

Elizabeth Bowker

BA DipEd MBA

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CAREER PROFILE

Elizabeth is a Full Time Lecturer in Business Communications at the Sauder School of Business, UBC, where she is a leader in the development of Indigenous business content for the core curriculum, and flexible learning initiatives that blend online learning with traditional learning models using innovative tools. In 2019 she was awarded by her peers the Talking Stick Award for innovation and pedagogical development.

Elizabeth began her career as a high school liberal arts teacher before moving to the non-profit and public sectors. In 2005 Elizabeth earned her MBA from UBC. She has done strategic planning, project management, partner relations and communications at larger agencies including the Olympics (VANOC) and TransLink. At VANOC she worked in Sustainability and Aboriginal Participation and later in Transportation. Eventually Elizabeth moved to the private sector as an independent management consultant for smaller businesses, communities and social enterprises.

PROFESSIONAL EXPERIENCE UBC

Lecturer, Business Communications

2012-present

Sauder School of Business, University of British Columbia (UBC)

- Business Communications: Business Writing
- Business Communications: Presentations
- Business Communications: Aboriginal Topics
- Business Fundamentals COMM 101

Initiatives:

Blended Learning: Elizabeth was one of the first instructors at UBC, and the first at Sauder, to offer a core course with a significant split between face-to-face interaction and online content. Elizabeth adapted a qualitative communications course to provide flexibility in when and how students accessed much of the course content, and used the time now made available to provide variable interaction with the instructor. In doing so she challenged the assumption that a qualitative course with a heavy emphasis on writing could be taught in a blended fashion.

Indigenizing Core Content: Elizabeth collaborated with Danielle Levine to take a core communications course, Comm 390, and adapt it using all Aboriginal content. The result was a course that covered the usual communications content, and also offered students in depth learning of Aboriginal communities and their economies throughout BC. The feedback over four years from students has been overwhelmingly positive as they felt the added benefit for the same cost and time was significant.

Indigenizing Core Content for all students: Following the success of Indigenizing two sections of Communications, the Dean required that all students in all sections of this required course were to spend a major portion of the course on Indigenous content. Elizabeth led the transition for the 11 faculty team and has provided assignments and support activities for students and faculty in the five years since its inception. In the 2019/20 school year, over 1000 students spent a month planning how they, in a company they desire to work for, could work meaningfully and productively with First Nations in BC. A further 700 students engaged in similar content in COMM 101.

Portfolio Format: Elizabeth worked with her team to further redesign COMM 390 and created a portfolio model for the course where all work students produce is done as if from a specific job within a specific company the student desires to work for. The result is work that is more meaningful and more applicable to students and better prepares students for the workforce.

PROFESSIONAL EXPERIENCE

Strategy Consultant

2009- 2014

Blue Moon Management, Owner

- Working in the public, private & non-profit sectors including First Nations, with a focus on small business development and project management
- Specialize in growth strategies and skill building to help small or new businesses become more efficient and more profitable
- Work with business leaders to identify goals and challenges, provide financial analyses, develop strategies and detailed plans to achieve the intended outcomes
- Projects include business development planning and implementation, feasibility studies, cash flow planning, strategic marketing, and leadership development.

Project Manager

2009-2010

International Trailways

- Developed and executed an operations plan for the 2010 Olympics and Paralympics which resulted in the successful delivery of over 500 buses and 1000 drivers from across the continent with a 98% success rate for on time delivery of people and equipment

- Developed a scalable human resources program that was instrumental in the success of the project when volume and responsibilities nearly doubled in the five days prior to the Games

Project Manager, Project Planning

2007-2009

TransLink

- Managed large scale multi-stakeholder projects ensuring adherence to the agency's best practices for operational efficiency and urban design integration
- Managed projects and contractors for scope, budget and schedule
- Managed RFP's and large scale funding applications

Advisor, Transportation Advisory Committee

2005- 2007

Sustainability Team Lead/Coordinator

Vancouver Organizing Committee for the 2010 Olympic & Paralympic Games

- Managed 11 member senior level Transportation Advisory Committee
- Established strategic direction, objectives and deliverables for 7 subcommittees comprised of senior government and industry partners
- Worked closely with the Aboriginal Participation Team to achieve goals for inclusion of Four Host First Nations
- Coordinated the development of VANOC Sustainability's strategic planning
- Reviewed strategic plans agency-wide to develop corporate sustainability objectives.
- Managed budgets, schedules, work plans, contracts, contractors, EOIs and RFPs

Pricing and Profitability Intern/Marketing Contractor

2005-2006

Marketing Department A&W Head Office, North Vancouver

- Data analysis
- Worked with franchisees to adopt and evaluate the Profit Tracker software
- Assisted in the development of promotional materials and grand openings

High School Teacher

1992-2000

New Westminster Secondary School (designated Inner City), New Westminster, BC

Downtown Eastside Learning Centre (Teacher's Assistant)

- English, Social Studies and Learning Assistance to a wide range of students including Aboriginal, Metis and refugees
- Chair, Professional Development Committee
- Member, Curriculum Development Committee

EDUCATION

Facilitation Skills

ICA Associates, Toronto, ON

Negotiations Skills

JUSTICE INSTITUTE OF BC, Vancouver, BC

Master of Business Administration

SAUDER SCHOOL OF BUSINESS, UBC, Vancouver, BC

Diploma of Education

UNIVERSITY OF VICTORIA, Victoria, BC

Bachelor of Arts, History and English

UNIVERSITY OF BRITISH COLUMBIA, Vancouver, BC

VOLUNTEER

Director, Bowen Island Public Library

Selection Committee, Haig-Brown Writer in Residence

2014-present

Canada Council for the Arts Award

Director, Aunt Leah's Lifeskills Society

2012-2014

- A mandate to provide support for young mothers and youth aging out of foster care, approximately 60% of residents and participants are First Nations and Metis

Commissioner, Vancouver City Planning Commission

2009-2012

- Commissioners assist City Council on matters relating to planning and development
- Governance Committee, Chair and City Issues 101, Chair

Co-founder and Director, Haig-Brown Institute

2002-2010

- Developed partnerships with stakeholders and municipal and provincial governments
- Co-producer "An Evening with Haig-Brown" theatre production