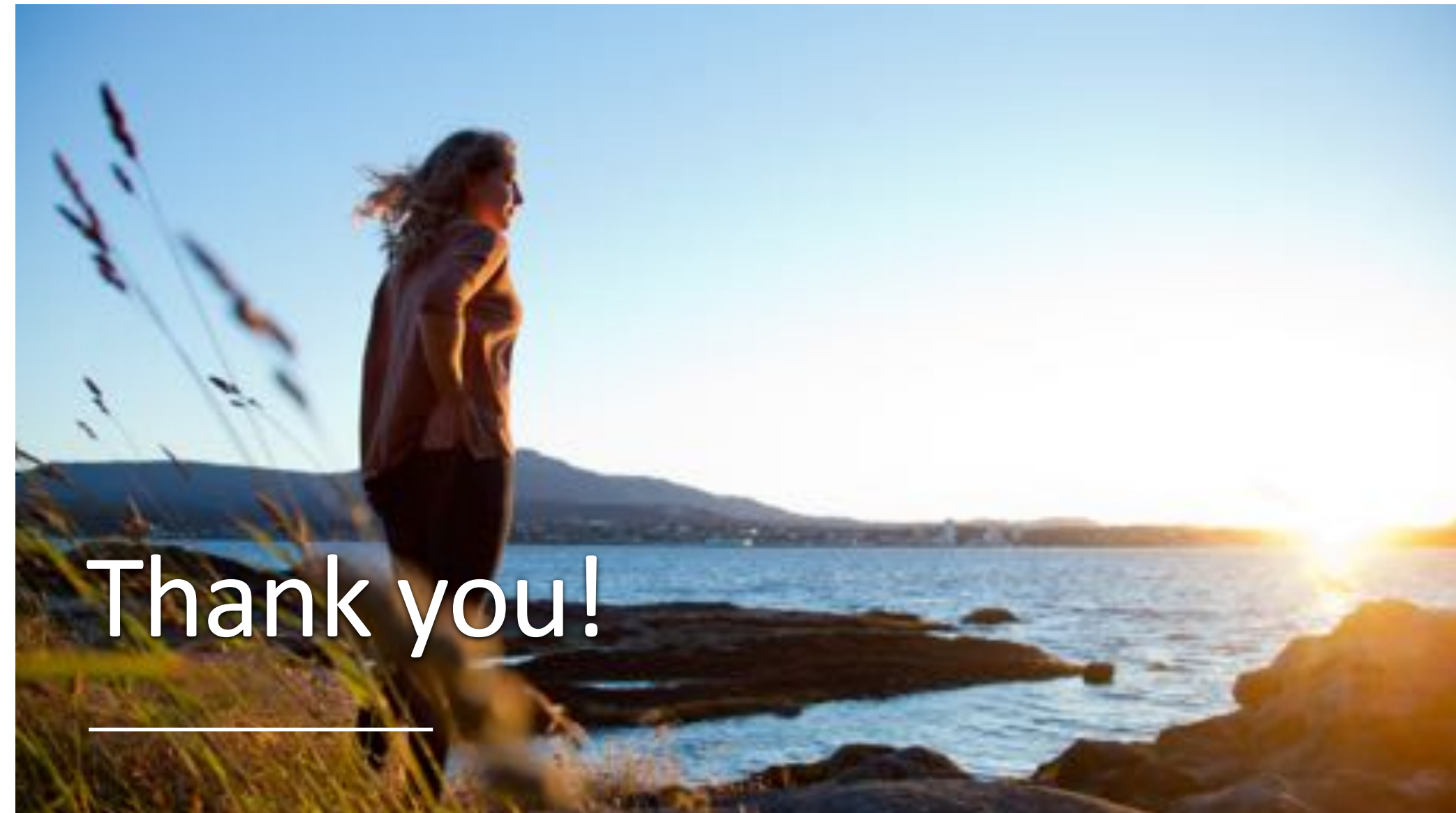
Where do you live?



Section: Demographic Profile

How long have you been involved with VIU?





Thank you!
