

VISION *for the future*

Making it happen.

At Vancouver Community College, we empower students, strengthen industry and serve local communities by delivering exceptional education. We now stand ready to capitalize on a tremendous opportunity to meet the changing needs of our neighbourhoods, our economy and our province. We call it our *Vision for the Future*. With your support, we can make it happen.

Fact 01 / VCC is B.C.'s largest college, serving nearly 26,000 full- and part-time students a year.

Fact 02 / VCC graduates enjoy job placement rates of more than 90 per cent from programs such as practical nursing, diesel technician and resident care attendant.



"VCC gave me more than an intensive, in-depth education. They opened a lot of doors and created opportunities I would not have had anywhere else." Emily Barrett, VCC Resident Care Attendant graduate

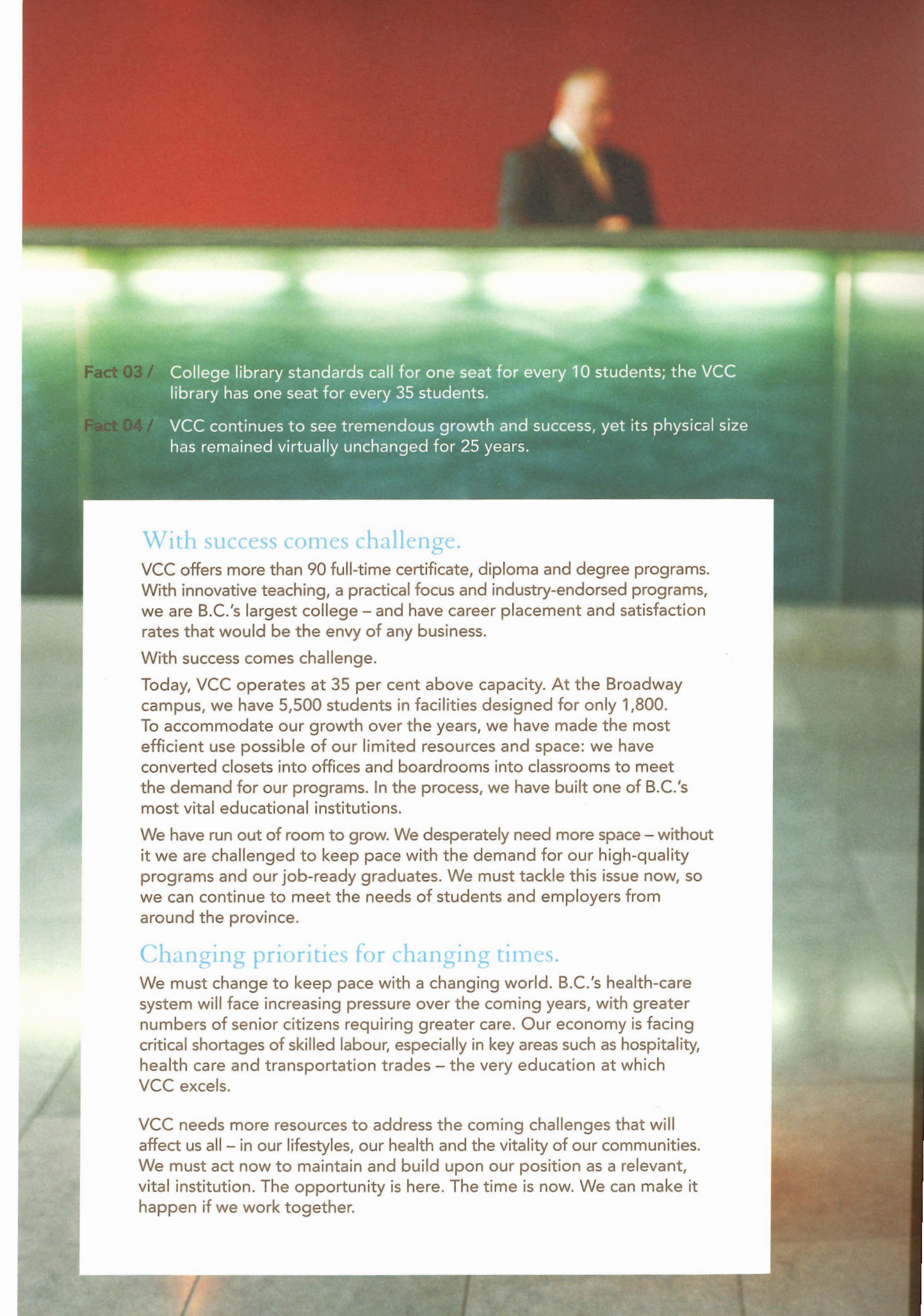
We are where you are.

