

The NEWS and VIEWS Letter about
people and happenings at
Vancouver Community College
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VANCOUVER COMMUNITY COLLEGE

INTERCOM

NEW ERA DAWNS FOR KEC

The anticipation in the air was palpable. Years of waiting came to an end the afternoon of May 3 when Energy Minister Brian Smith snipped the ribbon and officially proclaimed the new, \$26 million King Edward Campus at 1155 East Broadway, open.

Sweeping north on a natural slope from East Broadway, the 24,000 square metre concrete and glass building provides — at last — adequate classroom and study space to a KEC student population that has mushroomed to 7,000 adults over the years since 1972, when a few hundred students first registered for college programs at what was the old King Edward High School at Oak St. and West 12th Ave. As well the campus houses new offices for the college's central administration and Continuing Education.

A new King Edward Campus has been on the drawing board since 1976. Approval from the Ministry of Education, along with funding, came in 1979, with construction beginning in early 1981. Creating a campus that would meet the needs of students whose programs ran from diesel mechanics to English language training took an extensive, co-operative effort, calling upon ideas and energies from people throughout the college, as well as architects, planners, engineers, tradesmen and contractors from outside. The result is a campus tailor made for adult education, with first rate labs, shops, library and study facilities, along with amenities such as adequate parking, a child care centre, cafeteria and lounge areas.

As a prelude to the formal opening ceremonies, there was a festive trek from the old site to the new campus. Vehicles ranged from limos to flatbed trucks, from a horse drawn carriage to a vintage 1913 moving van. The marchers — about 1,000 strong —

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Board Vice-Chairman Elizabeth Jarvis (centre), KEC division chairman Colin Casey (left) and KEC Student Society President Bill Shields (right) raise the flags of Canada, British Columbia and the United Nations.



Energy Minister Brian Smith cuts the ribbon to officially open the new King Edward Campus.



Edward VII and Queen Alexandra join in the post opening reception.

NEW ERA

Continued from Page 1

represented every department at KEC and there were contingents from central administration and Continuing Education. Among the highlights to be spotted along the 2.4 mile route were King Edward and Queen Alexandra (rumoured to be John Lambert and Miriam Bennett), a dancing Chinese dragon, the VCC No Name Running Club and the Domco pooch. This spectacle was orchestrated by KEC instructor Al Stusiak, backed by an enthusiastic and hard working crew of volunteers.

The parade wound its way to the new campus arriving in time for the 3 p.m. ceremony in the inner courtyard.

In his remarks to the crowd Energy Minister Brian Smith hailed the consolidation of KEC programs and the move into the city's eastside, where so many of the campus's students live, as a big step forward.

"I think the hallmark of community colleges is the universal access they provide to education," he said. "I think the creation of the community college system is one of the most important developments to come out of the past two decades in this province." He went on to say that he supports increased funding for colleges in B.C.

On a more personal note, he recalled that the new KEC was the first project he approved when he became minister of education in 1979. He remembered from his visits to the old campus the wonderful esprit de corps that the cramped and inadequate conditions created among those who worked there and he hoped that the move to new and better facilities wouldn't destroy that good spirit.

An obviously pleased and proud Principal Harry Pankratz paid tribute to all inside the college and outside who had worked over the years to make the vision of this new campus a reality.

College President Tony Manera said that the role KEC plays is critical to the college, for it is here that adults have the opportunity to upgrade their basic education to a level where they can go on to job training or look for work.

"Without offering this foundation from which our students can build we would not be a true community college," he said.

He went on to pay tribute to all who had worked on the new campus, singling out architect Ron Howard, who he said, had created a design that is functional and human in its dimensions.

Mayor Mike Harcourt brought congratulations and greetings from the city. He welcomed the campus to the Mount Pleasant neighbourhood, calling it a significant addition to our diversified city.

VCC Board Chairman Peter Hebb commended the provincial government for its support for the new campus. He acknowledged that these are difficult economic times but called on the government to give every consideration to increased funding for the college so facilities such as this can be put to maximum use.

