

UNIVERSITY OF THE FRASER VALLEY CONTINUING EDUCATION

Continue You Campaign Landing Page DRAFT

Summary

We are providing the following mockup with DRAFT copy and images for the purposes of enabling UFV's web development team to set up a landing page in your CMS. Please note that we are waiting for real student stories in order to complete accurate copy and imagery, and that deadlines and the campaign start date may be jeopardized should those be delayed..

[We therefore recommend using the Email Template \(linked here\)](#) to approach students in the future, encouraging them to share their brief stories. We believe that a personal note and some encouragement, combined with a visual sample of the brief nature of the story we'd produce, will be key in convincing students to take part.

[Draft Design for Landing Page](#)

[Draft Copy for Landing Page](#)

Draft Landing Page Mockup



Continue Your Education. Continue You.

You're already amazing. You've made it here.

Now you have the opportunity to continue to learn, to grow, and to discover new passions, new knowledge, and your truest potential.

Continue You at UFV Continuing Education.

EXPLORE OUR PROGRAMS



Katie: Continuing to Build a Life for Her Family

Before registering at UFV, Katie worked as a hotel maid making minimum wage as a young Indigenous single mom. After completing the Legal Admin Assistant program, she was able to work in the field for a few years – and is now also completing the Paralegal program. “I never could have been able to work in the field if it wasn’t for my education at UFV,” she says. “I never thought I could be where I am today, but with the help of my education and hard work, the very successful me this and my career – I was able to purchase my own home for my kids – and I’m all because I chose to further my education.”

EXPLORE OUR LEGAL ADMIN ASSISTANT CERTIFICATE PROGRAM



Alison: Continuing Her Lifelong Learning

As a self-described “ lifelong learner,” Alison signed up for and completed her Public Relations Certificate – which also working towards her Bachelor’s Degree. She is now working in the advertising sector, providing media liaison support to her clients. For Alison, program flexibility was one of the key reasons for her achievement. “The program was so easily integrated into my life,” she notes, and has allowed her to successfully balance full-time work, personal and family commitments, alongside her education.

EXPLORE OUR PUBLIC RELATIONS CERTIFICATE PROGRAM



Jaspreet: Continuing Opportunities to Grow

For Jaspreet, an education in Human Resources Management was provided for with more than just training and certification. “The programs have given me opportunities to learn, challenge and taught me how to undertake the success of others,” she says. “UFV has provided me with the best most important qualities that I can possess: knowledge and confidence.” She now seeks to “broaden and” to grow and learn, and to continue to develop new challenges in her career.

EXPLORE OUR HUMAN RESOURCES MANAGEMENT CERTIFICATE PROGRAM

Continuing Education Programs

Starting Soon

Looking to get started right away? Explore some of the programs we have starting in the next six months.

Public Relations
Records Management
Paralegal

Online & Flexible

The world has changed and we've changed with it to make continuing education accessible for all, no matter your situation.

Legal Administrative Assistant
Activity Assistant
Nursing Unit Clerk

Easy Applications

We remove the friction from the application process wherever we can. Learn more about how to find the right program and apply.

Medical Office Assistant
Dental Office Receptionist

Continuing Education Lets You Continue YOU.

Continued Education. Continued Discovery.
Continued Growth. Continued Evolution.

FIND THE RIGHT PROGRAM FOR YOU TODAY.

UFV

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10000 Hwy 10 West, Fraser Valley BC, Canada V0L 1H8
Tel: 250-593-1941

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Draft Copy for Landing Page

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[BUTTON] EXPLORE OUR PROGRAMS

STUDENT STORIES

Katie: Continuing to Build a Life for Her Family

Before registering at UFV, Katie worked as a hotel maid “making minimum wage as a young, Indigenous, single mom.” After completing the Legal Admin Assistant program, she was able to work in the field for a few years—and is now also completing the Paralegal program. “I never would have been able to work in this field if it weren’t for my education at UFV,” she says. “I never thought I could be where I am today, but with a little bit of faith and a lot of hard work, I’m very successful in my life and my career—I was even able to purchase my own home for my kids— and it is all because I chose to further my education.”

[BUTTON]: EXPLORE OUR [LEGAL ADMINISTRATIVE ASSISTANT CERTIFICATE](#) PROGRAM

Alison: Continuing Her Lifelong Learning

As a self-described “lifelong learner,” Alison signed up for, and completed her Public Relations Certificate—while also working towards her Bachelor's Degree. She is now working in the aerospace sector, providing media liaison support to her team. For Alison,

program flexibility was one of the key reasons for her achievements. “The programs can be easily integrated into my life,” she notes, and have allowed her to successfully balance full-time work, personal and family commitments, alongside her education.

[BUTTON]: EXPLORE OUR [PUBLIC RELATIONS CERTIFICATE PROGRAM](#)

Jaspreet: Continuing Opportunities to Grow

For Jaspreet, an education in Human Resources Management has provided her with more than just training and certification. “The programs have given me opportunities to face obstacles and taught me how to celebrate the success of others,” she says. “UFV has provided me with the two most important qualities that I can possess: knowledge and confidence.” She now says her “forever goal” is to grow and learn, and to continue to accept new challenges in her career.

[BUTTON]: EXPLORE OUR [HUMAN RESOURCES MANAGEMENT CERTIFICATE PROGRAM](#)

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