



WHAT DO YOU THINK?

UNIVERSITY OF BRITISH COLUMBIA 2001-2002 ANNUAL REPORT

WHAT DO YOU THINK?

That is the question UBC and Ipsos-Reid asked Canadians in September 2002, to find out what they celebrate, fear, question and value. Four topics emerged as their top concerns: healthcare, education, global security and the environment. UBC is a leader in stimulating debate and finding solutions to complex issues, including the four identified in the Ipsos-Reid survey. This report highlights UBC's people and its progress in each of those areas over the past year.

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WHAT DO YOU THINK A UNIVERSITY'S ROLE IS?

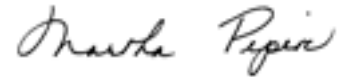


DR. MARTHA C. PIPER, PRESIDENT As the world marked the first anniversary of the September 11 attacks, it was impossible not to reflect on the changes that have taken place over the past year. Inevitably our thoughts must be somber and painful as we look back on those terrible events and their aftermath. At the same time, there is consolation in witnessing the courage and determination with which people have sought to recover from the trauma of that time. Despite the many problems that face us, we are moving forward to replace a culture of fear with a culture of hope.

I believe the solutions we seek will come from collaboration between universities and their communities. Universities help shape our civil society by emphasizing the importance of democratic rights and freedoms, and by educating global citizens who are politically, culturally, and socially aware. Universities also provide solutions through research, discovering knowledge and creating new technologies that can bring hope to millions who may be suffering from poverty, malnutrition, or disease. A third contribution by universities is the development of economic opportunities through innovation: a culture of innovation is the backbone of a strong and healthy economy that can withstand even the most catastrophic events.

Never has it been more important for a university to key its work to the problems of the community it serves. Never has it been more important for universities to collaborate with communities, addressing their concerns and working with them to identify and meet their needs. Hence our theme for this report, asking

Canadians "What do you think?" and relating the research, learning and accomplishments of UBC to the issues that matter most to the citizens we serve.



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THE YEAR'S HIGHLIGHTS: 2001 / 2002



Robson Square



Great Northern Way
Site



Lee Gass

Overall research funding to UBC increased by approximately 30 per cent over the previous fiscal year, with researchers attracting **\$260 million** up to March 31, 2002.

Prof. David Dolphin and Prof. Anthony Sinclair were the only two Canadians elected to the **Royal Society of London**, which embraces the world's most eminent researchers.

UBC received the **number two Maclean's ranking** for medical/doctoral universities in the magazine's 2001 annual survey.

Prof. Harvey Richer's team discovered a **new method to measure the age of the universe**. Using NASA's Hubble Space Telescope, they uncovered the oldest burned-out stars in the Milky Way. These extremely dim "clockwork stars" give a reading consistent with earlier estimates (using another technique) that the universe is 13 to 14 billion years old.

UBC and its affiliated teaching hospitals received almost **\$76 million from the Canada Foundation for Innovation (CFI)**, placing us first in the country. Funded projects include an Integrated Biodiversity Laboratory, a Centre for Research on Childhood Diabetes and the International Collaboration on Repair Discoveries Centre for spinal cord injury therapies. The largest project is the Museum of Anthropology Interdisciplinary Research Facility, the world's first facility to link scholars, First Nations communities and research museums.

Zoology Prof. Lee Gass was chosen **Canadian Professor of the Year** by the Canadian Council for the Advancement of Education (CCAЕ) and the Council for Advancement and Support of Education (CASE).

The Jarislowsky Foundation made a \$1.25 million gift to UBC, to lay the foundation for the **Centre for Study of Democratic Institutions**.

UBC opened its new downtown Vancouver campus, **UBC at Robson Square**. The campus offers career-based, life-long learning opportunities, arts and public affairs lectures, community forums and other services.

Finning International donated a parcel of land near downtown Vancouver valued at \$33.8 million to UBC, Simon Fraser University, Emily Carr Institute of Art and Design and the British Columbia Institute of Technology. The institutions plan to make the site a hub of high-tech learning and research.

Seventeen students from UBC's **Creative Writing program** were published or signed book contracts.

A six-year **tuition freeze was lifted** and UBC approved the lowest percentage tuition increases in BC, dedicating 20 per cent of the increased revenue to student aid. The Board of Governors reaffirmed its commitment that no qualified domestic student will be denied access to UBC for financial reasons alone.

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IPSOS-REID / UBC POLL RESULTS HEALTHCARE

What one thing could be done that would do the most to improve the state of healthcare?



Increase Funding	37%
More Medical Staff	33%
Accessibility	16%
Improve Management	16%
User Fees / Privatization	11%
Other Improvements	8%

How would you rate the acceptability of the following



MILESTONES

Provincial government provides funding to double the size of UBC's medical school, establish a new Life Sciences building and provide new opportunities to study medicine at University of Victoria and University of Northern BC.

Dr. Wolfram Tetzlaff makes breakthrough discovery that nerve cells controlling movement are capable of regeneration after spinal cord injury.

Dr. Donald Calne finds possible link between environment and incidence of Parkinson's disease.

UBC researchers discover enzyme that could lead to new AIDS therapies.

HEALTHCARE

To some, it is one of Canada's greatest strengths and attributes as a nation. To others, it is a luxury that we can no longer afford. To still others, it is both valuable and viable, but needs to be more efficient to survive. The subject: our healthcare system, and the choices our leaders and community must make to determine its future. UBC is working to inform the debate and find new policy, technology and program options for the system's future.

IS OUR HEALTHCARE SYSTEM IN CRISIS?

"Getting a clear picture of exactly what the problems are with healthcare is tricky."



Bob Evans, Health Economist, Centre for Health Services and Policy Research

BOB EVANS As a healthcare

suggestions for improving health care?

Agree

Disagree

1. Increase the amount of money government spends on health care

2. Increase the number of medical professionals

3. Allow private companies to deliver health care services that would be paid for by government

4. Introduce user fees for medical services

UBC develops new midwifery degree program.

Community dental clinic established in Vancouver's downtown eastside, and dental residency program launched in Haida G'waii (Queen Charlotte Islands).

UBC launches a series of health policy forums at Robson Square, including a session with Roy Romanow, head of the National Royal Commission on Medicare.

economist, Bob Evans studies how funding models impact players in the healthcare system. "My research is showing that we are in a healthcare crisis, but not the one people may think. We have one of the most expensive, best-financed system in the world. The overall number of doctors is the highest ever; perceived 'shortages' result from how their time is being used. The nursing shortage can be traced to a decade of shortsighted training policies. The 'crisis' is in public confidence and understanding, not in financial sustainability."

Evans says there are many substantial ideas about securing the future of healthcare that are being "held hostage" by political and economic agendas. He feels the most immediate priorities are for provinces to develop a collective response to runaway drug costs, and the systematic misinformation driving them, and for more federal money to be targeted to well-recognized "hot spots" of need. Beyond this, the public needs much more and better information about the real strengths and weaknesses of the system.

"Self-interested disinformation is a major barrier to genuine reform."

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IPSOS-REID / UBC POLL RESULTS EDUCATION

What one thing could be done that would do the most to improve access to university education?

Provide students with more grants rather than loans	22%
Lower / eliminate tuition fees	21%
Other	20%
Make it easier for students to get student loans	13%
More government funding	8%
Reduce the grade requirements	7%
Improve public schools / high schools	7%
More encouragement / awareness	6%



EDUCATION

Canadians have indicated they value post-secondary education, but opinions vary about what it should accomplish for students, employers and society. UBC believes that at any level, an education should teach students to think critically and analytically, present them with new knowledge and ideas, and prepare them to be active participants in a global society.

We also appreciate that many of our students need opportunities to apply their skills to the working world. At the same time, UBC strives to continue developing new programs to stimulate students, staff and faculty.

MILESTONES

Partnership with Korea University establishes academic exchanges and a 200-room joint residence at UBC.

New downtown Vancouver campus opens at Robson Square.

Three hundred Physics students use Personal



Carol Naylor, Career Advisor


IS SOMEONE WITH A HISTORY DEGREE EMPLOYABLE?


"What you could do with a degree 30 years ago was much more defined than today. Any degree offers a graduate and employer immense flexibility in today's job market."

CAROL NAYLOR As part of the team who delivered the Future Mapping pilot program in 2001/02, Carol Naylor believes that universities are responsible for helping students apply their education to the workplace.

Future Mapping is a program that combines online and in class learning that shows students how

Do you agree or disagree with the following statements about the university education system in Canada?

 Agree




 Disagree

1. Grades required to get into university are too high

2. To go to university is too expensive

3. Government isn't putting enough money into post-secondary education

Who do you think benefits the most from university education?

 Society in General	58%
 Students / Graduates	27%
 Employers	14%

How valuable are each of the following outcomes of a university education?

(Percentage indicating "very valuable":)

Response System, a dynamic classroom learning tool that uses infrared technology to automatically log answers and stimulate debate.

