
NEWS RELEASE

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Ministry of Advanced Education, Skills and Training

Northern Post-Secondary excited to showcase its uniqueness

PRINCE GEORGE – Prospective post-secondary students will be impressed by the vast array of high-quality education opportunities that await them at four public institutions in Northern British Columbia and by the communities that are ready to welcome them.

The StudyNorthBC.ca campaign focuses on raising awareness of the diverse and high-quality transferable programs available in the North. The four institutions in the North provide students access to world-class research, graduate and undergraduate degrees, as well as vocational, trades and technical programs. The campaign showcases the unique recreation options and welcoming, vibrant communities in northern British Columbia.

Melanie Mark, Minister of Advanced Education, Skills and Training, was joined at the launch event by the presidents of the University of Northern B.C. (UNBC), the College of New Caledonia, Northern Lights College and Northwest Community College. The four presidents, along with the Ministry of Advanced Education, Skills and Training, form the Northern Post-Secondary Council, which initiated the StudyNorthBC.ca campaign.

Attracting a greater number of students to the North will help strengthen the post-secondary system in the region. More students mean even more program choices, additional student services and amenities, and increased student diversity on campuses. The campaign also helps to increase the skilled-labour force available to regional employers.

The campaign showcases the broad range of degree, diploma and certificate programs available at the four northern institutions, and tells the story of the many opportunities and benefits of living in the North, including lifestyle, affordability, friendly communities, world renowned wilderness and recreational opportunities, and exceptional career prospects.

With few waitlists for most post-secondary programs in the North, students can start their education and training immediately. B.C.'s well-regarded transfer-credit system allows students to begin or complete their educational journey in the North with the ability to take their credits with them and apply them towards a program at another institution.

The Northern Post-Secondary Council works to promote and enhance post-secondary education in the North through collaborative initiatives.

The initial phase of the campaign is expected to run until the end of the year.

Quotes:

Minister of Advanced Education, Skills and Training, Melanie Mark –

“Northern British Columbia is an amazing destination for students to study, work and play. The region is one of the most incredible parts of our province. Welcoming communities, and opportunities from post-graduate research to degrees through to trades, will empower our students to thrive and succeed.”

International student and graduate of CNC and UNBC, Leila Abubakar –

“When I first came to Prince George from Kenya, I was initially taken back by the stark difference between Nairobi and Prince George, but I quickly came to love this community. The community at the College of New Caledonia and University of Northern British Columbia made me feel welcome, and now that I have completed my education, I call northern B.C. home.”

President of the College of New Caledonia (CNC), Henry Reiser –

“The StudyNorthBC.ca campaign is an opportunity for the College of New Caledonia to further extend its reach outside of the North and help build vibrant northern communities in which our students will study and stay. CNC is proud of the affordability and quality of our programs, some of which are the only ones of their kind offered in northern B.C., such as dental hygiene, web and graphic design, and sonography. We look forward to helping even more domestic and international students prepare for their future in high-demand sectors at our six campuses.”

Acting president and CEO of Northern Lights College, Loren Lovegreen –

“Northern Lights College is delighted to take part in the StudyNorthBC.ca campaign — our friendly campuses and communities located throughout the Peace Region are the perfect place to welcome students from abroad and across Canada, and offer them a supportive environment to achieve their post-secondary goals.”

President and CEO of Northwest Community College, Ken Burt –

“Northwest Community College’s focus on experiential, place-based learning creates adventurous pathways that can truly transform the lives of our students. Expanding our student body will bring greater diversity to our programs and vibrancy to our campus life and communities.”

UNBC president and vice-chancellor, Daniel Weeks –

“StudyNorthBC.ca is another opportunity for UNBC to further its national and international reputation as a research university. It will draw a greater number of exceptional students to our campuses who will foster innovation, research and thought leadership in our region, while contributing to sectors that help drive our regional and provincial economy.”

Learn More:

Study North BC website: www.studynorthbc.ca

Study North BC video: <https://www.youtube.com/watch?v=oSVvt6JPrMI&feature=youtu.be>

Study North BC Brochure:

http://studynorthbc.ca/sites/default/files/Guide_Educational_Options_BC.pdf

Study North BC Twitter: https://twitter.com/study_northbc

Study North BC Instagram: <https://www.instagram.com/studynorthbc/>

Study North BC Facebook: <https://www.facebook.com/StudyNorthernBC/>

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