

May 8

1997 0.2

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. V6N 1T9

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Picture this: a look back at the Skills  
Canada BC 1997 competition.

## Jewellery exhibition an eclectic display of artistic expression

**S**tudents from the College's Jewellery Art and Design program will  
present their annual Student Exhibition Friday, May 23 to Friday,  
June 7 inclusive, in the main foyer at City Centre campus.

Each year's exhibition has been a feast for  
the eyes, with visitors astonished by the  
display of talent and ingenuity on display.  
This year's event promises to be no dis-  
appointment, featuring an eclectic mix of  
the surreal, the conventional and the un-  
conventional. Just a sampling of some of  
the works on display at the show:

- *large body ornaments*, including a  
full-size, wearable vest made of silver
- conventional jewellery pieces created  
with *unconventional methods*, using  
precious metals
- a surrealistic work of silver represent-  
ing *images from a kaleidoscope*
- *enamelled goblets* using smithing tech-  
niques
- *eyeglasses and bird houses* as art objects

The exhibition takes two forms: repre-  
senting first year and second year students' work. First year students concentrate on  
the overall display of their work, with pres-  
entation given equally strong emphasis.  
Second year students are given more ar-  
tistic license and encouraged to let their  
own personal histories play an important  
role in the creation of their work. Whether  
it be through a reflection of cultural back-  
ground or a strong personal interest or  
experience, each work is as unique as the  
student artist and their individual history.

Be sure to take time from your schedule  
to visit the exhibition, on display from  
May 23 to June 7 inclusive, in the main  
foyer at City Centre Campus.

Dale Rasmussen

### Chain for Children: a raffle to benefit those in need

To kick off their Exhibition, the Jew-  
ellery Art and Design students will  
raffle off a unique prize on opening  
night: a Chain for Children.

Each student has created a link which  
reflects his or her individual style and  
vision, for a total of 28 links in a  
chain. Proceeds from the raffle will  
benefit BC Children's Hospital.

This one-of-a-kind chain will be on  
display in the CC main foyer until  
May 23, when the draw will take  
place as part of opening night of the  
Jewellery Art and Design Exhibition.

Tickets are \$2 each; three for \$5; or  
10 for \$15. For tickets, contact Media  
Services at City Centre or any of the  
Jewellery Art and Design students.

## Cartoonist available to faculty



For my PD project during May and June, 1997, I invite all VCC faculty to submit to me requests for their cartooning needs. Are you working on a new manual or textbook? Preparing handouts? Need posters? Wayne Wilson at your service. First come, first served, and it's free! Contact Wayne at 871-7279 or send a message to me via intercampus mail at the ABE CF Math Department, KEC Campus.

## Oh, what a feeling: VCC 50/50 has another winner

Alan Sacks, of the Hospitality Management program, must have a sixth sense when it comes to winning prize money. He's May's winner of the VCC 50/50 draw. Alan told us that he "...had a really good feeling before the draw, that this might be my lucky day." Well, Alan's premonition came true, in the form of a cool \$595.

The good feelings about the VCC 50/50 draw just keep on coming. Proceeds of the draw go to support VCC students through entrance scholarships.

A draw takes place the first Tuesday of every month, alternating between the campuses. For every \$2.00 automatically deducted each pay period, you have one chance at winning. Or sign up for more tickets and multiply your chances... it's so easy.

To join the fun, contact Jane Westheuser in the Education Foundation at 7237.

## What does CityFest '97 have in common with agents Scully and Muldur?

### A close encounter with the Calushari of Romania!

At CityFest '97, Vancouver's largest free festival of the arts (May 16-18 at King Edward Campus), the Vancouver Morris Men and their special guests, the Dragomira Calushari dancers, will perform.

Romanian Calushari dances originated in pagan prehistory. Their connection to the mythical, magical rituals of the distant past has even been visited in the famous X-Files episode where a small boy is haunted by his dead double, and because his mother is Romanian, naturally enough she calls in, who else, the Calushari to "do their stuff."

