

Mar. 21

1996 C.2

THE VCC COMMUNITY INTERNAL NEWSLETTER

VANCOUVER  
COMMUNITY  
COLLEGE



# Connections

Vancouver Community College  
King Edward Campus - Library  
P.O. Box 24620, Station F  
Vancouver, B.C. V5N 3T9

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A continuing commitment to VCC students through the new VCC Faculty Association's endowment fund

## Premier Clark guarantees access to post-secondary education

**P**remier Glen Clark has guaranteed spaces for all qualified students hoping to enter one of B.C.'s colleges, universities or post-secondary institutions in the coming academic year.

At a press conference on Tuesday, March 19, Clark committed \$16.5 million in new funding for student spaces which, when combined with efficiencies in the post-secondary system, will allow 7,000 more B.C. students access to education in 1996/97. Clark said this compares to an average increase of 4,400 spaces annually over the past four years.

The premier, who is also the minister responsible for youth, said his government is guaranteeing affordable, accessible education and on-the-job skills training while Ottawa and other provinces are cutting funds for education, health care and social programs.

"Youth in this province have made it clear to me that they expect the B.C. government to protect education, despite federal budget cuts of \$435 million in social transfer payments to our province," Clark said. "Last week I hosted a forum with young people from across the province who told me they want education to be affordable and accessible, and they don't want just talk—they expect real action."

Clark has been busy recently making announcements about access to education and employment. On March 15 Clark announced the new initiative, Investing in BC—A Guarantee for Youth, aimed at delivering new jobs and a series of employment and skills training programs through a combination of public, private sector and community resources. This comprehensive youth employment and training initiative allocates \$20 million in provincial funding and a challenge to private sector and Crown corporations to help create up to 11,500 jobs for B.C. young people this year. Leading the initiative is a commitment to double funding for Student Summer Works '96, a wage-sharing program with employers. This increase will bring the funding for this program up to \$6.2 million.

On Monday, March 18, the Premier delivered the news of a province-wide tuition freeze for 1996/97 to students at Langara College and via the Knowledge Network to students and faculty around the province.



College Watch  
crimefighters needed



## Help solve a recent crime at City Centre

On Monday March 11, a large industrial meat slicer and a quantity of meat were stolen from the banquet room kitchen. The time of this crime was between 5:30pm and 7:00am.

The suspect may have used a cart to move the slicer out of the building and a white laundry bag to hold the meat.

If you have any information about this crime or remember seeing anything that looked suspicious on the evening of March 11, please contact Steve Traviss at local 8603.

Remember, safety and security on Campus is everyone's responsibility

## Lock it Up!—or lose it

Over the next few weeks security will be on the lookout for work areas that are not secure and/or materials that are left out in the open. Reminders (similar to the one shown) will be left instructing staff to lock it up.

Theft of personal belongings and college property is an ongoing concern. Please do your part by keeping unattended areas and belongings locked up.



Behind the scenes: Clark visits VCC

## John Cruickshank welcomes Premier Glen Clark

Classroom 3202 at KEC met with Andy Warhol's "15 minutes of fame" Friday when Premier Glen Clark arrived on campus to film the first of his 'good news announcements' about the provincial government's freeze on tuition fees. Knowledge Network aired the announcement as a simulcast to the news conference at Langara College to ensure students and faculty province-wide would have an opportunity to hear the Premier's announcement. The announcement was broadcast in the cafeterias on both campuses at 12:30 pm Monday, March 18.

Although VCC was chosen as a location for the production, Clark's arrival on campus was kept quiet so the production could be filmed without interruption. In these situations, College Advancement is relied upon to liaise externally with location scouts, production crews and government officials as well as internally with build-



Premier Glen Clark and  
VCC President John Cruickshank

ing services, security, catering and media services.

"Although VCC is not up front and centre in these situations, when film crews show up it's important to position VCC as cooperative and hassle-free," says Sandra Bishop, College Advancement Coordinator.

A Step in the Right Direction

## Spread the word about the Walk for Literacy

My name is Brenda Lee Giles. I have been a Vancouver Community College student for three and a half years. I am enquiring in regards to getting the word out about literacy. Students from King Edward Campus and other literacy programs around Vancouver are going to walk on **June 9, 1996**. The walk will be from King Edward to City Centre Campus [starting at 1:00 pm until 3:00 pm]. The proceeds of the walk will go towards literacy awareness and for students' books, supplies, etc.