VIA President Dennis O'Neill and VMREU representative Steve Baker both welcomed the new work environment and O'Neill assured the audience that the instruction standards would meet the level of the new surroundings.

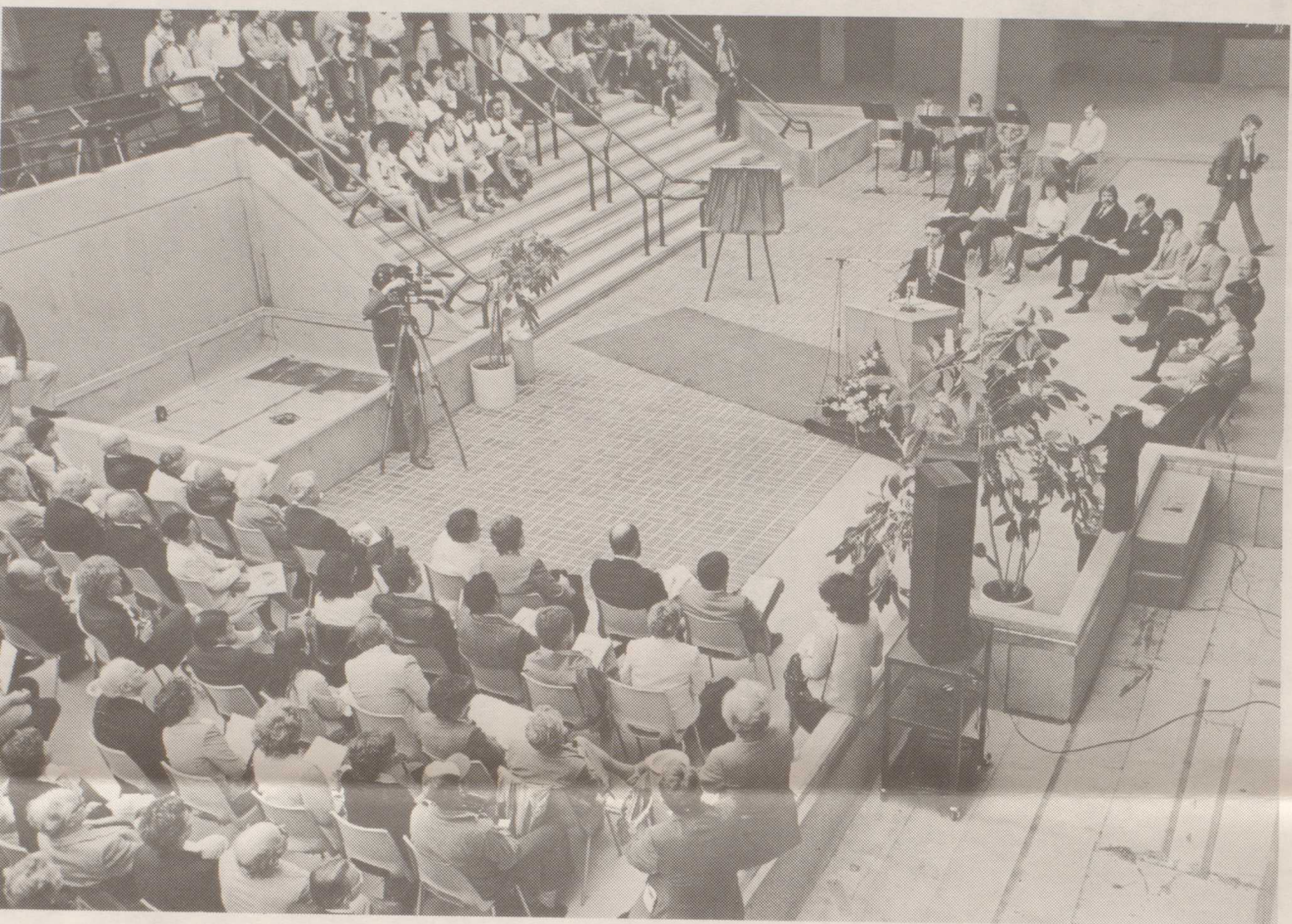
Board Vice-Chairman Elizabeth Jarvis, KEC division chairman Colin Casey and KEC Student Society President Bill Shields raised the flags of Canada, British Columbia and the United Nations on the Broadway plaza, accompanied by students from the music department. Former VCC Board Chairman, Dr. James Kennedy, unveiled a bronze plaque commemorating the opening.

