VCC Community Report

Welcome to Vancouver Community College. Look around and you'll see a college – B.C.'s No. 1 college – heading into the future with a bold vision of new programming, new credentials and new facilities.

This is an exciting time for Vancouver Community College. Inside you'll learn about VCC's ambitious plans for tomorrow and discover our successes with stories that inspire – from award-winning faculty to student achievement and our strong connection with industry leaders.

You'll see how we're repositioning ourselves to meet the changing needs of the communities we serve. It's a strategy that goes right to the heart of what we do every day: give students the skills they need to succeed on the job, in the classroom and in the community.



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MEET AWARD-WINNING FACULTY

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page 6 CONNECTED WITH INDUSTRY

VANCOUVER COMMUNITY COLLEGE IS
EVERYWHERE — FROM HOSPITALS AND
ENGINE SHOPS TO TOP HOTELS AND
COMMUNITY CLASSROOMS. FOR NEARLY
40 YEARS, WE'VE BEEN WORKING
WHERE IT MATTERS MOST: IN YOUR
COMMUNITY, HELPING PEOPLE GAIN
THE SKILLS AND KNOWLEDGE TO MAKE
A DIFFERENCE IN THE WORLD. TAKE A
LOOK. YOU'LL SEE.





Dale Dorn

OUR VISION IS BOLD. OUR PLANS ARE AMBITIOUS.

Vancouver Community College has laid out its strategic direction a direction with ambitious growth, new facilities and new offerings to support our ongoing position as B.C.'s No. 1 college.

We have a simple mission with an impressive track record. For nearly 40 years, VCC has set the standard as the trainer of choice for nearly 1 million students, who have come to us for the skills sometimes the most basic skills – to improve their lives, their job opportunities and their career prospects.

Now we are building on that history. With VCC's strategic plan, A Vision for the Future, the college is revitalizing its programming, focusing its strengths and repositioning itself – all to ensure VCC can best tackle the changing needs of students, industry and the diverse communities we serve.

We are dedicated to continuing innovation in VCC programming, where we offer foundation skills - basic education and Englishlanguage training - certificates and diplomas through to professional studies. Applied bachelor's degrees are now in the works at the college - letting students build on their valuable

VCC training to earn a further, advanced credential in several

Our dedicated Schools and Centres, introduced last year, have brought keen focus and visibility to the college's long-standing strengths, helping us build further links with industry and community partners. Programming is expanding to address growing skills shortages in health, hospitality and trades.

This is an exciting time for Vancouver Community College, as you will see throughout this community report. The heart of what we do - in everything we do - is clear: we give students the skills they need to succeed on the job, in the classroom and

GORDON BAREFOOT

BOARD CHAIR

PRESIDENT

VCC'S DEDICATED SCHOOLS AND CENTRES HIGHLIGHT THE COLLEGE'S EXPERTISE: SCHOOL OF HEALTH SCIENCES, SCHOOL OF HOSPITALITY AND BUSINESS, SCHOOL OF MUSIC, SCHOOL OF ARTS, SCIENCES AND LANGUAGE STUDIES, SCHOOL OF INSTRUCTOR EDUCATION, CENTRE FOR TRANSPORTATION TRADES AND CENTRE FOR PROFESSIONAL AND CONTINUING STUDIES.

WELCOME TO VCC

New facilities. New credentials. New programming. Even a new structure, bringing greater visibility to Vancouver Community College's core strengths, from basic education to career training.

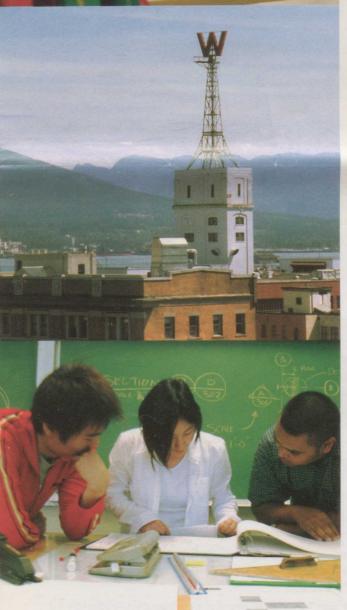
VCC's strategic direction has laid out a clear path that sees the college focus its programming, expand opportunities for students and better work with industry.

