







Comprehensive Program Review  
Final Summary Report (FSR)  
*Associate Certificate in Complex Trauma*



Despite facing various challenges, the program remains highly valued by students and faculty, and its demand is expected to increase, given societal stresses that heighten the program's relevance. The program's continuation contributes to making a positive impact on individuals' lives and communities, ultimately contributing to a safer and more just society.

## Recommendations

The following is the list of recommendations from the Self-Study Report. The recommendations were grouped into the following categories: Marketing, Connections to Sector, Program Articulation, Student Experience, and Quality of Instructional Design. The final recommendations are summarized in Section 4 - Final Recommendations & Action Plan and reflect minor edits to the items listed below in addition to recommendations from the External Review Team.

### *Marketing*

- Consider arranging special events with popular speakers on the topic of complex trauma as a marketing opportunity.
- Collaborate with Communications and Marketing to develop a strategic marketing and advertising plan to launch this as a new program.
- Expand the target market from ages 25-34 to include those 35-49.
- Consider alternative marketing methods to social media to reach the expanded age range.
- Target professional organizations, individual counsellors, and agencies directly with marketing materials and ads. Advertise through professional associations like BCACC (Clinical Counsellors), and BCASW (Social Workers).
- Connect with and market to those who recently completed master's degrees in education,

# Comprehensive

- improve information on the program webpage.
  - arrange accreditation with BCACC for professional development credits.
  - re-instate a PAC and re-establish sector relationships.
  - explore funding through grants and scholarships.
- b) mid-range (6 mo. – 2 years)
- arrange special events to attract those in the field to the JIBC.
  - foster sector connections
  - market directly to professional associations and those who have recently completed

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ways to reduce student workload, improve accessibility, clarify expectations, and enhance universal design.

- o Continue to explore why prospective students do not follow through with enrolment after being accepted into the program.

- Explore Transfer Credits.

- Monitor changes in provincial counselling regulations when the new provincial college of counselling and psychotherapy is established to ensure the program adheres to any educational regulation requirements. Look for opportunities to provide education upgrades

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