My experience in going back to school was scary. I have discovered that I have a learning disability and this new awareness has taken away a lot of my confusion. I used to think I was stupid. I feel much better about myself. My speech, thinking, reading and writing are all improving. Before, I couldn't read or write and my life skills operated at a low level. Being able to read and write have given me new freedom and confidence. My goal now is to complete Grade 12.

## First Nations Awareness Week Events Schedule

### Monday, March 25

- "Cannery Days" will be displayed (CC)
- 10:00 a.m. - 3:00 p.m. Arts/Crafts Sale (KEC/CC)
- 12:00 noon - 12:30 p.m. Opening Ceremony (KEC Auditorium); Opening remarks by Vice President Linda Martin on behalf of VCC; Opening Drum "Spirit of the North Wind" - Cliff Ryan, Ian Campbell, Becky Campbell
- 1:00 p.m. - 1:30 p.m. Opening Ceremony (CC Foyer); Opening remarks by Aphrodite Harris, Campus Librarian, KEC; Opening Drum "Spirit of the North Wind" - Cliff Ryan, Ian Campbell, Becky Campbell
- 2:30 p.m. - 4:30 p.m. "International Indigenous Peoples" (KEC Room 3094). An international event to showcase the works of 24 indigenous people from BC and the Mayan Peoples of Guatemala.

### Tuesday, March 26

- 10:00 a.m. - 3:00 p.m. Arts/Crafts Sale (KEC/CC)
- 12:00 - 1:00 p.m. Film: "Doctor, Lawyer, Indian Chief" (52 min.) (KEC Library Viewing Room). This documentary focuses on five Native women from across Canada.
- 12:00 - 1:00 p.m. Film: "No Surrender" (60 min.) (CC Foyer). Discusses the impact of Alcan's Kemano Projects on the land, lives and culture of the people of the Cheslatta Nation.
- 1:00 - 3:00 p.m. Treaty Commission Panel (CC Theatre 112). Representatives from the federal and provincial governments, BC First Nations summit and the BC Treaty Commission will discuss modern day treaty making in BC.

### Wednesday, March 27

- 10:00 a.m. - 3:00 p.m. Arts/Crafts Sale (KEC/CC)

- 12:00 - 1:00 p.m. Film: "No Surrender" (60 min.) (KEC Library viewing room)
- 12:00 - 1:00 p.m. Film: "Women In The Shadows" (56 min.) (CC Foyer). A documentary tracing filmmaker Christine Welsh's quest for her Native foremothers in spite of the reluctance to speak about Native roots on the part of her relatives.
- 8:00 - 10:00 p.m. An Evening of First Nations Contemporary Artists, performing Song, Dance, Theatre and Music This special event is sponsored by The Vancouver Echo and is by donation only. Proceeds collected will benefit "Healing Our Spirit," an aboriginal Aids support group.

### Thursday, March 28

- 10:00 a.m. - 3:00 p.m. Arts/Crafts Sale (KEC/CC)
- 12:00 - 1:00 p.m. Film: "Mistress Madeline" (57 min.) (KEC Library). Set in Rupert's Land in the 1850's, this film tells the story of a Metis woman (the common law wife of a Hudson's Bay factor) who is set aside in favour of a European wife and who, owing to her brother's arrest for trading with the Americans, is forced to choose between the newly established order and her Native people.
- 12:00 - 1:00 p.m. Film: "Ikwe" (57 min.) (CC Foyer). Set in British North America in the 1770's, this film tells the story of an Indian woman married by her father to a fur trader to secure a business deal.
- 1:00 - 3:00 p.m. Education Panel (KEC Board Room)
- 4:00 p.m. Feast (KEC Cafeteria). Catering by "Liliget Feast House."

## College Advancement includes you!

Throughout the past few years VCC has been faced with many challenges, some of which have called for adjustments and shifting paradigms among the whole VCC Community. These challenges are far-reaching and, in many ways, College Advancement in the 90s means staying competitive when decreasing budgets are demanding increasing productivity.

In an attempt to reach out to every member of VCC, College Advancement has created MarkeTips, an information sheet containing useful tips and information to help faculty and staff promote VCC's unique programs and services.

"This is an important time for VCC to focus on increasing the College's profile within the community it serves," says Lilli Milder, College Advancement Executive Director. "MarkeTips is a tool for everyone, because each and everyone of us at VCC has a stake in the way we present the College to the public."