Plans call for VCC to increase enrolments nearly 42 per cent by 2013, for instance, to address growing skills shortages in critical provincial sectors, including hospitality, health and transportation trades.

New courses have been added to VCC's English as a Second Language programming and its first-year university offerings, providing needed specialized training and improved access,

VCC's dedicated Schools and Centres highlight the college's expertise: School of Health Sciences, School of Hospitality and Business, School of Music, School of Arts, Sciences and Language Studies, School of Instructor Education, Centre for Transportation Trades and Centre for Professional and Continuing Studies.







LOOKING AHEAD

A hospitality hub

Soon all eyes will be on Vancouver and British Columbia when one of sport's marquee events, the 2010 Winter Olympics, puts the province – and its hospitality - on the international stage like never before.

VCC is building on its strength in the hospitality sector - helping it address a looming skills shortage through the new B.C. Centre for Leadership and Innovation in Hospitality at Vancouver Community College.

This centre, announced by the provincial government in August, recognizes the

college as a focal point for hospitality education, innovation and training, locally, regionally and provincially.

Projections call for an estimated 84,000 new jobs in B.C.'s hospitality sector through 2010 to meet the combined demands of industry growth and the Winter Olympics.

Meeting that need will be innovative programming and industry partnerships to be developed through the new centre at VCC, which puts the hub of B.C. hospitality training at the heart of B.C.'s hospitality industry, in Vancouver.

A matter of degree(s)

It's a well-known connection: a Vancouver Community College certificate or diploma means graduates have the hands-on skills and technical knowledge that today's employers demand.

Now VCC is building on those highly recognized credentials to develop applied bachelor's degrees, expanding its excellence in hospitality management, music, instructor education and dental sciences: bachelor of hospitality management, bachelor of applied music, bachelor of education (post-secondary) and bachelor of dental sciences (in dental hygiene and denturism).

It's expected that the first of these proposed degrees - the bachelor of hospitality management - could be approved in Fall 2004 and students accepted before the end of the year; VCC's other degrees would follow throughout 2005 as they receive formal approval.

"Graduates will have a valuable degree built on the considerable expertise of B.C.'s No. 1 college," says Joan McArthur-Blair, VCC's vice-president of education. "We're taking our record of applied training to a new level."

Broadway expansion

VCC's East Broadway campus is bursting at the seams thanks to a dramatic growth in programs and student numbers. A major campus expansion is in the works to help VCC - the most heavily used college in B.C. – meet current needs and keep pace with projected growth.

A rezoning application in the summer began the first formal step in VCC's longterm redevelopment effort, which would see the Broadway campus more than triple in size with an additional 685,000 square feet of learning space.

The first phase of the project would be a new building of up to 150,000 square feet that would provide needed space for VCC's School of Health Sciences and other programs.

Included in the revitalized campus would be state-of-the-art training labs, flexible classroom space and a dramatically expanded campus library and learning centre with double the current research and study space.

VCC at Woodward's

It's a plan that calls for a showcase of music, fashion, jewelry-making and interior design – a project that would be part of the Woodward's redevelopment to celebrate the arts for the benefit of Vancouver, the community and the college.

VCC's proposed Contemporary Design Centre and School of Music at Woodward's would be a natural extension of the education and community outreach that has been part of the college's mission for nearly 40 years.

Included would be 57,000 square feet of space specially designed for the community and the college, featuring a multipurpose performance centre, jewelry design workshops, fashion studios, music practice space and classrooms.

Several of VCC's design programs and the college's School of Music would make their home in the new facility, which afterhours would provide a wealth of community space for concerts, workshops and other events.