In partnership with Mexico's Tec de Monterrey institute, UBC launches world's first on-line Master's program in Technology Education.

80 students volunteer in Vancouver's downtown eastside community in year two of the Trek 2000 volunteer program.

UBC Library opens Chapman Learning Commons, an innovative wireless learning environment.

to proactively research, create and pursue career opportunities. "Research shows that wanting a fulfilling career is a key motivation for pursuing a university education. If we don't show a student how to translate their education into that career, we're not meeting all of their needs."

Funded through grants from UBC's Teaching and Learning Enhancement Fund and the Counselling Foundation of Canada, Future Mapping poses three key questions: What can you do with your degree? What options exist in today's labour market? How do you connect with employers? It shows students in as early as first-year how to generate options and look beyond traditional job and degree stereotypes.

"We teach them to build networks and opportunities. That way they're strategically searching for careers, not scrambling for jobs a month before graduation."

72% Critical thinking skills that allow students to analyze problems and find solutions

70% Ability of a student to get a job once they have completed their studies

64% Open-mindedness and social tolerance

62% Detailed knowledge and skills within a specific area of study

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IPSOS-REID / UBC POLL RESULTS GLOBAL SECURITY

As you know, since the terrorist bombings of September 11th, 2001, the Canadian government has undertaken a number of initiatives to ensure greater security for Canadians. Based on how you feel right now, when you think about your own personal security, would you say you generally feel secure or not secure?

- Very Secure
- Somewhat Secure
- Not Very Secure
- Not At All Secure

Do you agree or disagree with the following statements about security issues?

- Agree



GLOBAL SECURITY

The events of September 11, 2001 changed the way most Canadians feel about their world, and about their own safety. But the lasting feelings of insecurity have grown beyond fear of terrorist tactics. Personal security has also been threatened - from fluctuating stock markets to job loss as the economy stumbled in the wake of the attacks.

UBC believes the best way to address security issues is to confront them through dialogue. From there governments and individuals alike can make informed decisions and take steps toward feeling safe on a personal, national and global scale.

HOW CAN AIRPORTS BE MORE SECURE WITHOUT SACRIFICING CONVENIENCE?

"We helped the Vancouver airport to find a way to improve their security without leaving people frustrated in line-ups all the time."

MILESTONES

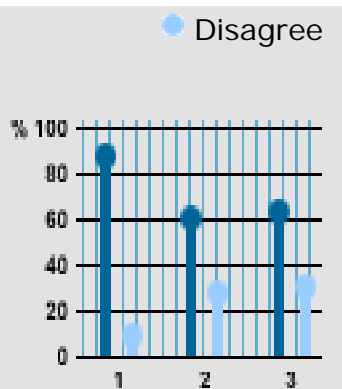
Liu Centre launches Centre for Human Security, headed by former United Nations executive Andrew Mack.

UBC responds to more than 100 media requests for expert commentary following the September 11 terrorist attacks.

Law students win mock NATO competition in Washington DC for third year in a row.

Gyuto monks from Tibet spend week at UBC promoting global spirituality as a solution to personal and world insecurity.

Global poll conducted by Liu Centre's Angus Reid shows that criminal violence, not terrorism, is the greater concern in daily life.



1. I am prepared to accept the inconvenience of delays and longer line-ups at airports and borders, if it means I feel more secure when I'm traveling

2. Poverty and injustice are the major roots of hostility towards the United States and other developed nations

3. I am prepared to accept some limits to my civil liberties if it means I feel safer and more secure in my daily life

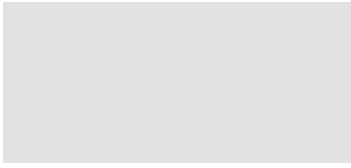


Mehmet Begen, Graduate student and research associate, Centre for Operations Excellence

MEHMET BEGEN After September 11, security rules for airports changed dramatically and colossal line-ups became common in airports across North America. Vancouver International Airport Authority (YVR) called upon UBC's Centre for Operations Excellence to help.

"We analyzed their processes and built a visual computer simulation model," says Mehmet Begen, who was initially a graduate student with the Centre, and is now employed as a Research Associate. "We identified bottlenecks and determined optimal staffing levels for desired customer service." The team tested over 100 scenarios by repeatedly changing variables and examining the effects. "For example, if you double the staff, how much will waiting times decrease? With the computer you can figure it out very quickly."

The ultimate goal is to extend the study and develop staff schedules for all airport gates. Begen believes their work will make YVR - and hopefully other airports - safer. "If we can schedule the staff better, they will not be as pressured by long



queues of people. Increasing the system's efficiency will also make it more effective."

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IPSOS-REID / UBC POLL RESULTS ENVIRONMENT

Of the following environmental issues, which one should be the top priority for government?



■ Reducing greenhouse gas emissions	43%
■ Global warming or climate change	38%
■ Chemicals in our food	29%



ENVIRONMENT

Industrial pollution, overflowing landfill sites, increased urbanization, over-fishing and clearing of rain forests are but a few of the environmental challenges facing our planet – and all who inhabit it.

At UBC we believe there are solutions to each of these issues, and our researchers are working on new technologies, policies and practices for industries such as fishing and forestry. In the meantime, the university community is committed to sustainable operations, and promotes personal sustainable choices among staff, students and faculty.

MILESTONES

Clean Energy Research Centre officially opens, leading research into fuel cell technology and other energy innovations.

UBC implements initiatives that will reduce energy and water consumption on campus by 30 and 45 per cent, respectively.



Kim Nulty, Land and Building Services Labourer and Sustainability Coordinator

WHAT CAN INDIVIDUALS DO TO IMPROVE OUR ENVIRONMENT?

“The only way we’re going to have a healthy environmental future is if we start planning for it now.”

KIM NULTY is one of UBC’s 120 volunteer Sustainability Coordinators, employees who are dedicated to learning about ways to make their departments at the university more sustainable and help co-workers make environmentally sound choices. “The program gives you the tools to facilitate small changes, and

■ Spending money to encourage individuals to make sustainable lifestyle choices 28%

■ Loss of old growth forests through logging 27%

■ Genetically altered food 15%

■ State of the global fisheries 13%

Prof. Daniel Pauley discovers that ocean fish counts are well below previous estimates.

Sustainable Development Research Institute launches QUEST, a game about environmental choices that will provide a database for future urban planning.

Mining engineers develop the Millennium Plug, to help clean up one of Canada's most toxic mines.

New centre launched to study best practices for a healthy B.C. aquaculture.

provides information on topics like transportation, paper reduction, composting and so on."

As a labourer with UBC's garden shop, Nulty jokes that she automatically has a "green" orientation. Her first project was to implement a composting program in her department's lunchroom. "It's been so successful I end up having to take the excess home to my garden."

Her current priority: convincing the university to invest in a chipper / shredder, so items like fallen trees and branches can be reused or composted. Nulty's commitment to the environment has led her to get involved in civic politics, while making personal choices like recycling, taking the bus to work, using a more fuel-efficient car and working with a neighborhood greening program.

"I wouldn't even call them choices anymore - they're just things I do automatically. They're things we all should try to do."

Do you agree or disagree with the following opinions on the environment?

Agree

Disagree

1. Science and technology will come up with ways to solve environmental damage and pollution

2. Protecting the natural environment is more important to me than creating economic growth and employment

3. Individuals have to change their own habits and lifestyles if we are to protect the environment

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PERFORMANCE INDICATORS

DEGREES AWARDED In 2001/02 UBC conferred approximately 4,800 baccalaureate degrees and 1,600 graduate degrees upon its students.

ROYAL SOCIETY OF CANADA FELLOWS UBC currently has a ratio of nearly 10 Royal Society members per 100 faculty – the second highest ratio of any university in Canada. Fellowship in the Royal Society of Canada is bestowed on senior Canadian academics whose work and research have had a profound impact on the Sciences and Humanities in Canada.

SPIN-OFF COMPANIES Last year UBC generated five new spin-off companies and filed 56 patents and 214 licenses on new technologies. These join the other 109 companies that have been established thanks to UBC research, and 620 patents already issued.

RESEARCH FUNDING UBC received nearly \$260 million in research funding from NSERC, CIHR, SSHRC, CFI and other sources last year. This marks a 30 per cent increase in funding from 2000/01.

