

May 16

1996 c.2

THE VCC COMMUNITY INTERNAL NEWSLETTER

VANCOUVER
COMMUNITY
COLLEGE



Connections

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Redefining leadership: the caring connection

The fine art of balancing a professional life with personal values and beliefs is a hot topic of discussion in the 90s. The days of leaving our values at the door when we arrive for work are becoming increasingly few — thanks to people like Jean Cockell.

Since joining VCC in 1977, Jean has observed many important changes taking place at the college. One of the most positive developments has been the move toward recognizing the need to emphasize basic, core values within a structure that emphasizes efficiency and effectiveness. From her days as Mathematics Department Head to her present position as Associate Dean for Academic, Adult Basic Education and Adult Special Education programs, Jean has worked to nurture and develop what she calls the "caring connection," both in herself and in others.

The WPSE link

To bring those core values to her professional life, Jean draws on her experience with the Association of Women in Post-Secondary Education (WPSE). WPSE arose out of a 1990 conference, "Goals for College Women in the 1990s," for women from across the BC post-secondary system. The event was such a success that participants formed WPSE, to continue with the inspiring energy that developed out of the conference.

Initially WPSE's focus was to help women in rising through the hierarchy of the post-secondary system. At that time, very few women occupied positions in the upper echelons of the post-secondary system. However, the members quickly realized that the group should focus on encouraging and promoting the values that women bring to their professions — values that are often at odds with the traditional hierarchical system. As Jean says, "why would we want to train women to change their values so that they can move up the system? Why not try to change the system instead?"

More than just authority

WPSE works to get the message across that leadership is more than just a position in the hierarchy — more than control and authority. The kind of leadership that Jean and WPSE are talking about is influence, working with others to make things happen and effecting positive change. It's

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Our community thanks you — Pat Mahler

From Jeff Ross, Human Resources Coordinator of DYNAPRO Systems Inc.: "I have called the King Edward Campus approximately six times in the last month in efforts to assess and register one of our employees for an ESL class. On the occasion of my first call I was passed around to several different departments because no one could answer my questions, until I spoke to Pat Mahler. From that day forward, I have called directly to her for all of my inquiries.

I am particularly impressed with her thoroughness and high level of customer service. She has demonstrated great patience, enthusiasm, and a willingness to take responsibility for solving the problems that I was encountering. Pat has simply been a pleasure to deal with, and I commend her on her attitude and professionalism."

I'm away today, so...

Out of the office all day attending meetings? On your flex day? Consider changing your voicemail message to reflect this. Your callers will love you for it.

Leadership and values (from page 1)

about women reaching their full potential, whether it's a CEO or Vice-President, or a staff member who takes a leadership role in her union or department.

WPSE has 120 individual members and 12 institutional members. Most institutions have been very supportive of the Association and its goals. The Board of WPSE comprises an interesting mix of women from different areas, job responsibilities and skill sets.

A nurturing philosophy

Jean served on the WPSE Board from 1991 to 1993 and was president from 1994 to 1995. She is now past-president. Being involved with WPSE has helped her to remain centred on her own values. As she says, "it's so easy for basic values to get lost in any large hierarchical organization, including VCC. Changes can and do occur in large organizations, but too often these are surface changes, not fundamental ones. It's important to reinforce those values that people tend to hide." Jean cites a case in point: "In a committee setting, people are often totally task-oriented, without making any people connections. Therefore, some will silence themselves, because they don't feel comfortable asking questions. They leave the meeting thinking that they have all their tasks ticked off, but something is missing. They haven't felt comfortable bringing to the table their emotions, feelings and concerns, and often go away and complain privately among themselves, building up resentment. So you end up with a dysfunctional system where people don't really talk to one another, because they haven't

made 'the caring connection.' In a setting like this, people don't feel very good about exposing their emotions. WPSE tries to nurture those feelings and concerns. Women are encouraged to remove their hierarchical uniforms and facades and say 'this is a safe place to be.'"

Conference experiences

Every year WPSE hosts a very successful retreat-conference. For some women, the experience is transformational. They

often arrive at the conference burned out and after three days are energized. Without the opportunity to network and share on a regular basis, many women lose touch with the very core values that they feel strongly about. They begin to feel isolated. But the conference inspires women and proves that many of them have the very same values but don't get the chance to express and share them as often as they would like.



Jean Cockell

Jean recalled a past retreat-conference, which a VCC student attended. Partway through the conference the student said to her, "I just can't believe this. I was so nervous coming to this conference. Here's me, who's *nobody*, among all these women who have *positions*. But it's just great — you're all people, just like me, and we're all discussing issues that are important to us." Jean found this to be a very telling and enlightening comment, coming from a student, the very focus of the college itself. This year's conference takes place May 31-June 2, 1996 at Bowen Lodge, Bowen Island, with the theme being "Networking and Connections."

(continued on the next page)

Studying women's concepts of power

The notion of reconciling leadership with core values has always fascinated Jean. She has often felt that effective leaders require common-sense skills and values. However, she feels that too often these skills get "beaten out of you" by the system — if you look too caring and nurturing, you're labelled as a wimp. Strength and decisiveness are the traits most likely to be encouraged and rewarded.

