

# FALL 2018

## UFV CHALLENGE

### CityStudio

#### Abbotsford Souvenirs

Challenge: Phase 1 - Abbotsford is becoming a tourism destination and people are asking for souvenirs, something to take home with them that reminds them of their time here. What would a souvenir(s) from Abbotsford be? What would it look like? Who would it be for?



### UFV Course

#### GEOG 362 Geography of Tourism

This course introduces students to tourism and recreation systems from a geographic perspective. Topics include: the spatial supply and demand for tourism and recreation products and services; the importance of demographic factors shaping the availability of leisure time and the way in which this time is spent; the impacts of tourism and recreation in developed and developing countries; and the ways communities plan for tourism and recreation development.

# FALL 2018

## UFV CHALLENGE

### CityStudio Community Insights Pre-Community Plan

**Challenge:** In order to develop neighbourhood plans, the City needs to understand the community that lives there. Statistics Canada provides a significant amount of data, but qualitative aspects of each community are missing. How do we find out things like: What do the locals say that makes their community special or unique?



### UFV Course SOC 475 Communities, Difference & Belonging

This course explores the relationship between diversity and communities. For this course, diversity is broadly defined to include all sorts of social differences, but there will be special attention paid to minority groups and alternative subcultures (e.g. ethnic, religious, LGBT, the deaf, etc). The course will primarily focus on internal and inter-group/community relations.

# FALL 2018

## UFV CHALLENGE

CityStudio

Charging Station (cont'd)  
Prototype - Mill Lake

Challenge: People are constantly looking for places to charge their devices. Could we accommodate this growing need while promoting active living and conserving the environment?



UFV Course

Various Trades Electronics; Drafting;  
Welding; Autobody & Finishing

The electronics class has been working on a concept for a human powered charging station for integration into parks that would allow users to charge their devices while getting a workout and watching their kids.

# NEW! - CITYSTUDIO INSPIRED PILOT

## CITYSTUDIO SECONDARY

Rick Hansen Secondary School  Rick Hansen Secondary  
SCHOOL OF SCIENCE & BUSINESS

The City is partnering with School District 34 through Rick Hansen Secondary School (RHSS) in a CityStudio style pilot to connect youth and class projects to their community.

### Providing opportunities to:

- **Students:** gain experiential learning in their field of study by tackling municipal challenges as class projects
- **City:** work with innovative student teams in addressing community challenges with a new perspective

# FALL 2018

## RHSS CHALLENGE

CityStudio

**Attracting students and skilled youth to Abbotsford**

**Challenge:** How do we attract and engage students and skilled young workers to want to work in Abbotsford? (2 groups)

By Industry:

- Agriculture/Ag Tech
- Niche manufacturing (i.e. specialize in wood and steel fabrication)



RHSS Course

**Career Studies 10**

This course introduces students to explore themselves and work-life balance. Students learn what is required for them to succeed in the workplace and are given the right tools and resources to do so. For this course students are required to develop the necessary skills required to be successful at any workplace. The course will primarily focus on preparing students to get their first jobs, being safe in their work environments and improving their quality of life.

# FALL 2018

## RHSS CHALLENGE

CityStudio

**Retain and attract students and young employees**

**Challenge:** How can Abbotsford employers retain and attract students and young employees? (2 groups)



RHSS Course

**Career Studies 10**

This course introduces students to explore themselves and work-life balance. Students learn what is required for them to succeed in the workplace and are given the right tools and resources to do so. For this course students are required to develop the necessary skills required to be successful at any workplace. The course will primarily focus on preparing students to get their first jobs, being safe in their work environments and improving their quality of life.

# FALL 2018

## RHSS CHALLENGE

CityStudio

Things for Youth to do in  
Abbotsford

Challenge: How might we address the perceived stigma of “nothing to do in Abbotsford” for youth and young professionals? (2 groups)



RHSS Course

### Career Studies 10

This course introduces students to explore themselves and work-life balance. Students learn what is required for them to succeed in the workplace and are given the right tools and resources to do so. For this course students are required to develop the necessary skills required to be successful at any workplace. The course will primarily focus on preparing students to get their first jobs, being safe in their work environments and improving their quality of life.

# FALL 2018

## RHSS CHALLENGE

CityStudio

Promoting Abbotsford as a  
great place to live, work and  
play with youth

Challenge: How might we promote  
Abbotsford as a great place to live, work  
and play with youth & young adults?



### RHSS Course

## Marketing 12

This course explores the aspects of modern day marketing. For this course, students will be testing different marketing/advertising techniques and will create a marketing campaign for a product or service. The course will primarily focus on learning the techniques required to successfully run a marketing campaign. Majority of the techniques focus on digital and social media marketing.

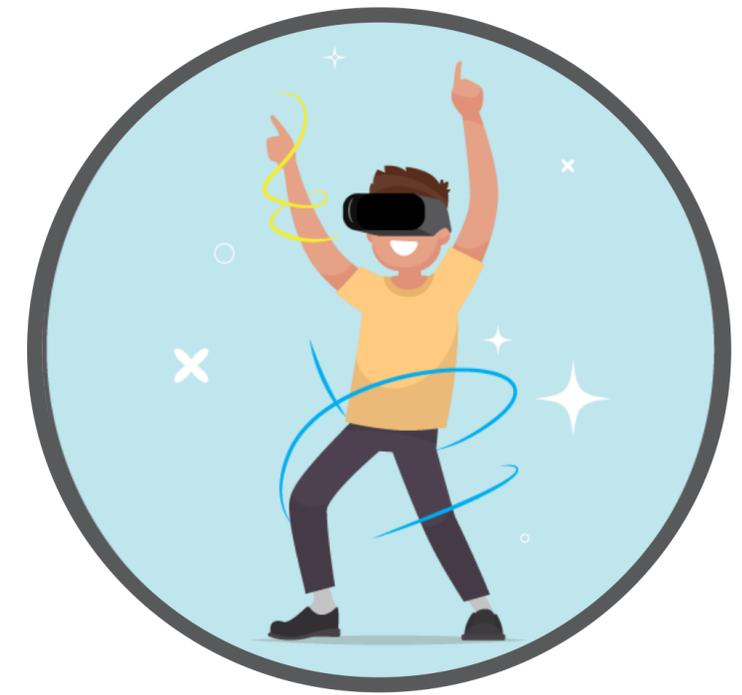
# FALL 2018

# RHSS CHALLENGE

## CityStudio

### Growing Abbotsford's Innovation Economy

**Challenge:** How might we Grow Abbotsford's Innovation Economy to transform Abbotsford into a nationally recognized centre for innovation as the City grows to 200,000 residents?



## RHSS Course

### Economics 12

This course explores financial and economic literacy and how it can promote the well-being of both individuals and businesses. For this course we focus on a number of different curricular competencies including conducting research to understand and explain economic concepts, critically evaluate economic scenarios and make changes accordingly, and communicate outcomes in multiple formats in a clear and concise manner.