College Advancement encompasses the planned activities that develop awareness of the College in the community. At VCC, College Advancement includes marketing, alumni relations, internal and external communications, public and media relations, fund-raising and government relations.

As a member of the VCC community, you are a valued member of the college advancement team. From the way we answer the telephone to the way we approach the media, MarkeTips will help you understand how important you are to the success of VCC in its mission to provide quality education and services. Beginning with this issue, look for MarkeTips as an insert in Connections every other month.



## Attention all artists!

The VCC Alumni Association is sponsoring an artwork competition for the cover of the 1996 season's greeting card. The sale of holiday greeting cards to corporations and individuals is a successful fundraiser for the Alumni Association. In the past two years, almost \$3,000 has been raised for the VCC Alumni Association Scholarship and Bursary Fund.

Draw, paint or colour your design. Let those creative juices flow. This is your opportunity to show us your talent, and support your Alumni Association.

### Competition Details:

\$200 will be awarded for the winning design and the artist's name will appear on the greeting card.

The artwork must be original and must be:

- suitable for a non-denominational greeting card,
- of a finished (folded) size to fit a 5" X 7" (vertical) or 7" X 5" (horizontal) format,
- limited to two colours.

### Deadline:

Submit your design to the VCC Alumni Association, 1155 East Broadway, PO Box 24620, Station "F", Vancouver, BC V5N 5T9 **no later than Monday, April 12, 1996.**

A panel of judges will meet on Monday, April 15, 1996 to review the entries. All decisions are final.

Only VCC alumni, students and employees are eligible to participate.

The winning entry will become the property of the VCC Alumni Association.

Your invitation to ...

## Linking Education to Work

### A Special ABE Presentation

9:30 am - 11:00 am, Thursday, April 25, 1996  
KEC Auditorium

The document *Employability Skills* published by the Conference Board of Canada has spotlighted the need to link education and work. There is increasing pressure all around us in support of such a link: from the Ministry, from the public and from students concerned with their job prospects.

### How can we make education more relevant to the workplace?

Lynda Fownes (B.Ed, M.Ed.), Manager of BC Construction Industry Skills Improvement Council *SkillPlan* will bring adult educators up-to-date with some important studies and sources of information to initiate change.

- *Literacy Economy & Society; Results of the First International Adult Literacy Survey - IALS.*

This study examines the relevance of literacy and numeracy to actual adult lives, and seems to be destined to influence decision-makers in years to come.

- *Basic Skills Research Project - Human Resources Canada.*

In BC, *SkillPlan* is conducting interviews with workers in hundreds of occupations on how math, reading and writing and other basic skills are applied in the workplace.

- *BC Construction Industry Skills Improvement Council, SkillPlan.*

*SkillPlan* is a unique sector-based organization focusing on workforce education. In this setting adult educators make a direct contribution to the

construction industry by integrating their skills with those of trades trainers. *SkillPlan* will be sharing their experiences with ABE instructors.

Lynda Fownes joined the BC Construction Industry Skills Improvement Council in 1992 as Research Director and has designed and managed a wide range of projects involving employers, unions, government and educators. Her lifelong association with the construction industry and experience as a teacher and consultant to the Ministry of Education, Curriculum Development Branch proves to be an eclectic mix that combines knowledge of education systems with a sensitivity to industry. While focusing on practical solutions to basic skills needs, Lynda's work reflects non-traditional, collaborative approaches that contribute to the success of the industry. Lynda is devoted to the philosophy that teaching in the context of workplace is a confidence booster for the worker, a means to a more human and productive workplace and a path to lifelong learning.

This session is open to all members of the college community who are interested in **Linking Education To Work**. There will also be an opportunity for questions and discussion.

### Contact:

Ruth Behnke, Local 7294  
Mathematics Department Head  
ABE - College Foundations

## Living testimony

Many Vancouver Community College students, faculty and staff know the name Mr. William K. McMenamon. The Educational Foundation has upheld William McMenamon as a long-time VCC supporter, and it was with great sadness that Lilli Milder, Educational Foundation President, informed the College of his passing.

According to Milder, in 1990, McMenamon and an associate, former Foundation Director Mrs. Doris Richardson, first created the Richardson/McMenamon Memorial Fund to benefit VCC students. Since then, five students have received this Memorial Scholarship while countless others have been assisted through bursary funds.