While she was Department Head, Jean worked toward her Masters degree. In one of her first courses, she did an annotated bibliography on women in leadership. In Jean's words, "the penny dropped here — I thought, 'maybe this does have something to do with gender.' And being involved with WPSE was perfect timing for me — it provided the support network that I needed. For a while

it seemed that WPSE and my thesis were running in parallel. I discovered that women in other institutions were telling the same stories as the women at VCC." Her thesis question ended up being a look at a bureaucratic organization and the study of women within it. It examined the notion of whether women themselves make choices based on what they see as a misfit between their values and those of the traditional, patriarchal, hierarchical, bureaucratic system. She did a qualitative study that looked at women's concepts of power and leadership and matched those against the traditional values within the bureaucratic system.

While Jean was preparing her thesis, she interviewed 15 VCC faculty members with administrative responsibilities and women who had gone beyond those positions. She focused on this group primarily because they tend to be the ones who even-

tually make it to CEO positions. Among this group were also women who had gone back to teaching positions. Jean wanted to find out why they had returned. During the interview process, Jean found that the interviewees broke down into three categories. Those in the first group feel that the misfit just doesn't work. They either burn out or decide they don't want to continue to climb higher within the system. The second group of women either don't see the misfit or can adapt to the traditional way the system works. They continue with their work, and perpetuate the values of the hierarchy. Women from the third category recognize the misfit but

stay in the system to work for change. "What we really need are more third category women. Unfortunately, though, women in this group run the risk of burning out and becoming part of the first group — or work so long within the system

that they lose sight of their values and learn to adapt. They become second category women without even realizing," said Jean.

Jean admits that she has moved within all three categories during the last three years. Now, however, she feels that she has found a balance where she is comfortable saying what she feels while continuing to work within the system. To illustrate, Jean said, "the separation of personal and professional lives doesn't serve anybody very well. I like to see people being who they really are, in terms of personal lives and personal values. The bureaucracy is a metaphor for a machine, and that would be fine if we were all machines, but we're not — we're human beings."

Where does VCC come in?

At the end of the day, Jean feels positive about the direction that VCC is heading in. Part of it stems from a new sense of

“...it's so easy for basic values to get lost in any large hierarchical organization, including VCC.”

Board Meetings - 1996

All Board meetings will start at 5:00 p.m. and are held in Room 240, City Centre Campus or Room 5025, King Edward Campus.

- May 23, KEC
- June 27, CC
- (No meeting in July)
- August 22, KEC
- September 26, CC
- October 24, KEC
- November 28, CC
- December 12, location TBA (subject to Board approval)

balance and emphasis on diversity. Now that VCC is much more balanced in the area of gender representation, she feels that we are moving towards striking a very useful balance between the "get connected and talk about core values" group and the bureaucratic, efficiency driven group. As Jean says, "at certain times you do need to be the boss. There are instances when you just can't do everything by committee — that can be just as dysfunctional as the other extreme. However, because we have tended to value only the non-personal, task-oriented values of the traditional bureaucracy, we have often forgotten to nurture core values. I would like to think that VCC is well on the way to achieving a balance of these two philosophies. And we need to support and nurture that in others, no matter what their position in the hierarchy."

Dale Rasmussen
College Advancement Department

For more information on the Association of Women in Post Secondary Education or to register for this year's conference, contact Jean Cockell at 871-7008.

New policy

Title: Approval Procedures for Artwork

Policy No. 5.1.2.2

Issue Date: June 29, 1995

Policy:

All artwork jobs involving the request for services of a Graphic Designer and/or other specialized staff should be approved by a Department Head and Associate Dean or appropriate Director* before commencement. Criteria to be considered include:

- The project should be consistent with the college marketing plan;
- The project should be consistent with the college visual identity;
- An instructional project should support the curriculum;
- Educational Support Services projects should support the needs of student services;
- Facility projects should increase comfort and safety and ease of use for everyone using the college buildings.

Procedure:

1. The client meets with the appropriate Media Services staff to develop an estimated cost of materials and hours that will be needed for the project. More than one meeting may be needed before the "Artwork Request Form" can be completed.

2. The "Artwork Request Form" will include the following information:
 - estimated cost of materials/budget
 - estimated number of hours for project completion
 - rationale for project
 - date required

Artwork Request Form to be approved by the Department Head, and the Associate Dean or Director, who will add a priority 1, 2 or 3 to the project.**

3. The Senior A/V Technician (Production) in Media Services will ensure that work is completed by date required and by priority level. If it is impossible to meet deadlines as required, the Media Services Coordinator will determine, in consultation with the Associate Dean or Director, and Media staff, alternate means to complete the project.

- * The term "Director" encompasses the following Administrative positions as well as all Directors:
 - Dean of Student Services
 - Registrar
 - President of the Foundation

** Any project involving a certificate of completion or listing program information including I.E. & P.D.D. requires approval of Registrar to ensure consistency and accuracy of information. In the case of C.E., all certificate requests must be approved by the Director of C.E.

