

184 MAY

46

Periodicals

The NEWS and VIEWS Letter about
people and happenings at
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Seated in front of the flags of their respective nations are: (left to right) Vancouver Community College President Tony Manera, Takushoku University President Jiro Takase and Qiu Chun-Lin, president of China's Beijing Mechanical and Electrical Engineering Institute of Metallurgy.

President Makes Whirlwind Visit to Japan

President Tony Manera returned last month from a five day visit to Japan, his second trip to the Far East this year. He had the honour of addressing students entering Tokyo's Takushoku University. The college has a longstanding relationship with the university through Continuing Education's Canadian School of Takudai, which each fall welcomes students from the Japanese university for a term of study at Langara Campus.

While in Japan he discussed with university president Jiro Takase, the possibility of strengthening ties between the two institutions through faculty exchanges and the visit of Canadian students to the Takushoku University for study terms.

Manera visited the Nippon Institute of Technology, where he discussed the possibility of VCC offering scientific and English language training to the insti-

tute's engineering students. Discussions will continue this summer when a representative from the institute comes to Vancouver.

On his trip he met as well with the president of China's Beijing Mechanical and Electrical Engineering Institute of Metallurgy, Qiu Chun-Lin. He reports they had productive talks about faculty exchanges and they exchanged invitations to visit one another's institutions, though no firm dates were set.

The president says he was most impressed by a visit to the Numazu industrial park, home of Fujitsu's computer manufacturing centre. Here large scale computer systems are manufactured, with much of the assembly work done through robotics.

The trip was part of the college's ongoing efforts to expand its role in international education.



VCC Education Foundation ... The margin of excellence!

"The margin of excellence" — that's the distance between competent and outstanding. While the government, through tax dollars, and our students, through tuition fees, support the college, providing funds for competent training, outstanding training is what we strive to provide. Much of this margin of excellence comes from the personal effort of our instructors, staff and administrators — the extra hours, energy and caring they give to students. Another part of it costs money. That extra distance to excellence takes funds for up-to-date library and audiovisual materials, microcomputers, state-of-the-art technology, tutoring for those who need extra help, and scholarships and bursaries for those with ambition and motivation but no money. Tuition and taxes cannot cover all these costs.

The escalating costs of trying to provide our students with that necessary edge, along with the growing numbers of people turning to the college for training, is what brought about the creation of the newly-launched VCC Foundation. As Ross Carter, director of College Resources, and a foundation committee member, explains, these factors lead to the conclusion that the college must look to the community, both outside its walls and within, for support. Ultimately it is the community that benefits from the up-to-date knowledge, the talent and the productivity of our graduates. Now the community is being called upon to take a larger role in this reach for excellence.

"We must recognize that the college plays a critical role in supplying a significant segment of the labour force with skilled personnel" he says. He goes on to note that business, industry and social services all benefit from the quality of our graduates.

"Universities have some advantages over us in these fund-raising pursuits. They've been around since the twelfth century and they've had foundations for decades. On the other hand colleges, at least in British Columbia, have only been around since the mid-sixties. Though we don't have a long tradition, we do have the advantage of being more broadly based. Each year 4,000 graduates with career or trades training come out of Vancouver Community College. They are the people who turn the wheels of business and industry in this community."

In this first external campaign, funds are being solicited in 3 areas: first and foremost, student awards, bursaries and scholarships; resources for excellence ... specific projects and equipment, and for the VCC Endowment Fund.

Ground work for the foundation has been going on for nearly a year under the expert eye of C. Howard Naphtali, its executive director. Though the foundation was only recently launched, an enormous amount of organizational work has already gone into it. College board member John Pearkes is the foundation's president. Sitting on the board that oversees the foundation's operations are President Tony Manera; Max Fleming, the college bursar; College Board Chairman Peter Hebb; and college board members Elizabeth Jarvis and Barry Irvine. On the foundation board, representing the larger community, are some of the most influential people in Vancouver business and industry: B.C. Hydro Chairman Robert Bonner; Howard Carter, president of Carter Pontiac Buick Ltd.; Don Champion, vice-president of B.C. Tel; Tom Simons, president of H. A. Simons; Mallory Smith, president of McGavin Foods Ltd.; Dennis Stead, a partner in Peat, Marwick, Mitchell & Co.; Cominco President Bill Wilson; and Fred Wright, president of Pemberton, Houston, Willoughby Inc.