Sal Ferreras

Michele Rosko

Toyo Tsuchiya

AWARD-WINNING FACULTY

Fun, physics and a national honour

Luke. . . I am your physics instructor.

Darth Vader he isn't – but VCC instructor Peter Hopkinson doesn't hesitate to dress as the Star Wars villain, whip out some shaving cream or fire up a leaf-blower to illustrate a point to students.

It's that committed and energetic approach to teaching that has earned the veteran VCC instructor major national recognition: a Teaching Excellence Award from the Association of Canadian Community Colleges.

"People come in with this fear of physics," says Hopkinson, who teaches Grade 11 and 12 physics as part of the high school upgrading program in VCC's School of Arts, Sciences and Language Studies.

To get his students past that fear he draws on his university drama training for in-class antics, demonstrations and experiments.

While his award recognizes innovative teaching, dedication and interest in curriculum development, he's quick to note that he's just one of the many top-notch instructors working at VCC. "It's such a pleasure to have a job where you're focused on teaching developing it and looking at ways to do it better."

Music career leads to Hall of Fame

He started as a drummer, aged 10, surrounded by Latin music in his native Puerto Rico.

He chose instead to play rock and roll, then drifted into progressive rock. At university he studied classical music. Later he returned to the Latin sound. That led slowly to world music. Now he sees himself simply as a maker of music. Any music.

"Being a musician is easy," says VCC instructor and local music luminary Sal Ferreras, who coordinates world music studies in the college's highly regarded School of Music. "Defining what it is to be a musician can be very difficult.

"For me, being a musician is a privilege, a responsibility and a serious duty," he says. "It is a licence to intoxicate the willing listener with things beautiful, powerful, subtle and sublime. What could be easier? What could be more difficult?"

It's what Ferreras has been doing in B.C. and abroad for more than 30 years in a career that earned him a spot in the B.C. Entertainment Hall of Fame. His dedication to his craft has seen Ferreras earn recognition from audiences, fellow musicians and students.

It's students, of course, who Ferreras hopes might follow a similar path to recognition during their future careers. "I'm delighted to be able to share my knowledge and experience at VCC and hope this honour will inspire aspiring artists at our college to continue their quest and realize their dreams," he says.

Leadership, vision, recognition

VCC's Michele Rosko and Susanne Sunell can each add a few more lines to their already-impressive résumés thanks to a prestigious national award.

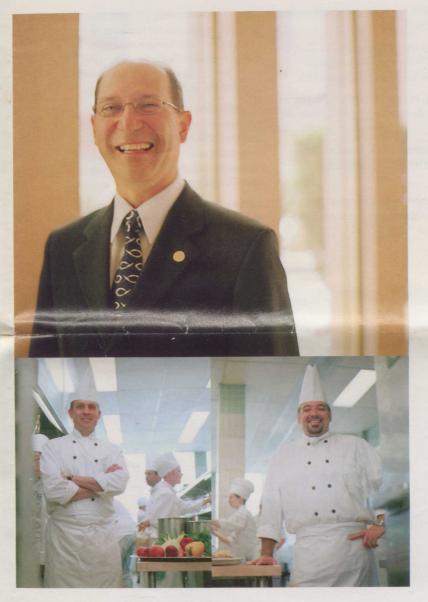
Together the two instructors in VCC's School of Health Sciences have been honoured for leadership, vision and professional excellence in their respective fields of dental assisting and dental hygiene.

Dental hygiene instructor Sunell received an award of merit from the Canadian Dental Hygienists Association, while Rosko was recognized with the Penny Waite Memorial Award from the Canadian Dental Assistants' Association.

But real success, they say, comes through the graduates from VCC's dental and health sciences programs, many of whom land jobs even before finishing their practicums.

"I love teaching. You definitely get back more than you give," says Rosko, whose 17 years as an instructor has only deepened her commitment to students.

"You are helping students reshape their lives," she says. "It's a true privilege."