In his closing remarks, Doug Brown, dean of student services, invited all assembled to come to an open house at the new campus in the fall when they can see the new campus in full operation.

Guests adjourned to the new library for coffee after the ceremony.



Marchers, about 1,000 strong, wait in the old KEC parking lot for the trek to begin.



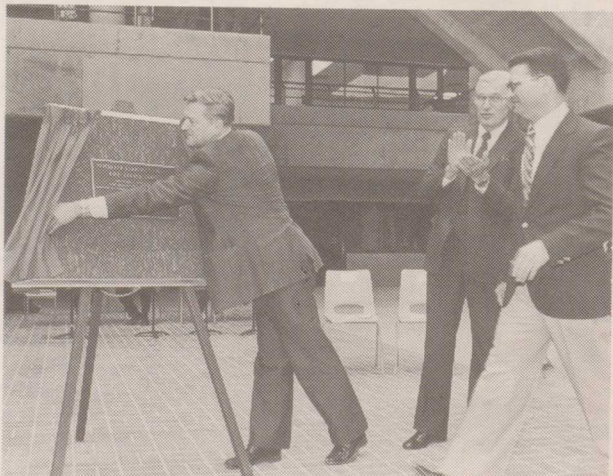
VCC President Tony Manera pays tribute to all those who worked to make the new campus a reality.



A CBC television news crew interviews KEC Principal Harry Pankratz.



Johnston Terminals' vintage 1913 moving van brings up the rear of the trek.



Dr. James Kennedy, former VCC board chairman and University of British Columbia vice-president, unveils a plaque commemorating the opening.



College President Tony Manera and Minister of Human Resources Grace McCarthy view the new dental assisting premises in the VVI tower. Story on page 3.

KEC's McGregor Child Care Centre Opens

Though Vancouver Community College exists to provide educational opportunities to adults, the college is more than a collection of classrooms and books, students and instructors. It is a community resource. The college provides not only the opportunity to learn, but the supports that let people take advantage of this opportunity. To student parents one of the most important of these is good day care.

So it was a particularly happy day April 28 when the

Honourable Grace McCarthy, minister of human resources, assisted by five year old Nairina McClelland, cut a ribbon to officially open the \$250,000 McGregor Child Care Centre at the new King Edward Campus.

The centre is named for the Robert McGregors, previous owners of the land on which the campus is built. As grandparents themselves they have a special interest in the wellbeing of children and their generous support got the day care centre project off the ground. In fact, the centre came into being through the co-operation and effort of many people in the college, the community and the provincial government.

The centre provides care for 12 children from three months to three years and 25 children from three to six years. As VCC President Tony Manera and KEC Principal Harry Pankratz noted, the centre is an important feature of the college's effort to meet human needs as well as educational ones.

As well as support from the McGregors, the centre received money from the Vancouver Foundation and college board member Bill Brown, along with former member Dr. Nathan Divinsky, recruited support from the ministry of human resources.

The 2,000 square foot centre provides a new home for the day care centre that previously existed in the basement of the old King Edward Campus at Oak St. and West 12 Ave. The bright airy centre, designed by architect Ron Howard, provides two large play areas for the two age groups. Joining the play areas is a complete kitchen.

As centre director Susan Mumford explains, the centre's six workers provide the children with a program of activities designed to stimulate all aspects of their development. As well as students' children, the centre welcomes children of college staff and children from the nearby Mount Pleasant neighbourhood. At the moment there are no places for under threes, but there are some openings for children from three to six. Fees for under threes are \$405 per month, while fees for over threes are \$290. In



Residents of the new McGregor Child Care Centre enjoy a cookie break after the opening ceremony.