In this first fund raising bid the foundation is looking for \$150,000 from the larger community and \$20,000 from those associated with the college. In Carter's view these are relatively modest objectives.

"I see the foundation growing year by year. But we have to realize that we've always been a quiet resource. We have a job to do educating people. Letting them know just how much of a stake the community has in the college. As Howard Naphtali says we have to do some 'friend raising' first."

Board members with close ties to business and industry are now in the process of canvassing their particular sectors for support. "Obviously we're looking at business and corporations that already have some ties to the college" Carter explains.

"They are often people who hire our graduates, who look to us for upgrading programs or who sit on our advisory committees."

An internal committee, which Carter heads, is co-ordinating a campaign within the college to raise funds. The drive will start in June at KEC and VVI and in August at Langara Campus. Carter concedes that there may be some hurdles to overcome there. He knows demands on people in all sectors of the college have increased. Budgets haven't grown, while demands for training have.

"All the funds we hope to generate from within go to student bursaries and scholarships. Those of us on the inside see daily just how badly this money is needed. The need and the numbers have both grown significantly."

The foundation's goals are set annually when a survey is done college-wide by an internal committee. Submissions are reviewed carefully and assigned priorities. Then these go to the college board for further scrutiny. After review here they are forwarded to the foundation board. This board then decides the goals that are feasible for the year ahead and fundraising efforts are directed toward these ends.

In this first external campaign, funds are being solicited in three areas: first and foremost, student awards, bursaries and scholarships; resources for excellence — specific projects and equipment; and for the VCC Endowment Fund.

Among the resources the college is looking for are books and audiovisual library materials. In particular the new Pacific Rim Program needs library resources and some trades programs have virtually no library support materials. Yearly microcomputers grow in their importance to instruction. Needs are outstanding in nursing, business education, electronics, training for the mentally handicapped, and business administration. And the computer centre has determined that equipment could be used more effectively if the college had software to link it to the prime computer and to Simon Fraser University's IBM computers.

In Continuing Nursing Education, one of the major centres for post-basic training, a fetal heart monitor is urgently needed, along with a defibrillator, an infant incubator and CPR manikins. Our Pacific Rim Program needs support for guest lecturers, the welding and music programs need equipment and the college's successful extra mural athletics program will die out if funds aren't found to keep it going.



"All the funds we hope to generate from within, go to student bursaries and scholarships."

Langara Campus art students help HERITAGE PROJECT

Soon-to-graduate arts-in-merchandising students at Vancouver Community College's Langara Campus put their talents to work and the S.S. Master Society came up winners.

The 30 member society, bound by affection for ships and the sea, is working to restore this last steam tug to work on the west coast waters so it can take up permanent berth at the Maritime Museum on Kits Point. This painstaking restoration takes time and first class craftsmanship. Since the society came to own the ship in 1976 \$250,000 has been spent on the 90 ton tug, built in False Creek in 1922. Board member Jim Macdonald estimates it will take another \$100,000 to finish the work. And this is where the arts-in-merchandising students come in.

"For these rather large amounts of money the society is totally dependent on donations, mostly from government or corporations," explains Macdonald. "Naturally, when we do this sort of fund raising we need to have a distinctive image. It is important that people remember us and can distinguish the society from others. We came to these Langara students in hopes of getting a logo — a visual identity that we could use in any number of ways — on letterhead and envelopes, on folders, brochures, even tee shirts and bumper stickers."

Because the S.S. Master Society is a non-profit organization, they could not go the usual route of advertising agencies. Mel Fearman, a workshop co-ordinator in the fine arts department and a society member, suggested they could tap some of tomorrow's talent in the art-in-merchandising department.