Over the past 40 years, we have worked with more than a million students, our communities and our partners to meet the needs of a changing society.

VCC's impact is everywhere: in pharmacies, hospitals, hotels, restaurants and transportation trades shops – in every workplace around British Columbia. By educating and training our future employees and employers, we play a key role in the economic vitality of Vancouver, the Lower Mainland and the entire province.

VCC is ready to meet the challenges of the future.

To do so, we must continue to innovate, provide relevant education and develop in ways that maximize the benefits to everyone involved. But that cannot happen without people like you.



Fact 03 / College library standards call for one seat for every 10 students; the VCC library has one seat for every 35 students.

Fact 04 / VCC continues to see tremendous growth and success, yet its physical size has remained virtually unchanged for 25 years.

With success comes challenge.

VCC offers more than 90 full-time certificate, diploma and degree programs. With innovative teaching, a practical focus and industry-endorsed programs, we are B.C.'s largest college – and have career placement and satisfaction rates that would be the envy of any business.

With success comes challenge.

Today, VCC operates at 35 per cent above capacity. At the Broadway campus, we have 5,500 students in facilities designed for only 1,800. To accommodate our growth over the years, we have made the most efficient use possible of our limited resources and space: we have converted closets into offices and boardrooms into classrooms to meet the demand for our programs. In the process, we have built one of B.C.'s most vital educational institutions.

We have run out of room to grow. We desperately need more space – without it we are challenged to keep pace with the demand for our high-quality programs and our job-ready graduates. We must tackle this issue now, so we can continue to meet the needs of students and employers from around the province.

Changing priorities for changing times.

We must change to keep pace with a changing world. B.C.'s health-care system will face increasing pressure over the coming years, with greater numbers of senior citizens requiring greater care. Our economy is facing critical shortages of skilled labour, especially in key areas such as hospitality, health care and transportation trades – the very education at which VCC excels.

VCC needs more resources to address the coming challenges that will affect us all – in our lifestyles, our health and the vitality of our communities. We must act now to maintain and build upon our position as a relevant, vital institution. The opportunity is here. The time is now. We can make it happen if we work together.

"In the next dozen years, tens of thousands of new jobs will be created. To meet these expectations, it is crucial that VCC educates increasing numbers of students to ensure British Columbia puts its best face forward to the world." Rick Antonson, President and CEO, Tourism Vancouver

We see opportunity.

We have an unparalleled opportunity to expand our educational offerings so we can better serve students, industry and the community. We have formulated this opportunity into a comprehensive plan that outlines our ambitions over the coming years: our *Vision for the Future*.

This long-term strategy will help VCC grow enrolment by more than 40 per cent and eventually triple the size of the Broadway campus. It is a bold vision that will keep VCC at the forefront of practical, relevant education for a changing society.