To obtain a copy of the Artwork Request Form please contact Media Services at either City Centre Campus or King Edward Campus. If you require a copy of the signed policy, please contact Vivienne at Executive Office at local 7159. Vancouver Community College Policy Approval Procedures for Artwork Requests, No. 5.1.2.2, received approval by Education Council June 29, 1995.

Correction

In the last issue of VCC Connections, the City Centre Health Services Doctor's telephone listing in the College Operating Hours section was listed as 443-8340. That number is incorrect. The correct telephone number is **443-8336**. The Nurse's number, 443-8337, has not changed.

Nearly \$50,000 awarded to VCC students

"I am happier now than I ever dreamed possible," said Robyn Lawrence when asked about her new career in diesel mechanics. Robyn is one of 130 Vancouver Community College students who will be recognized for their outstanding academic achievements at VCC's upcoming Spring Scholarship Awards Ceremonies on Friday, May 24, 1996.

Robyn, a former fashion model, will receive the event's feature award, a scholarship established by Detroit Diesel/Allison BC to encourage women to seek careers in non-traditional fields. After graduating in December from VCC's Diesel Technician program, Robyn went on to become a marine mechanic at a local boating company. She is the second woman ever to complete this program.

"Detroit Diesel established this award a few years ago in support of the federal government's equal opportunity program," explained Al Cullen, President, Detroit Diesel/Allison BC. "I have three daughters, myself, and at that time, there were no female mechanics in our company. I thought we should do something about that."

Please join VCC in congratulating all of our hard-working and successful students. Ceremonies will be held in King Edward Campus' Auditorium at 9:30 a.m. for the Business, Health Sciences and Tourism & Hospitality Divisions and at 1:30 pm for the Applied Arts & Technology, Academic, Adult Basic Education, Adult Special Education and ESL Divisions.

"The Foundation is proud to award nearly \$50,000 in scholarships to deserving students in the spring and, again, in the fall of each year," said Lilli Milder, President, VCC Educational Foundation. "Nearly 60 donors are gratefully acknowledged for their roles in helping these young people achieve their dreams."

KEC Learning Centre offers free workshops for VCC students

The Learning Centre at KEC is offering **free** workshops for students everyday **May 13 to August 9**. Please encourage your students to sign up at The Learning Centre in early May. Drop-ins are welcome, but workshops are limited to 15 students.

The **Grammar Workshop** is every Monday at 3:00 in room 3077. These Grammar Workshops focus on the most frequent errors made by Intermediate to Advanced ESL students. Topics include articles, all verb tenses, modals, parts of speech, clause reduction, sentence combining and error correction. (Tutor: Michael Daniel)

Every Tuesday noon hour in room 2082, Lower Intermediate ESL students can improve their reading skills in the **Reading Workshop**. A variety of exercises, such as skim and scan, timed reading and context clues, will increase students' reading ef-

ficiency, comprehension and vocabulary. (Tutor: Veronica Jorna)

Beginner News is offered every Wednesday at 3:00 in room 3077. Emphasis will be placed on listening to the tape, both with and without the transcript. This will be followed by questions, cloze and discussion. Where possible, use will be made of the West Coast Reader in connection with the news items. (Tutor: Michael Daniel)

CBC News Workshop returns every Thursday noon for Intermediate ESL students. Come to room 2082 for vocabulary building, listening practice for the gist and

specific details followed by a cloze exercise and discussion. (Tutor: Veronica Jorna)

Pronunciation with Spelling Practice is offered every Friday at 11:00 in room 2015 for Intermediate to Advanced ESL students. Students will have a chance to practise pronunciation and listening discrimination. In addition, associated common spelling patterns will be reviewed. (Tutor: Veronica Jorna)

A **Conversation Workshop** will be held at 12:00 every second Friday starting May 17 in room 2015. The workshop is an opportunity for students of various levels to meet regularly and practice conversation skills regarding topics that are of interest to them. (Tutor: Michael Daniel)

ETC: free assorted Apple software is available to any department. Please call The Learning Centre at 7219.

Looking for a better way to commute?

Tired to fighting traffic, paying an ever increasing amount for gas or would like to use the new HOV lanes?

A carpool or vanpool may be the answer for you.

The Jack Bell Foundation will assist you in joining a carpool or setting up a vanpool.

For more information about this free service, call Steve at local 8603 or the Jack Bell Foundation at 879-RIDE (879-7433).



Workshop	Days	Time	Room	Tutor
Grammar (Interm. to Advanced)	Mondays	3:00-4:00	3077	Michael
Reading (Lower Intermediate)	Tuesdays	12:00-1:00	2082	Veronica
Beginner News	Wednesdays	3:00-4:00	3077	Michael
CBC News (Intermediate)	Thursdays	12:00-1:00	2082	Veronica
Pronunciation with Spelling Practice (Interm. to Advanced)	Friday	11:00-12:00	2015	Veronica
Conversation Practice	every 2nd Fri starting May 17	12:00-1:00	2015	Michael

Wellness Day schedule in place

Lunch with Erratica

The news about **Wellness Day**, Thursday, May 30, gets better and better. Besides an auditorium pep rally and over a dozen different feel-good workshops to choose from, participants in the **\$5 Buffet Lunch** may be amused by **Erratica**, those gastro gnomes of dinner music. Meanwhile, an unidentified representative of Don LaLune Management confirms that, barring unseemly incidents of extravagant displays of affection, Don LaLune himself will, indeed, join **Erratica** for the session in the KEC cafeteria. Yes!