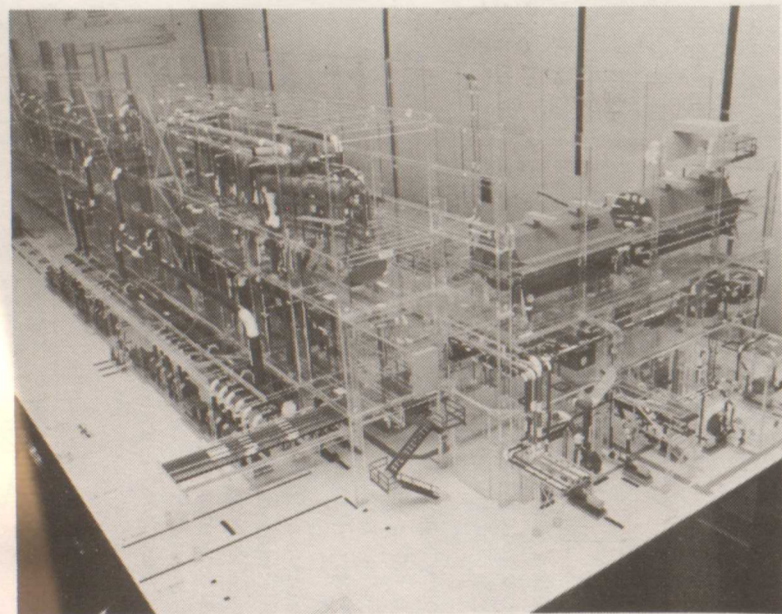
"The results are most impressive," Macdonald said at the awards ceremony. "It was very difficult for the board of directors to narrow down the selections and choose a winner."

In the end, of the 27 submissions by second year students, Karen Kalenda's white outline of the S.S. Master, against the deep blue waters of English Bay, backgrounded by the rich green of Stanley Park and the North Shore mountains, won out. Second and third places went to Dot Van Vliet and Norman To.

As art-in-merchandising instructors Herman Itzinger and Bob Neighbors explain, work such as this gives the students the "real life" experience of dealing with a client, assessing that client's needs in much the same way they will soon have to do in the work world.

Students also build a portfolio and references to take with them in their job search, meeting the need for experience in a more direct way than most recent graduates can.

"So, you see, the experience pays off for both," Neighbors says. "In this case, the society gets a marketing tool they need at a cost they can afford and our students get the experience that is so critical to their job search."



The scale model of B.C. Forest Products' paper machine #3 at Crofton, given to the drafting department at VVI by the company and H. A. Simons Ltd., builders of the model.

Gift from Business to Vancouver Vocational Institute

Once again the closely cultivated ties between the college and the business community have born fruit. H. A. Simons International Ltd. and B.C. Forest Products presented VVI's drafting department with a scale model of the forestry company's Crofton #3 Paper Machine.

The model, created by H. A. Simons for B.C. Forest Products is valued at between \$500,000 and \$600,000 and it took about 800,000 man-hours to build. Created on a scale of 3/4" to one foot, the model is 15 feet by 5 1/2 feet by four feet.

The model is an invaluable instructional aid to drafting students, illustrating the complex integration of processes in a paper machine, detailing the structural, electrical and mechanical components. In fact, the model has removable sections and modules which expose functions not readily visible from the exterior.

This generous gift gives students an actual structure to correspond to their drawings.



Jim Macdonald of the S.S. Master Society presents an award to arts-in-merchandising student Karen Kalenda. Her logo and design package for the society won top prize in the competition among her classmates. Runners-up Norman To and Dot Van Vliet look on.

Fine Arts Pay Tribute to Best

After the sweat and tears of the last exam, the fine arts department at Langara Campus paused for a bit of celebration to recognize the most talented and creative from among their ranks. This was part of the annual open house gallery, where the public has an opportunity to view the best of the year's painting, design, sculpture, ceramics, pottery and drawing.



The wife and daughter of the late Thomas Kakimuraa, a well known British Columbia ceramic sculptor, present an award in his memory to fine arts student Debbie Harris.

This was the occasion, too, when they paid special tribute to potter David Lambert, a renowned B.C. artisan and long time supporter of the program.

"This is an especially important event for us," department head Michael Minot noted. "Because we all work so closely here, when we recognize the year's best efforts it is really an exercise in affection."

On hand for the ceremony were board member Barry Irvine, Langara Principal Jock Denholm, Ralph Kerr, dean of instruction for Career programs and Linda Fennema, a division chairman for Career programs. There too were the wife and daughter of the late Thomas Kakimuraa, a noted ceramic sculpture in whose memory they were presenting an award.

For outstanding achievement in first year drawing Mariko Heidelk took the Michael Minot Award, while the second year drawing award, from Duthie's Books, went to Karen Mathison. Two faculty book awards for design went to first year student Patricia Murphy and second year student Tony Smith. A welcome prize of art supplies from Tenline Sales Ltd., went to painting students Nancy Davenport and Rosie Fellenz. Two David Lambert awards and two Potters' Guild awards went to Michael Patterson and Librado Anonuevo for their work in ceramics. Fairey Clay Co. again gave supplies to outstanding sculpture students Jennifer Holdham and Dave Robinson. Kalie Gossen took Behnken Graphic's award for printmaking.