In Phase I of our multi-year plan we will:

- Create a new 125,000-square-foot School of Health Sciences at the Broadway campus, complete with modern training labs and simulated hospital units.
Results: More well-trained health-care workers to ensure the health services we rely on today are available tomorrow.
- Enhance VCC's Centre for Transportation Trades with new work bays, the latest in high-tech equipment and additional training in alternative fuel technology.
Results: Expanded apprenticeship training and graduates with the latest industry-relevant skills and know-how to help keep B.C.'s economically critical transportation industry rolling.
- Complete Phase II of the School of Hospitality, which includes the B.C. Centre for Leadership and Innovation in Hospitality, and features computer labs, classrooms and lecture halls with the latest educational technology.
Results: Increase student numbers by 50 per cent to 60 per cent in Hospitality Management to provide more well-trained graduates and satisfy rising industry demand for skilled labour.
- Expand and renovate the Broadway campus to provide better student study and activity space, a new bookstore and a renovated cafeteria.
Results: Improve the quality of campus life, and deliver enhanced learning resources and study space in the library.
- Reconfigure the downtown campus to expand programs, including VCC's dental, design and business offerings.
Results: Expand enrolment and create leading-edge classroom environments for important programs.



"VCC has terrific graduate outcome rates. In several programs, as many as 97 per cent of students find employment. That tells me that this college knows its business." Jack Carthy, retired President, Finning

Expanding our possibilities.

Our vision is bold. Our plans are ambitious. Our *Vision for the Future* meets the needs of students, industry and the community. It addresses the demand for top-quality career training, alleviates our desperate need for more space, and helps us improve the quality of education and the student environment. It allows us to adapt quickly to new technology. Most importantly, it positions VCC to provide another 40 years of quality education and career training.

Realizing our vision.

The provincial government has stepped up to provide a substantial contribution toward Phase I of our *Vision for the Future*. VCC is reaching out to community members like you to raise \$15 million.

- Fact 05 /** Many key VCC programs have long waiting lists. Completing our long-term expansion plans will double the physical size of the college and facilitate enrolment growth of more than 40 per cent.
- Fact 06 /** There are already shortages of skilled labour in critical sectors such as hospitality, transportation trades and health care. Our plan helps address the shortfall of trained employees in B.C.

Let's make it happen.

We have created our *Vision for the Future*. That vision cannot be realized without you. Your gift to VCC means an investment in our students, the economy, the community – and ultimately yourself. You can help VCC serve the growing needs of British Columbia with your generous support. Together, we can make it happen.



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Vancouver Community College Quick Facts

Background on VCC

- Founded in 1965 and is the oldest college in BC
- Largest community college in B.C., annually serving 26,000 full-time and part-time students
- Since 1965 approximately one million students have attended VCC
- VCC has won national awards for programs and teaching from the Association of Canadian Community Colleges.
- In a survey of provincial graduates, VCC is ranked either first or second in 27 of 32 areas measured.
- Programs cover a wide range including Arts, Sciences, and Language Studies; Health Sciences; Hospitality (including culinary arts) and Business, Transportation Trades; Music; Design; Technology; Continuing Education
- Serves a broad student population from basic literacy to those pursuing applied Bachelors degrees.
- VCC's operating budget is \$84 million.
- Revenues sources: 64% provincial government; 22% from tuition fees/cost recoveries; 11% from other earned sources / miscellaneous; 3% amortization

Meeting Industry & Community Needs:

- Both main campuses are operating at 35% above capacity. The Broadway campus is serving 2.5 times the number of students for which it was originally built.
- VCC's library is the smallest in the post-secondary system, and serves the largest number of students in the system. In 2004/05, the two libraries received 378,000 visits through its turnstiles.
- One of our specialties is ESL. 15,800 or 61% of students at VCC have English as their second language. VCC offers specialty ESL programs such as "fast track" professional programs for ESL students, ESL Pastry and Baking Arts, ESL for the Deaf and Hard of Hearing and more
- VCC students are very diverse. 56% of the student population in applied programs identify themselves as a person from a visible minority compared to 36% of the population in Vancouver according to Statistics Canada. Some students have multiple challenges: physical, economic, language and more. Others come to us with university degrees to receive practical education.
- With the strong ESL programming and 46% of ESL students having Chinese as their mother tongue, VCC has established strong links in Asia through our programs, students and graduates

