

Connections

Vancouver Community College's Employee Newsletter - November 2003



www.vcc.ca

New awareness campaign goes big for VCC's Schools, Centres

British Columbia's biggest college is going big - again - with its latest marketing campaign.

VCC kicked off a major outdoor advertising effort in late October to continue to put the college name - and the college's Schools and Centres - into the market in a big way on billboards around the city.

"Everyone who works at the college knows that we have a huge impact in the community - our graduates are everywhere," says Linda Martin, VCC's vice-president of advancement and college services, whose portfolio includes marketing and communications.

"That's a compelling message that we've put at the heart of our new campaign," she says. "This is about highlighting the impact of VCC and its graduates - and showcasing our new Schools and Centres."

Seven different billboards - one for each School and Centre - feature striking images of graduates in action wherever their training takes them: working

see **BILLBOARDS** on page 6

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More than \$44,000

Fipping out: KEC building served a deserved pancake breakfast at which helped the United Way campaign.

Vancouver Community College
Library Technical Services
1155 East Broadway
Vancouver, B.C.
V5T 4V5

PHOTO: L. MCKENZIE

News Briefs

October election results

Elections were held college-wide last month for several positions on the college's Education Council and the Board of Governors. Results are:

Board of Governors

Eileen Mendez (CC hospitality student), Lucas Schuller (KEC music student).

Education Council

Student representatives: Tracy Ho (CC), Carl Tan (CC), Elizabeth Close (KEC) and Raul Mingorance (KEC).

Support Staff: Kathy Campbell (CC).

Faculty: Frank Fornelli (college at large), Ted Hougham (college at large), Stephanie Jewell (ABE, Academic, Community and Career/Visually Impaired), Dale Hunter (ESL/Deaf and Hard of Hearing/Sign Language), Ginny Cathcart (Health/Centre for Instructional Development) and Terry Mills (Hospitality/Music).

"Congratulations to all successful candidates and thank you to all those who participated in the process," says registrar Sueling Chang.

New technology helps students at Learning Centres

At King Edward campus, old computers have been replaced with Seanix equipment in the KEC student computing centre. New software has been added to help students improve their language skills, including learning North American idioms and pronunciation.

At City Centre, new and returning students are welcomed this term with several new resources, including 15 brand new Celeron 2.2GHz computers with Windows 2000; eight of the units have AutoCAD 2004 installed.

New health sciences resources have also been added to the centre's permanent collection, including Medical Terminology - A Programmed Approach to the Language of Health, a self-study resource that has an accompanying audio CD for pronunciation practice.

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VCC raises the bar with new record for the United Way

We did it!

VCC has surpassed last year's United Way campaign tally, raising a total of more than \$44,000 to set a new record.

Donations are still being counted, but the college is expecting to comfortably surpass that figure for the campaign, which officially ended Oct. 31.

"This was a great campaign - a very successful campaign," says Judy Echols, who along with Deanna Rexe and Carey Stoneberg is co-chair of the fund-raising effort.

"Our theme this year was 'Give a buck a pay for the United Way,'" she says. "This was really about showing people how easy it is to donate - and how even a modest donation of \$1 a paycheque can make a big difference.

"Our college community responded and we set a new record for VCC," she says. "Heroes work here' is the United Way's slogan - we have certainly proven that to be true at the college."

Activities around the college helped raise money for the campaign, which saw delicious pancake breakfasts, prize draws and paper airplane contests at both King Edward and City Centre campuses.

Automotive technician student Theresa Gajecki was the lucky winner for the KEC 50/50 draw that raised \$318 for the campaign; she's about to move into a new home and plans to use her winnings to help cover expenses. Muriel McRae, ESL vocational program assistant, was the winner of the CC 50/50 draw.

It was plain - or should that be plane - that the airplane contest was a big hit. Employees and students put their aerodynamic paper-folding skills to the test, vying to fly their planes closest to the target. Among the prizes: a tune-up and car detailing donated by VCC automotive departments. Ted Hougham was the big winner at the KEC event and Malcolm Cant has the prototype of his airplane for sale after he came in first and third in his heat at CC.

