

# Finding Your Niche in a Crowded PSE Market

Polytechnic Showcase, Winnipeg  
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Sharmen Lee, Dean, Faculty of Health

Dr. John Yang, Chair, Department of Traditional Chinese Medicine

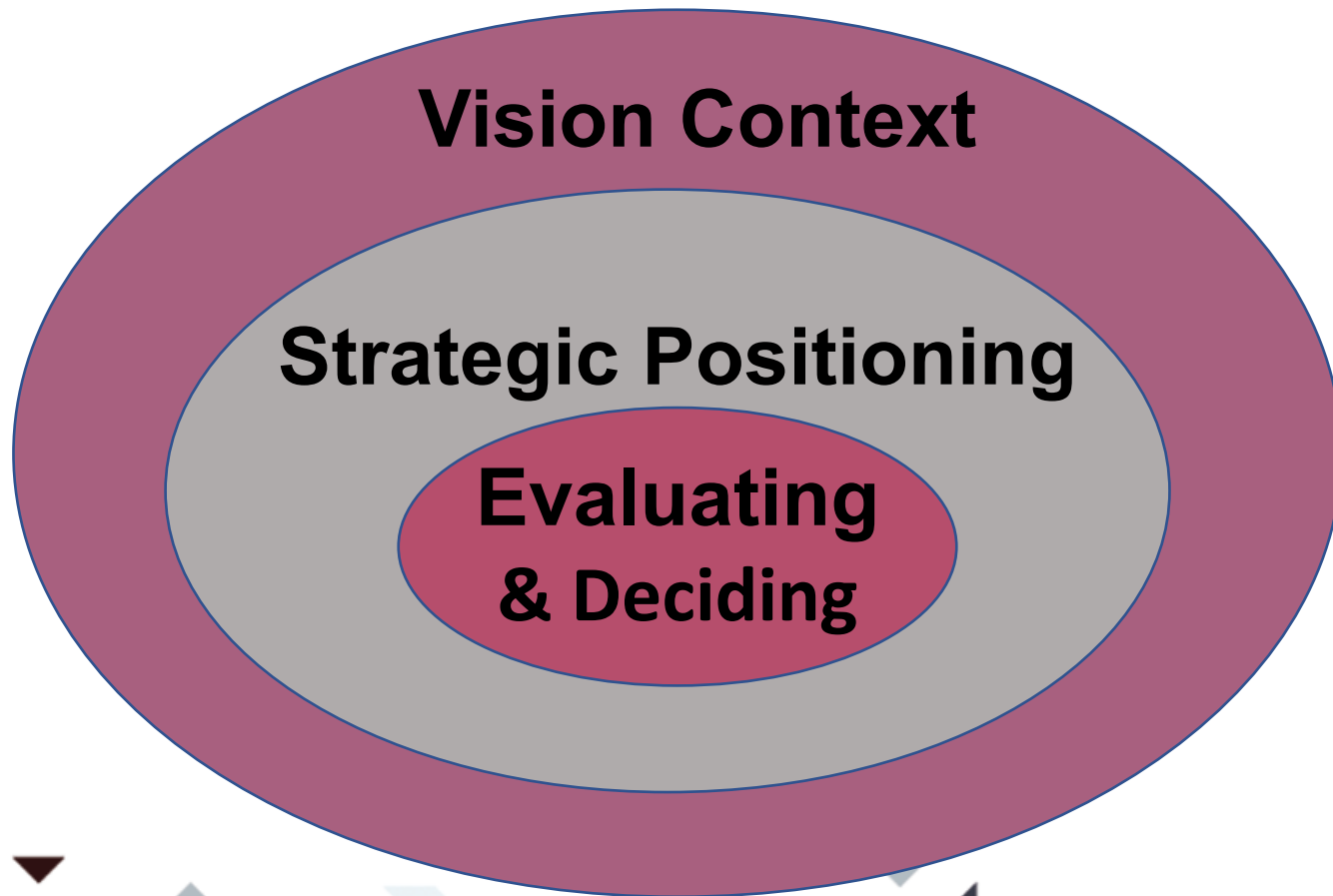
Caldwell Lever, Student, Traditional Chinese Medicine - Acupuncture