- VCC has the largest health care training program in BC offering more than 20 different full-time programs. The building expansion responds to the province's need for more trained health care workers as looming retirements and an aging population put tremendous strain on our health care resources and workers. The expansion enables the College to increase student enrolment by 40%. A baccalaureate program in nursing will be introduced in 2008.
- VCC is very important to the hospitality industry which is a key economic driver in BC. Tourism B.C. forecasts that by 2015 there will be 36-per-cent more openings than skilled people to fill them, and a need for 10,000 more managers in the food-and-beverage sector than are qualified today. 84,000 new positions will open up in the hospitality and tourism industry in British Columbia in the next decade.
- In a review of seventeen industries, the BC government identified transportation and the accommodation-food-recreation sector as the top areas that would experience skills shortages, closely followed by health and energy.
- VCC's provides a broad range of programming opportunities for students in the immediate geographic catchments, but also provides specialist programs that attract students throughout the GVRD and beyond.

Expansion of facilities and programs

- College has developed an ambitious 20-year campaign to add 685,000 square feet of learning and student service space.
- Phase I of the 20-year plan includes a \$64 million initiative to build on our strengths. Phase I includes:
 - \$55 million commitment from the B.C. government
 - \$15 million VCC contribution and Public Campaign
- The \$15 million public campaign, our ***Vision for the Future***, is allocated as follows:
 - \$9 million for the new building to house the School of Health Sciences Centre at the Broadway campus. Total building cost: \$64 million
 - \$6 million for campus improvements and renovations.

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Vancouver Community College

Education, Training and Services in the Downtown Eastside and beyond

Vancouver Community College is a place for everyone. We serve 25,000 students annually in more than 60 programs designed to train students for a career. Many of our programs are focussed on the unique needs of residents of Vancouver who may have minimal formal education or limited financial means. We offer many entry level programs that require very little previous education and have the lowest standard tuition fee of any college in British Columbia. Our graduates are highly successful with 83% gainfully employed and able to find a job within 2.1 months of graduation.

Community has always been a foundation of VCC's programming, which gives students the skills - sometimes the most basic skills - to make a real difference in their lives. A few examples of programs that reach out into the community:

- Literacy training services operated from the First United Church at Main and Hastings
- Employment and Educational Access for Women, a program designed to assist women in identifying and acting on career goals
- Culinary training for refugee women in conjunction with the Immigrant Services Society
- Stars for Success a training program in Hospitality for street kids. Stars is a cooperative initiative amongst VCC, Covenant House and Vancouver hotels
- In collaboration with contractors, employ workers from agencies such as Bladerunners focussing on securing work for residents from the Downtown Eastside, Mount Pleasant and Grandview / Woodland neighbourhoods
- A special Health Career Awareness program for aboriginal secondary school students to encourage these students to stay in school and pursue careers in health care.
- English as a Second Language (ESL) training for skilled, immigrant professionals who require improved English skills for employment
- ESL programs which combine teaching of ESL with specific job skills training in the areas of Baking, Culinary Arts, Resident Care Attendant and business courses
- Refresher/Transition programs to assist immigrant Nurses in qualifying for employment
- Youth Programs for high school students which provide life skill training and high school diploma education for students unable to cope in high school
- Literacy and Outreach ESL training offered at dozens of libraries and community centres throughout Vancouver
- Pre-employment training for deaf and hard of hearing students
- Cooperative venture with United We Can, where we allow access to our restaurant recycling to support United We Can's efforts to employ inner-city residents
- Entry level programs for people with minimal education background such as the Resident Care Attendant program which requires only a grade 10 education
- Homefront tutors who visit the homes of ESL students unable to leave their homes
- Free drop-in ESL tutoring services in cooperation with the Vancouver Public Library which operates at various library branches including East Hastings, Mt. Pleasant and Britannia