"Mr. McMenamon has encouraged many individuals to pursue their educational dreams," says Jane Westheuser, Associate Director, VCC Educational Foundation. "He will be remembered each time a Richardson/McMenamon Memorial Scholarship is awarded."

A final gift to Vancouver Community College students was made through McMenamon's estate, a bequest of \$25,000 to the Educational Foundation to be directed to the Richardson/McMenamon Memorial Fund. Another example of the great importance William McMenamon placed on post secondary education throughout his life.

## Faculty Association creates fund

Early last week, VCC's Educational Foundation announced the establishment of an endowment fund created by the VCC Faculty Association.

"In addition to the Association's six semi-annual divisional awards, the interest from the new endowment will be used to recognize student achievement," explains Lilli Milder, President, Educational Foundation. "This endowment fund will ensure that the VCC Faculty Association remains a major contributor to the awards program now, and in perpetuity."

The Educational Foundation extends a sincere thank you to the members of the Faculty Association for their continued commitment to the education of our community.

Get your motors running for

## KICKSTART '96

a fundraiser to benefit students at Vancouver Community College

sponsored by Trev Deeley Motorcycles, Hard Rock Cafe Vancouver and Vancouver Community College Educational Foundation

♦ Live Rock Band

♦ Dinner

♦ Harley-Davidson Genuine MotorClothes Fashion Show

♦ Door Prizes

♦ Benefit Auction featuring

**1996 Hard Rock Harley customized Softail Classic motorcycle**

Wednesday, May 29, 1996, 7:00 p.m.

Hard Rock Cafe, 686 W. Hastings Street, Vancouver

Tickets \$50.00 each

(a portion of ticket price will be eligible for tax receipt)

For more information and tickets contact:

VCC Educational Foundation, tel 871-7173

### Board Meetings - 1996

All Board meetings will start at 5:00 p.m. and will alternate between Room 240, City Centre Campus and Room 5025, King Edward Campus.

- March 28, KEC
- April 25, CC
- May 23, KEC
- June 27, CC
- (No meeting in July)
- August 22, KEC
- September 26, CC
- October 24, KEC
- November 28, CC
- December 12, KEC (subject to approval by the Board)



## announcements

### 1966 Student Outcome Survey - contacting former students

The Ministry of Education, Skills and Training has contracted the firm **Campbell Goodell Traynor** to conduct the 1996 College and Institute Student Outcomes Survey. Former students of VCC will be contacted and surveyed by this firm. Some former students may call either faculty or staff to inquire whether or not this survey is legitimate.

If you are contacted, please let the caller know that Campbell Goodell Traynor is conducting the survey on behalf of VCC and the Ministry of Education, Skills and Training. It is also important to note that the information acquired through the survey is strictly confidential and no one individual will be identified.

### Former Board member passes away

We have been advised of the death on Sunday, March 10, of former VCC Board Chair, Mel Scott, who served on the Board from 1977-83. Donations to the Heart and Stroke Foundation in Mr. Scott's memory are invited.

Sarah Lucas

### Are you interested in working on your Doctorate?

Located in Fort Lauderdale, Florida, Nova Southeastern University's Programs for Higher Education (PHE) provide quality, field-based doctoral programs. The PHE program is especially designed for practitioners working in the fields of adult education; computer and information technology; health care education; higher education; and vocational, technical, occupational education.

Nova Southeastern University has identified a contact person for the Seattle/Vancouver area and would like to offer the PHE program to interested individuals in this region. For more information, please contact Sarah Lucas (local 7158).

### Community College Exchange Program

Vancouver Community College is a member of the Community College Exchange Program (CCEP), an organization which facilitates the exchange of faculty, staff and administrators between colleges across North America.

At this time, the CCEP is seeking expressions of interest in exchange for the 96/97 academic year from employees of all member institutions. An expression of interest does not constitute a formal application for exchange—this is merely a preliminary procedure.

Information and Preliminary Interest Forms are available from Employee Relations. If you are interested in finding out more about the program, please call Carol Harrison at local 7142.

### Roger Gibbard passes away

Friends of Roger Gibbard will be saddened to hear that he passed away on February 26, 1996. Roger began teaching for VCC at the "old" 12th and Oak campus in the BTSD Department (now CCA) on February 1, 1972. He retired May 31, 1988. A memorial evening was held at Roger and Suzannah's home on Friday March 1st.