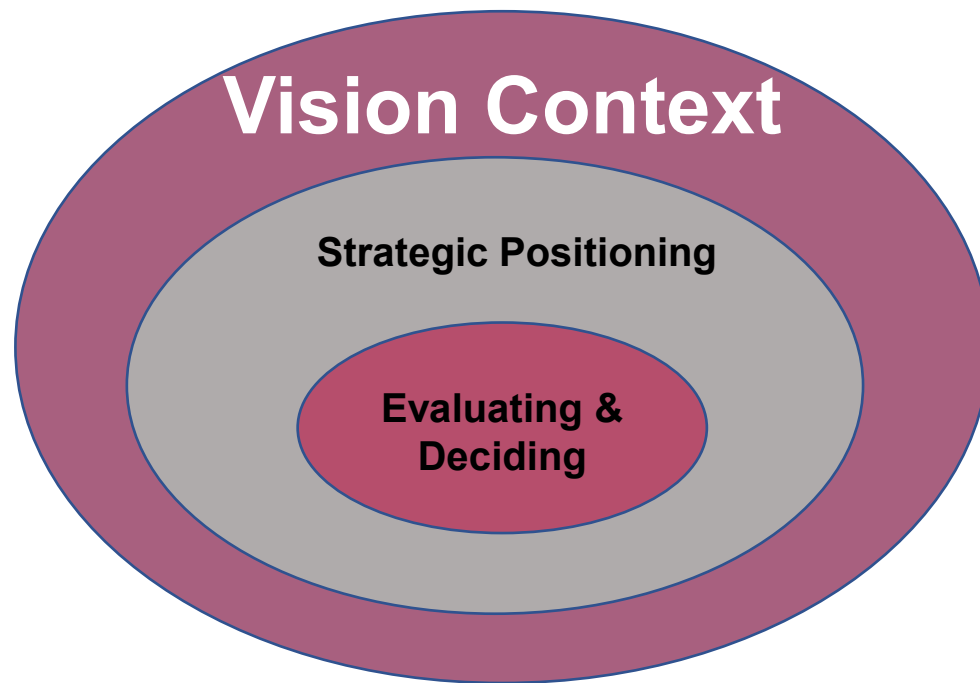
# Presentation Outline

- Conceptual model
- Case study: Bachelor of TCM
- Success factors and challenges

# Conceptual Model



# Conceptual Model



## Purpose

- Impact

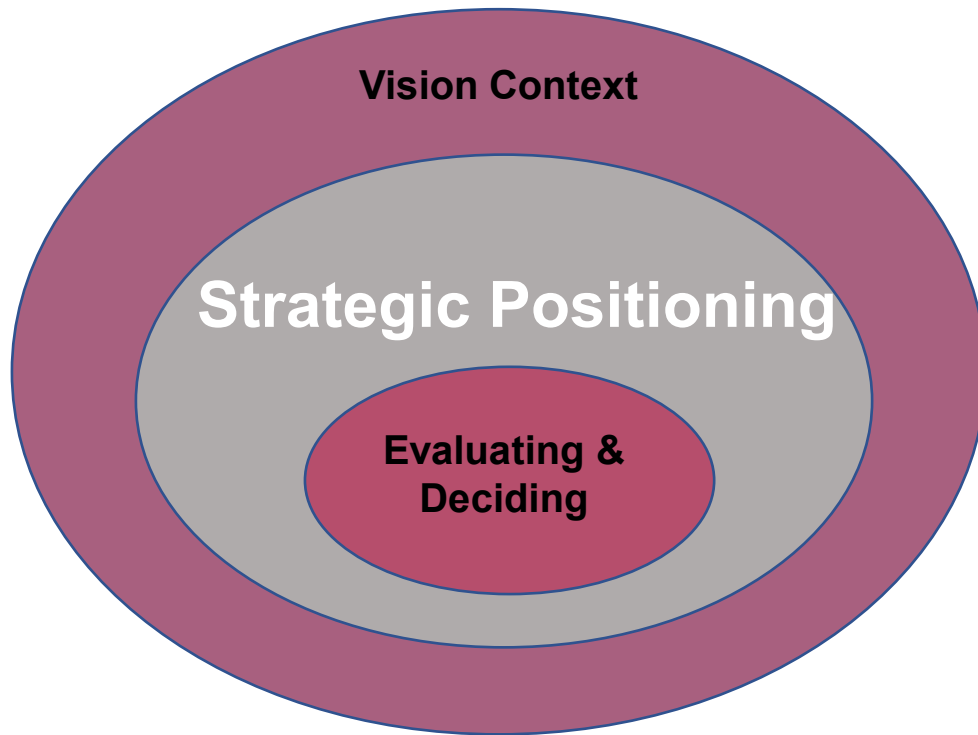
## Unique values

- Culture

## Ambitions

- Long term goals

# Conceptual Model



Where and what to consider:

- Who?
- What?
- Where?
- How?
- What does industry want/need?
- What do (prospective) students want/need?
- Where are the gaps?
- Where are the opportunities?

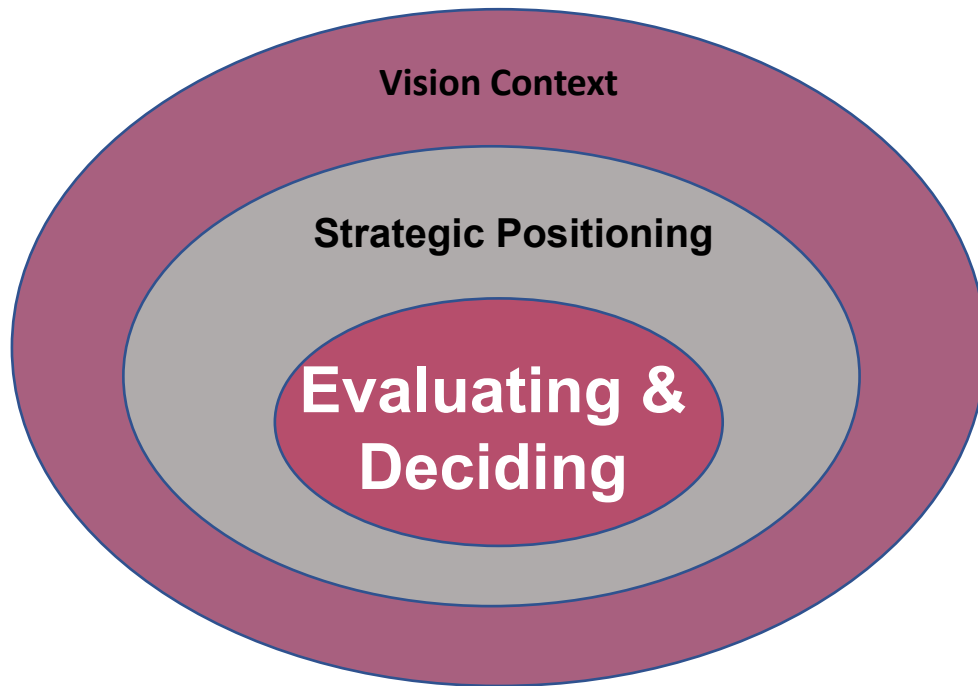
**Differentiation**

- What unique value?