EMPLOYMENT RATE UBC 1998 Bachelor's graduates two years after graduation:

Commerce	95%	Humanities	96%
Computer Science	98%	Law	98%
Education	99%	Life Sciences	94%
Engineering	97%	Physical Sciences	98%
Fine & Performing Arts	93%	Social Sciences	95%
Health Professions	99%		

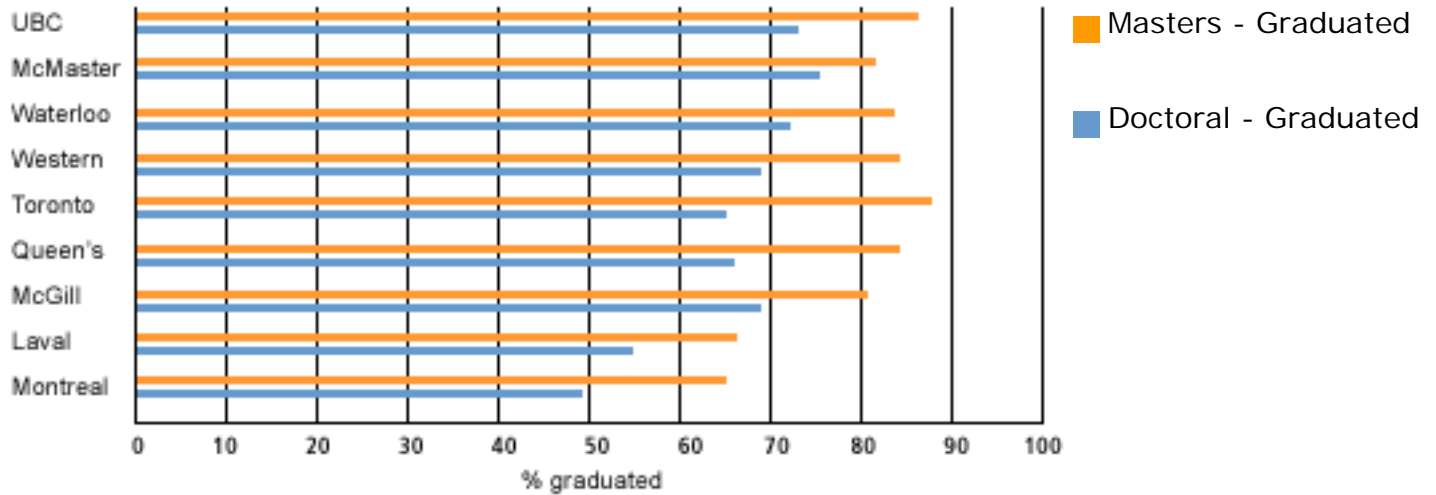
OVERALL SATISFACTION

31% - Very Satisfied

65% - Satisfied

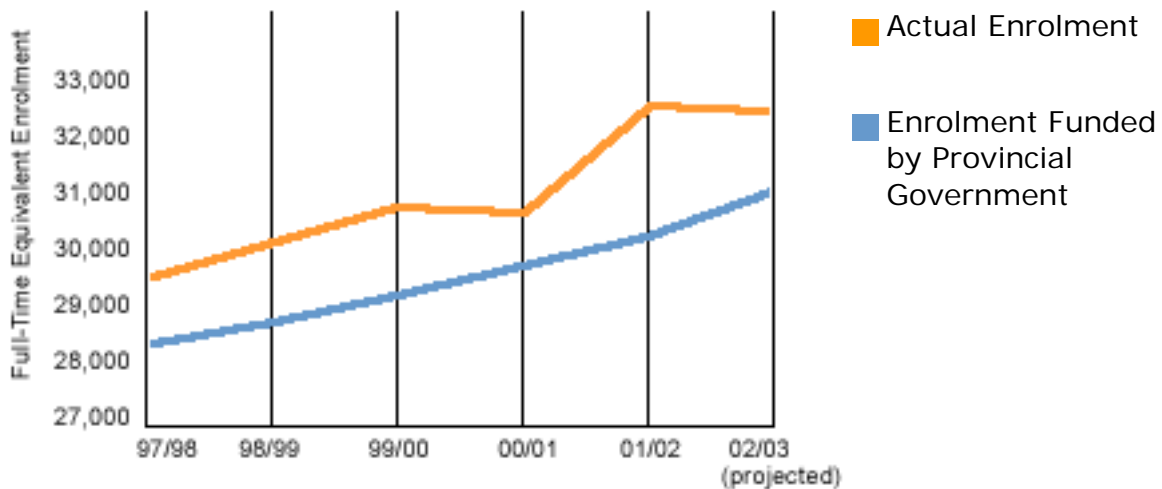
4% - Dissatisfied

DEGREE COMPLETION RATES as of 2001/2002 for 1992 Cohort.



UBC has the highest combined completion rate for its Masters and Doctoral students among the major Canadian research universities.

UBC STUDENT ENROLMENT: FUNDED & ACTUAL



Over the past five years, UBC enrolment has exceeded the numbers funded by the provincial government, on average, by over 1500 full-time equivalent (FTE) students. This year UBC expects to over-enroll by over 1400 undergraduate and graduate FTEs.

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DEANS

LEADERSHIP

Agricultural Sciences

Moura Quayle

Applied Science

Michael Isaacson

Arts

Alan Tully

Commerce and Business Administration

Daniel Muzyka

Dentistry

Edwin Yen

Education

Robert Tierney

Forestry

Jack Saddler

Graduate Studies

Frieda Granot

Law

Joost Blom

Medicine

Dr. John A. Cairns

ADMINISTRATION

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Vice-President

Academic and Provost

Barry McBride

Vice-President

Finance and Administration

Terry Sumner

Vice-President

Students

Brian Sullivan

Vice-President

Research

Indira Samarasekera

Vice-President

External and Legal Affairs

Dennis Pavlich

BOARD OF GOVERNORS

(April 2001 – March 2002)

William L. Sauder - *Chancellor*

Pharmaceutical Sciences

Frank S. Abbott

Martha C. Piper - *President & Vice-Chancellor*

Science

Maria Klawe

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Maryann Adamec

Health Sciences

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Dr. John H.V. Gilbert

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Dennis Danielson

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Gregory Lawrence

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Guninder Mumick

Karen Nishi

Ben Pong

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Bryce Rositch

Linda Thorstad

Joe Wai

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WHAT DO CANADIANS THINK?

IPSOS-REID / UBC POLL

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UBC is a leader in stimulating debate and finding solutions to complex issues, including the four identified in the Ipsos-Reid survey. We invite you to view the survey results, and then review UBC's Annual Report, which highlights UBC's people and its progress in each of those areas over the past year.

[Detailed poll results are also available](#) (241k Adobe Acrobat PDF document; requires the free [Acrobat Reader](#)).

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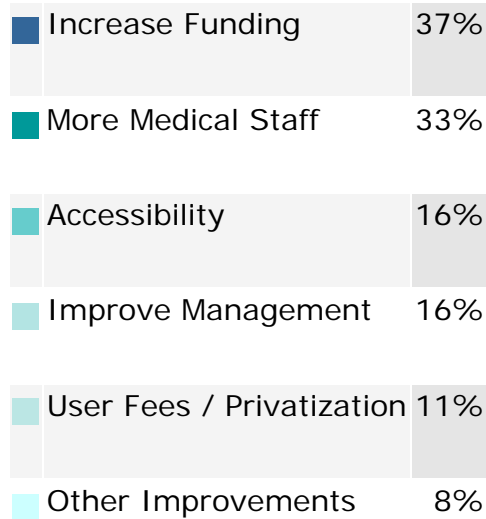
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[GLOBAL SECURITY](#)

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HEALTHCARE

What one thing could be done that would do the most to improve the state of healthcare?



How would you rate the acceptability of the following suggestions for improving health care?

1. Increase the amount of money government spends on health care

● Agree

2. Increase the number of medical professionals

● Disagree

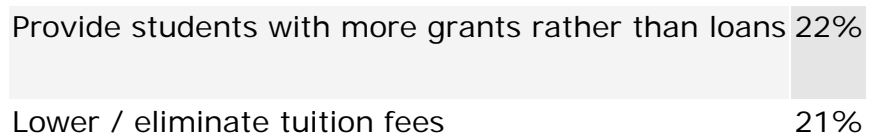
3. Allow private companies to deliver health care services that would be paid for by government

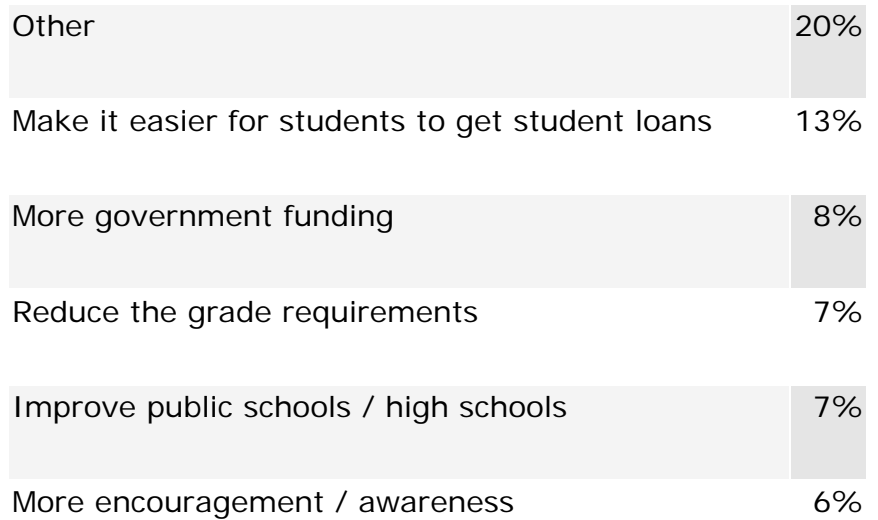
4. Introduce user fees for medical services

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EDUCATION

What one thing could be done that would do the most to improve access to university education?