"The [health-care] industry counts on VCC to help meet the current and coming demand. VCC graduates are well-trained and job-ready." Karen L. Baille, BScN, MHA, CHE, Acting Executive Director, Haro Park Centre

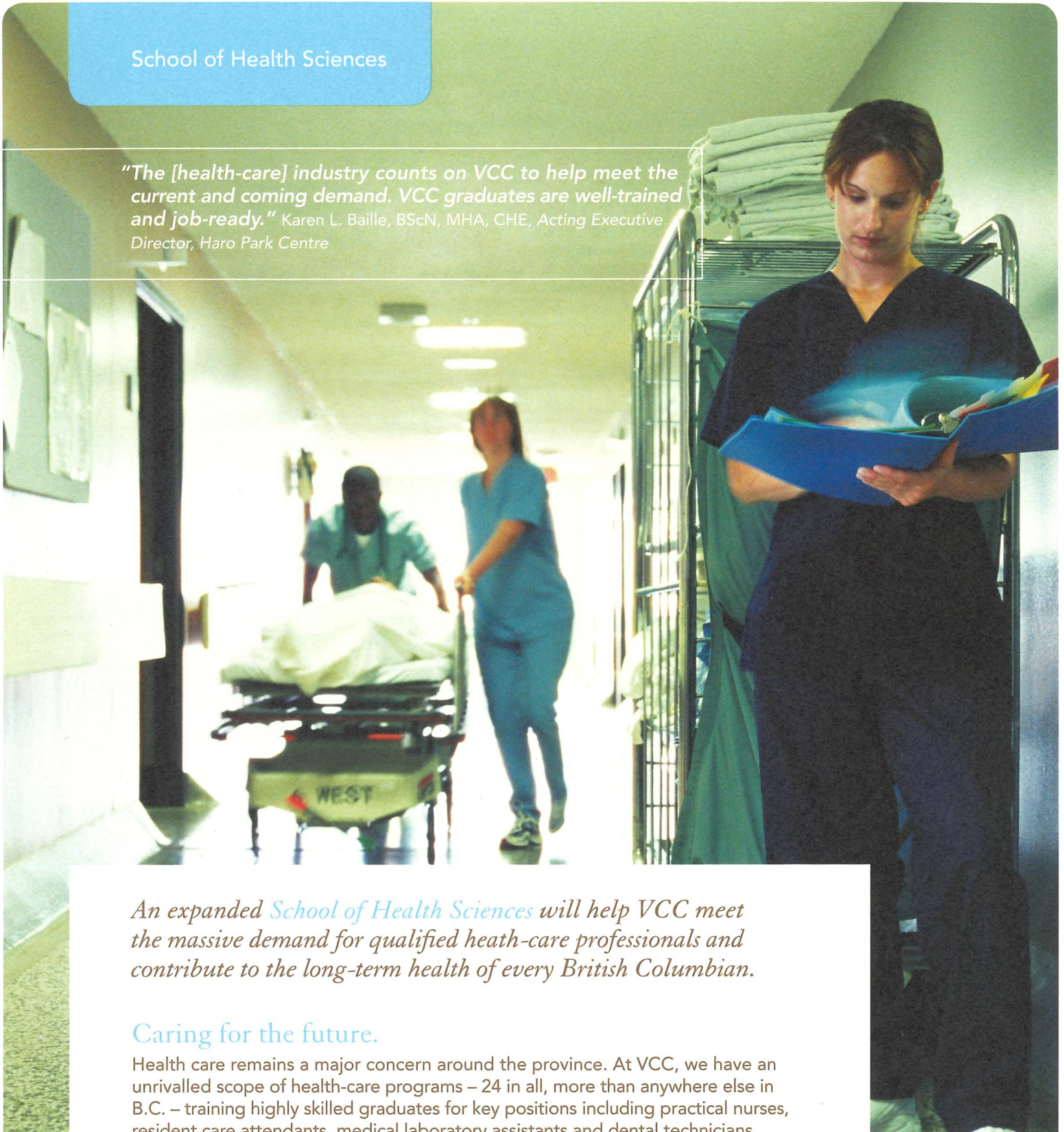
An expanded [School of Health Sciences](#) will help VCC meet the massive demand for qualified health-care professionals and contribute to the long-term health of every British Columbian.