McCARTHY VISITS

Recently the Honourable Grace McCarthy, deputy premier and MLA for Little Mountain, paid a visit to Vancouver Community College.

She started at noon, March 15, with lunch at the VVI dining room, then she toured the campus's training facilities, accompanied by President Tony Manera, Board Chairman Peter Hebb, Vice-Chairman Elizabeth Jarvis and VVI Principal Hans Rerup.

A presentation on the college by the president with members of CEC, followed and McCarthy ended her visit in late afternoon with an informal coffee meeting where she had an opportunity to chat with instructors and students from all the campuses.

McCarthy was the third provincial cabinet member to visit the college in as many months. As Manera acknowledges, in these times of economic restraint it is particularly important to make decision-makers aware of the role VCC plays in training and adult education.

In a presentation to the minister, Manera pointed out that a large proportion of skilled jobs, particularly those in service industries, is in the Lower Mainland and VCC's mandate is to train workers for many of these jobs. He noted that half the instruction delivered at the college is either job training or upgrading.

"VCC's occupational training is highly effective," Manera told the minister. "In 1981-82, 85 percent of the recent graduates in career and vocational programs had jobs related to their training." He noted that Vancouver's diversified economic base made it

less subject to recession than parts of the province dependent on resource-based industries.

The high employment rate for graduates, even during these times of relatively high unemployment, is in many ways the result of the college's mix and specialization of training. About 46 percent of the college's industrial training is offered in areas considered national training priorities, the president noted.

Another prime reason VCC students have a good job placement rate, is that the college works in close association with representatives of business and industry through its program advisory committees, to ensure training meets their needs, Manera said.

As well as training effectively, VCC trains efficiently, the president noted. In '81-'82 the college delivered 23 percent of the instruction in the province on 17 percent of the funding.

As Manera observed, VCC does not have its eyes merely on today and tomorrow, the college is already gearing up to meet educational training needs into the next decade. He noted that Vancouver is growing in importance as a centre for Pacific Rim trade and projects such as B.C. Place, Expo '86, the new trade and convention centre and a cruise ship facility will bring more people and more jobs to the city.

Increasingly, the college is moving into the area of upgrading, he said. With the rapid pace of technological change, skilled workers must be prepared to return often to the classroom to learn new methods and technologies. Nearly every job is being



Mr. and Mrs. Robert McGregor unveil a plaque for the new centre that bears their name.

many cases government subsidies will cover some portion of the cost for parents whose income can't cover the full fees.

About 60 people lined the sidewalks and lawn of the new centre, just north of the campus off Glen Drive, for the opening ceremony. VCC President Tony Manera and KEC Principal Harry Pankratz welcomed the guests. Mrs. McCarthy reaffirmed her ministry commitment to provide parents with support for good day care facilities. Mr. and Mrs. Robert McGregor were on hand to unveil a brass plaque naming the centre in their honour. Phyllis Butler, president of the Parent Encouragement Group, thanked all involved for their support.

Along with the adult guests were a number of children from the over three group. Five year old Christopher McGuinness presented Mrs. McCarthy and Mrs. McGregor with flowers from the children.

Anyone interested in having a look at the new centre should call Susan Mumford at 879-3123.



Five year old Christopher McGuinness presents flowers to Minister of Human Resources Grace McCarthy.

touched by the computer revolution and there is a huge need to make the working population computer literate. The college has, for instance, proposed a computer aided drafting program through the Skills Growth Fund, the president noted.

VCC is in a unique position, Manera pointed out, to combine its expertise in English language training and occupation training to meet international education needs.

Manera said he hopes the government will recognize the significant contributions the college makes to the community and the economy by increasing its level of funding.

LIFE IN A NEW HOME

All of us who have moved are only too familiar with the ensuing chaos. English language training students and instructors were the first wave of new residents in KEC and all who follow should take comfort. They are coping beautifully. Among the shuffling of boxes and movement of desks, classes are going ahead as usual and offices are in full operation. They may have been helped by the fact that, for many, that persistent intruder the telephone, was silenced. While they could call out, only a few with direct lines could get incoming calls.

