

KPU 40th Anniversary Celebration Video Script

Long before the COVID-19 pandemic, we had high hopes for 2021, because it marks our 40th anniversary.

Kwantlen College officially came into being on April 1, 1981, and our initial planning included visions of many gatherings so we could celebrate together throughout the year. Now of, course, our high hopes for 2021 are pinned on the continued control of the spread of the pandemic.

Still, our evolution from community college to university college to polytechnic university is a remarkable story that deserves to be told and celebrated.

This anniversary year of 2021 offers an opportunity for us to reflect and celebrate our story, and since the pandemic may well preclude in-person gatherings for all of 2021 (such as a 1980s disco dance in the courtyard), we may have to punt these to 2022 as “40+1” events.

In the meantime, we will shift to a “storytelling” strategy for 2021, which we are really good at both in person and remotely.

Our goals for the anniversary are:

- To celebrate Kwantlen and its impact on the community, and so to raise awareness of this impact, and thus build our reputation;
- To acknowledge and honour our deep connection with the Kwantlen First Nation;
- To reconnect with alumni and former employees;
- To create opportunities for the KPU Foundation, the KPU Alumni Association and the KPU Retirees Association to advance their causes;
- To celebrate our employees and to invite them to celebrate with us throughout the year
- To have appropriate student-focused celebrations, virtual and/or in person

What will this look like then?

- Well, we have a 40th anniversary logo.



- 40th anniversary video from Marketing and a slick Slide Show covering KPU's first 40 years
- President's Dialogues that will allow us to look back on our history and forward into an exciting future.
 - Kwantlen's evolution: Alan Davis and one or more former presidents
 - Tireless Runners – The Path to Reconciliation: With Chancellor Baird and local First Nations leaders
- Employee Engagement activities
 - Trivia contests
 - Virtual scavenger hunts
 - Recipe book
 - Novel in a Day
 - Pictures of us in 1981 or thereabouts (if you were in fact born yet?). Here I am, collecting my PhD from SFU at about that time: you should start digging out your younger-self pictures.



- Storytelling across a number of channels, including print and video, featuring:
 - Alumni success at work and in life;
 - Our Donors;
 - Our many Students
 - Employee achievements and dedication in instruction and service.
 - Research and Scholarship at KPU; and
 - The KPU Retirees Association and its efforts to capture and preserve our history.

As we do all this, we will be laying the groundwork for the 50th anniversary, which will be a major celebration and fundraising opportunity, and in so doing we can also build on our University Archives, which reside in the Library under the careful eye of Denise Dale.

Denise has already been tremendously helpful as we begin to pull together the stories of the past 40 years. I would like to take this opportunity to thank her for the very important work that she does, and for her eagerness to assist with the 40th anniversary project.

Stay tuned for details.

In the meantime, be kind, be calm, be safe.