[Caring for the future.](#)

Health care remains a major concern around the province. At VCC, we have an unrivalled scope of health-care programs – 24 in all, more than anywhere else in B.C. – training highly skilled graduates for key positions including practical nurses, resident care attendants, medical laboratory assistants and dental technicians.

Today's health-care labour market is facing a critical shortage of qualified workers – and this crisis will only intensify as our aging population grows and puts added pressure on our health services. We desperately need more health-care professionals to care for our families and ourselves in the coming years.

VCC is well positioned to take on this challenge, and the college is the ideal choice to provide skilled health-care workers – but we cannot succeed on our own. We need your help to educate and train the next generation of health-care workers, so we can ensure all who need it receive the best possible care – now and in the future.



"I was a business major at SFU, but wanted a career that would allow me to give back to the community. I chose VCC because the curriculum and instructors are exceptional. The strong link to the workplace means I will have a job when I graduate." Kevin Chen, student, Medical Laboratory Assistant program, School of Health Sciences

Healthy outcomes.

To meet those needs, VCC will build a new 125,000-square-foot building for its School of Health Sciences at the Broadway campus, which will provide modern training laboratories, simulated hospital units, and critical classroom and study space. This new facility will help us cut program waiting lists and increase enrolment by more than 40 per cent to help ensure the health services we rely on today will be available in the future.

Our plans will:

- Help fill the large gap in qualified health-care professionals by increasing enrolment in key programs:
 - Practical Nursing (+31 per cent)
 - Medical Laboratory Assistant (+45 per cent)
 - Dental Hygienist (+172 per cent) and
 - Pharmacy Technician (+115 per cent)
- Launch a Bachelor of Science in Nursing program in 2008
- Create a state-of-the-art facility for training, which will utilize advanced techniques and equipment

Fundraising goal: \$8 million

Fact 01 / Almost 60 per cent of licensed practical nurses – LPNs – will be eligible to retire in 10 years. B.C. already has the lowest number of LPNs per capita in Canada.

Fact 02 / Health-care employers around the province specifically look to hire VCC graduates because of their superior job readiness.



School of Hospitality and the B.C. Centre for
Leadership and Innovation in Hospitality

"I've made contacts at VCC that will last a lifetime. The instructors come from industry, so they have valuable real-life experiences to share. I consider them colleagues, mentors and friends." Joe Nishi, Senior Director
Global Sales Canada, Starwood Hotels & Resorts Worldwide

By completing the 22,000-square-foot [School of Hospitality](#), we will expand our ability to provide the highly motivated, highly trained people that industry needs to meet its ongoing skills shortage.

[A focal point for hospitality training.](#)

VCC's reputation for top-quality training is unparalleled. VCC's role in the hospitality sector is undisputed: we are the leader in training, and we have been designated by the provincial government as the B.C. Centre for Leadership and Innovation in Hospitality, recognizing VCC as the focal point for hospitality education, innovation and training in Western Canada.

Our hospitality programs serve 1,200 full-time students a year, and altogether the School of Hospitality offers a dozen programs, from Asian culinary arts to hospitality management to Stars4Success, the latter of which gives street youth the life and job skills to work in this dynamic sector.

Our training is in high demand, and some programs have waiting lists as long as 18 months. Industry forecasts call for 84,000 new tourism jobs in B.C. in the next 10 years, meaning an even greater role for VCC – but we need your help to reduce program waiting times and help meet this labour demand.

"VCC is the undisputed leader in the country in this field. Their programs are hands-on, relevant and heavily connected to the industry – which means that graduates are immediately ready to meet the demands of our business." Philip Barnes, Regional Vice-President Pacific Northwest and General Manager, Fairmont Hotels & Resorts

Serving industry's needs.

