



SUBJECT	TUITION BACHELOR OF MEDIA STUDIES - NEW INTERNATIONAL STUDENTS
MEETING DATE	FEBRUARY 15, 2018

Forwarded to the Board of Governors on the Recommendation of the President

**APPROVED FOR
SUBMISSION**

Santa J. Ono, President and Vice-Chancellor

DECISION REQUESTED	IT IS HEREBY REQUESTED that the <i>UBC Board of Governors approve the tuition increase for new incoming international students for the Bachelor of Media Studies at UBC Okanagan effective May 1, 2018.</i>
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Report Date	January 19, 2018
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Presented By Deborah Buszard, Deputy Vice-Chancellor and Principal
 Cynthia Mathieson, Provost and Vice-Principal Academic
 Hugh Brock, Associate Provost, Academic
 Patricia Lasserre, Associate Provost, Enrolment & Academic Programs

EXECUTIVE SUMMARY

The Bachelor of Media Studies program prepares students for the gaming industry, web design, and interactive media. The program fulfills student needs for a more integrated interdisciplinary program, and provides the local industry with a larger pool of skilled workers. Jointly offered by the Faculty of Creative and Critical Studies and the Irving K. Barber School of Arts and Sciences, the Bachelor of Media Studies program consists of 84 credits of core courses in seven areas of the Arts (creative writing, digital humanities, English, history, media studies, and visual arts) and computer science and 36 credits of elective courses.

In 2015, the Board of Governors approved an increase in tuition for new incoming international students effective May 2016 and for the two succeeding academic years. This program was approved in 2016 for the 2017-2018 academic year. However, it was unclear whether the 2018/19 tuition increase was also consulted with students. To confirm alignment with Vancouver, we are hereby presenting a second consultation report for the 2018-2019 tuition increase at \$1,219.61 per credit for new incoming international students entering the program on or after May 1, 2018.

INSTITUTIONAL STRATEGIC PRIORITIES SUPPORTED

- Learning
- Research
- Innovation
- Engagement (Internal / External)
- International
- or Operational

DESCRIPTION & RATIONALE	<p>The Bachelor of Media Studies program was approved by the Board of Governors on December 6, 2016, and commenced in September 2017 at the 2017/18 tuition rate of \$1,161.57 per credit for international students, identical to its Vancouver counterpart.</p> <p>The tuition for the Bachelor of Media Studies program in Vancouver was determined through a rigorous process of benchmarking against peer institutions. On December 3, 2015, the Bachelor of Media Studies program in Vancouver received Board approval for a 5% increase in 2018/19 tuition for new incoming international students at \$1,219.61 per credit.</p>
BENEFITS Learning, Research, Financial, Sustainability & Reputational	<p>The Bachelor of Media Studies program was built on many of the features that made its counterpart in Vancouver a success. Bachelor of Media Studies graduates will find employment in interactive art and game design, multimedia direction and production; digital project management; web and mobile designers and developers; and in high-level academic research at the graduate levels.</p>
CONSULTATION Relevant Units, Internal & External Constituencies	<p>UBC Okanagan students were consulted on proposed tuition fees for the BMS from October 4th, 2017 until December 1st, 2017. Such consultation consisted of an online and in-person consultation with the Student Union who responded positively to the proposal.</p>

Previous Report Date	December 3, 2015
Decision	<p>The UBC Board of Governors approved an increase in tuition for new incoming international students effective May 1, 2016 and for the two succeeding academic years. This approval includes the Bachelor of Media Studies in Vancouver at \$1,219.61 per credit in 2018/19 for new incoming international students entering the program on or after May 1, 2018.</p>
Action / Follow Up	N/A
Previous Report Date	December 6, 2016
Decision	<p>The UBC Board of Governors approved the tuition of \$1,161.57 per credit in 2017/18 for international students for the new Bachelor of Media Studies program which commenced in September 2017.</p>
Action / Follow Up	N/A

Appendix 1 – Program Tuition and Fee Assessment Details

Program Description: Bachelor of Media Studies

Start Date of the Program: 2017 Winter Session

Changes to international students' tuition: 2018 Summer Session

	Domestic	International
Tuition Fees per Credit - Note 1	\$234.81	\$1,219.61
Application Fee – Note 2	\$68.00	\$114.00
Supplemental Application Fees	Not applicable	Not applicable
Non-Refundable Acceptance Deposit – Note 3	\$500.00	\$1,000.00
Other Faculty and Course Fees	Not applicable	Not applicable

Note 1 – Approved by Board on December 3, 2015, in Vancouver, the Bachelor of Media Studies tuition for new incoming international students increased 5% for the 2018/19 academic year.

Note 2 - This is the current standard rate for the 2018W application cycle and is subject to annual increases.

Note 3 - The non-refundable acceptance deposits will be applied towards the first tuition instalment.

Dear Trophy,

The Faculty of Creative and Critical Studies and the Irving K. Barber School of Arts and Sciences has begun jointly offering a Bachelor of Media Studies program this year. Both UBC campuses have agreed that the tuition fees for the BMS experience will be the same. In the tuition schedule set for 2016/17, 2017/18, and 2018/19 by the Board of Governors the scheduled tuition increases for international students enrolling in the Okanagan BMS were not part of the consultation process. I am writing to remedy that, and invite UBCO student leadership to participate in a consultation on establishing scheduled tuition increases for international students in this program for year 2018/19.

This package outlines the consultation process and contains the following items:

- Instructions to provide feedback;
- An overview of the program;
- The rationale for the proposed tuition increases;
- The proposed tuition;
- Comparator tuition amounts in other universities

Students and student organizations can either submit their comments via e-mail or during a face-to-face meeting to be held on campus on a date to be determined in consultation with the UBCSUO. International students currently enrolled in the BMS-Okanagan will be contacted directly.