Are you one?

To make room for the temptations of **Wellness Day**, classes and regular duty are suspended for the following faculty and support staff: everyone in the AAA Division including CCA, BEST, ABE Youth, Employment and Access For Women (City Centre), ASE, College Foundations, Basic Education, Sign Language Studies, Deaf and Hard of Hearing, Visually Impaired, everyone in the ESL Division including Outreach Combined Skills, Vocational, ELS and CPE. Call your local dean if you're not sure you're invited.

Rule and Regs

Wellness Day participants are encouraged to wear casual clothing and to sign up early to register workshop selections. Since many of the workshops must be limited to only 20 lucky stiffs, sign-up sheets will be available in the auditorium lobby from 9:00 am onwards. (See **Wellness Day Events** schedule.)

Wellness Day Events		
9:00 - 9:30	Auditorium Lobby	Registration: coffee and tea will be available.
9:30 - 10:15	Auditorium	Keynote Speaker: Linda Ward "Creating Balance in Our Lives"
10:15 - 10:45	Auditorium Lobby	Juice Break: fruit juices are good for you
10:45 - 11:45	Playpens: Session A	
	Auditorium Stage	Aerobics For Fitness and Fun
	Room 2069	Aromatherapy
	Room 3123	Nutrition
	Room 3092	Video: Parts I and II of <i>Humour, Risk and Change</i>
	Room 2049	Hands Off! Self Defense
	Room 3243	Financial Advice: "Fiscal Phitness"
	Room 3168	Meditation
	Room 3210	Massage
	Room 2070	Heart Smart Cooking
11:45 - 12:45	Room 3167	Body Magic and Mystery
	Room 3183	Overview of <i>Seven Habits</i> with Bob Aitken
	Playpens: Session B	
	Auditorium Stage	Aerobics For Fitness and Fun
	Room 2069	Aromatherapy
	Room 3092	Video: Parts II and III of <i>Humour, Risk and Change</i>
	Room 3183	How To Make Your Dendrites Grow (with Bob Aitken)
	Room 3122	Tai Chi
	Room 3168	Vicarious Traumatization
	Room 4043	Yoga
12:45	Room 3210	Massage
	Room 2070	Heart Smart Cooking
	Room 3184	How To Talk So Your Students Will Listen and How To Listen So Your Students Can Talk
	Cafeteria	Wellness Day \$5 Lunch

VCC Operations Council Update: April 9 meeting summary

Proposed Food Services contract for KEC

ICL has met VCC's criteria and has been recommended as the Food Services provider for the KEC cafeteria. The new contract will provide upgraded facilities, increased revenue for the College, a wider variety of menu choices, the option of two franchises, among other advantages. The VCC cafeteria/catering advisory committee will continue to function as a guide to operations.

Operations Council and the Finance/Administration Committee of the Board have approved the food services proposal and it will be presented to the College Board for final approval.

Budget forums

Two meetings were held in April to present current budget information to the College community: at City Centre on April 17 and at King Edward on April 18.

Parking rates at KEC

Parking rates were discussed. A detailed proposal is being prepared for presentation to Operations Council.

CC parking revenue generation

A proposal has been made for the generation of revenue through the sale of parking passes to Grizzlies and Canucks season ticket holders. Operations Council has approved the proposal and the Facilities Department will proceed with the necessary approval and (if approved) implementation process.

Policy updates

The policies "Students with Disabilities" and "I.E. Enrolment" have been approved and have been published in "Connections."

Updates on tuition fees and charges

Differential Fees: A suggested model for differential fees has been developed and presented to the College Board for discussion. The Board will be considering the differential fees model further at the April 1996 meeting.

I.E. Tuition Fees, 1997: I.E. tuition fees will be increased by 5%, effective January 1997. As well, a \$500 cancellation fee for new and continuing students, also effective January 1997, has been approved.

University Transfer Courses Tuition Fees: The tuition for U.T. courses will remain at \$305.00 per course.

Safer Campuses update

The Safer Campuses Committee reported that seven priority areas have been chosen on which to spend the \$80,000 non-capital portion of the funding made available by the Ministry. The seven areas are: guest speakers/workshops; awareness; printed matte/media; policy review; training; displays; and safe walk. Part of the capital fund portion of the grant will be used to install emergency telephones. Complete information about fund availability will be published in "Connections" by the Safer Campuses Committee.

Reorganization of mail boxes at KEC

KEC mail boxes on the fourth floor will be consolidated in order to save labour and paper.

Graduation Ceremonies scheduled for May 29 and 30

The next VCC Graduation ceremonies will take place in the KEC Auditorium on May 29 and 30, starting at 6:30 pm. Here's the schedule of the presentation of the graduates.