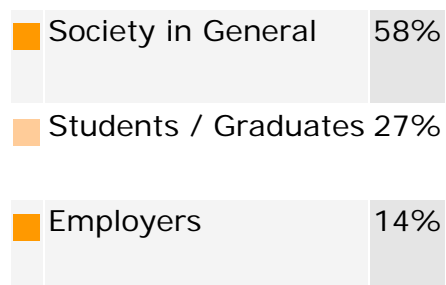




Do you agree or disagree with the following statements about the university education system in Canada?

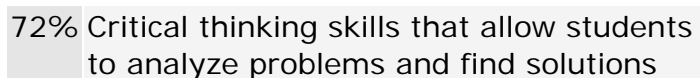
- 1. Grades required to get into university are too high ■ Agree
- 2. To go to university is too expensive ■ Disagree
- 3. Government isn't putting enough money into post-secondary education

Who do you think benefits the most from university education?



How valuable are each of the following outcomes of a university education?

(Percentage indicating "very valuable":)



70% Ability of a student to get a job once they have completed their studies

64% Open-mindedness and social tolerance

62% Detailed knowledge and skills within a specific area of study

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GLOBAL SECURITY

As you know, since the terrorist bombings of September 11th, 2001, the Canadian government has undertaken a number of initiatives to ensure greater security for Canadians. Based on how you feel right now, when you think about your own personal security, would you say you generally feel secure or not secure?



Do you agree or disagree with the following statements about security issues?

1. I am prepared to accept the inconvenience of delays and longer line-ups at airports and borders, if it means I feel more secure when I'm traveling

- Agree
- Disagree

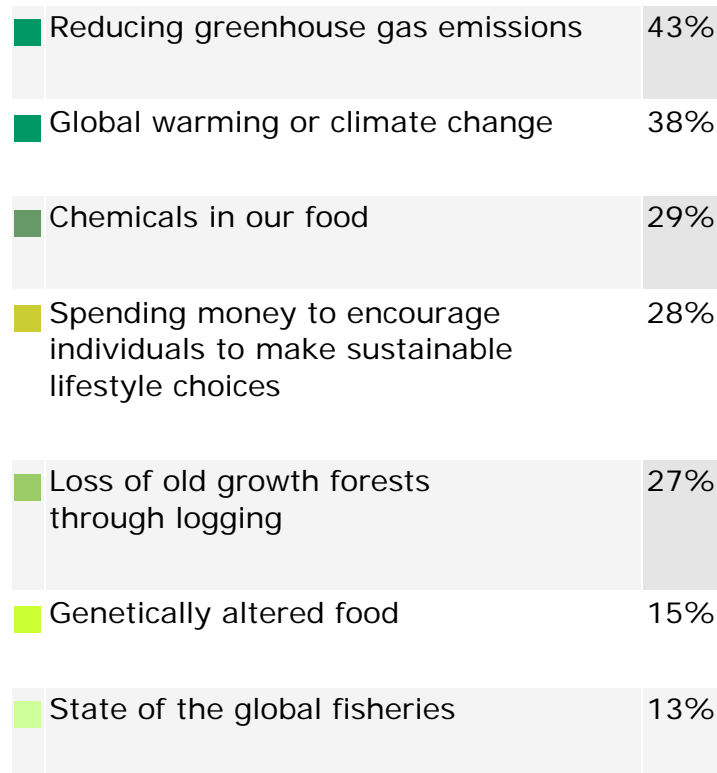
2. Poverty and injustice are the major roots of hostility towards the United States and other developed nations

3. I am prepared to accept some limits to my civil liberties if it means I feel safer and more secure in my daily life

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ENVIRONMENT

Of the following environmental issues, which one should be the top priority for government?



Do you agree or disagree with the following opinions on the environment?

1. Science and technology will come up with ways to solve environmental damage and pollution

Agree

Disagree

2. Protecting the natural environment is more important to me than creating economic growth and employment

3. Individuals have to change their own habits and lifestyles if we are to protect the environment

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WHAT DO YOU THINK?

We invite you to share your opinion on some of these topics by filling in our [short on-line poll](#).

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phone:

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phone:

UNIVERSITY OF BRITISH COLUMBIA 2001 - 2002 ANNUAL REPORT

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Look and feel

Overall content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Load time

Graphics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Font size /
readability

Your overall impression	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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How much of the online
Annual Report did you read?

What overall rating would
you give this publication?

Do you feel that UBC's
Annual Report effectively
gave you an overview of
UBC's accomplishments
over the past year?

Do you feel that UBC's
Annual Report effectively
informed you of the ways
that UBC is contributing to
the community?

Comments:

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WHAT DO YOU THINK?

UNIVERSITY OF BRITISH COLUMBIA 2001-2002 ANNUAL REPORT

HEALTHCARE cont.



Dr. Karim Qayumi,
Professor,
Cardiovascular and
Thoracic Surgery

HOW CAN WE TRAIN MORE DOCTORS, MORE EFFICIENTLY?

"The Cyberpatient software condenses the lifetime experience of hundreds of doctors into one interactive program."

DR. KARIM QAYUMI remembers all too well his first experience in an emergency room. "When you're a medical student you memorize all the theory. Then you get into a hospital and your patient is screaming – no amount of textbook knowledge prepares you for that."

Qayumi hopes to eliminate that shock, and prepare new doctors to be more effective, more quickly, through a program called Cyberpatient. This interactive software allows students to practice medicine on



Jamie Roots, Third-year
Nursing student; CHIUS
volunteer

HOW CAN COMMUNITY BASED HEALTHCARE BE EXPANDED?

"We're filling in some of the gaps at the clinic and getting both a social and medical education at the same time."

JAMIE ROOTS was anxious to start working with patients, so during her second year in UBC Nursing she began volunteering with the Community Health Initiative by University Students (CHIUS) in Vancouver's Downtown Eastside.

"I was a bit scared at first, but I've learned that this is just another neighborhood with its own community and challenges."

The CHIUS program enables the Downtown Community Health Centre (operated by

patients in
cyberworld -
allowing them to
see patients in all
sorts of conditions,
assess them and
make decisions.

"And there are
consequences to
the decisions; they
may end up
harming their
patients.
Fortunately it's all
just online, so they
get to try again and
again until they
make the right
decisions. Obviously
that's not possible
in a real clinical
setting."

Cyberpatient allows
students to develop
what is called
compiled thinking –
the result of
repeated exposure
that an experienced
doctor would have.
This contrasts with
"elaborated
thinking" that
comes solely from
textbook learning
and is based on
deductive
reasoning. The
result: first year
residents who will
be far more
knowledgeable,
confident and
effective.

Vancouver Coastal
Health Authority) to
stay open for
extended evening
and weekend hours,
staffed by student
volunteers from
medicine, nursing,
dietetics,
physiotherapy,
pharmaceutical
sciences, audiology
and dentistry. They
are supervised by
doctors, nurses and
other mentors.

The students also
run health
education programs
and activities for
the community.

"I've learned as
much by talking
with the patients as
by treating them.
They've taught me
about the realities
of poverty and life
on the street, and
I've discarded my
own prejudices. You
don't become less
of a person just
because you're
homeless or poor.
I'm learning to
become a nurse,
but I'm also
learning to become
part of a
community."

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[EDUCATION >>](#)



WHAT DO YOU THINK?

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EDUCATION
cont.

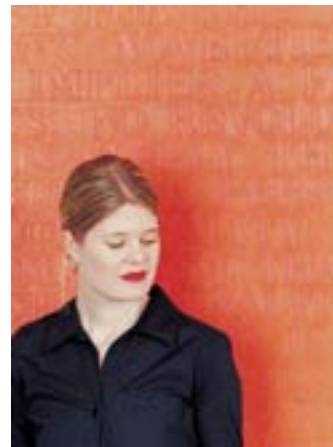


Peter Gouzouasis,
Associate Professor,
Curriculum Studies

HOW CAN WE MAKE EDUCATION MORE EFFECTIVE AND INNOVATIVE?

"Our goal is to produce the most creative, prepared and innovative teachers possible – and to change the learning experience for elementary students in the process."

PETER GOUZOUASIS Our next generation of teachers are getting a jump on next generation technology, thanks to the Faculty of Education's Fine Arts and new Media in Education (FAME) program. The 36 FAME students worked exclusively on wireless computers during teacher education courses at UBC, and then brought that same freedom into their student teaching placements, providing a wireless laptop for



Deborah Campbell, Author;
Creative Writing program
graduate

WHAT PURPOSE DOES A GENERAL ARTS DEGREE SERVE?