The consultation process will end on November 1, 2017.

Don't hesitate to contact us if you have any questions.

Thank you.

Ian Cull
Associate Vice President Students

Wisdom Tettey
Dean
Irving K Barber School of Arts and Sciences

Bryce Traister
Dean
Faculty of Creative and Critical Studies

Bachelor of Media Studies Tuition Consultation

The University would like to gather your comments on the tuition proposal for the new Bachelor of Media Studies program. Below you will find:

- instructions to provide feedback
- an overview of the program
- the proposed tuition
- the tuition rationale
- similar program tuition in other Canadian universities

Instructions

We are seeking comments from individual students and student organizations on campus. Please review and distribute the information below as you deem appropriate.

All comments should be sent to: ian.cull@ubc.ca before November 1, 2017.

If you have any questions about this consultation process, please, contact the AVP Students Office: ian.cull@ubc.ca

Confidentiality

Comments will be collected by the Office of the Associate Vice-President (Students), and only analysts within that office will know the identity of individual students submitting comments. At no time will anyone outside the Office of the Associate Vice-President (Students) know the identity of individual students who submit comments to this consultation. Your comments will only be used for the purposes of the tuition consultation. Comments from individual students will be stripped of any identifying information to ensure confidentiality, but otherwise will be provided to the responsible Faculties and the Board of Governors verbatim.

Comments received from student organizations will be reported as coming from those organizations, and provided to the responsible Faculties and to the Board of Governors as received.

There will also be a summary report of the consultation developed for the Faculty of Creative and Critical Studies, the Irving K Barber School of Arts and Sciences, and the Board of Governors.

Program Overview

The Bachelor of Media Studies (B.M.S.) degree is a four-year, direct-entry, multi-disciplinary cohort program blending practice, theory, and research methodology in the participating disciplines. Students take designated “core” courses from several subject areas, including Computer Science; Creative Writing; Digital Humanities; English; History; Media Studies; and Visual Arts. Students will be part collaborative teams working on innovative, socially and

economically relevant projects; and developing a portfolio of skills and experiences to meet today's employment and entrepreneurial needs.

The core curriculum consists of 84 mandatory credits, ensuring broad competencies and offering practical and relevant experiential learning opportunities for Media research and creation; the remaining 36 electives are chosen from any Arts and Sciences courses that enable some specialization for the workplace or for further study. In consultation with the program advisor, each student will develop a learning plan to guide their choice of electives and preparation them for co-curricular opportunities in the field.

For more information on the BMS at UBC Okanagan, see <https://bms.ok.ubc.ca/>.

Tuition Fees

For international students, the 2017-18 BMS tuition is \$1,161.57 per credit hour, or \$34,847 annually. The proposed 5% increase will bring the per credit amount to \$1,219.61, or \$36,588 annually.

Rationale

UBC Vancouver international tuition has already received approval by the Board of Governors. This proposed increase brings the Okanagan tuition schedule fully into line with UBC-V for this program. Maintaining parity with the Vancouver campus is important for maintaining the credibility of the educational experiences offered on the Okanagan campus.

Students registered in the BMS program will:

- a) Have access to restricted educational resources (i.e. courses and specialized equipment).
- b) Receive support from a specialized program advisor for strategic choice of electives to (i) select from beyond the core courses relevant to media studies; (ii) develop subject-area strengths or interests; (iii) extend specializations in technical or disciplinary areas in preparation for work or graduate studies.
- c) Have access to industry and community partnerships providing students professional experiences beyond the classroom such as internships, industry co-op, community-based research, community-service learning and structured exchange.

Particularly with respect to item b), international students make better and more frequent use of program advisors. The contributing faculties (FCCS and Barber) are this year establishing a program-dedicated role to support the BMS, and are moving forward with plans to fill the position.

International Tuition at Other Canadian Institutions

School	Similar Programs	2017-18 Cost per Credit (\$)
Ryerson	BFA – New Media	831.82
UBC-V	BMS	1,161.57
McMaster	Bachelor of Multimedia	790.70
University of Toronto	BA – Media Studies	1,523.00 (St. George campus)

Bachelor of Media Studies Tuition Consultation

STUDENT TUITION CONSULTATION REPORT

The Associate Vice-President, Students Office, in partnership with the Faculty of Creative and Critical Studies and the Irving K. Barber School of Arts and Sciences conducted a student consultation regarding the tuition proposal for the new Bachelor of Media Studies program.

Student Representative Bodies Invited to the Consultation

University of British Columbia Students' Union Okanagan

Mode of Consultation

The consultation consisted of a face-to-face meeting with the Students' Union Executive. The Students Union was invited to the consultation through email, and asked to distribute the invitation to their constituents as they felt appropriate. We met with the Students Union on October 30, 2017. At this meeting all of the required Program information was shared.

Basis of Consultation: The consultation was based on a tuition proposal and rationale document created by the Faculty.

Summary of Student Feedback: Submissions were requested from the University of British Columbia Students' Union Okanagan (UBCSUO). They were requested to have this to Ian Cull, AVPS on or before November 10, 2017.

The President of the University of British Columbia Students Union Okanagan responded positively to the proposal. He had questions about how revenues would be utilized and about the cohort size and its relationship to other programs in both faculties. He also inquired about how resources and infrastructure allocated to the BMS might be shared with other students in other programs. At the end of our meeting, he was satisfied with the responses he received.

The UBCSUO President indicated that he felt he could write a letter of support and provide it by the time required.

He was asked to provide written feedback and a letter of support to Ian Cull, Associate Vice President Students, before November 10, 2017.

To date the UBCSUO have not written to express their views in the proposal above, however the required consultation has taken place. We still hope to hear from them.