Many of you will remember Roger's last communication with the college. After having a brain cancer successfully removed, Roger sent a note to his many well wishers. It was published in the King Edward Times. Part of the message read, "Now that I've had a piece of my brain removed, I'll be applying for an adminis-

trative position with the college." Roger's humour and irreverence will be greatly missed by all his friends.

### A notice to all faculty from the Financial Aid Office at K.E.C.

ABESAP applications will **not** be accepted thru the inter office mail. Students **must** bring their completed applications to the Financial Aid Office *in person*.

### Notice to VCC Authors

All VCC authors who have had works published by the VCC Press (now called 49th Avenue Press) are asked to call or send a copy of any correspondence regarding copyright and royalties to: Brenda Appleton, College Librarian, local 7351.

### Take note: from Lorraine McKillop to Lorraine Drossis

Well, after 10 years I've finally divorced, so I am reclaiming my birth name DROSSIS.

How do you pronounce it? Simple... the Dro is pronounced the same as the dro in Hydro, the ssis is as you would refer to sister, sis. There you go! Now if we were going to get into the correct Greek pronunciation... well, I won't confuse you.

### KEC Library closed for Easter Weekend

Please note that the King Edward Campus Library will be **closed on Saturday April 6th, 1996**. The Library will resume its Saturday hours of operation (11:00a.m.-3:00p.m.) on the following weekend (April 13th).

### Jazz Showcase by VCC Music Department

VCC's two vocal ensembles, *PrimeTime* and *Soundwave* (Directed by Michael Molloy) will once again team up with the VCC Jazz Orchestra (Directed by David Branter), to provide a fun and varied program of jazz music. The four-voice PrimeTime ensemble will sing arrangements by Kirby Shaw, April Arabian-Tini, Dave Cross and others. Soundwave, with its seven voices and four-piece band, will perform a tribute to the sixties and seventies with songs by Donald Fagen, Simon and Garfunkel, Blood Sweat and Tears and the Doobie Brothers. In the second half, the Jazz Orchestra, with Guest Trombone Soloist Dennis Esson, will perform a wild variety of styles from Blues to Modern Latin Jazz, including music by Billy Strayhorn, Don Menza, Bill Holman and Chick Corea.

#### Location:

- Glass Slipper, 2714 Prince Edward St.
- Date: March 28, 1996
- Time: 9:00 pm
- Admission: \$8 (Tickets can be purchased in advance through the music department for a reduced rate of \$6)

### VCC Wind Ensemble

Under the direction of Jerry Domer, this fine ensemble of musicians will perform pieces by Leonard Bernstein, Jerome Kern, Rogers and Hammerstein and Frank Bencriscutto, featuring Tuba Soloist, Scott Weaver. The concert begins at 8:00 pm, Friday March 29 in the KEC Auditorium. Admission is by donation. Proceeds will go to support Music Scholarship Funds.

### Upcoming noon-hour performances

*Keri Thompson* (Voice) and the *Madrigal Singers* - March 27

*Andi Higgs* - April 3

### CE Fashion Arts Graduate Show

Tickets are now available for *FIAT MODE VII*, C.E.'s Fashion Arts Program Graduate Fashion Show.

Always a popular event, this year's show features the mini-collections of seven graduating students.

The show will be held Tuesday, April 2 at 8 p.m. in the Versailles Ballroom of the Sutton Place Hotel at 845 Burrard Street. Tickets are \$12.50 and can be obtained by calling Gayle Thody (KEC) at 871-7078 or Judith O'Keeffe (CC) at 443-8386 or Evelyn May (CC) at 443-8387.

Of the seven graduates, Kieu Nguyen is the recipient of the 1995 Gabriel Levy Scholarship (\$1000) and Stewart Young competed in the Vancouver Chinatown Lioness Club Designers' Fashion Competition. He won the evening wear category and placed second overall.

### New Books in CC Library

- The Best Hospitals in America
- Contemporary Theories and Practice in Education
- Dental Management of Patients with HIV
- The Difficult Patient: a Guide to Understanding and Managing Dental Anxiety
- Don't Go Shopping for Hair Care Products Without Me
- Drafting for Industry
- Graphis Design 96
- A Guide to Psychological Practice in Geriatric Long-Term Care
- Handbook for Continuing Education Programmers
- Technician's Guide to Industrial Electronics
- Textiles: 5000 Years
- Troubleshooting and Repairing Digital Video Systems
- Troubleshooting and Repairing Computer Monitors
- New Vancouver Community College Telephone Directories available

### Got your new VCC phone directory yet?

New telephone directories have been published and copies have been distributed to all departments. Extra copies are available. At King Edward campus, directories are available for pickup in the mailroom. At City Centre campus, leave a message at local 8592 requesting additional copies be placed in your department's mail slot. The next directory is scheduled to be produced in September 1996. In addition to this, an insert will be produced in June.