The Dragomira Calushari dancers of Regina will "do their stuff" at CityFest on Saturday, May 17 at 2:00 pm. In Romanian folklore, Calushari dances are believed to convey special healing powers to all who watch. Don't miss your



chance to see the Calushari in action at CityFest, because these dances are only performed on one day of the year, the Romanian Whitsuntide, which falls on May 17.

You'll also find at CityFest '97: over 130 groups and 1,000 performers from ethnic traditions; Spanish singing; Greek dancing; Urdu poetry; Celtic instrumental and dance workshops. There will be marketplace of craft and ethnic food vendors and six stages from small intimate spaces to open air stages. CityFest runs Friday evening 8:00 pm to 12:00 am, Saturday 12:00 noon to 12:00 am and Sunday 1:00 to 8:00 pm.

## Thinking of selling your complimentary desk copies? Please think again

The Canadian Publisher's Council asks that when used-book wholesalers offer to purchase your complimentary desk copies, please REFUSE.

Faculty are reminded that used-book wholesalers:

- do not pay author royalties,
- do not re-invest in Canadian publishing, and
- do not service the academic community with desk copies or supplements.

A large percentage of used books in circulation inevitably contributes to higher prices for new textbooks and to a decline in the level of investment in Canadian textbook publishing.

Don't sell your complimentary copies — contact your publishers' sales reps for recycling.

The Canadian Publishers' Council members, as well as their authors, editors and sales representatives thank you for your support on this issue.



To date, the Helpdesk has logged 3,393 calls (1,486 at CC, 1,796 at KEC, and 111 at other locations). 2,998 of these calls have been resolved.

## Counsellors offer workshops

### In class:

Counsellors are available to lead one hour workshops in your class on the following topics:

- Stress management
- Changing Family Roles
- Parenting
- Cross-Cultural Awareness
- Interpersonal Communications
- Seeking Help

Pre- and Post-Workshop materials will be supplied. This includes readings, comprehension and vocabulary exercises, discussion and writing topics. Appropriate for PreIntermediate, Intermediate 1 or higher.

Materials used are from the new curriculum, Staying Afloat: Lifeskills and English for ABE and ESL College Students.

Contact Donna Barreca in Counselling 871-7207 to book a convenient time and discuss the topic you have selected.

### Special note: English instructors wanted

We are looking for English instructors to assist with completing the English/ESL exercises which accompany some units.

If you are interested in taking PD to do this, please contact Marg Hepler at 871-7235 or Donna Barreca at 871-7207.

### Summer workshops for students:

Workshops are open to all KEC students and are held on Thursdays from 10:30-12:00AM, in Room 2103, in the CCA Department

May 15 ..... *Resolving Conflicts*

May 22 ..... *Choosing a Career Path*

May 29 ..... *How to Find Time*

June 5 ..... *Stepping Stones to Jobs*

June 12 ..... *How to Write a Good Exam*

June 19 ..... *Parenting Concerns*

June 26 ..... *How to Live on a Shoestring Budget*

For more information or to make an appointment with a counsellor call 871-7191 or come to Counselling Rm. 3002

## Bi-election results

### Board of Governors (Faculty)

Malcolm Cant — 18 votes

Cheryl Draper — 48 votes (elected)

Spoiled — 1

### Education Council (CC Faculty at large)

Joan McArthur-Blair — 27 votes (elected)

Bob McAuliffe — 17 votes

### (KEC Support Staff)

Chris Joyce — 2 votes (elected)

### (CC Student)

Todd Albert — 4 votes

Dan Richard — 5 votes

Lara Smith — 11 votes (elected)