All KEC operations will be in the new site by May 20 and the switch board number should be operational by May 18. Central administration and CE will be in their new home by the end of the month.



It is right down to the business of learning English in this new classroom.

ART IN MERCHANDISING: A MODEL PROGRAM

The irony of it amuses Hermann Itzinger. The head of Langara Campus's art in merchandising program was born in Austria, educated in Europe, teaches in Canada and was recently named as the only Canadian to sit on the four member board of the Retail Design Education Institute, an accrediting body for college retail design programs in North America.

The newly created institute is the child of the Western Association of Visual Merchandisers, a professional organization of store owners, suppliers, designers and educators in the field, who want to see visual merchandising programs in colleges reflect the rigorous standards set in the industry.

"I sit on the board with department heads from Modesto Community College, Orange County Community College and Spokane Community College," Itzinger explains. "We are developing standards for accreditation. Once these are in place, we do an on-site evaluation and make a recommendation to the association." Among the standards the board is looking for are those found in the Langara program: an instructor with at least ten years experience in the field, strong emphasis on giving students practical experience in the industry, and a course of study that runs at least two years.

COLLEGE BRIEFS

VVI hairdressing student Monika Prause came second in a student hairdressing competition sponsored by Glemby salons. The contest drew more than 90 entries from throughout Canada and the U.S. The win entitles Monika to a prize of one week in San Francisco or New York.

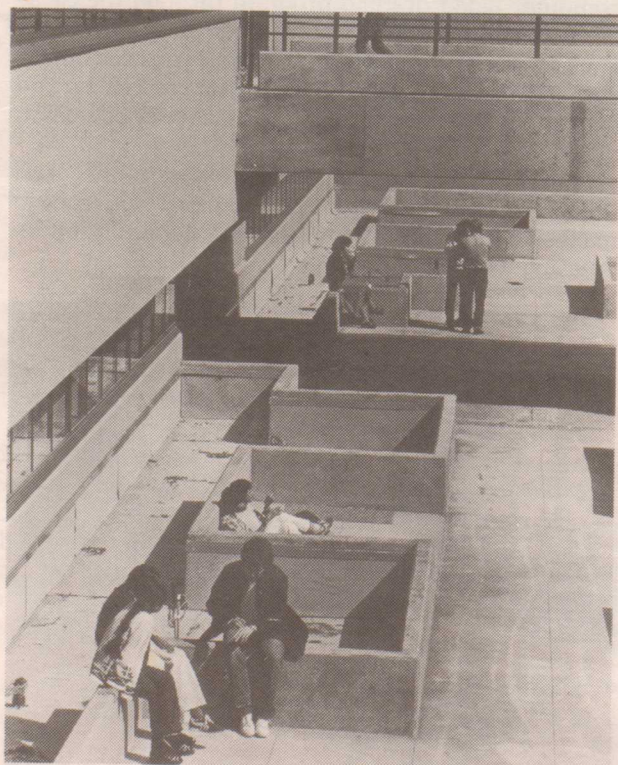
Langara journalism grad Doriana Temolo is a new co-anchor on CKVU First News.

CE is overseeing the operation of Vancouver's Job Corps office. This is part of a Canada wide project funded by Canada Employment and Immigration aimed at giving young people between 15 and 24 some job orientation and work experience.

Continuing Education's CPR program is the first organization in Canada to be given a grant by the B.C. branch of the Save the Children Fund. The \$1,800 went to purchase six infant mannequins for the Baby Saver program.

In national intercollegiate athletic competition Langara Campus teams once again put in distinguished performances. The women's basketball team took the gold medal and the men's team took home a silver.

Five Langara journalism graduates were among the 13 Sun staff reporters who won a national newspaper award for their in-depth coverage of the Olsen case. They were Rick Ouston, Wendy Long, Miguel Moya, Ros Oberlyn, and Nicholas Read.



First KEC residents enjoy a sunny afternoon break in the courtyard.