Carmine Morelli, Hospitality Management (top) Food Executive of the Year (Western region) from the Canadian Association of Foodservice Professionals

Harald Bonkowski, Culinary Arts (bottom, left) Chef of the Year from the British Columbia Chefs' Association

John-Carlo Felicella, Culinary Arts (bottom, right) Citation of the Year from the British Columbia Chefs' Association

STUDENT SUCCESS

Fashionably talented

Remember this name: Toyo Tsuchiya, upand-coming fashion designer.

Watch for her clothing label, Faint, made possible thanks to VCC's highly recognized Fashion Arts certificate program – and a major industry scholarship through the VCC Foundation.

VCC's Gabriel Levy Scholarship gave Tsuchiya – a top fashion student – an all-important career boost and the means to buy needed equipment to help her in developing her own label.

"Winning the scholarship showed employers that I am hard-working and really serious about the fashion industry," says Tsuchiya, who's currently working at Chulo Pony, an acclaimed Vancouver clothing design house.

"I really applied myself"

It was a simple enough motivation. But for For Bell it meant a huge confidence Irene Bell it helped change her life.

"As a single mother with a low-paying and unsatisfying job, I wanted to become a better role model for my son," says Bell, who enrolled in VCC's Administrative Office Assistant program and never looked back.

"I really applied myself and set goals, which I achieved and even surpassed," she says. "I wanted to show everyone in my life that I was much more than what I appeared to be - and I have done that."

Along the way Bell won the Lieutenant Governor's Silver Award for Academic Achievement and Citizenship, just one of the many scholarships and bursaries that the VCC Foundation administers to help foster the success of worthy students.

When she started out she was sewing and creating at home. But she needed more

direction and help developing her abilities as a designer. "The program at VCC is very hands-on

and focuses on developing your technical skills," she says. "The instructors encourage you to then interpret fashion in your own way, which is a really powerful combination."

It was the scholarship that motivated her to do her best work - in turn helping her attract industry attention. "I heard about the scholarship and worked really hard to get it," she says. "There was a whirlwind of interest in my skills after I received the award."

boost, along with some much-needed financial assistance. Her employer was impressed - impressed enough to give her a raise and re-evaluate her role in

That was just a start. She later returned to VCC for the Executive Assistant program, which helped her further her career even more.

Today she's manager of client services for Lexis Systems Inc., one of B.C.'s largest manufacturers of pay parking stations, and continues to upgrade her skills through VCC's Centre for Professional and Continuing Studies.

"I am so proud of how far I have come," says Bell. "I owe a lot of my success to VCC."

Nursing her English skills

One of Renata Kosmowski's first introductions Her path took her to self-paced English to learning English came in the Vancouver as a Second Language classes at VCC. relied on customers to help her practise her new language.

One of her earliest memories of those many different ways Canadians eat eggs," and consistent teacher," she says. she says with a laugh.

But she wasn't satisfied with her job or her language skills; she knew she needed stronger English if she were to realize her dream of a job in her field, health care, which she left when she immigrated to Canada.

"I really wanted to return to the nursing profession that I had enjoyed so much in Poland," says Kosmowski, whose first exposure to English was the cartoons she watched with her toddler.

students at the college, she found the flexibility and support to go to school while balancing work and family.

My instructor at VCC was a very pat

Ten months of ESL classes at VCC let Kosmowski qualify to refresh her nursing qualifications and to take further training that in turn led to a nursing job at Burnaby General Hospital, where she works still.

Today she's a proud Canadian citizen, having made a life for herself and her son, something she believes all started at the college. "I could never have done it without VCC," she says.





John Sandor

CONNECTED WITH INDUSTRY AND COMMUNITY

Opportunities abound

John Sandor is excited: the future of B.C.'s hospitality industry is bright – and Vancouver Community College hospitality graduates will help shape that future.

He should know. As general manager of the Sutton Place Hotel in Vancouver – one of the city's two five-diamond hotels - he's keenly in touch with the industry's need for well-trained staff, which will only grow in the ramp-up to the Winter Olympics in 2010.