For general outstanding achievement in first year Laurie Fredheim took the award and in second year Marlene Weston was the winner. Both outstanding achievement awards came from David Lambert. An overall achievement award open to all students and presented by the Craftsmen's Association of B.C. went to second year student Richard Macklin. Debbie Harris was presented with the Thomas Kakimuraa Memorial Award for ceramic sculpture, which again came from David Lambert. Leo Mol won an award for the development of manual skills. This was given by Mel Fearman.

In his congratulations to the winner board member Barry Irvine commended them for their talent and imagination. "I'm an engineer by profession," he said. "While we are the builders, you people are the creators."

VANCOUVER
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NEWS MAKERS



Minister of State for Youth Celine Hervieux-Payette (second from left) talks with three young people in the Youth Job Corps.

Minister Visits Job Corps

Minister of State for Youth Celine Hervieux-Payette recently paid a call on the Metro Vancouver Youth Job Corps, a project aimed at helping young people between 16 and 24 get some badly needed job experience. The project is funded by the Canada Employment and Immigration Commission for \$300,000 and it is run by Vancouver Community College Continuing Education.

After a briefing by acting CE director Tom Toulson, corps director Len Potter and the project's counsellors, the minister spent more than an hour talking with half a dozen young people from the program and one of the program's employers.

As she put it, "I can read reports back in Ottawa, but I like to get out and see what is happening for myself."

The program, that runs from 12 to 16 weeks, combines classroom studies with on-the-job experience. Young people learn lifeskills — how to deal with co-workers, how to manage their finances — and job training. Employers who take in these young people make a firm commitment to giving them direction and training. The government, in turn, subsidizes wages for the initial employment period.



Pearce Appointed to Head CE at VCC

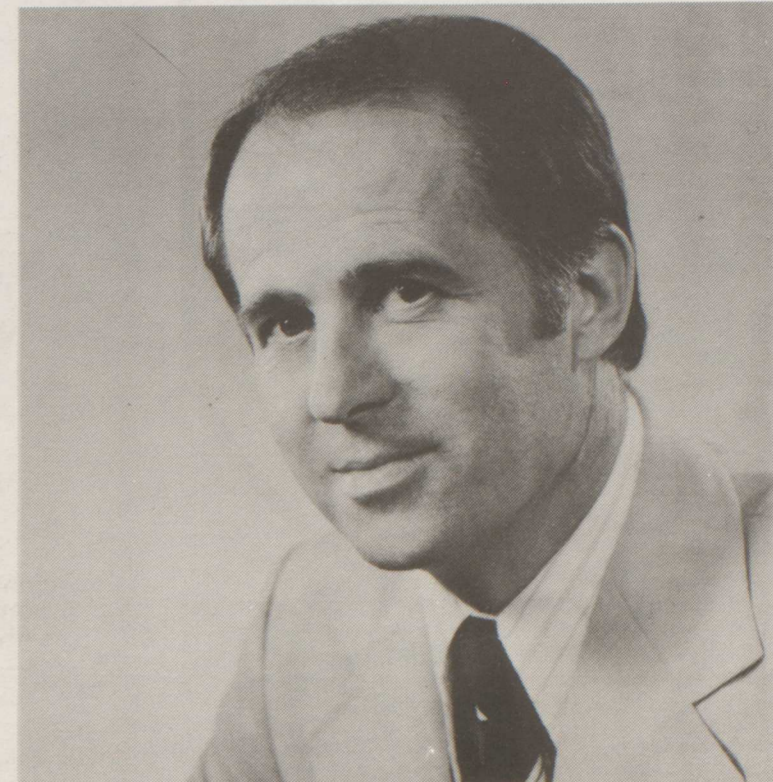
Dr. Richard Pearce, 48, director of the David Thompson University Centre in Nelson, an institution closed in the wake of cut backs in education spending, was this week appointed director of Continuing Education at Vancouver Community College, the province's second largest post-secondary institution.

Pearce has more than 20 years experience as a teacher and educational administrator. He came to DTUC in 1981 as assistant director and took up duties as director in 1982. Prior to that he was a visiting professor at Simon Fraser University's faculty of education. He directed education extension at the University of Victoria and instructed in natural sciences at Skagit Valley Community College in Washington. For three years he taught high school biology in the Vancouver school system.