Wade ter Heide — 1 vote

## Association of Women in Post-Secondary Education (WPSE)

### Annual Conference, Strategic Planning Retreat and General Meeting

May 30 - June 1, 1997  
Harbour Front Hotel  
Saltspring Island

The theme for this year's conference is: *Healthy Women, Healthy Communities*. The conference will feature many interesting workshops — Ayurvedic Healing, What Does Kvinneuniversitetet Mean To Us, Iranian Dancing and Taking Time For All Your Worth — just to name a few. There will also be opportunities to enjoy the outdoors of beautiful Saltspring Island and meet others in an informal, relaxed environment

WPSE is a non-profit society with members working at all levels of post-secondary education in the province of British Columbia. It envisions the goal of women supporting women, working together cooperatively to develop and maintain an accessible environment for personal growth through study and work for students, faculty, staff, administration and board members at all post-secondary educational institutions. WPSE believes that by pursuing this vision it will bring diversity and new strength to post-secondary education in British Columbia.

Everyone is welcome to register for this conference and as a first-timer last year, I have to say, it was great! For more information please contact Sylvia Patey at 443-8301.

To all employees

## Call for expressions of interest for a VCC GED examiner

### Background:

Our GED Examiner, Ron Atkinson, has accepted an early retirement package, and will therefore not be continuing his contract with the Ministry of Education, Skills and Training. VCC, on behalf of the Ministry, is therefore looking for a replacement for Ron, effective September 1997.

Anyone interested in the position should consider the following:

- Considerable time is required to organize the testing sessions, invigilators and testing materials.
- A safe place is required to secure the tests.
- Tests are administered at regional centres six or more times per year, Friday evenings and Saturdays.
- One invigilator per twenty GED candidates is required.
- The honorarium is \$250.

### Qualifications for GED Examiner:

A Baccalaureate degree or an equivalent background in teaching, counselling or testing verified by the GED Chief Examiner (MOEST) is required.

### Please note:

Persons instructing or preparing candidates for GED tests cannot be appointed as Examiner or Invigilators. (The College has a number of people willing to act as invigilators.)

If interested in the position, please submit your name with education background to Linda Martin, Vice President, Education Support Services by **May 30, 1997**. A lottery process will be used to make the final determination. Any questions about the position can be directed to Ron Atkinson at 443-8532 or me at 871-7473.

Linda Martin, Vice President,  
Education Support Services

## New policy announcements

### Updating Personnel Records

Effective Date: 10/8/96

Policy Category: **Administration**

#### Purpose:

To establish guidelines for updating personnel records.

#### Policy:

It is the responsibility of employees to submit all pertinent information concerning changes in marital status; number of dependents; home address; telephone number; and certificates, diplomas and degrees after commencement of employment to the College.

#### Applies to:

All College employees.

#### Procedure:

1. Employees must complete the necessary forms to add or delete dependents from the various benefit plans and ensuring their beneficiary designation is current.

*Employees should secure the appropriate cards from Personnel Services and complete and return them as soon as possible.*

2. All other changes should be submitted to the office of the appropriate Dean or Administrator who will forward to Personnel Services.

#### Policy Sponsor:

Director, Personnel Services

### Personnel Services Department - Policies and Procedures Manual

Effective Date: 10/8/96

Policy Category: **Administration**

#### Purpose:

To establish the authority of the Personnel Services Policy and Procedures Manual and inform VCC employees of its existence.

#### Policy:

The Personnel Services Department will maintain a Manual which outlines policies and procedures related to Human Resources/Payroll functions.

#### Procedure:

The Director of Personnel Services approves all policies and procedures within the Manual and the Director of Financial Services approves those directly related to the Payroll process.

#### Policy Sponsor:

Director, Personnel Services

### Initial Salary Step Placement - Administrators

Effective Date: 10/8/96

Policy Category: **Administration**

#### Purpose:

To set guidelines for establishing initial salary step placement for administrators.

#### Policy:

VCC is committed to hiring the most qualified candidate for administrative positions. In keeping with this philosophy, the President may negotiate initial step placement up to the maximum of the range.

#### Applies to:

All Administrators being hired by the College.