### Telephone Directory corrections

Please note the following corrections to the new VCC telephone directory:

- pg 3 - ABE Basic should read Basic Education
- pg 1 - Room Bookings - CC should be local 8325
- pg 24 & 49 - Parker, Keith - should be local 7535
- pg 31 - Adult Basic Education should read Basic Education

Thank you.

### Workshops for parents and teachers of large size children

(and anyone who has faced issues concerning a child's weight, size and appearance, this workshop is for you.)

Sunday, April 21 and Wednesday, April 24.

For more information, please call Joy Cohen at 737-0602 or Sandra Turnbull at 939-7363.





## 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

VANCOUVER  
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KING EDWARD CAMPUS  
1155 East Broadway  
Box 24620, Station "F"  
Vancouver, B.C. V5N 5T9

CITY CENTRE CAMPUS  
250 West Pender Street  
Vancouver, B.C. V6B 1S9

# classifieds

## JOB POSTINGS

**Clerk-Cashier (b)**, Continuing Education Division, King Edward Campus. Closing date: March 22, 1996.

**Technical Assistant** (Litho Prep and Camera/Scanner), City Centre Campus. Closing date: March 26, 1996.

**Director, English Language Institute (ELI)**, UBC Continuing Studies. Closing date: April 5, 1996.

**College Professors, English Department**, Okanagan University College, Kelowna, BC. Closing date: April 30, 1996.

1. Part-time Appointment - August 26 to December 20, 1996.
2. Full-time Term Appointment - August 12, 1996 to May 2, 1997.
3. Full-time Replacement Appointment - August 12, 1996 to May 2, 1997.
4. Part-time Term Appointment - August 26 to December 20, 1996.

## FOR SALE

**Two tickets, Vancouver Grizzlies vs. Denver Nuggets**, Thursday, March 28, 7:00. \$90 (regular \$96 with service charges). The best tickets at the price (2 seats across the aisle cost \$134). Call Peter Herd, 871-7360 or 874-3394.

Brand new and never been used one **air-popping popcorn maker** \$15.00. One blue and white **golf umbrella** with wooden handle \$13.00. Phone Suzette Jestin at 443-8493.

**Notebook computer**: Impulse 386SX, 4MB RAM, nearly-new 250MB HD, internal 2400 baud modem, internal 3.5 in. floppy drive, 9.5 inch B&W screen. Running Windows 3.1 with Word 6.0, Publisher 2.0, Ultrafax, among others. One owner. Very reliable machine for use as primary or second computer. Two hours of training and support free if required. \$875 includes 30-day money-back guarantee. Call Dan at local 7271 or 732-6864.

Upright traditional **Stanley piano**. \$700 or best offer. Call Rene at 871-7371.

## LOST

**Coffee mug with the inscription "Hard Rock Cafe, Newport Beach, California."** This piece of memorabilia has great sentimental value and the owner would love to get it back. If found, please contact Eddy Yuen at 871-7181.

**One set of about 10 keys** on a one armed pink energizer bunny fob at VCC. If found please return to City Centre Security or call 8361.

## HOUSING

### Basement for rent

Located close to 49th Avenue and Knight area. One bedroom suite, living room, and kitchen area. No pets. \$650.00 per month. Available now. Call Ken at 654-4355.

### Wanted to rent or sublet:

Three Mexican students, two female, one male, non-smokers, would like to rent or sublet an apartment for April-June. Please contact Anne McElroy at 871-7377 or 224-4644.

### Wanted to rent or housesit:

House or apartment for month of June. Call Rene at 871-7371.



**The deadline for submissions for the the next Connections (April 4) is Thursday, March 28**

## 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

February 8 and 22  
March 7 and 21  
April 4 and 18  
May 2, 16 and 30  
June 13

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

**Welcome** to the first issue of MarkeTips, 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 871-7538 or fax 871-7200.

## What is news?

Many an assignment editor has been known to answer that question with, "News is what I say it is." If a story is covered at all, how it is treated and where it runs in the newscast or newspaper are all very subjective decisions. Most make those decisions on instinct.