Applied Arts and Technology Programs, Academic, ABE, ASE and ESL Programs:

Valedictory Address,
Presentation of Scrolls
May 29, 6:30 p.m.

Health Sciences Programs

Valedictory Address,
Presentation of Scrolls
May 29, 8:00 P.M.

Business and Computer Applications Programs

Valedictory Address,
Presentation of Scrolls
May 30, 6:30 P.M.

Tourism, Hospitality and Service Programs

Valedictory Address,
Presentation of Scrolls
May 30, 8:00 P.M.

Join us for this important event — a great opportunity to share in our students' success.

New lunch time exercise program for KEC staff

If you're like most of us, you want to exercise, but you're too tired to workout during the evenings.

So why not get in shape during your lunch break? Join the **KEC Stressbusters Walking Club.**

12:30 pm - 1:00 pm
Tuesdays & Thursdays.

The program is free of charge, and all levels are welcome.

Starting May 21/96.

Call Joy at local 7026 for more information.



The deadline for submissions for the next issue of Connections (May 31) is Thurs, May 23

Free computer classes — taught by students in the Computer Applications Support Specialist Program

Come early! Class size is limited to 17 people, on a first come, first served basis.

DATE	TIME	COURSE
Thursday, May 16	12:00-1:00	Intro to Windows
Thursday, May 16	3:00-4:00	Intro to Word
Friday, May 17	12:00-1:00	Intro to Paint Program
Tuesday, May 21	12:00-1:00	Intro to Excel
Tuesday, May 21	3:00-4:00	Intro to Windows
Wednesday, May 22	12:00-1:00	Intro to Excel
Wednesday, May 22	3:00-4:00	Intro to Word
Thursday, May 23	12:00-1:00	Intro to Access
Thursday, May 23	3:00-4:00	Virus Protection
Friday, May 24	12:00-1:00	Word Graphics
Tuesday, May 28	12:00-1:00	Excel Graphs
Tuesday, May 28	3:00-4:00	Intro to PowerPoint
Wednesday, May 29	12:00-1:00	TBA
Wednesday, May 29	3:00-4:00	TBA
Thursday, May 30	12:00-1:00	TBA
Thursday, May 30	3:00-4:00	TBA
Friday, May 31	12:00-1:00	TBA

Just when you thought the E-mail system couldn't be easier to use...

New PINE E-mail features

Information and Computing Services will be implementing a new version of pine (version 3.91) as of May 21/96. There are few changes to the standard operation of pine. However, there are some interesting new features. Highlights of these include:

Global-addressbook

ICS has implemented a global-address-book with all the E-mail addresses of VCC users. The global-address-book is read-only and will be updated on a regular basis.

'read-mail' folder

pine 3.91 has been configured such that messages in your inbox you have read (no longer marked "N" as unread) are copied to a folder named 'read-mail'. While not a new feature with pine 3.91, use of this feature has been defined as the new default for VCC E-mail and has been implemented to assist in keeping the common incoming mail storage area to a minimum.

Multiple personal addressbooks

pine 3.91 supports multiple personal address books.

Increased TakeAddress capabilities

You now have the ability to "take" the E-Mail address of an individual, select individuals, or all recipients of the message and place it in your addressbook. If you wish to place all or some of the entries in a distribution list within your addressbook, use the function L List under T TakeAddr.

Ease of customization

Customization of your pine setup configuration is much easier through the Setup option from the Main Menu. Next choose C for Config. You will be presented with

a variety of options. Some values are Fixed to maintain consistency yet others may be customized as you like. Use the ? Help function for more information on the various settings.

Ability to apply pine operations to multiple messages (Aggregate Message Operations)

This is referred to as Aggregate Message Operations by pine. It gives you the ability to select all the messages in the current folder that match some specified criteria, and then apply any of pine's ten message operations (ie. Save, Export, Print, Forward, Reply, TakeAddr, Pipe, Flag, Delete, Undelete) to the entire set of selected messages.

Message Flags

* Flag allows you to set or re-set message status ie. New, Important, Deleted, Answered within your folders.

Multiple Postponed Messages

pine 3.91 now allows for the postponement (ie. save a message you are not finished composing) of more than one message.

For more detailed information, refer to the context sensitive help screens within pine or contact Francine Lucas (flucas@vcc.bc.ca) of Information and Computing Services.

You asked us



Can I provide word-processed tables with my article?

The quick answer: nope. If you submit an article for VCC Connections and want parts of it in a table format, save yourself a lot of time and effort. Don't produce your own table.

Now here's the long answer, and the reason why: VCC Connections is produced using Adobe PageMaker. When you provide a submission, the Editor "places" your document into Connections using one of a variety of filters that PageMaker uses. While PageMaker will recognize say, a WordPerfect document's text and limited formatting, it can't place the table that you have spent your valuable time producing. Therefore, only the text within the table is imported into Connections. The table disappears into that same limbo where your socks go when you lose them in the dryer, never to return to this dimension.

If you want certain information in a table format, mark it so on your hard copy. The Editor will provide the table for you, within PageMaker. This will save everybody, including you, a lot of time.