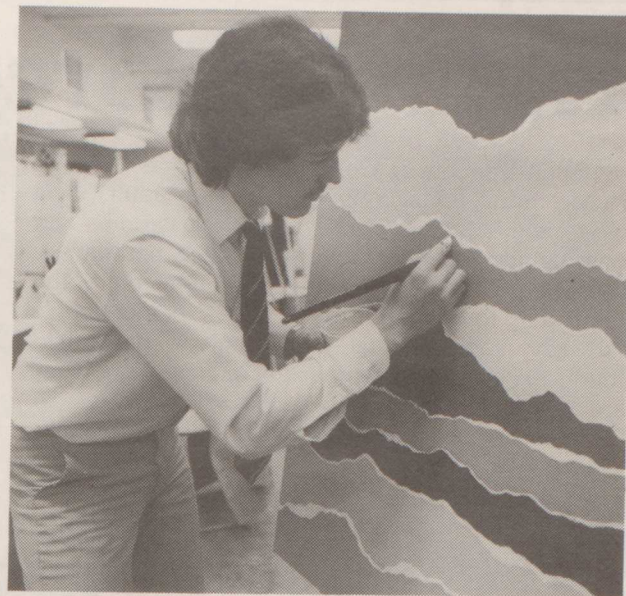
Itzinger was a logical choice for the institute. For the last two years, the Western Association of Visual Merchandisers has recognized the Langara Campus art in merchandising program with two \$1,000.00 awards for excellence.

"I believe we have a model program," Itzinger said. "As far as I know, the Langara program is the only one in North America to combine visual merchandising with graphic and interior design. This broader perspective explores more of our students' talents and gives them a greater range of skills."

This eclectic approach reflects Itzinger's own experience in the industry. He studied fashion design in Europe and then designed for film. When he came to Canada he worked for eight years in retail design for the Hudson Bay Company before starting the art in merchandising program at VCC in 1967. Along the way he has done restaurant and interior design.

Perhaps the most important feature of the art in merchandising program is its strong emphasis on practical experience. As Itzinger points out, for a successful career in retail design, it is not enough to have artistic talent. "You have to create something that is visually appealing, but it has to sell as well," he explains. "You must learn to deal with the demands and pressures you will encounter in the industry. This is why I try to get students out in the field as much as possible."

This winter, Eaton's put on a promotion called "Uncrate the Sun" and VCC art in merchandising students were asked to supply art work conveying this



Art in merchandising student John Havkka works on a painting for the Eaton's promotion "Uncrate the Sun."

theme. In the last year of their two year program, students work closely with small and large retail stores. First, they find a small shop and put together a whole design concept, including the exterior of the store, display windows, a floor plan and advertising layout. Later, they do a similar project for one department of a large store.

This on the job training hones their skills and gives them a finely tuned sense of creating an effect that sells.

As Itzinger notes, his students have gone on to success in a wide range of designing careers, some are advertising art directors, others interior decorators and a number operate freelance retail design businesses, working for a variety of clients.

H.L.P. Spells HELP

(This piece was written by Tanis Sawkins, a 17 year old grade 12 student at Lord Byng Secondary School)

The classroom is filled with a group of 30 students desperately trying to remember how to say "How much is the cake?" in Hebrew. I pray our teacher, Myrna Rothman, will not ask me. She doesn't, and I breathe a sigh of relief. We are a group of volunteers with the Homefront Learning Program and today's Hebrew lesson is supposed to simulate frustrated feelings of trying to learn a new language. The simulation is successful. I have an inkling of how much courage a new immigrant needs to start life afresh in a new country.

The Homefront Learning Program started in 1979 as a special project funded by the Ministry of Education. The program operates out of Vancouver Community College's King Edward Campus and provides immigrants with friendly contacts outside their own ethnic groups.

Before being assigned a learner, each tutor attends 12 hours of training where teaching activities, lesson planning ideas and pronunciation tips are presented. At the third session a video tape of a simulated lesson is shown. The fourth and final session is a practicum in a nearby E.S.L. (English as a Second Language) class.