"As Canadians, we enjoy a kind and gentle society. I think that if we are to maintain and improve it, we need well-spoken, thoughtful and educated individuals to lead, question and inform."

DEBORAH

every one of their students.

"Like a pencil, technology is a tool through which students learn the rest of the curriculum - it is not a separated, isolated subject," explains Assoc. Prof. Peter Gouzouasis, who led the program this year. He adds that the student teachers delivered their entire curriculum via the computers, and focused on artistic applications - exploring music, art, dance and drama.

While using these more "fun" applications, children in eight North Vancouver School District schools developed computer skills applicable to virtually the entire curriculum. "However, one of the most unexpected benefits was to the school advisors. By allowing these computers and student teachers into their classrooms, the host teachers could learn and keep up with the latest software and technology at no cost to themselves or their school."

CAMPBELL As author of the book *This Heated Place: Encounters in the Promised Land* which chronicles the stories of people she met while traveling in Israel, the West Bank and the Gaza Strip in 2001, Campbell can attest to how fortunate Canadians are to live in a kind and gentle society. As a recent graduate of UBC's Creative Writing program she can also attest to the value of a liberal arts education. "General education and critical thinking skills are essential if we want the next generation to be qualified leaders instead of just puppets who do what they're told."

These skills were key for Campbell as she sought out the

individual, human stories behind the headlines of the Mideast conflict. "I wanted to paint a portrait and let readers decide for themselves what they thought of the conflict." She credits the Creative Writing program with helping her shape those experiences into a compelling book. "I don't think you can teach someone to be a writer, but the program provides a perfect greenhouse for developing writing talent."

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WHAT DO YOU THINK?

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GLOBAL SECURITY cont.

WHO WILL ADMINISTER JUSTICE TO TERRORISTS AND VIOLATORS OF HUMAN RIGHTS?

"Until we address concerns of poverty and injustice throughout the world, we can't really have a secure global environment."

JOANNE LEE is working on her PhD in Law from UBC, while helping establish the International Criminal Court (ICC) through her role with the International Centre for Criminal Law Reform & Criminal Justice Policy, based in the Faculty of Law. Lee sees the ICC as a necessary institution to help protect the innocent against genocide, terrorist acts, crimes against humanity and war crimes, by making those responsible accountable for their actions and



Joanne Lee, PhD candidate and research associate, International Centre for Criminal Law Reform and Criminal Justice Policy

WHAT WILL IT TAKE TO MAKE OUR WORLD MORE SECURE?

"Our own political identities have changed. We're not only members of nation states, we're members of humankind. Protecting other members of humankind from mass violence is not only a security issue; it is also a moral issue."

MARK ZACHER According to Mark Zacher, in many ways the world is more secure than it was over the entire 20th century. "For perhaps the first time in at least a century, we are not worried about war between major powers. There are also few regional circumstances that could lead to war. During the cold war, such circumstances were inconceivable."

However, interstate disputes have been



Mark Zacher, Professor of Political Science and research associate, Institute of International Relations in the Liu Centre for the Study of Global Issues

ending impunity.

"In the last few years I have had the opportunity to travel throughout Asia, the Caribbean, the Pacific and Africa to do research and help bolster support for the ICC. It is a concept that has been on the books for more than 50 years. It's very exciting to see it become a reality, and have 76 countries from every region of the world sign up to the treaty establishing the court." "Even if we stop just one genocide with this court, we will have achieved something wonderful."

replaced by frequent incidences of mass civil violence, with strong global impacts. "If western nations want peace, they must look at providing assistance to developing nations who want larger shares of the global welfare pie. Poverty and injustice are major roots upon which hostility toward foreign countries is based.

In recent years the western nations have made major contributions to interstate and civil peace – although the most notable contributions have occurred in eastern Europe. Both the EU and NATO refuse to admit any state that does not have boundary agreements with all of their neighbors, and they are very active in assuring rights of ethnic minorities."

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WHAT DO YOU THINK?

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ENVIRONMENT cont.



Stephen Sheppard,
Associate Professor,
Forest Resource
Management and
Agricultural Sciences

HOW CAN WE ENSURE OUR FORESTS AND LANDSCAPES ARE STILL THERE FOR OUR GRANDCHILDREN TO ENJOY?

"Foresters plan for healthy forests for the future. We need to ensure those plans are scientifically sound and socially acceptable, and do a better job of communicating the long-term benefits of the choices we make."

STEPHEN SHEPPARD and researchers at the Collaborative for Advanced Landscape Planning (CALP) have developed a computer program that projects a giant visual image of how today's forest management plans or development schemes will impact tomorrow's landscapes.

"We've had the ability to create artist's



Penny Gurstein,
Associate Professor,
School of Community
and Regional Planning

WILL THE INCREASED ABILITY TO WORK FROM HOME - AND REDUCE USE OF CARS - HELP SAVE OUR ENVIRONMENT?

"Telework is not the ultimate solution to the environmental problems caused by traffic congestion."

PENNY GURSTEIN is an expert on the topic of telework - the practice of working from

renderings and predict land use impacts for years. Combining these functions, our program uses new visualisation technologies drawing on existing scientific models - not one person's guesswork - to show a fairly realistic 3D picture of the impact a forestry decision might have in 20 or 100 years."

This will enable the average person to understand and compare more easily the future risks and benefits of various forestry options. As a result, people can become more engaged in an objective consultation and planning process over issues like habitat, recreation access, or watershed protection.

"Visualisation also enables us as scientists to identify flaws in our models or data, and can reveal unforeseen effects of land management plans. This is important in improving decisions on sustainable forest management."

home instead of commuting to and from an office.

"Nearly 25 per cent of Canadians already do some form of telework, and the misconception is that teleworkers are saving the environment by not driving a car to work each day. Unfortunately, most teleworkers still use their cars in the course of a day - to see clients, get supplies or run other errands. The net effect on the environment is nowhere near what people think."

As a researcher and author of the book *Wired to the World, Chained to the Home: Telework in Daily Life*, Gurstein has also found tremendous personal and social issues attached to telework. Burnout and overwork are big issues, as is tension within the family. She notes that isolation is a big problem as well, especially in a job market where teamwork and people skills

are valued quite highly.

“Telework has the potential to be a very good option for balancing work and home lives, but we have to find ways to integrate work options into community planning and development.”

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WHAT DO YOU THINK?

UNIVERSITY OF BRITISH COLUMBIA 2001-2002 ANNUAL REPORT

PERFORMANCE INDICATORS cont.

FINANCIAL HIGHLIGHTS APRIL 1 2001 – MARCH 31 2002

The University of British Columbia's financial statements for the year ended March 31, 2002 have been reported on by the Auditor General of British Columbia, the auditor appointed under the University Act. The following represents the highlights of UBC's financial statements for the year ended March 31, 2002.

For full financial statements, please go to <http://www.finance.ubc.ca/reports/2001-02/index.htm>.

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FINANCIAL HIGHLIGHTS (in millions \$)

	2001	2002
Total Revenues	\$ 873.9	\$ 960.0
Research Awarded to UBC	\$ 194.4	\$ 254.0
Operating Surplus for the Year	\$ 0.1	\$ 0.1
Accumulated Deficiency at End of Year	\$ 2.2	\$ 2.1

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REVENUES 2002 (in thousands \$)

Government grants and contracts	\$ 481,892	50%
Sales, services and other	213,320	22%
Student fees	118,806	12%
Non-government grants, contracts and donations	94,223	10%
Investment income	52,699	6%
Total	\$ 960,940	100%

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EXPENSES 2002 (in thousands \$)

Salaries	\$ 601,090	63%
Supplies and general expenses	173,015	18%
Depreciation	64,548	7%
Cost of goods sold	33,857	3%
Scholarships, fellowships and bursaries	27,474	3%
Other Transfers	32,150	3%

Transfer to Endowment Principal	17,661	2%
Grants to other agencies	11,017	1%
Total	\$ 960,812	100%

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STATEMENT OF FINANCIAL POSITION

ASSETS (in thousands \$)

	2001	2002
Current assets	\$ 175,433	\$ 328,370
Investments	621,161	653,284
Assets held in trust	30,091	-
Capital assets	816,935	875,498
Total assets	\$1,643,620	\$1,857,152

LIABILITIES & NET ASSETS (in thousands \$)

	2001	2002
Current liabilities	\$ 106,876	\$ 115,989
Employee future benefits	34,039	34,879
Deferred contributions	119,975	122,393

Deferred capital contributions	479,012	515,584
Long-term debt	53,349	168,567
Due to trusts	30,091	-
Net assets	820,278	899,740
Total liabilities & net assets	\$1,643,620	\$1,857,152

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THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Healthcare)

ppa1. In your view, what ONE thing could be done that would do the most to improve the state of healthcare?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
FUNDING/EXPANSION FOCUSED (NET)	28%
- Increased funding	24%
- More hospital beds	1%
- Stop closing hospitals	1%
- More emergency care services	1%
MEDICAL STAFF (NET)	23%
- More doctors/nurses/hospital staff	18%
- Keep doctors/nurses in the province/country	2%
- Better salaries for medical professionals	3%
ACCESSIBILITY (NET)	7%
- Reduce waiting time for treatment/tests/surgeries	2%
- Increase medicare coverage	2%
- Improve access to services	3%
- Drugs - free/cheaper/more accessible	1%
ADMINISTRATION/MANAGEMENT (NET)	12%
- Reduce system abuse	3%
- Regulate amount of visits	0
- Reduce system waste/inefficiencies	4%
- Improve management/Less bureaucracy	4%
QUALITY SPECIFIC (NET)	3%
- Improve service in hospitals	1%
- Better quality doctors/healthcare staff (more training)	2%
- Better equipment/technology	0
USER FEES/PRIVATIZATION (NET)	9%
- Introduce user fees	4%
- More privatization	4%
- Stop privatization	1%
OTHER IMPROVEMENTS (NET)	5%
- More emphasis on prevention/education	4%
- More medical research	0
- More emphasis on complementary and alternative treatments/therapies	0
Change in government	1%
Other	5%
Nothing	1%
(DK/NS)	8%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Healthcare)

ppa1b. Anything else?