TV News works on the basis of elimination rather than inclusion. There are always far more stories than there is time to tell them. Newspapers have their news needs determined by the advertising department. The amount of editorial content depends on the number of ads; about 40 per cent of the paper is made up of news or features.

Reporters always look for certain qualities in a news story: humanity, conflict, immediacy, locality, celebrity and novelty.

**Conflict.** When there are two obvious sides in conflict, the media see a story, particularly if the stakes are high.

**Immediacy.** Almost every TV newscast these days includes an *on-the-scene* report which helps heighten the sense of immediacy, even if it's just for the weather forecast.

**Locality.** A national newscast will relate world events to Canada, a local newscast will localize international and national events or look for a local expert to comment.

**Celebrity.** OJ Simpson. Need I say more?

**Novelty.** Sometimes these off-beat stories are called kickers in TV news but novelty also refers to anything new and different.

- *Damn Good Media Guide*

## Futurescope

It is clear from current demographic trends that women's economic role in the 21st century will have a profound effect on marketing techniques and goals. Marketers with vision will sweep away their outdated preconceptions of the women's market and embrace new demographic and market-analysis tools that will allow them to reach all segments of this increasingly diverse market segment. Those who refuse to address changing demography and social values will find it impossible to reap the rewards of women's growing financial power.

- *AMA Marketing Encyclopedia*

## Did you know...

### What's happening on the Web

Why the 151 million users of the World Wide Web use it:

- Browsing 79 per cent
- Entertainment 65 per cent
- Education 59 per cent
- Work/Business 47 per cent
- Academic Research 42 per cent

- *The Georgia Institute of Technology*

### Our city's growth rate

Greater Vancouver's population, currently 1.7 million, is expected to reach 2.7 million in the next 25 years, an unprecedented growth rate.

- *Moving To and Around Vancouver*

### The Asian language most frequently spoken

Language of preference of approximately 60 per cent of Canadian Chinese in Toronto and Vancouver is Cantonese, while 15 to 20 per cent prefer to speak Mandarin, and 25 per cent English.

- *The Research Network*

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## How business is now reaching its targets

OK, quick: Name the most effective tool for training employees, promoting your organization, bringing in your students or demonstrating your college's benefits.

Videotape. At least that's the opinion of a real estate big-wig quoted in *Nation's Business* magazine.

The reasons? Videos customize the target audiences, while providing uniformity in the message and tone. Video is colourful and dynamic. It can include music, graphics and testimonials. And it is ideal for organizations that wish to demonstrate services and outcomes.

"Use of videotapes in business has increased dramatically in recent years, partly because many people have become watchers, rather than readers," says Mike Green, president of Classic Video Productions in Fort Lauderdale, Fla. - *Nation's Business*

### Industry funds video

*VCC's Educational Foundation has extended a sincere thank you to TCC International Inc. for its generous contribution of \$5000 toward the production of a new Automotive and Diesel programs recruitment video.*

## What message does your voice-mail give?

Does your voice mail message give potential callers the information they need? Is the message up to date? Is your response timely? Do you log your calls and your responses?

All of us have encountered frustration from this technology not being used to its full potential but, usually, we can lessen the frustration we inflict on others if the answers to the above questions are positive. Before you record your voice mail message put yourself in the shoes of potential callers, both internal and external, and tailor your message to them.

Identify the person and department the caller has reached.

Clarify whether you will be back shortly or whether you are away for an extended period of time. Your callers will appreciate knowing when they can expect to hear from you. If more than one person returns department calls perhaps a telephone log would help keep everyone up to date about how each call is handled.

## International Women's Day raises college profile

Capilano College recently celebrated International Women's Day with a full day of free events, including a noon hour performance of *Dirty Laundry* by the Penniless Theatre Group.

## Newsmakers

Congratulations to Alison Norman, Assistant Department Head - Vocational ESL, Instructors Bob Feist, Tom Van Grol and Pamela Hunt, plus all the students in the Combined Skills Cooking and Baking Assistant classes who were featured on *The Early Edition, CBC Radio* - February 1, 1996.

## Great ideas

### In Florida

Broward Community College in Florida created a series of four bookmarks commemorating Community College Month and sharing messages such as:

"Who's changing the lives of nearly one million students a year? We are." and

"America's community colleges: building a better world...one mind at a time."

### 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 seconds of fame and we've missed it, or you have an idea for Marketips, please call *The Editor* at 871-7538 or fax 871-7200.

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