Armed with the information in my tutoring kit, and the textbooks given to me by the program instructors, I managed very well with my "practice" student. I brought a bag full of tools from home, and asked him to name them, then expanded his use of prepositions (i.e. The hammer is **on** the table). My learner struggled valiantly and explained to me how he had built his own greenhouse in Hong Kong. By the end of the night I was hugging that dear old Chinese gentleman goodnight. I was amazed by his appreciation (but not by his mastery of prepositions).

With my practicum completed, I looked forward to meeting my own learner. The day finally arrived when I went to the West End with Helen Cunningham to the home of Fatena Kobrosli, a 23 year old woman from Lebanon. I was amazed to find that she knew a lot more English than I had anticipated. Even so, I continually had to stop myself from speaking too quickly or from using complicated vocabulary.

Over the weeks Fatena and I have become good friends. Her English has improved considerably. We usually start the lesson by writing a journal entry, and then practise her reading and writing skills. Fatena greatly enjoys talking to me because I am one of her few English speaking contacts. After the lesson, I usually stay at her apartment drinking tea, talking to her, and playing with her two children. I enjoy my tutoring times with her very much because she tells me stories about growing up as a Moslem teenage girl. It is far different from my life and we often end up

laughing at the contrasts. She tells me she will especially miss her clothes washer and running shoes when she returns to Lebanon.

Clearly, all people involved with the Homefront Learning Program benefit. The learners are people who are kept from attending regular classes because they have physical disabilities, family duties, or they are shy. Often the learners are young mothers with small children, such as Fatena. The tutors are from all walks of life — students, retired teachers, senior citizens, and other community-minded people. The program is successful because it operates on a flexible one-to-one style of instruction. The needs and expectations of both the tutor and the learner can be met.

Tuition Hikes and Cutbacks Prescription for Budget Ills

The college board recently passed a motion to raise tuition fees for VCC students and to cut programs and services in an effort to meet a budget shortfall of \$2.2 million for the fiscal year '83 - '84.

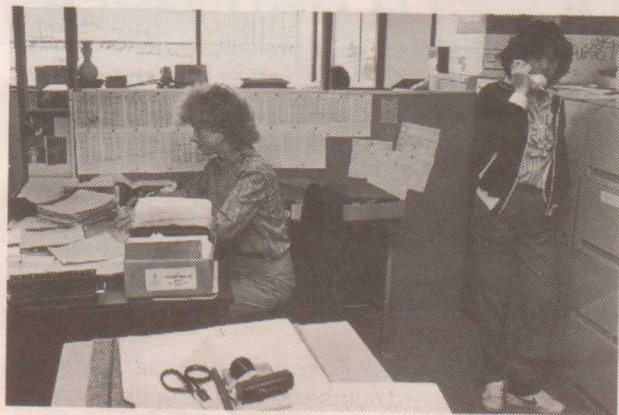
Full-time students in credit programs face tuition hikes that take term fees from \$200 to \$215 or monthly tuition from \$48 to \$52.

Arts and science students and part-time students in career programs will see their fees climb from \$40 a course to \$60 a course.

All increases are effective in September.

In addition, all departments in the college face cuts to their operations, with the results that 276,000 student contact hours, affecting 383 full-time students, will be lost to the college, along with the equivalent of 50 full-time jobs.

The instructional cut at VCC approximates or exceeds the volume of instruction offered by any one of the three smallest educational institutes in British Columbia.



A few telltale boxes are the only evidence here of a recent move.

A Message from the President

It is probably safe to say that education is a dynamic enterprise. Change of one sort or another is always taking place and there is no lack of controversial issues.

The under-funding of Vancouver Community College is a major issue for us and one which is not likely to be entirely resolved until government revenues return to more traditional levels. While a more equitable system of funding may be implemented as early as 1984, that does not solve the immediate problem of having to turn away, for budgetary reasons, many students who want and need the type of education that we provide.