To meet the needs of students and industry, VCC will complete Phase II of the School of Hospitality expansion, which includes facilities for the B.C. Centre for Leadership and Innovation in Hospitality. This facility will feature computer labs and sophisticated classroom technology to provide the most comprehensive, hands-on training in Canada.

Completing Phase II of the School of Hospitality will:

- Increase the student numbers between 50 per cent and 60 per cent in Hospitality Management to respond to industry needs
- Offer students and industry more flexibility and access with new full- and part-time programming
- Provide the most advanced training centre serving the industry, bringing VCC's facilities in line with its reputation as Western Canada's top hospitality training centre
- Address key skilled labour shortages expected for the 2010 Olympic and Paralympic Winter Games
- Expand our provincial initiatives, and help leverage VCC expertise to bring highly specialized training from around B.C. to where it is needed most to serve regional and local needs

Fundraising goal: \$2 million

Fact 01 / Employment rates are as high as 94 to 98 per cent, yet many would-be workers in the hospitality sector must wait 18 months to begin their VCC training.

Fact 02 / VCC trains five times more hospitality students than any other B.C. college, and is Canada's No. 1 trainer of chefs.

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Naming Opportunities

Areas	Naming Opportunity	Location	Minimum Gift	Total Potential Value
Buildings	Health Sciences Building	Broadway	\$ 5,000,000	\$ 5,000,000
Common Areas	Library	Broadway	\$ 250,000	\$ 250,000
	Bookstore	Broadway	\$ 250,000	\$ 250,000
	Hospitality Student Study Space	Downtown	\$ 250,000	\$ 250,000
	Hospitality Lecture Hall	Downtown	\$ 500,000	\$ 500,000
	Aboriginal Education Centre	Broadway	\$ 150,000	\$ 150,000
	Atrium of Health Science Building	Broadway	\$ 1,500,000	\$ 1,500,000
	Student Study Spaces (5-8)	Broadway	\$ 25,000	\$ 200,000
Labs & Classrooms	Health Science Simulation Centre	Broadway	\$ 1,000,000	\$ 1,000,000
Sold	Health Science Labs (5)	Broadway	\$ 100,000	\$ 500,000
	Health Science Labs (17)	Broadway	\$ 50,000	\$ 750,000
	Computer Lab Wing	Broadway	\$ 250,000	\$ 250,000
	Pharmacy Wing	Broadway	\$ 500,000	\$ 500,000
	Computer Labs (4)	Broadway	\$ 50,000	\$ 200,000
	Classrooms 40 seat (9)	Broadway	\$ 30,000	\$ 270,000
	Classrooms 20 seat (27)	Broadway	\$ 20,000	\$ 540,000
	Hospitality Classrooms (4)	Downtown	\$ 30,000	\$ 200,000
	Dental Tech & Denturist Clinic (1)	Downtown	\$ 250,000	\$ 250,000
	Dental Clinic (1)	Downtown	\$ 250,000	\$ 250,000
	Dental Labs	Downtown	\$ 50,000	\$ 50,000
	Dental Classrooms	Downtown	\$ 30,000	\$ 30,000

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Vancouver Community College Campaign Volunteer List

Mr. Gordon Barefoot

Cabgor Management Inc.

Volunteer Position: Steering Committee, Campaign Cabinet

Mr. Phil Barnes

Regional Vice President, Fairmont Hotels and Resorts

Volunteer Position: Hospitality Committee

Mr. Larry Belsito

Ashling Connection Inc.

Volunteer Position: Hospitality Committee

Mr. Jack Carthy

President, Finning – retired

Volunteer Position: Transportation Trades Committee

Mr. Stephen Darling

Regional Vice President, Shangri-La Hotels

Volunteer Position: Steering Committee

Mr. Dale Dorn

President, Vancouver Community College

Volunteer Position: Steering Committee, Campaign Cabinet, Asia Pacific Advisory Group

Mr. Bob Elton

President and CEO, BC Hydro

Volunteer Position: Steering Committee, Campaign Cabinet

Mr. Stan Fuller

President and CEO, Earl's Restaurants Ltd.