The new CE director received his Ph.D. in education and his M.S. in biological sciences from Oregon State University. He was awarded a B.A. and a teaching certificate from the University of British Columbia. A native of Victoria, Pearce is married and has three children.

"I am delighted to become a member of Vancouver Community College," he said in a recent phone interview from Nelson. "Throughout my career I've had a particular interest in adult education, in working with people in the community to meet their educational needs."

"I have yet to meet many of the college administration or the personnel in Continuing Education, but I'm certainly looking forward to this. Together we have a challenging future to plan for. I'm interested in learning about the programs at VCC."



Dr. Richard Mott Pearce, newly appointed director of Continuing Education.

"I believe Continuing Education everywhere is looking at increased demand for services in the job market and for community education programs. In this economic climate we are challenged to find the most cost-effective ways of meeting these growing needs."

"My wife and I are particularly looking forward to returning to the Lower Mainland."

Renowned Educator Speaks at KEC



"Give them substance and give them care." That was the foundation of the message noted American educator Dr. John Roueche carried to about 50 administrators and instructors from colleges and institutions throughout the lower Mainland, in a morning session May 4 at King Edward Campus.

The professor of education from the University of Texas, who specializes in community college studies, began with an anecdote about a linguistics professor who bought a canary on the basis of a pet store owner's assurances it could learn to talk. There was a double money back guarantee should the bird not learn to speak. Day by day the linguistics professor spent hours on intensive one to one instruction with the bird. After the first day he went back to the store owner and reported he was getting nowhere. A cage with better acoustics was the answer. Still there was no progress. Then the shop owner suggested a cage ladder, a few days later a mirror, finally a pedestal. Despite the learning aids the bird simply wasn't acquiring any language skills. Finally the professor returned the bird, dead at the bottom of the cage. He wanted his double money back guarantee.

"I have to ask you, in all honesty, did the bird ever speak?" the store owner queried. "Well," said the professor, "he did say one thing just before he died."

"What was that?" the pet shop proprietor asked.

"WORKING"

Dr. Kirsten Emmott, a Vancouver physician and poet, was one of three local poets to give a noon hour reading on the mall at VVI May 3. This was a National Book Festival event sponsored by the VVI library. Emmott, along with Tom Wayman, Phil Hall and folk musician Tom Hawken all examined "work" — from the gritty, dirty jobs on oil rigs to the labour of giving birth.

"He said, 'Don't they sell any bird seed at that pet store?'"

"It doesn't matter how sophisticated your educational aids or learning environment," Roueche concluded, "if you don't give your students any bird seed, any substance, they're not learning."

He called on a return to structures in community colleges, or what some people might call standards. "I go back to the teaching methods of the ancients — Plato, Aristotle." The critical factor in students success, he says, boils down to time on task. "Simply doing, doing, doing."

He noted that in a three year study of instructors in community college classrooms, more than 50 percent never once mentioned the name of the text book or gave an assignment from it.

"Rather they gave handouts, with the key elements of the lessons underlined. Homework was non-existent. And in this situation the student gets no feedback. He could be making a fundamental conceptual error and never know it."

The fact is that most instructors in colleges are faced with the dilemma of increasingly more complex course material and students with lower competence in reading, writing, thinking and questioning, Roueche says.

"So the reaction on the part of teachers is to provide handouts, multiple choice or fill in the blank tests. We pablumize the course to get them through."

"We should double the amount of written work in any course. I don't just mean in English, or humanities. I mean in trades subjects too."

Roueche notes that communications is a fundamental skill to anyone. If we can't turn out students who can give and receive information accurately, they won't cope well on the job.

"An auto mechanic can't just understand the workings of a car. He has to be able to write a parts order or a check list that someone else in the shop can understand."

"We have to put quality back in our operations."

Another pitfall in community college education Roueche points out, is the lack of expectations instructors put on students.

Many students, he notes, haven't had a good track record of success in school. Often they have families to look after. Several hold down jobs.

"Yet the fact remains if you don't expect much, you'll get even less."

Students, he said, need the discipline of meeting deadlines, of turning in assignments. This is the only means by which they can really gauge their own progress.

This need for structures and standards ought not to come at the expense of providing a helpful, nurturing learning environment. To this end Roueche emphasizes that students should never be the objects of ridicule or sarcasm.