	Total
Base: Mentioned something	
Unweighted Base	920
Weighted Base	921
FUNDING/EXPANSION FOCUSED (NET)	14%
- Increased funding	9%
- More hospital beds	2%
- Stop closing hospitals	2%
- More emergency care services	2%
MEDICAL STAFF (NET)	14%
- More doctors/nurses/hospital staff	10%
- Keep doctors/nurses in the province/country	3%
- Better salaries for medical professionals	2%
ACCESSIBILITY (NET)	11%
- Reduce waiting time for treatment/tests/surgeries	5%
- Increase medicare coverage	2%
- Improve access to services	4%
- Drugs - free/cheaper/more accessible	1%
ADMINISTRATION/MANAGEMENT (NET)	7%
- Reduce system abuse	2%
- Regulate amount of visits	0
- Reduce system waste/inefficiencies	3%
- Improve management/Less bureaucracy	2%
QUALITY SPECIFIC (NET)	4%
- Improve service in hospitals	1%
- Better quality doctors/healthcare staff (more training)	2%
- Better equipment/technology	1%
USER FEES/PRIVATIZATION (NET)	4%
- Introduce user fees	2%
- More privatization	2%
- Stop privatization	1%
OTHER IMPROVEMENTS (NET)	5%
- More emphasis on prevention/education	3%
- More medical research	2%
- More emphasis on complementary and alternative treatments/therapies	1%
Other	3%
Nothing else/No others (DK/NS)	36%
	8%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Healthcare)

ppa1ab. In your view, what ONE thing could be done that would do the most to improve the state of healthcare? TOTAL MENTION SUMMARY

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
FUNDING/EXPANSION FOCUSED (NET)	37%
- Increased funding	32%
- More hospital beds	3%
- Stop closing hospitals	3%
- More emergency care services	3%
MEDICAL STAFF (NET)	33%
- More doctors/nurses/hospital staff	26%
- Keep doctors/nurses in the province/country	5%
- Better salaries for medical professionals	5%
ACCESSIBILITY (NET)	16%
- Reduce waiting time for treatment/tests/surgeries	6%
- Increase medicare coverage	4%
- Improve access to services	6%
- Drugs - free/cheaper/more accessible	2%
ADMINISTRATION/MANAGEMENT (NET)	16%
- Reduce system abuse	4%
- Regulate amount of visits	1%
- Reduce system waste/inefficiencies	7%
- Improve management/Less bureaucracy	6%
QUALITY SPECIFIC (NET)	6%
- Improve service in hospitals	2%
- Better quality doctors/healthcare staff (more training)	3%
- Better equipment/technology	1%
USER FEES/PRIVATIZATION (NET)	11%
- Introduce user fees	5%
- More privatization	5%
- Stop privatization	1%
OTHER IMPROVEMENTS (NET)	8%
- More emphasis on prevention/education	6%
- More medical research	2%
- More emphasis on complementary and alternative treatments/therapies	1%
Change in government	1%
Other	8%
Nothing	1%
(DK/NS)	8%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Healthcare)

ppa2_1. Now, I'm going to read you a list of solutions that other people have suggested would help improve healthcare. I'd like you to tell me whether you would find each one acceptable or unacceptable. What about increase the amount of money that government spends on healthcare?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Very acceptable	54%
Somewhat acceptable	30%
Somewhat unacceptable	9%
Very unacceptable	6%
(DK/NS)	1%
SUMMARY	
TOP2BOX (Very/Somewhat Acceptable)	84%
LOW2BOX (Somewhat/Very Unacceptable)	16%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Healthcare)

ppa2_2. Now, I'm going to read you a list of solutions that other people have suggested would help improve healthcare. I'd like you to tell me whether you would find each one acceptable or unacceptable. What about Increase the number of medical professionals?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Very acceptable	74%
Somewhat acceptable	21%
Somewhat unacceptable	3%
Very unacceptable	2%
(DK/NS)	1%
SUMMARY	
TOP2BOX (Very/Somewhat Acceptable)	95%
LOW2BOX (Somewhat/Very Unacceptable)	4%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Healthcare)

ppa2_3. Now, I'm going to read you a list of solutions that other people have suggested would help improve healthcare. I'd like you to tell me whether you would find each one acceptable or unacceptable. What about Allow private companies to deliver healthcare services that would be paid for by government?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Very acceptable	28%
Somewhat acceptable	35%
Somewhat unacceptable	14%
Very unacceptable	21%
(DK/NS)	2%
SUMMARY	
TOP2BOX (Very/Somewhat Acceptable)	63%
LOW2BOX (Somewhat/Very Unacceptable)	35%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Healthcare)

*ppa2_4. Now, I'm going to read you a list of solutions that other people have suggested would help improve healthcare. I'd like you to tell me whether you would find each one acceptable or unacceptable.
What about Introduce user fees for medical services?*

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Very acceptable	18%
Somewhat acceptable	28%
Somewhat unacceptable	15%
Very unacceptable	38%
(DK/NS)	1%
SUMMARY	
TOP2BOX (Very/Somewhat Acceptable)	46%
LOW2BOX (Somewhat/Very Unacceptable)	54%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Healthcare) ppa2. TOP2BOX SUMMARY (Very/Somewhat Acceptable)

Now, I'm going to read you a list of solutions that other people have suggested would help improve healthcare. I'd like you to tell me whether you would find each one acceptable or unacceptable. What about ... ?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Increase the amount of money that government spends on healthcare	84%
Increase the number of medical professionals	95%
Allow private companies to deliver healthcare services that would be paid for by government	63%
Introduce user fees for medical services	46%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Healthcare) ppa2. LOW2BOX SUMMARY (Somewhat/Very Unacceptable)

Now, I'm going to read you a list of solutions that other people have suggested would help improve healthcare. I'd like you to tell me whether you would find each one acceptable or unacceptable. What about ... ?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Increase the amount of money that government spends on healthcare	16%
Increase the number of medical professionals	4%
Allow private companies to deliver healthcare services that would be paid for by government	35%
Introduce user fees for medical services	54%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education)

ppb1_1. I'm going to read you a list of statements that other people have made about Canada's university education system, and I'd like to know whether you agree or disagree with each one. THE GRADES REQUIRED TO GET INTO UNIVERSITY ARE TOO HIGH..

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Strongly agree	18%
Moderately agree	20%
Moderately disagree	32%
Strongly disagree	23%
(DK/NS)	6%
SUMMARY	
TOP2BOX (Strongly/Moderately Agree)	38%
LOW2BOX (Moderately/Strongly Disagree)	56%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education)

ppb1_2. I'm going to read you a list of statements that other people have made about Canada's university education system, and I'd like to know whether you agree or disagree with each one. IT'S TOO EXPENSIVE TO GO TO UNIVERSITY..

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Strongly agree	47%
Moderately agree	23%
Moderately disagree	18%
Strongly disagree	11%
(DK/NS)	1%
SUMMARY	
TOP2BOX (Stongly/Moderately Agree)	70%
LOW2BOX (Moderately/Strongly Disagree)	29%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education)

ppb1_3. I'm going to read you a list of statements that other people have made about Canada's university education system, and I'd like to know whether you agree or disagree with each one.
GOVERNMENT IS NOT PUTTING ENOUGH MONEY INTO POST-SECONDARY EDUCATION..