The frustration of having to cope with deep and real budget reductions has been compounded by the requirement to submit to the Ministry of Education a five year plan based on the assumption of a constant dollar grant over the next five years. While the planning process has many useful features, a constant dollar grant means declining purchasing power, forcing us either to cut services, to increase tuition fees, or to increase productivity. The reduction of services is clearly undesirable, hence a mix of the other two strategies is likely to emerge.

The Five Year Plan allows us to identify growth areas, so that, should additional funds become available, such growth may be funded. It is, of course, our hope that the constant dollar grant assumption will not come to pass and that funding will be sufficient to meet student demand. On the positive side, a process that forces us to look very carefully at what we do and how we do it, with the goal of assessing our priorities and examining a variety of strategies for further improving our productivity, is bound to be beneficial, even though at times we may find it rather painful!

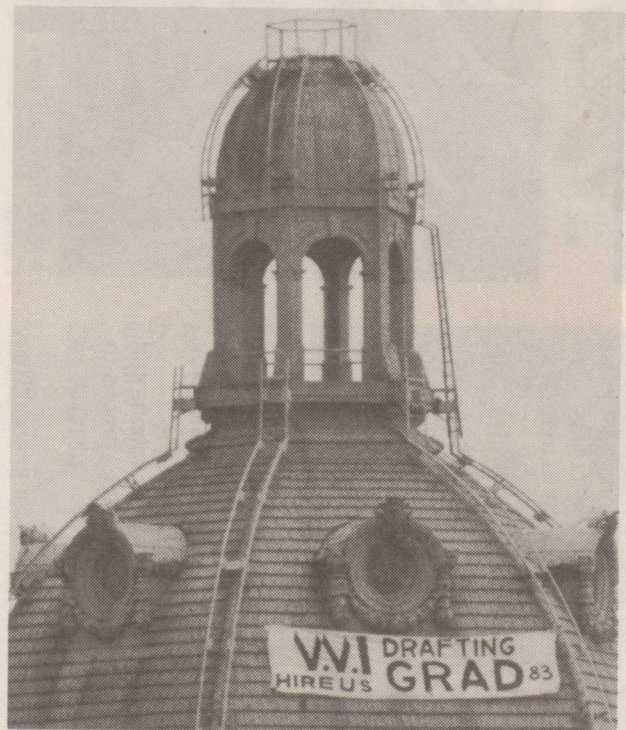
While the short-term outlook is somewhat clouded, our long-term prospects are excellent. Two major building programs, with a total value approaching \$50 million, are nearing completion. Such vastly improved facilities will enhance the learning environment for our students and will also make it possible, once funding is sufficiently increased, to serve more students.

Another important development which affects all of us is the large increase in computer applications. No longer limited to exotic scientific experimentation, the computer is a tool for everyday living. It processes data, entertains us, helps us to learn, improves our

productivity and so on. At the same time, it raises important questions of a qualitative nature. Will it reduce opportunities for social inter-action, with the consequent de-humanization of activities such as learning? What will happen to each individual's right to privacy?

The opportunities and problems created by computers are at the same time fascinating and worrisome. We will have to adjust to different ways of doing things; of that there is little doubt. Many of us are already doing it, either because of personal interest, or because our work requires it. Whatever the reason, coping with such change, which can be quite interesting, creates additional demands on our time and increases anxiety levels as we attempt to determine the way in which our lives, at home, at work and at play, will be affected.

As a learning institution we must, of course, keep abreast of these developments in order to enable the larger community to acquire whatever additional expertise is required of its members. The college administration recognizes the efforts to adjust already made by instructors and staff and is most appreciative of the eagerness and willingness to adapt shown by many individuals. We will be as supportive as possible, so that in spite of restrictive budgets, five year plans and other assorted obstacles, we can continue to remain relevant to the educational needs of our students.



What does any employer look for in an employee? Initiative! Obviously some enterprising graduates from VVI's drafting program have this quality in spades. Their high profile, low cost ad greeted morning commuters throughout downtown from a perch high atop the old Vancouver Sun Tower.

INTERCOM

InterCom is produced by the Public Relations and Advertising Services Department of Vancouver Community College. Your comments are welcome. Please call 688-1111, local 230.