A Small Step For Literacy, A Large Step For Freedom

Annual Walk for Literacy
Sunday, June 9, 1996,
1:00 pm - 3:00 pm

King Edward Campus to
City Centre Campus

One out of three Canadians has difficulty reading and writing. To raise awareness of literacy issues, the Annual Walk for Literacy will take place on Sunday, June 9. Proceeds from the walk will go to local literacy programs, to support students' educational expenses such as school supplies, texts, application fees, assessment fees, and bus passes.

The walk will take place starting from VCC King Edward Campus, ending at City Centre Campus.

Join fitness instructor Joy Cohen for warmup activities from 11:30 to 1:00 pm at KEC.

Guest speakers will be on hand, and refreshments, t-shirts, prizes, pencils and more will be available at the City Centre Finale.

For more information, contact:

Brenda Lee Giles, Representative of Literacy BC and Movement for Canadian Literacy and Walk Coordinator: 437-6065
VCC Faculty Contacts: **Barbara Ash**, 871-7362, **Ted Hougham** 871-7359.

To register call Brenda, 437-6065.

VCC's partnership in Hotel School: a background report

(The April 18 edition of VCC Connections featured a partial reprint of a recent Vancouver Sun article on the Hotel School, a partnership between the University of Victoria, BC community colleges — VCC included. Here's a background report on how the partnership was formed, and an look at the key role that VCC has played in this partnership. Written by Dave Donaldson, Department Head of the Hospitality Management Department.)

In 1989 a consortium co-chaired by Stephanie Forsythe (then with Vancouver Community College and now with Capilano College) and Malcolm Ashford of the Pacific Rim Institute of Tourism commissioned a report entitled International Hotel School - Feasibility Study. Upon completion of this study, the International Hotel School Consortium called for expressions of interest to develop a degree from a number of universities. The Consortium consisted of representatives of the BC and Yukon Hotels Association; Restaurant and Food Services Executives Association; BC Chefs' Association; Canadian Food Services Executives Association; local 40, Hotel, Restaurant & Culinary Employees and Bartenders Union; BC Motels, Campgrounds and Resorts Association; Simon Fraser University; Vancouver Community College; Ministry of Tourism; Ministry of Advanced Education, Training and Technology (now Education, Skills and Training) and the Pacific Rim Institute of Tourism. The Restaurant Association's representative since the Consortium's creation has been Tony Wood. In February 1993, it was announced that the University of Victoria was chosen to begin investigating the feasibility of offering a degree in hotel and restaurant administration.

While the Consortium was actively soliciting and evaluating options, another innovative activity was taking place. The

four colleges (Vancouver Community College, Malaspina University College, University College of the Cariboo and Camosun College) which offered two year diplomas in hospitality management completed discussions which resulted in the development of a common core amongst their programs and facilitated transfer from program to program. Given the International Hotel School Consortium's wish that the degree build upon the diploma programs, this common core agreement was critical.

Now it was left to the University. The February 1993 announcement named Dr. Peter Murphy, Head of the Tourism Management Program, as responsible for developing a concept outline for the new degree. Dr. Murphy has been instrumental in the development of this degree as he has negotiated the labyrinth of detail and delays which had to be endured to develop a unique degree offering. Peter not only developed the concept, he negotiated a block transfer for the diploma programs and wrote the reports required for University approval as he god-fathered this degree. In the early stages, he actively solicited the advice of a Steering Committee which included Don Michiel of the Restaurant Association.

In June 1995, Dr. Murphy announced to his college partners that the University had arranged for a block transfer to allow graduates of the hospitality diplomas to enter the new degree in third year. The final hurdle was overcome when Malcolm Ashford of PRIT reached agreement between government and industry and the University to provide almost all the necessary funding for this project. Malcolm is continuing to solicit funds to overcome a slight shortfall with the assistance of Jim Pattison, founder of Delta Hotels and

(continued on the next page)

Michael Lambert, recently retired as VP Western Canada with CP Hotels.

The new degree will include access to Dunsmuir Lodge (a restaurant and convention facility owned by the University), courses taught by senior industry executives and a one year internship for all graduating students. Students will be eligible to apply upon graduation from any of the partner community colleges (the original four now joined by Okanagan University College). A minimum average of 70% will be required. The UVic Hotel and Restaurant program involves another two years of study followed by the one year industry internship.

Join other VCC golfers at Golf Day

VCC has arranged a day of golf for your entertainment at the Golden Eagle Golf Course, 21770 Ladner Rd., Pitt Meadows. The day is open for people of all levels, whether Greg Norman or Forrest Gump.

Entrance Fee is \$44 (including 18 holes of golf, a buffet meal and the guarantee of a great afternoon of entertainment). For those who need a ride to and from the golf course, a complimentary bus will leave from City Centre Campus. The cost to those who wish to partake of the social side of the day's activities only is \$15 (including prize giving, eating and drinking — no host bar). Rental clubs are \$18.95 plus tax. Dress code will be in effect.