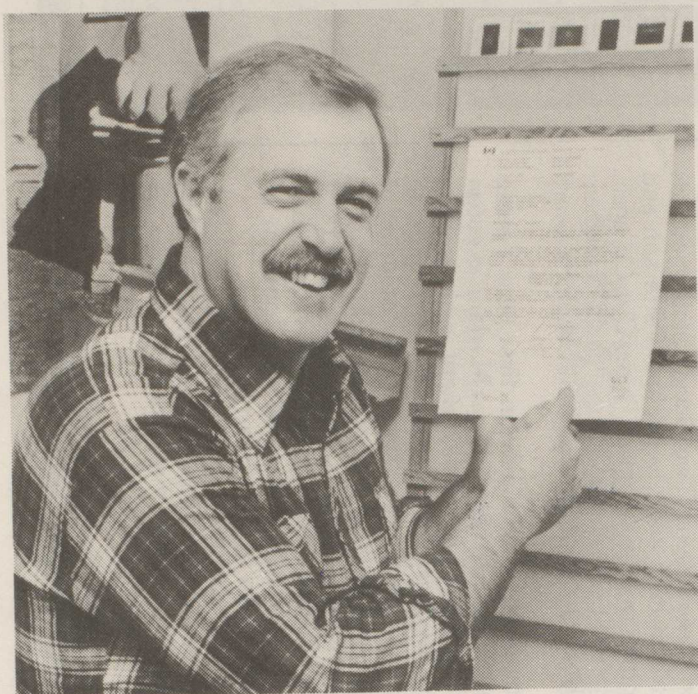
"If teaching is to be a profession and not just a job we have to take the time to let our students know that their success is important to us."

He suggests the teacher take the time to learn students names. Take time to call and see what has happened to them if they haven't shown up at class.

"In short give your students the message that you care about them."

Roueche has been director of community college education at the University of Texas since 1971. He was previously a professor of education at Duke University. He has published 12 books and written more than 200 journal articles on education.

VCC instructor wins National Award for Excellence



BRUCE HANBURY Langara Campus art history instructor.

In Ottawa recently the Secretary of State Serge Joyal presented Vancouver Community College instructor Bruce Hanbury with the first annual award for teaching excellence in a community college Canadian studies program.

The Langara Campus art history instructor is the only community college instructor in the country to be recognized with this \$5,000 award. The federal government makes other awards for teaching excellence in Canadian studies at the primary, secondary and university levels, along with an award in research and one in publishing.

Hanbury, along with Langara colleagues from other disciplines, has worked over the last three years to create a dynamic and lively Canadian studies program on that campus.

"What we've tried to do with this program," Hanbury explains, "is to take a real look at the differing qualities of our culture. We focus on multiculturalism — all the different elements that make up this country; communications — newspapers, magazines and broadcasting; and the development of the performing arts in Canada."

The program reaches outside the classroom to the community at large through its public lecture series. People from film, theatre, business and public life look at that most fundamental question: who are we?

According to Hanbury it is this exchange of ideas and viewpoints that is essential to answering this question. "Our identity isn't static," he says. "It is constantly changing and evolving in new directions. If we don't continue to bring in new ideas and perspectives we become history, looking at what we were not what we are."

This awareness of the need to continually look ahead is one of the important foundations for the program's success. "We don't duplicate what other departments offer," Hanbury says. "We consciously avoid being one more political science course, or history course. We strive to stay multidisciplinary. While our current focus is on culture, I could see the focus changing socio-economic or environmental issues in the future."

The program continues to attract increasing numbers of students each year. "And they come from a broad range of backgrounds," Hanbury says. "Some are from the humanities and social sciences, others are from career programs. I look at the impact of technology on the performing arts and it is very exciting to see these kids turned on to the different aspects of our national life."

By combining the Canadian studies program with offerings in political science, economics, geography, history and literature, students can make this their major area of study in a two year arts diploma. They can then transfer to Simon Fraser University or the University of Victoria to complete B.A. studies.

Hanbury is an active supporter of the Open House Canada student exchanges where students have an opportunity to visit different parts of the country and experience the way of life in other regions.

Hanbury, emphasized that, although the award is going to him, the program's success would not have been possible without the firm backing of his campus administration and the interest and efforts of the six faculty members from other departments who lend their interest and enthusiasm to the Canadian studies program.

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InterCom is produced by the Public Relations and Advertising Services Department of Vancouver Community College. Your comments are welcome. Please call 875-1131, local 355.