#### Procedure:

1. The Committee of Selection and Recommendation may put forward a suggested step placement to the President.
2. The President or delegate will:
  - meet with the recommended candidate to confirm agreement with the committee's choice;
  - negotiate initial step placement based on the qualifications of the candidate;

consult with the Board prior to appointment of Vice-Presidents.

#### Policy Sponsor:

Director, Personnel Services

### Travel for Interview and/or Moving Expenses

Effective Date: **October 8, 1996**

Policy Category: **Administration**

#### Purpose:

To ensure a consistent practice for payment associated with travel for interview and moving expenses.

#### Policy:

The College will not pay to bring an applicant to Vancouver for interview or for moving expenses of a new appointee to any position in the College, without the prior approval of the President or delegate.

#### Applies to:

All selection committee members.

### Walk for Literacy '97

## Step out in the right direction

One in four Canadians has difficulty reading and writing. You can help change that by supporting the second annual **Walk for Literacy** on Sunday, May 25. Created to generate awareness of literacy issues, the Walk also raises much needed funds to help Vancouver students returning to school to further their education.

Last year the Walk for Literacy raised \$5,500 for local literacy programs. These funds also assisted students with educational expenses such as school supplies, texts, assessment fees, application fees and transit passes.

The Walk will begin at City Centre Campus and end at King Edward Campus, followed by speakers including VCC

#### Procedures:

##### TRAVEL FOR INTERVIEW:

- Where the President or delegate approves payment of expenses for a candidate to travel to Vancouver for an interview, costs associated with such travel will be confirmed in advance of approval and payment made upon submission of receipts. The President or delegate may approve a fixed amount which is lower than the actual cost.

##### MOVING EXPENSES:

- Where the President or delegate approves payment of expenses for relocation of a new appointee to the College, costs associated with such relocation will be confirmed in advance and payment made upon submission of receipts. The President or delegate may approve a fixed amount which is lower than the actual cost.

#### Policy Sponsor:

Director, Personnel Services

## First Nations Education update

### Special upcoming event:

Renowned Plains Cree Artist **George Littlechild** will be at KEC campus to discuss his work through a slide presentation on Wednesday, May 21, from 12:00 to 1:00, Room 5025. Recent book publications and posters will be available.

A note of thanks to all who supported First Nations Awareness Events in March! And for those of you who wondered what happened... the events were:

Monday March 24th - **Storyteller Theatre Productions** explored the meanings of the search for identity, culture, and history of First Nations women. The event was opened by Gerry Oleman, Stl'atl'imx Nation, BCIT Cultural Advisor.

Wednesday March 26th - **First Nations Video presentations** hosted by Library personnel.

Thursday March 27th - **Human Rights and the Healing Process** presented by Marilyn James, appointed spokesperson of the Sinixt Nation and First Nations Education Coordinator at University College of the Cariboo.

As summer approaches us, so does **Powwow** season. Watch for posters and notices of these gatherings. Powwows are great family fun and are open to everyone.

**First Nations Student Luncheons** will continue throughout the summer months. Please refer students to the First Nations student bulletin board in the KEC cafeteria and the KEC counselling department.

There are new First Nations resource materials in the VCC library.

....continued: see First Nations, on page 6

# calendar

## Upcoming events and other happenings of note

May 9  
*Season of Mexico Celebration*, City Centre Campus

May 16-18  
*CityFest '97*, King Edward Campus

May 21  
*George Littlechild slide show presentation*, 12:00-1:00, room 5025, KEC

May 22  
*VCC Board Meeting*, Room 5025, KEC

May 23  
*VCC Awards Ceremony*, 9:30 am and 1:30 pm, KEC Auditorium

May 23-June 7  
*Jewellery Art and Design Student Exhibition*, CC Campus main foyer

