

Pearson College UWC unveils QR Codes and Videos to complement SENĆOŦEN House Signs

Collaboration helps visitors and new students learn more about them and their importance

Metchosin, B.C., 10 April 2024 - In an exciting and meaningful collaboration, Pearson College UWC is proud to announce the launch of a ground-breaking QR code project in partnership with Pearson students, staff, and faculty. This project will revolutionize the way visitors and new arrivals connect with the SENĆOŦEN language student house names, gifted earlier to the College by Chief Russell Chipps of the Sc'ianew (Beecher Bay) First Nation to enrich their understanding of Indigenous culture, heritage, and community on southern Vancouver Island.

The campus of Pearson College UWC, which is inching closer to marking its 50th anniversary, is located on the unceded territory of the [Sc'ianew First Nation](#).

The heart of this recently completed initiative lies in the unveiling of five new QR codes mounted on the outdoor wall of each student residence house which, when scanned by a smart phone, will take a user to a short origin video which also teaches the viewer how to correctly pronounce the SENĆOŦEN language house names. The house names -- QOL,EW, S'XO'KI, ƧEƧI, ƧÁ,WEN and HENEN, -- are SENĆOŦEN language names for five local species of salmon: Chum, Chinook, Sockeye, Coho and Pink Salmon, respectively.

What sets this project apart is the involvement of two Indigenous students who graciously lent their voices to narrate the [origin story video](#) and respective pronunciation videos, to ensure a comprehensive and immersive experience detailing how the naming and designs associated with each student house came to be.

"Taking part in this project was an amazing opportunity," says second-year student Grace Goudie, one of the narrators. "I hope that with the QR codes, we can fully shift to correctly pronouncing the house names and honoring what was gifted to us as a school. I'm happy and proud that, together with my colleague Nathaniel Stuit, our voices represent a shift in campus culture that I care deeply about."

"Having accessibility to the pronunciations of each house name that is heard and spoken in SENĆOŦEN (one of the languages spoken in the WSÁNEĆ Territory) is holding the respect and origin of the word itself," says Rebecca Beauchamp, Pearson's Director of Indigenous Initiatives & Engagement. "These QR codes should be utilized to bring greater understanding and care to our roles that uphold relationship to each other, the natural world and origin stories."

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[Located on the unceded territory of the Sc'ianew \(Beecher Bay\) First Nation](#)

NEWS RELEASE

This ground-breaking project represents a step forward in promoting Indigenous cultural awareness and inclusivity on our campus and in the wider community. Visitors are welcome on our campus along Pedder Bay, and we hope more people will bring their smartphones to learn more about the SENĆOŦEN language and our school's [Indigenous Vision](#) and [Reconciliation Action Plan](#).

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About Pearson College UWC

Founded as Lester B. Pearson United World College of the Pacific (Canada) and located along Pedder Bay on the unceded territory of the Sc'ianew (Beecher Bay) First Nation.

Pearson's mission is "to make education a force to unite people, nations and cultures for peace and a sustainable future" through a two-year pre-university (equivalent to grades 12 & 13) school for more than 200 students aged 16 to 19 selected from up to 160 countries and across Canada offering the International Baccalaureate Diploma Program. This year, about 75% attend on full or partial scholarships. Nearly 4,300 students have graduated from Pearson, including 15 who have become Rhodes Scholars.

For more information, please see www.pearsoncollege.ca, [Reconciliation at Pearson College UWC](#) and our [social media pages](#).

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