**Assets**

- Capabilities
- Unique strengths

# Conceptual Model

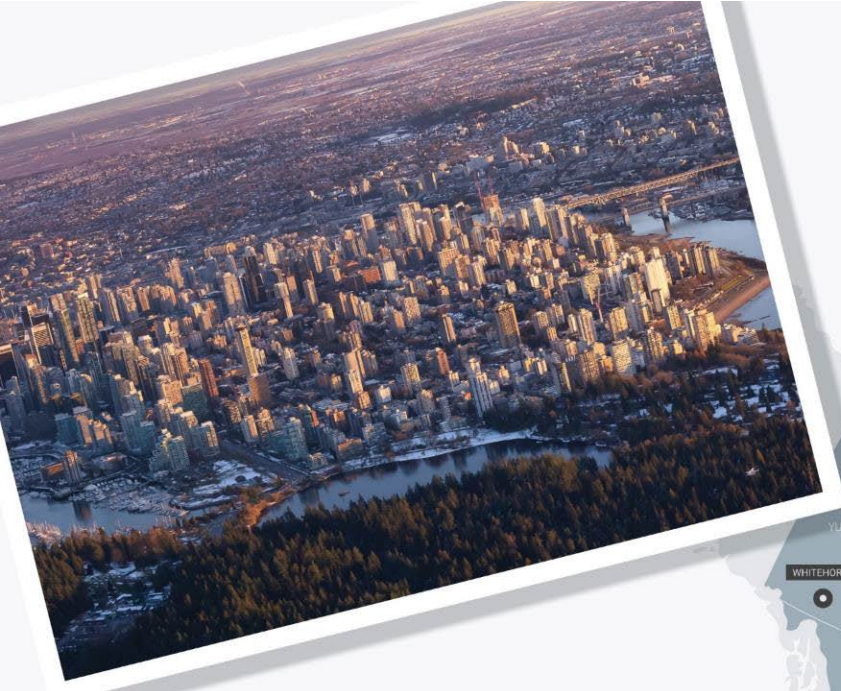


- Alignment with vision context & strategic positioning
- Develop concept papers
- Continue to check-in
- Assess support

# Canada's Only Polytechnic University.

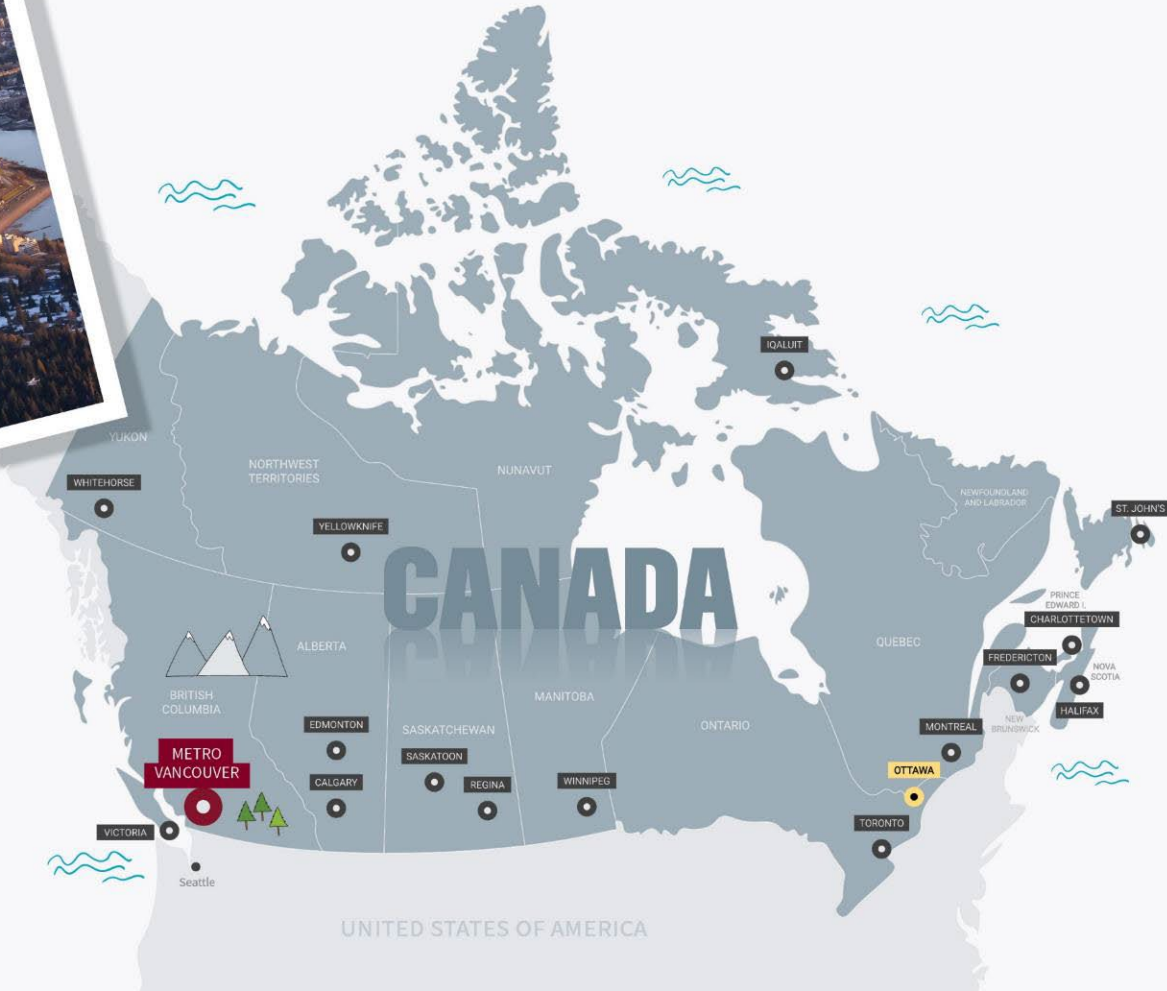
GET AN EDUCATION AS  
UNIQUE AS YOU ARE.