May 25  
*Walk for Literacy*, CC-KEC

May 30-June 1  
*WPSE Conference*, Saltspring Island

June 1-7  
*Bike to Work Week*, various locations throughout Vancouver

June 17-19  
*Graduation ceremonies*, evenings, from 6:30 pm, KEC Auditorium

June 21-23  
*AECBC Conference*, Richmond

June 23  
*VCC Employee Golf Tournament*, 12:30 pm, Tsawassen Golf and Country Club

June 26  
*VCC Board Meeting*, Room 240, CC

**Include your event in the VCC Connections Calendar. E-mail your announcement to [drasmussen@vcc.bc.ca](mailto:drasmussen@vcc.bc.ca) or call local 7152.**

## VCC cyclists and wanna-be cyclists: saddle up for Bike to Work Week

Bike To Work Week returns to Vancouver this spring for another round against auto dependency. The event is aimed at encouraging cycling in the Vancouver area. What's different is that the event has GROWN. It's going to be bigger and better this year!

Sunday, June 1: *Bicycle Sunday* — experience the joy of cycling in Stanley Park

Monday, June 2: *Grand Opening of the Heather Bikeway* — breakfast snacks, official bike chain cutting ceremonies

Tuesday, June 3: *Bike Buddy Day* — experienced commuter cyclists escort "buddies" to work

Wednesday, June 4: *Clean Air Day and the Commuter Challenge* — encourage coworkers to take an alternative to driving alone and compete against other workplaces in Greater Vancouver

Wednesday, June 4: *Chain Re-Auction* — bid on artist-created bicycles and other fun stuff

Thursday, June 5: *Bicycle Forum* — "Learning to Ride a Bike Again in Vancouver"

Friday, June 6: *Bike-Transit-Car Challenge* — a race to the finish, with refreshments, photos and media interviews

## First Nations continued from page 5

"Shaking the Rattle: Healing the Trauma of Colonization" by Barbara-Helen Hill, published by Theytus Books, Penticton, B.C.,

*Kahtou* newspaper, a BC First Nations newspaper

*Winds of Change* magazine published quarterly by American Indian Science and Engineering Society. The magazine is an

## Do you have concerns about the environment? If so, join us...

Several people have expressed concern about and interest in environmental issues at and about the College. So we've decided to get together and come up with ideas for doing our part at VCC. If you are interested in helping to make the College a more environmentally-friendly workplace, please come to a meeting on *Friday, May 30, 10:00 to 11:30 am in room 3189, KEC*. Bring your concerns and ideas. For more information, contact Gail Cryer, local 7275.

Saturday, June 7: *Bike to Market Day* — cycle to Granville Island Public Market for fun bicycle-related events

## So now you're interested... here's how to become involved.

To find out more about how to become involved with BTWW, contact *Lee Henderson at local 7328*.

excellent resource with articles on leadership, community, education and careers.

First Nations Awareness Events will continue to be hosted throughout the year! If you have any comments, suggestions or ideas, please contact Linda Thomas, First Nations Education Coordinator at local 7020.

## announcements

### Take the softball challenge

The Facilities Department has issued a challenge to another team from any VCC department to an afternoon softball game. Contact Jorge Candia at City Centre, local 8605.

### New books in CC Library

- French Cheeses
- Guide to Wool
- National Graphic Design Services Guide, 1996-1997
- SalonOvations= Public Relations for the Salon School
- Workers Health and Safety Guide
- Suicide: Teens Talk to Teens
- Whole Brain Business Book

### VCC Board member becomes proud new Mom

We are pleased to announce that Board member Lee Anne Ragan and her husband Doug just became the proud parents of a baby boy. Liam was born on April 14th, weighing a healthy 8lbs 14 oz. Both mother and son are doing well and Lee Anne hopes to attend the May Board meeting!

### 1997 Board Meeting dates

*KEC, Room 5025*: May 22, October 23, November 27; *CC, Room 240*: June 26, August 28, September 25, December 11\*  
\*pending Board approval

### KEC Book Club meeting

The Book Club will meet again May 9 at Not Just Desserts, to talk about what we've all read recently, and what we'll read for our next meeting (date of which will be decided on at the May 9 meeting). Please confirm your attendance with Carol Tulpar at 7257. See you there!