This new degree program has involved a number of industry and education partners working towards meeting a specific need. However, the degree would not be a reality without the particular effects of Malcolm Ashford and Peter Murphy. The final words justifiably belong to Dr. Peter Murphy, Acting Dean of the Faculty of Business and Head of its Tourism Management Program. "This kind of hands-on Program couldn't have been provided without the complete backing and commitment of the Hospitality Industry. Now, thanks to the industry's commitment and the cooperation of our partner colleges, the "Hotel School" is about to become a reality. "This is truly a groundbreaking partnership."

Tee off times will be between 12:00 pm and 1:30 pm. Barbecue and prize giving starts at 5:00 pm.

VCC's Golf day is being arranged by and for VCC staff, as a chance to socialize with other staff in a friendly golf setting. Time off to attend this event is the responsibility of the participant. Be sure to register now — book your vacation time/grat day as soon as possible and join your VCC golf buddies!

For more information, contact Craig Lester in Facilities (Room 105 at City Centre, local 8602). Deadline for registering is May 31.

Another "thank you" from Sharon McClure

To all those at VCC who participated in the wonderful evening and gift on April 23 - many, many thanks!

The party was marvellous, I was delighted by the range of people present from the 1970's, '80's and '90's, and your exceedingly thoughtful gift of a watch just capped the whole event. For those of you who didn't see it, the watch is an appropriate

"gold" one with a beautiful link bracelet and a face with figures large enough for me to read without squinting! The inscription on the back has given me a new view on life - it reads "ALL THE TIME IN THE WORLD - VCC, 1996." And during some of that time, I plane on wearing the new scarf, smelling all the lovely flowers and drinking the wine that you also gave me!

Sharon McClure

UNIX passcode requirements to be modified

Please note that unix passcode requirements will be modified slightly to provide consistency between all unix computers. **Existing passcodes do not need to be modified.** Simply be aware of the modifications when the time comes to change your passcode.

The passcode scheme is as follows:

- Minimum of 5 characters and 1 number
- Maximum passcode length is total of 8 characters/numbers
- At least 2 new characters/numbers from your last passcode
- Automatic passcode expiry after 13 weeks
- Passcode must be used at least 1 week before it can be changed again.

When changing your passcode, the unix system will advise you of specific requirement the passcode failed to meet if any.

Finally, keep your passcode a secret. This will protect your unix files and email messages from being read or deleted. It will also protect against unauthorized sending of email messages.

PUBLICATION SCHEDULE

- Published Thursdays
- Bi-weekly January-May and September-November
- Monthly June, July, August and December

Produced by the College Advancement Department,
Vancouver Community College

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Box 24620, Station "F"
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CITY CENTRE CAMPUS
250 West Pender Street
Vancouver, B.C. V6B 1S9

classifieds

JOB POSTINGS

The Humanities Department will need an *instructor for Geography 094* (Grade 12 Physical Geography) for the September term. The course will be scheduled 8:30 a.m. to 10:30 a.m. Tuesday and Thursday. A major in Geography is preferred. For further information, please call Joan Rike at local 7289.

Research Assistant, Institutional Research, Vancouver Community College. Closing date: May 17, 1996.

ACCC has a number of positions available for a project on nonformal education for rural women in Pakistan. These positions include:

Nonformal Education Specialist (3.5 months), Institution Building and Project Management Specialist (3 months), Women in Development Specialist (2 months), Rural Marketing Specialist (2 months), Microcredit Specialist (1.5 months) and Finance Specialist (1.5 months). Please contact Personnel Services for more information. Closing date: May 22, 1996.

HOUSING FOR SALE

Row Townhouse for sale;

8th and Oak, one bed. and den, two levels, completely remodelled, skylights, w/d, d/w, Jacuzzi tub, h/w floors, view, v. quiet end unit with interesting angles. 15 min. direct bus to KEC or CC. Priced to sell \$179,000. Please call Dan at local 7271 or 732-6864.

ITEMS FOR SALE

California Pro Roller blades size 6 men or 7 women. Only used twice. Regular price \$90.00 (plus taxes) asking only \$75.00 (o.b.o). *Please call Mimi at 874-9923.*

IKEA single rollaway cot. Metal frame, foam mattress. Very good condition. \$35.00.

Sears Kenmore 1 cu. ft. mid-size microwave. 750 watt, 10 power levels, temperature probe. Very good conditions \$95.00.

Quickshot joystick \$10.00.

Barbie house, three storeys, dining set included. Very good condition \$20.00. *Tel: 871-7361.*

announcements

New KEC Supply Order Forms

From the KEC Administration Office — new and improved (and updated) supply order forms are available now! **Please destroy your old forms because we will no longer be accepting them.** You can get new forms from Dennis (local 7399) or Joy (local 7026).

Faculty wellness concerns

Grace Shaw remains available for faculty wellness concerns. Call 261-4498. If your message does not receive a response within a few days, call Wayne Avery at local 8449, or as a last resort, the VCCFA office. Thanks.

Grace Shaw

Connections later than usual?

Don't panic, gentle readers. Over the summer months Connections will be in your mail boxes a day or say later than usual, because of summer production schedule changes.