# Metro Vancouver

*Artwork by Brandon Gabriel*





## Map Legend



### KPU Shuttle

Our free intercampus shuttle runs between Surrey, Cloverdale, and Langley



### Public Transit - Bus

#### **R1 Bus Route**

KPU Civic Plaza to KPU Surrey

#### **301 Bus Route**

KPU Surrey to KPU Richmond



### Public Transit - Skytrain

#### **Expo Line**

KPU Civic Plaza located at Surrey Central Station

#### **Canada Line**

KPU Richmond located at Lansdowne Station

Our campuses are connected to major transit hubs and popular routes!

# The Crowded PSE Market in BC

- 25 publicly-funded post-secondary institutions
  - 11 universities
  - 11 colleges
  - 3 institutes
- 21 private degree-granting colleges and universities
- 500+ private training institutes
- Online delivery has changed the landscape!

# Case Study: Bachelor of TCM

## Vision Context

### Vision 2026

- ✓ Mission
- ✓ Vision
- ✓ Values
- ✓ Goals
- ✓ Academic Plan 2027

### Faculty of Health

- Nursing (3)
- Psychiatric Nursing
- Health Care Assistant
- TCM - Acupuncture

# Case Study: Bachelor of TCM



# Case Study: Bachelor of TCM

## Gap/Opportunity

- Bachelor of Traditional Chinese Medicine
- R. Acupuncturist to R. TCM Practitioner

## What does industry want/need?

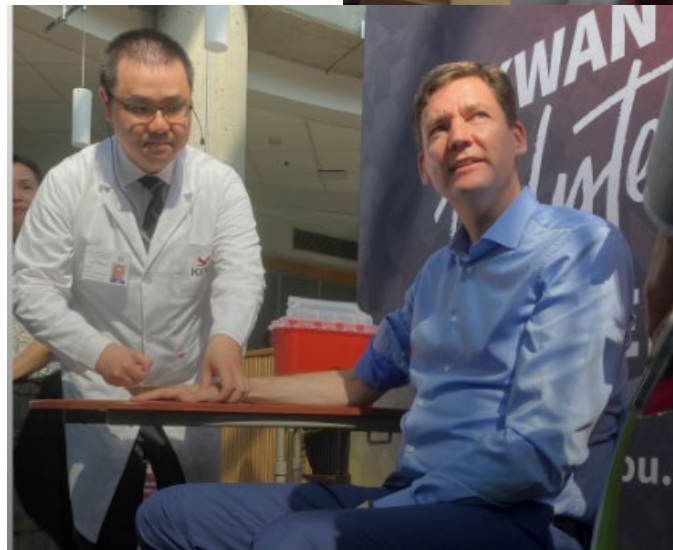
- Program Advisory Committee
- Professional associations
- Regulatory body
- Check-in with government

# Case Study: Bachelor of TCM

- 10 terms; 135 credits
  - Terms 1 – 6:
    - Full-time cohorted study
    - Existing Acupuncture curriculum
  - Terms 7 – 10:
    - Full-time or part-time study
    - Evening and weekend classes/labs/clinic
- ❖ Registered Acupuncturists – advanced standing

# Approvals

- College of TCM & Acupuncturists of BC
- Ministry of Post Secondary Education and Future Skills
- July 26, 2024 announcement by Premier Eby



# Student Involvement

What interested you in the KPU  
Acupuncture Program?

What does having a Bachelor of  
TCM program mean to current  
students and alumni?

How have students been  
involved in the proposal and  
approval process over the past  
2 years?

What are your future plans as a  
graduate?



# Challenges and Success Factors

- Finding niche opportunities can be hard
  - Getting support can be even harder
  - It takes longer than you think it will
- 
- Strategic alignment
  - Consultation
  - Vocal support
  - Building on success, leveraging strengths
  - Flexibility and accessibility

# The Launch ...

- BTCM first intake September 2025
- Full intake with a waitlist!