## Snapshots of the Skills Canada BC 1997 Competition, April 23



## 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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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

### FOR SALE



**Cotton Quilt** - Double (to the floor), black background with a soft yellow/lavender/green floral print. \$65. (reg. \$200.) Brand new. Please call 737-0701.

SONY TC-WR 445 **Double Cassette**, A/R, Synchro high speed dubbing \$180.00  
**JVC Receiver** \$150.00. All original box with manuals and receipts. Ask for Tony at 279-8283.

#### FOR SALE... YOUR BABY NEEDS

- Graco Rock 'N Bounce Exerciser: \$45
- Fisher Price High Chair: \$65
- Bath Ring by Safety 1st: \$10
- Fisher Price Silent Swing: \$70

All items are in excellent condition. Please call 443-8312.

### FREE STUFF



**Metal map case**, measuring 3'6" in length, 4'5.5" in width and 1'10" tall. Please contact Mark Goertz at KEC Library, local 7223.

### HOUSING



**Flat in Scotland for rent**, from October 1, 1997 to March 31, 1998 inclusive: four rooms plus kitchen and bathroom flat in a stone building about 100 years old. Fully and well furnished (washing machine, dishwasher, TV). Small garden, single lock-up garage. Currently rooms used as living room, dining, bedroom, study/office. Newport-on-Tay faces Dundee on the south bank of the Firth of Tay, 60 miles north of Edinburgh. Good road and rail connections. Very convenient for St Andrews (university) and Dundee (universities and colleges). Rent negotiable, lower than going rate to suitable tenants. For information contact Mhairi, e-mail mhairi@macmillan.demon.co.uk or telephone/fax 011-44-1382-542737.

### WANTED



**4 X 8 slate pool table** in good condition. Please call 266-3500.

### EMPLOYMENT OPPORTUNITIES



**Part-time Library Assistant (b)**, CC Library; closing date May 12.

**Part-time Library Assistant (b)**, KEC Library; closing date May 12.

**Computer Support Analyst (a)**, ICS; closing date May 15.

**Clerk Specialist (c)**, Payroll Dept.; closing date May 21.

## Next Connections

**Thursday, May 22, 1997**

**The deadline for copy is  
Thursday, May 15.**

**Thanks for your  
submissions...  
see you next issue!**

#### 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: Sue Devison, Administration

Produced by the College Advancement Department  
Lilli Milder, Executive Director

Please recycle this newsletter

#### 1997 PUBLICATION SCHEDULE

May 8 and 22  
June 5  
July 10  
August 7

Please provide your article through email, the I:\common\connect directory or on a PC disk with hardcopy. Your submissions are welcome, but please be aware that space limitations may prevent publication. Material may be edited for clarity and length. Deadline for submissions is Thursday of the week prior to publication.

# 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.

## Letters to the Editor

Well-deserved recognition can often be achieved through a letter written to the editor of the local newspaper. These letters address recently published articles or issues the writer either agrees or disagrees with.

In The Vancouver Sun letters to the editor appear in the editorial section of the newspaper. Frequently, education is a controversial topic featured in this section, eliciting a wide-spectrum of comment from educators, administrators, students and the public, in general.

### Comments as varied as their authors

For example: "I do not believe the state - the taxpayer - should provide the children of immigrants with English-language instruction. I might, however, accept some taxpayer share of the expense if immigrants accepted the responsibility of learning English," writes James Craig (Van Sun; April 28/97).

Or Patricia Cuning writes (Van Sun; April 18/97), "Jobs, jobs, jobs: This is the mantra of Glen Clark and the New Democrats. 'Where have all the jobs gone?' is more like it."

Editors like to receive controversial letters expressing strong opinions. They also like to receive letters from

people 'in the know', from those who have a vested interest in the topics they're discussing.