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Strongly agree	49%
Moderately agree	26%
Moderately disagree	15%
Strongly disagree	7%
(DK/NS)	2%
SUMMARY	
TOP2BOX (Strongly/Moderately Agree)	76%
LOW2BOX (Moderately/Strongly Disagree)	22%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education) ppb1. TOP2BOX SUMMARY (Strongly/Moderately Agree)

I'm going to read you a list of statements that other people have made about Canada's university education system, and I'd like to know whether you agree or disagree with each one.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
The grades required to get into university are too high.	38%
It's too expensive to go to university.	70%
Government is not putting enough money into post-secondary education.	76%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education) ppb1. LOW2BOX SUMMARY (Moderately/Strongly Disagree)

I'm going to read you a list of statements that other people have made about Canada's university education system, and I'd like to know whether you agree or disagree with each one.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
The grades required to get into university are too high.	56%
It's too expensive to go to university.	29%
Government is not putting enough money into post-secondary education.	22%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education)

ppb2. In your view, what ONE thing could be done that would do the most to improve access to university education?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Make it easier for students to get student loans	9%
Provide students with more grants for their studies rather than loans	17%
Reduce the grade requirements	5%
Build more universities	3%
Lower/ eliminate tuition fees	18%
More government funding	7%
Improve public schools/ high schools	7%
More encouragement/ awareness	4%
More teachers	1%
Increase barriers to foreign students	1%
Better housing	0
No interest on student loans	1%
More space available in schools	1%
Distance education/ accessible from small communities	1%
Other	12%
Nothing	2%
(DK/NS)	13%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education) *ppb2b. Anything else?*

	Total
Base: Mentioned something	
Unweighted Base	883
Weighted Base	883
Make it easier for students to get student loans	4%
Provide students with more grants for their studies rather than loans	6%
Reduce the grade requirements	3%
Build more universities	1%
Lower/ eliminate tuition fees	4%
More government funding	2%
Improve public schools/ high schools	1%
More encouragement/ awareness	2%
More teachers	1%
Increase barriers to foreign students	0
Better housing	1%
No interest on student loans	0
More space available in schools	1%
Distance education/ accessible from small communities	0
Other	10%
Nothing else/No others	57%
(DK/NS)	8%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education)

ppb2ab. In your view, what ONE thing could be done that would do the most to improve access to university education? TOTAL MENTION SUMMARY

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Make it easier for students to get student loans	13%
Provide students with more grants for their studies rather than loans	22%
Reduce the grade requirements	7%
Build more universities	4%
Lower/ eliminate tuition fees	21%
More government funding	8%
Improve public schools/ high schools	7%
More encouragement/ awareness	6%
More teachers	1%
Increase barriers to foreign students	1%
Better housing	1%
No interest on student loans	1%
More space available in schools	1%
Distance education/ accessible from small communities	1%
Other	20%
Nothing	2%
(DK/NS)	13%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education)

ppb3_1. Now, I'm going to read you a list of some possible outcomes of a university education, and I'd like to know how valuable you think each one is for college and university students. What about The ability of a student to get a job once they have completed their studies - in your opinion, is this a very valuable outcome, somewhat valuable, not very valuable, or not at all valuable?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Very valuable	70%
Somewhat valuable	25%
Not very valuable	3%
Not at all valuable (DK/NS)	1%
SUMMARY	
TOP2BOX (Very/Somewhat Valuable)	95%
LOW2BOX (Not very/Not at all Valuable)	4%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education)

ppb3_2. Now, I'm going to read you a list of some possible outcomes of a university education, and I'd like to know how valuable you think each one is for college and university students. What about Critical thinking skills that allow students to analyze problems and find solutions - in your opinion, is this a very valuable outcome, somewhat valuable, not very valuable, or not at all valuable?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Very valuable	72%
Somewhat valuable	23%
Not very valuable	3%
Not at all valuable (DK/NS)	1%
SUMMARY	
TOP2BOX (Very/Somewhat Valuable)	95%
LOW2BOX (Not very/Not at all Valuable)	4%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education)

ppb3_3. Now, I'm going to read you a list of some possible outcomes of a university education, and I'd like to know how valuable you think each one is for college and university students. What about Open-mindedness and social tolerance - in your opinion, is this a very valuable outcome, somewhat valuable, not very valuable, or not at all valuable?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Very valuable	64%
Somewhat valuable	29%
Not very valuable	5%
Not at all valuable (DK/NS)	1%
SUMMARY	
TOP2BOX (Very/Somewhat Valuable)	93%
LOW2BOX (Not very/Not at all Valuable)	6%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education)

ppb3_4. Now, I'm going to read you a list of some possible outcomes of a university education, and I'd like to know how valuable you think each one is for college and university students. What about Detailed knowledge and skills within a specific area of study - in your opinion, is this a very valuable outcome, somewhat valuable, not very valuable, or not at all valuable?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Very valuable	62%
Somewhat valuable	34%
Not very valuable	3%
Not at all valuable	0
(DK/NS)	1%
SUMMARY	
TOP2BOX (Very/Somewhat Valuable)	96%
LOW2BOX (Not very/Not at all Valuable)	3%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education) ppb3. TOP2BOX SUMMARY (Very/Somewhat Valuable)

Now, I'm going to read you a list of some possible outcomes of a university education, and I'd like to know how valuable you think each one is for college and university students. What about ... - in your opinion, is this a very valuable outcome, somewhat valuable, not very valuable, or not at all valuable?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
The ability of a student to get a job once they have completed their studies	95%
Critical thinking skills that allow students to analyze problems and find solutions	95%
Open-mindedness and social tolerance	93%
Detailed knowledge and skills within a specific area of study	96%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education) ppb3. LOW2BOX SUMMARY (Not very/Not at all Valuable)

Now, I'm going to read you a list of some possible outcomes of a university education, and I'd like to know how valuable you think each one is for college and university students. What about ... - in your opinion, is this a very valuable outcome, somewhat valuable, not very valuable, or not at all valuable?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
The ability of a student to get a job once they have completed their studies	4%
Critical thinking skills that allow students to analyze problems and find solutions	4%
Open-mindedness and social tolerance	6%
Detailed knowledge and skills within a specific area of study	3%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (University Education)

ppb4. Overall, who do you think benefits the MOST from university education? Is it...

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Students/Graduates themselves	27%
Society in general	58%
Employers	14%
(DK/NS)	1%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Environment)

ppc1. Of the following environmental issues, which ONE do you think our governments should pay the most attention to, that is, what should be their number one priority for taking action on?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
The loss of old-growth forests through logging	10%
Global warming or climate change	23%
Genetically altered food	6%
The state of the global fisheries	5%
Chemicals in our food	15%
Reducing greenhouse gas emissions	22%
Spending money to encourage individuals to make environmentally sustainable lifestyle choices	16%
(DK/NS)	2%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Environment) *ppc1b. And what should be the second priority?*

	Total
Base: Mentioned something	
Unweighted Base	981
Weighted Base	982
The loss of old-growth forests through logging	16%
Global warming or climate change	15%
Genetically altered food	10%
The state of the global fisheries	8%
Chemicals in our food	14%
Reducing greenhouse gas emissions	21%
Spending money to encourage individuals to make environmentally sustainable lifestyle choices	13%
(DK/NS)	2%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Environment)

ppc1ab. Of the following environmental issues, which ONE do you think our governments should pay the most attention to, that is, what should be their number one priority for taking action on? TOTAL MENTION SUMMARY

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
The loss of old-growth forests through logging	27%
Global warming or climate change	38%
Genetically altered food	15%
The state of the global fisheries	13%
Chemicals in our food	29%
Reducing greenhouse gas emissions	43%
Spending money to encourage individuals to make environmentally sustainable lifestyle choices	28%
(DK/NS)	2%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Environment)

ppc2_1. Now, I'm going to read you a few opinions that other people have given us about how they feel about their environment, and I'd like to know whether you agree or disagree with each one. SCIENCE AND TECHNOLOGY WILL COME UP WITH WAYS TO SOLVE ENVIRONMENTAL DAMAGE AND POLLUTION.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Strongly agree	23%
Moderately agree	42%
Moderately disagree	22%
Strongly disagree	13%
(DK/NS)	1%
SUMMARY	
TOP2BOX (Strongly/Moderately Agree)	64%
LOW2BOX (Moderately/Strongly Disagree)	34%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Environment)

ppc2_2. Now, I'm going to read you a few opinions that other people have given us about how they feel about their environment, and I'd like to know whether you agree or disagree with each one.
PROTECTING THE NATURAL ENVIRONMENT IS MORE IMPORTANT TO ME THAN CREATING ECONOMIC GROWTH AND EMPLOYMENT.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Strongly agree	30%
Moderately agree	39%
Moderately disagree	20%
Strongly disagree	9%
(DK/NS)	1%
SUMMARY	
TOP2BOX (Strongly/Moderately Agree)	69%
LOW2BOX (Moderately/Strongly Disagree)	29%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Environment)

ppc2_3. Now, I'm going to read you a few opinions that other people have given us about how they feel about their environment, and I'd like to know whether you agree or disagree with each one.
INDIVIDUALS HAVE TO CHANGE THEIR OWN HABITS AND LIFESTYLES IF WE ARE TO PROTECT THE ENVIRONMENT.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Strongly agree	79%
Moderately agree	16%
Moderately disagree	3%
Strongly disagree	2%
(DK/NS)	0
SUMMARY	
TOP2BOX (Strongly/Moderately Agree)	95%
LOW2BOX (Moderately/Strongly Disagree)	4%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Environment) ppc2. TOP2BOX SUMMARY (Strongly/Moderately Agree)

Now, I'm going to read you a few opinions that other people have given us about how they feel about their environment, and I'd like to know whether you agree or disagree with each one.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Science and technology will come up with ways to solve environmental damage and pollution.	64%
Protecting the natural environment is more important to me than creating economic growth and employment.	69%
Individuals have to change their own habits and lifestyles if we are to protect the environment.	95%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Environment) ppc2. LOW2BOX SUMMARY (Moderately/Strongly Disagree)

Now, I'm going to read you a few opinions that other people have given us about how they feel about their environment, and I'd like to know whether you agree or disagree with each one.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Science and technology will come up with ways to solve environmental damage and pollution.	34%
Protecting the natural environment is more important to me than creating economic growth and employment.	29%
Individuals have to change their own habits and lifestyles if we are to protect the environment.	4%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Security)

ppd1. As you know, since the terrorist bombings of September 11th 2001, the Canadian government has undertaken a number of initiatives to ensure greater security for Canadians. Based on how you feel right now, when you think about your own personal security, would you say you generally feel secure or not secure? (Would that be very secure, somewhat secure, not very secure or not at all secure?)

