

**Professional, Applied & Continuing Education Senate Committee**  
**Annual Report to Senate 2025 (July 2024 – June 2025)**

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PACE Senate Committee members are: Kim Loeb (Chair), Pavlina Radia, Kenneth Molloy, Laurie Hellsten, Karen Magro, Maryam Memar Zadeh; Nancy Stokes (Recorder)

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The PACE Senate Committee brought forward the following items during this review period.

- I. September 2024 – Approval of Graduands for Fall 2024
- II. March 2025 – Approval of Graduands for Winter 2025
- III. May 2025 – Program proposals and course changes to:
  - a) Business Analysis Diploma
    - i. Proposal for a new diploma to be offered in both full-time and part-time setting. To be launched in Spring, 2026.
  - b) Business Intelligence Certificate
    - i. Proposal for a new certificate to be offered in both full-time and part-time setting. To be launched in Spring, 2026.
  - c) Leading Change Management Certificate
    - i. Proposal for a new certificate to be offered in both full-time and part-time setting. To be launched in Spring, 2026.
  - d) Web Application Diploma
    - i. One course was redesigned as three separate courses to facilitate scheduling and administration issues. Courses identified as not required by industry were removed.
  - e) Full Stack Web Development Diploma
    - i. A name change and revision to the Web Application Diploma to better reflect industry terminology and expectations. To be effective Spring, 2026.
  - f) Advanced Project Management and Information Technology Diploma
    - i. A name change and revision to the Project Management Diploma to better reflect industry and labour market needs. To be effective Fall, 2025.
  - g) Digital and Social Media Marketing Certificate
    - i. A revision to the Digital and Social Media Marketing Certificate to better reflect industry and labour market needs. To be effective Fall, 2025.
  - h) Digital Marketing Management Diploma
    - i. A name change and revision to the Marketing Management Diploma to better reflect industry and labour market needs. To be effective Fall, 2025.

i) Strategic Communication Diploma

- i. A name change and revision to the Public Relations and Strategic Communication Diploma to better reflect industry and labour market needs. To be effective Fall, 2025.

j) Applied Data Analytics Diploma

- i. A name change and revision to the Predicative Analytics Diploma to better reflect industry and labour market needs. To be effective Fall, 2026.

IV. June 2025 - Approval of Graduands for Spring 2025

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Loeb". The signature is fluid and cursive, with the first name "Kim" and last name "Loeb" clearly distinguishable.

Kim Loeb (Chair)  
April, 2025