EDITOR, DESIGN AND LAYOUT

Dale Rasmussen, College Advancement Department
Tel 871-7152, Fax 871-7200
email drasmussen@vcc.bc.ca

CAMPUS CONTACTS

CC: Ngee-Moi Voon, Word Processing
KEC: Manijeh Golkhizi, Administration

Produced by the College Advancement Department
Lilli Milder, Executive Director

1996 PUBLICATION SCHEDULE

May 2, 16 and 30
June 13
July 4
August 1
September 12 and 26

Please provide your article on a PC disk, with hardcopy. We reserve the right to edit submissions for clarity and length. Deadline for submissions is Thursday of the week prior to publication.

Please recycle this newsletter ♻️

MARKETIPS!

USEFUL TIPS AND INFORMATION FOR THE VCC COMMUNITY

Marketips is a bi-monthly information sheet designed to share ideas to help each of us increase awareness about Vancouver Community College's unique programs and services. If you have an idea or tip you'd like to contribute, please contact The Editor at 7538 or fax 7200.

Interview Tips

Before you speak to the media, it is extremely important that you know what it is you want to say. This means making a note of the key points concerning the issue at hand. Being ready with intelligent, well-crafted opinions and comments can result in good publicity and will present your organization as a leader in its field.

Focus your comments into one or two sentences which explain your position. This is your **key message**.

Key message

You must be able to state your key message in 15 seconds or less. Phrase the key message in every day language and avoid jargon or technical terms that would not be understood outside of your industry.

Although your key message must be very short, be prepared to back it up with anecdotes, statistics or examples. Develop two or three key messages and practise saying each one succinctly.

Telephone Interviews

Newspaper reporters will often contact you by phone to gather material for a story.

Always ask, "can I call you right back?" Use this time to compose your thoughts, think about possible questions you might be asked, and jot down a couple of notes on things you want to say.

Don't try to do anything else while being interviewed. No distractions such as secretaries or signing papers.

Speak clearly, calmly and naturally. You may be tape-recorded by the other party.

Make your own notes of the questions and key points you make.

Ask if the reporter understands the information you've given her and offer to send more material, if appropriate.

- *Damn Good Media Guide*

Did you know...

Our provincial economy looks healthy

The Canadian Occupational Projection System projects a 25 per cent growth in employment in BC by the year 2005.

- *Occupational Outlook*

Local high tech firms are growing fast

High tech companies in the province are growing faster than any other part of the economy. Recently surpassing mining and fishing, the industry ranks behind only forestry and tourism.

- *Prospects*

BC Tourism continues to thrive

Tourism is projected to be BC's number one industry by the year 2000.

- *Pacific Rim Institute of Tourism*

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Great Idea at BCIT

It's so simple and logical we wonder why we didn't think of it ourselves. BCIT began offering its annual course calendar to high school counsellors in hard copy as a publication or as a mini-publication on computer disc for students to examine different program areas. Now BCIT is exploring compact disc technology as an addition to its website.

Telephone pad tracks ads

With advertising budgets being stretched to their fullest, institutions are learning to be more and more creative in the marketing techniques they implement and the evaluation criteria they execute. In order to measure the effectiveness of paid advertising College Advancement is building a feedback file.

"With advertising dollars so limited it's necessary to know just how effective a full-page ad in the Vancouver Courier is compared to, say, a small ad in the Georgia Straight," explains Dale Rasmussen, College Advancement. "Currently we have no way of knowing the response rate to the ads we place."

Look for easy to use telephone note pads which will ask a few key questions about the types of queries you receive after placing an ad. Your feedback is critical to ensuring our success and future ad prospects!

Share your stories

Are you an occasional guest writer for a trade publication? If so, please don't keep your success stories a secret. Connections, VCC's newsletter, is a perfect vehicle to share information with the whole VCC community. If you've written an article for an industry publication from a VCC perspective or there's a unique program we may not even know about, please, take the time to tell us about it. You'd be surprised how quickly news travels word of mouth. Contact: Dale Rasmussen at 7152.

Newsmakers

Kudos to Building Services Manager **Bill Miller** - April 2nd, The Province - for the best April Fools' Day prank (turning VCC washrooms into storage and office space!) next to Z95-fm which announced the Space Shuttle was making an unexpected landing at the Vancouver Airport.

Music reaches out

VCC's music department isn't prepared to '*face the music*' of less than stellar enrolment. Instead they're reaching out to local high schools by offering to visit each one to perform free of charge. Great idea? It doesn't stop there. They're also offering to visit high schools that are working on upcoming recitals or concerts, to give them a bit of additional coaching and encouragement. Now that's creative marketing!

From the editor...



College Advancement would like to thank all of the students, faculty and staff who have called us with story ideas or participated in interviews for your eagerness to integrate College Advancement into our daily campus life. If you've had your 15 minutes of fame and we've missed it, or you have an idea or submission for Marketips, please call *The Editor* at 871-7538 or fax 871-7200.

Marketips is a bi-monthly publication.

Next issue: July 4, 1996

Produced by the College Advancement Department

Sandra Bishop, Editor

Dale Rasmussen
Design and Layout

Lilli Milder
Executive Director