### Opportunity knocks!

Likewise, when a story appears in the media, addressing issues in post-secondary education directly related to VCC, yet fails to mention the College or contains an inaccurate reference, another opportunity to respond to the media presents itself.

Occasionally, reporters are simply not aware of all of the institutions offering a program. College Advancement can take advantage of this opportunity to assist the reporter by gently reminding him or her that VCC is involved in the area of interest.

Often omissions make good fodder for letters to the editor. VCC is filled with great letter-to-the-editor candidates. Please feel free to contact College Advancement for editorial assistance if you are considering writing a letter to the editor. The department will also fax the letter to the editor for you. If you are responding to a particular article in a newspaper or if you feel the College should respond, please clip the item from the paper and pass it on to College Advancement for consideration. Your assistance is truly appreciated.

## Did you know...

### BC's population is booming

In 1996, BC's population grew at 13.5%, a rate more than twice the national average.

- The Vancouver Sun

### Vancouver is the third largest city in Canada

According to the 1996 census, Vancouver's metropolitan area population grew by over 14% to 1,831,665.

- The Vancouver Sun

### BC's schools are facing rapid growth

In BC schools, total enrolment is up 16% from 1990, which includes a 60% increase in special needs and a 128% increase in ESL students.

- The Vancouver Sun

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## Newsmakers

**Hospitality administration student Linda Smith** was in the news April 14 for the second time this year! (Her photo appeared in The Province Feb. 12.) This month, Smith was congratulated in the business section of **The Vancouver Sun** for winning the Frank Baker Student of the Year award from the Restaurant & Foodservices Association of BC. Linda is the fourth VCC student, in as many years, to win this award.



A **Vancouver Sun** article on March 13 covered, in great length, the **student protest** of proposed cuts in

funding for adult basic education. The public forum, sponsored by the Advanced Education Council of BC, was held at City Centre Campus and drew over 200 students, faculty and administrators. "**Sam Abdi, a refugee who is completing high school equivalency at VCC's King Edward campus**, said he couldn't understand how any government could cut something considered 'basic'."



Westin Bayshore commis chef **David Robertson, a former VCC culinary arts student**, was featured April 9 in The Vancouver Sun's food section for winning the bien-

nial commis rotisseur event held at VCC. Robertson will be representing BC at the national competition in October.



VCC was mentioned in a **Vancouver Sun** article April 7 for its contribution to the refurbishing of downtown. "There seems to be a common philosophy these days in the quadrangle formed by **Vancouver Community College** on the north side of Victory Square, the Vancouver Film School at Hastings and Homer, the Simon Fraser University campus on Hastings and Seymour and BCIT on Seymour at Dunsmuir," wrote Frances Bula.

## News conference or news release?

A news conference is an efficient way to get your story out to a number of journalists simultaneously, but it is always wise to think twice before calling in the media when there may be a more effective means of communicating your message.

If the issue can be handled with a news release, it is better to communicate your point of view convincingly in a news release than promise bigger and better things than you can deliver at a news conference.

A news conference is a venue for an announcement, usually a big announcement. It is not a debate, although the issue at hand can be controversial.

### Boring!

The media consider news conferences to be boring, visually, because

they offer talking heads. Your chances of coverage increase if you can hold the news conference in a visual location or can provide or suggest visuals which can be easily obtained by the media.

**"Do you have any questions for my answers?" - Henry Kissinger**

Limit your comments to five minutes, then close the news conference by taking questions, if possible,

fielded by a staff member. To end the news conference, you or your staff member should call for one or two more questions. Of course, you hope all the media will turn out for your important announcement, but whether they do or don't it is better not to comment on these expectations. Afterwards, thank the media for coming, and leave quickly and quietly.

- **Damn Good Productions Ltd**

### 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 1997

Produced by the College Advancement Department

Sandra Bishop, Editor

Dale Rasmussen, Design and Layout

Lilli Milder, Executive Director