Volunteer Position: Campaign Cabinet

Mr. Yuri Fulmer

President & CEO, The Fulmer Development Corporation

Volunteer Position: Campaign Cabinet

Mr. Rusty Goepel

Senior Vice President, Raymond James Ltd.

Volunteer Position: Steering Committee, Campaign Cabinet

Ms. Ida J. Goodreau

President & CEO, Vancouver Coastal Health

Volunteer Position: Steering Committee, Campaign Cabinet

Mr. Karim Kassam

Franchise Owner, Boston Pizza

Volunteer Position: Campaign Cabinet

Mr. Kirk Kuester

Managing Director, Colliers International

Volunteer Position: Campaign Cabinet

Dr. Ed Levy

Volunteer Position: Campaign Co-Chair, Steering Committee

Dr. Julia Levy

QLT Inc.

Volunteer Position Campaign Co-Chair, Steering Committee

Mr. Graham MacLachlan

Regional President, BC, RBC Financial Group

Volunteer Position: Campaign Cabinet

Ms. Linda Martin

Vice President, Advancement & Education Services, Vancouver Community College

Volunteer Position: Steering Committee, Campaign Cabinet

Mr. Bruno Marti

Chairman, Canadian Culinary Federation

Volunteer Position: Campaign Cabinet

Mr. Gottfried (Guff) Muench

President, Cummins Western Canada

Volunteer Position: Steering Committee, Campaign Cabinet, Transportation Trades Committee

Mr. Allan Skidmore

Co-Chair and CEO, TCG International Inc.

Volunteer Position: Campaign Cabinet

Mr. James E. Terry

Executive Vice President & COO, Rocky Mountaineer Vacations.

Volunteer Position: Steering Committee, Campaign Cabinet, Hospitality Committee

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Donor Information

Donor Name: _____ Date: _____

Organization or Contact Name (if different from donor name) _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Contact: Business: _____ Home: _____ Fax: _____ E-mail: _____

☐ This is a joint gift with: _____ Name to appear on receipt: _____

In support of VCC, I / we wish to pledge

A total gift of \$ _____ Payable over: ☐ One time ☐ Pledge period of _____ years (maximum 5 years)

Payment Frequency: ☐ Annually ☐ Semi-Annually ☐ Monthly ☐ Other payments to begin _____ (mm/yy)

Method of Gift Payment: ☐ Cheque ☐ Post-dated cheques (enclosed) ☐ Securities (call VCC Foundation to coordinate)

☐ MasterCard ☐ Visa ☐ Amex

Card Number: _____ Expiry Date: _____

Cardholder's Name (as it appears on your card): _____ Signature: _____

Please make all cheques payable to VCC Foundation. A pledge reminder will be mailed to you from the Foundation office in advance of your pledge payment. Pledges given monthly will be deducted from credit card/bank account mid month. Receipts for total annual donations will be provided in January. **VCC Foundation Charitable Registration No. 119282846RR0001**

Designation (optional)

I would like to designate my gift to one of the following campaign priorities:

☐ VFF campaign ☐ Health Sciences building ☐ Campus improvements ☐ Hospitality expansion ☐ Transportation Trades enhancements

Recognition

We may publish donor names of in recognition of their support, unless otherwise indicated. ☐ No, I prefer my gift remain anonymous

Please indicate donor name(s) to be used for recognition purposes: _____

Authorization

I hereby authorize VCC Foundation to process my pledge as detailed above.

Authorization Signature: _____

Please mail to:

VCC Foundation
1155 East Broadway
Vancouver BC V5T 4V5

Please refer questions to:

VCC Foundation
604.871.7237