He knows too that graduates from VCC's hospitality programs have the skills for success in this fast-paced sector; that's why he has hired dozens of them over the years, many of whom have advanced quickly to management positions.

"A partnership between our industry and the college is essential," says Sandor, a longtime industry leader who serves on the advisory committee for VCC's hospitality

That partnership starts in the classroom, where VCC instructors instill a sense of pride in today's students - themselves tomorrow's industry leaders - along with the specialized know-how for this growing field.

"This is a demanding profession and VCC graduates are ready for its challenges," says Sandor, who sees VCC's proposed bachelor of hospitality management degree as a natural development of the college's programming.

Opportunities abound for VCC hospitality graduates: projections call for an estimated 84,000 new jobs across B.C.'s hospitality sector through 2010 to meet the combined demands of industry growth and the Winter Olympics.

"If they have a desire... there is no limit to where they can go," he says.



Don Beck

Building the future

It's a name well known to B.C.'s automotive repair industry – Don Beck Collision Services.

Its president, Don Beck, is likewise well known to faculty and students in VCC's Centre for Transportation Trades, particularly in the automotive collision and automotive refinishing programs.

It's been that way for more than 20 years: "I have been using VCC as a source for new employees ever since I opened my first location in 1982," says Beck, whose company operates several body shops in Greater Vancouver

Together Beck and VCC share an ongoing commitment to quality; that's something that was instilled in him during his own training in the early 1960s in the auto collision program at Vancouver Vocational Institute, which later became part of VCC.

He's dedicated to top customer service and superior work – while VCC is constantly tuning its programs to turn out highly trained graduates with the latest skills and technical know-how that industry demands.

"With the collision industry's labour force aging and fewer people filling the gap, partnering with a training institution like VCC capable of turning out quality apprentices will prove to be a lifeline," says Beck.

"It will help to rebuild a much-needed workforce within our industry."

Beck saw a need and helped fill it: he was instrumental in securing funding for a Genesis structural analyzer – an essential tool in today's training - to help develop the next generation of skilled technicians in VCC's automotive collision and refinishing programs.

"They enhance the service level to our customers and bring fresh ideas to the shop floor. They represent the future of our industry," Beck says of VCC graduates.

"Industry must partner with colleges capable of turning out educated and well-trained people. VCC has the history and track record as a major supplier of employees to our industry."

Impressive projects / VCC International

VCC International has an impressive list of projects: bringing access to worldrenowned Cambridge International Diplomas to B.C., developing a joint venture to train practical nurses in Thailand and exchanging dental hygiene expertise with a leading Japanese college.

That's just for starters. VCC's international arm has set a new standard for a growing number of overseas relationships that build on the college's well-established expertise in health, hospitality and other specialties.

Among VCC's considerable roster of international connections are colleges, universities and training centres in Chile, China, Korea, Thailand, Japan, Vietnam, India, Romania and the United Kingdom.

VCC, for instance, is an official training and examination centre for Cambridge International Diplomas: a way for foreign-trained professionals to validate their overseas training, skills and experience through a series of exams, saving them from having to re-do their education in Canada or another country.

Benefits from international projects are considerable. Overseas students and instructors gain valuable skills from VCC training, while the college's faculty come home with new insights and perspectives that they pass on to students.

International students too recognize the calibre of VCC training, which last year welcomed more than 1,500 students from 30 countries, including China, Japan, Taiwan, Korea, Vietnam, Mexico, Brazil, Turkey, Iran, Saudi Arabia, France and other parts of Europe.

"All the help helps"

"All the help helps" - that's how one student closed his thank-you note to the VCC Foundation for a bursary he had received.

Every donation large or small to the VCC Foundation has an impact in helping students at the college, whether it's with a bursary, scholarship or support for training plans for new facilities for its health equipment and facilities.

A critical part of VCC's success is the generous support of donors, who in the last year contributed nearly \$1 million in donations and gifts-in-kind of equipment or materials.