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Very secure	47%
Somewhat secure	37%
Not very secure	10%
Not at all secure (DK/NS)	0
SUMMARY	
TOP2BOX (Very/Somewhat Secure)	84%
LOW2BOX (Not very/Not at all Secure)	15%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Security)

ppd2_1. Now I'm going to read you a few statements that other people have made about security issues, and I'd like to know whether you agree or disagree with each one. I'M PREPARED TO ACCEPT THE INCONVENIENCE OF DELAYS AND LONGER LINE-UPS AT AIRPORTS AND BORDERS IF IT MEANS I FEEL MORE SECURE WHEN I'M TRAVELING.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Strongly agree	61%
Moderately agree	28%
Moderately disagree	5%
Strongly disagree	5%
(DK/NS)	2%
SUMMARY	
TOP2BOX (Strongly/Moderately Agree)	88%
LOW2BOX (Moderately/Strongly Disagree)	10%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Security)

ppd2_2. Now I'm going to read you a few statements that other people have made about security issues, and I'd like to know whether you agree or disagree with each one. POVERTY AND INJUSTICE ARE THE MAJOR ROOTS OF HOSTILITY TOWARDS THE UNITED STATES AND OTHER DEVELOPED NATIONS.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Strongly agree	32%
Moderately agree	33%
Moderately disagree	19%
Strongly disagree	14%
(DK/NS)	2%
SUMMARY	
TOP2BOX (Stongly/Moderately Agree)	64%
LOW2BOX (Moderately/Strongly Disagree)	34%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Security)

ppd2_3. Now I'm going to read you a few statements that other people have made about security issues, and I'd like to know whether you agree or disagree with each one. I'M PREPARED TO ACCEPT SOME LIMITS TO MY CIVIL LIBERTIES IF IT MEANS I FEEL SAFER AND MORE SECURE IN MY DAILY LIFE.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Strongly agree	25%
Moderately agree	42%
Moderately disagree	15%
Strongly disagree	18%
(DK/NS)	1%
SUMMARY	
TOP2BOX (Stongly/Moderately Agree)	67%
LOW2BOX (Moderately/Strongly Disagree)	33%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Security) ppd2. TOP2BOX SUMMARY (Stongly/Moderately Agree)

Now I'm going to read you a few statements that other people have made about security issues, and I'd like to know whether you agree or disagree with each one.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
I'm prepared to accept the inconvenience of delays and longer line-ups at airports and borders if it means I feel more secure when I'm traveling.	88%
Poverty and injustice are the major roots of hostility towards the United States and other developed nations.	64%
I'm prepared to accept some limits to my civil liberties if it means I feel safer and more secure in my daily life.	67%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

PUBLIC POLICY ISSUES (Security) ppd2. LOW2BOX SUMMARY (Moderately/Strongly Disagree)

Now I'm going to read you a few statements that other people have made about security issues, and I'd like to know whether you agree or disagree with each one.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
I'm prepared to accept the inconvenience of delays and longer line-ups at airports and borders if it means I feel more secure when I'm traveling.	10%
Poverty and injustice are the major roots of hostility towards the United States and other developed nations.	34%
I'm prepared to accept some limits to my civil liberties if it means I feel safer and more secure in my daily life.	33%



THE UNIVERSITY OF BRITISH COLUMBIA

WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

DEMOGRAPHICS

Province:

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
British Columbia	13%
Alberta	9%
Saskatchewan	3%
Manitoba	4%
Ontario	38%
Quebec	25%
New Brunswick	2%
Nova Scotia	4%
Prince Edward Island	0
Newfoundland	2%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

DEMOGRAPHICS

Sex of respondent:

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Male	49%
Female	51%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

DEMOGRAPHICS

Language of interview:

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
English	76%
French	24%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

DEMOGRAPHICS

Region:

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Rural	17%
Urban	79%
(DK/NS)	4%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

DEMOGRAPHICS

Market:

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
1 Island	3%
2 SE BC	2%
3 North. BC	2%
4 SW BC	2%
5 Vancouver	4%
6 South. Alta	0
7 Central Alta	1%
8 North. Alta	1%
9 Calgary	3%
10 Edmonton	4%
11 South SK	1%
12 Central SK	0
13 North SK	0
14 Regina	1%
15 Saskatoon	1%
16 Winnipeg	2%
17 South MB	1%
18 North MB	1%
19 North. ON	3%
20 WC ON	2%
21 SW ON	4%
22 SE ON	2%
23 SC ON	2%
24 EC ON	5%
25 East ON	3%
26 Toronto	8%
27 W. Toronto Sub.	6%
28 E. Toronto Sub.	2%
29 East. PQ	1%
30 Quebec City	2%
31 EC PQ	4%
32 Mtl CMA Out.	5%
33 North. PQ	4%
34 Mtl CMA	7%
35 Hull area	1%
36 Moncton	0
37 St John	0
38 NB (rest)	2%
39 Halifax	2%
40 West. NS	1%
41 East. NS	1%
42 St John's	1%

Poll conducted by Ipsos-Reid,
September 2002



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

43 Nfld (rest)	1%
44 PEI	0



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

DEMOGRAPHICS

Market 2:

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
1-BC	13%
2-AB	9%
3-MB/SK	7%
4-ON-Toronto GTA	16%
5-ON-Other	21%
6-PQ-MTL CMA	13%
7-PQ-Other	12%
8-Atlantic	8%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

DEMOGRAPHICS

Respondent's age. [WHAT YEAR WERE YOU BORN IN?]

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
18-24	13%
25-34	21%
35-44	20%
45-54	18%
55-64	14%
65+	13%
(DK/NS)	1%
SUMMARY	
Mean	44.1
Standard Deviation	16.6
Standard Error	0.5
Median	42.2



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

DEMOGRAPHICS

Do you have any children under the age of 18 currently living in your household?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Yes	33%
No	67%
(DK/NS)	0



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

DEMOGRAPHICS

And what are the ages of each of the children under 18 who are currently living in your household?

	Total
Base: Children < 18 living in household	
Unweighted Base	344
Weighted Base	326
Under 1 year old	11%
One year old	5%
Two years old	11%
Three years old	7%
Four years old	10%
Five years old	7%
Six years old	10%
Seven years old	10%
Eight years old	11%
Nine years old	9%
Ten years old	8%
Eleven years old	9%
Twelve years old	11%
Thirteen years old	8%
Fourteen years old	11%
Fifteen years old	9%
Sixteen years old	10%
Seventeen years old	10%
Eighteen years old	0
(DK/NS)	3%



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

DEMOGRAPHICS

What is the highest level of formal education that you have completed?

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Grade school or some high school	9%
Complete high school	21%
Complete technical or trade school/Community college	23%
Some community college or university, but did not finish	16%
Complete university degree, such as a Bachelor's	21%
Post-graduate degree, such as a Master's or Ph.D.	9%
(DK/NS)	0



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WHAT DO YOU THINK? Ipsos-Reid / UBC Poll Results

DEMOGRAPHICS

And which of the following categories best describes your annual household income? That is, the total income before taxes - or gross income - of all persons in your household combined? Just stop me when I reach your category.

	Total
Base: All respondents	
Unweighted Base	1002
Weighted Base	1002
Under \$10,000	5%
\$10,000 to just under \$20,000	10%
\$20,000 to just under \$30,000	10%
\$30,000 to just under \$40,000	12%
\$40,000 to just under \$50,000	11%
\$50,000 to just under \$60,000	11%
\$60,000 to just under \$70,000	7%
\$70,000 to just under \$80,000	7%
\$80,000 to just under \$100,000	7%
\$100,000 and over	13%
(DK/NS)	7%