Among the donations was roughly \$580,000 of software from Dowco Consultants Ltd. and Struc-Soft Inc. -Xsteel and ProSteel 3D detailing

programs, respectively - so VCC drafting students can continue to learn on the latest industry-standard applications.

Keeping VCC's career training current calls for the college to continually update its equipment and facilities; that need is growing more pressing given VCC's sciences, hospitality and transportation trades programs.

VCC's 1,600 bursaries and scholarships foster what's perhaps the most impressive gift students can receive. It comes when they graduate - the sense of achievement at having overcome obstacles, having pushed themselves to be better and having reached their education and personal goals.

Reaching the college's community

"Community" is a powerful word – and community involvement is a powerful part program's kids off the street. of the college's work.

Just ask patients at VCC's downtown dental clinic, which serves nearly 1,100 people each year. It's there that seniors, people with disabilities and families - all of them without dental coverage – find the shelters are scarce. important dental hygiene and denture services they need at minimal cost.

Just ask the street kids in Stars4Success, an innovative collaboration of VCC, fourstar hotels and Covenant House, a

Covenant House provided support, VCC volunteered intensive training in hospitality basics and the hotels - among them the Sutton Place, the Westin Grand and Hyatt Regency – lined up the work. Result: a new start, new skills and wellpaying jobs that have helped get 19 of the

Christmas in January, another regular VCC event, sees students and employees volunteer to serve hundreds of hot me to the college's downtown neighbours at a time when supplies at food banks and

VCC employees are generous community supporters in other ways - among them VCC's annual United Way campaign, which most recently raised a record \$55,000, earning a nomination for the Quantum Downtown Eastside social services agency. Leap Giving Award in recognition of a dramatic year-over-year jump in donations.

> That meant multiple community benefits: money raised went to United Way member agencies as well as the VCC Foundation to support student scholarships and bursaries.



VCC GRADUATE STATS



VCC TRAINING USEFUL OR VERY
USEFUL IN LANDING MAIN JOB
IAINING PREPARED THEM FOR THAT JOB
COMPLETELY OR MOSTLY SATISFED
WITH THE VCC PROGRAM

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ALUMNI: PHONE HOME

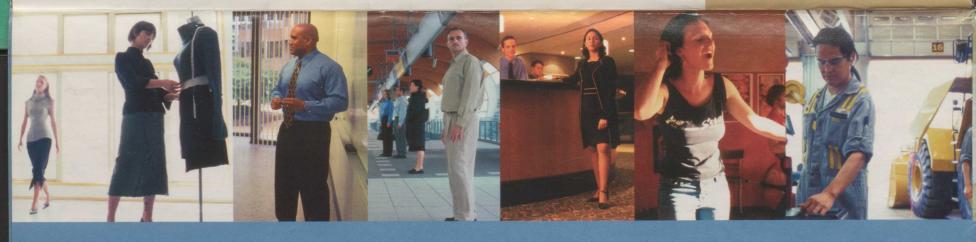
VCC alumni: phone home. Or at least get in touch and tell VCC what you've been doing since you moved on from the college.

If you attended VCC over the years, the college wants to hear from you for its newly established alumni relations program, which helps graduates and former students stay in touch with the college and each other.

"We estimate that nearly 1 million students have passed through VCC," says Lornell Ridley, the college's associate director of alumni relations. "Now, with the college approaching its 40th anniversary next year, we want to re-connect with those people as we begin to celebrate that milestone."

VCC's alumni program has big plans, including alumni events, networking opportunities, newsletters and special awards, where former VCC students are recognized for outstanding success and community involvement.

Graduates and former students can sign up as one of VCC's alumni by calling 604.871.7067 or emailing alumni@vcc.ca.



WWW.VCC.CA/SURVEY

TELL US WHAT YOU THINK AND ENTER TO WIN GREAT PRIZES

Fill out our online survey before Oct. 31 and you'll be automatically entered to win great prizes that include your choice of an Apple iPod, iPod mini or personal digital assistant, along with VCC shirts, hats and fleece yests.

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