see UNITED WAY on page 3



PHOTO: S. BALDWIN

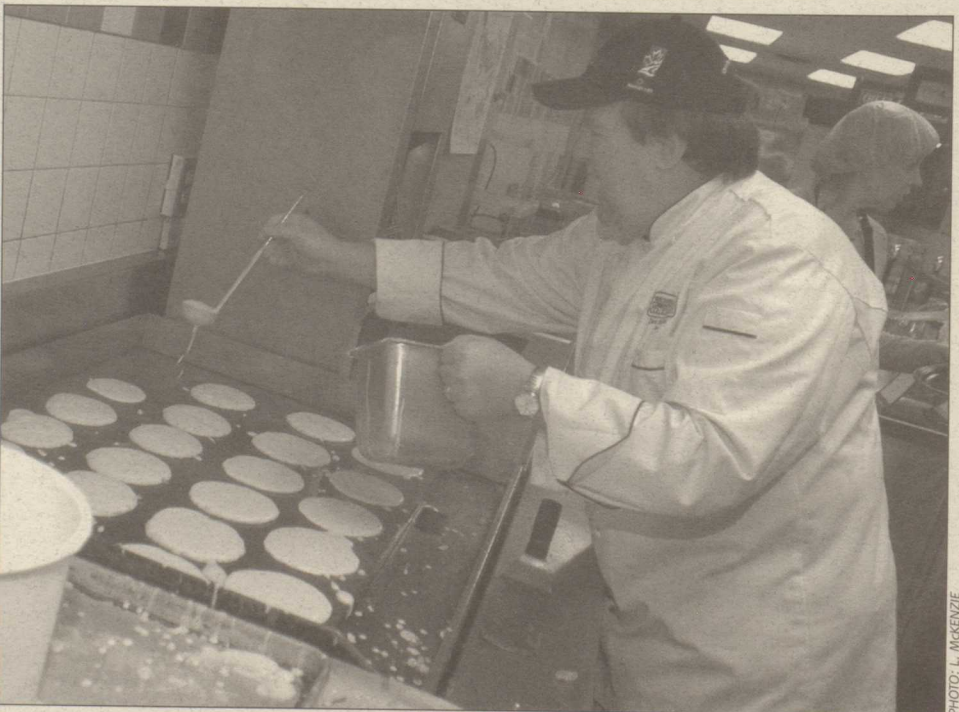


PHOTO: L. MCKENZIE

Top: Carey Stoneberg tries to aim her plane at the target during the CC Airplane Toss. Above: Dave Donaldson prepares flapjacks for hungry United Way supporters at the KEC Pancake Breakfast.

News Briefs

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VCC hosts national conference

VCC's Practical Nursing department hosted a national conference of practical nurse educators from Oct. 5 to 7.

Close to 120 participants attended the event. "We had really positive feedback," says department head Kathy Fukuyama.

With the help of Practical Nursing instructors Jenny Roche and Vernon Ion, instructor Roberta Reynolds submitted the winning logo for the Canadian Association of Practical Nurse Educators, an affinity group of the Association of Canadian Community Colleges.

Foundation 50/50 winner

Congratulations to October's winner of the VCC Foundation's 50/50 draw: Fran Garner from the ESL Outreach department. Call Rebecca Davey of the VCC Foundation at local 7148 to sign up for your chance to win.

Congratulations

Congratulations are due to First Nations advisor Brenda Andrews, who has been awarded two scholarships: the BC Medical Services First Nations Scholarship and the West Coast Energy Inc. First Nations Fellowship.

Feature films at VCC library

Instructors interested in showing feature films in the classroom are asked to review information on licensing on the library Web site or contact the VCC media librarian at 604-443-8346.

VCC has renewed feature film public performance site licences valid until Sept. 30, 2004. They allow VCC instructors at KEC and the IE Centre to obtain and legally show feature films produced by studios represented by Audio-Cine Films and Criterion in the classroom for instructional purposes.

Audio-Cine Films and Criterion Pictures are the sole licensed Canadian distributors for many major studios, and their licences extend to 80 per cent of all feature films available at video outlets in Canada. Lists of feature film studios and titles covered by their licences can be viewed at Audio-Cine Films (www.acf-film.com) and Criterion Pictures (www.criterionco.com) Web sites.

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Continuing coffee kiosk contest



PHOTO: L. MCKENZIE

Kiosk staff and management (from front, clockwise): Ann Nguyen, John Dalziel, Al Gibson and Barbara Worwood hope to receive many more creative ideas to help them name the coffee bar.

KEC Koffee?

Broadway Barista?

College Roast?

Sodexo and VCC are continuing the contest to name the newly reopened coffee kiosk on the fourth floor of King Edward campus.

Organizer Sodexo is encouraging employees and students alike to get their creative (bean) juices flowing and come up with names that reflect the college in some way.

Entry forms for the Name the Coffee Kiosk Contest are at the kiosk. Watch for the winning name to be announced Nov. 26. ■

UNITED WAY (continued from page 2)

"We wouldn't have been able to do this without the generous support of the college community," says Stoneberg. "A heartfelt 'Thank you' to everyone who contributed."

The organizers would like to give special thanks to: Dave Greenall, Darlene Vuch, Bill Miller and his movers: Ian Garrett, Gurjinder Gill and Josh Johnson for organizing the KEC airplane toss along with the Basic Education and CCA students: Kim Greenall, Victor Shivajie, Cathy Vongsaly and Rita Tourengau who made 175 advance publicity airplanes; Barbara Worwood and Sodexo for sponsoring the KEC pancake breakfast and for their on-site training of the fabulous early-bird pancake flippers; Kathy Campbell, Helen Campbell and all of the administration and executive representatives who assisted at both breakfasts; Tami Pulham and Dana Rezek who took charge of the finances; and Carol Galloway and Carol

Sicoli for their very persuasive 50/50 ticket sales. More thanks are due to the United Way Campaign Planning Committee as well as all those who helped deliver United Way pledge envelopes, Jostein Indbryn, all Media Services staff, Glen O'Flaherty, the Culinary Arts students and instructors, Shirley Ripley and Food Services staff, Lee Henderson and all Learning Centre staff. Finally a great thanks to Bob Altwein for his design and creation of all the promotional posters seen around campus as well as Echols' portrait on the \$1 bill. ■



ART: B. ALTWEIN

News Briefs

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Duplicating department offers new service

Photocopying at VCC has never been easier with a new digital colour copier now in place in VCC's duplicating department.

The college saved \$72,000 this year by using duplicating services instead of the convenience copiers.

"We would have gone over our budget by that much if everyone had not supported the initiative," says Sandra MacSorley, manager of ancillary services.

VCC's duplicating department has updated its online requisition form to include requests for colour copies; material is still accepted in hard-copy or via e-mail.

Cost is 15 cents per original submitted (including black and white) and all Media Services material and PDF files can be processed by duplicating.

Contact MacSorley at local 8324 with any questions about using online submission or the new colour copier.

Duplicating is working closely with the library and bookstores to address concerns with course packs and copyright. Faculty are reminded to submit proof of copyright permission.

For questions on course packs, call Edmund Leung in the bookstore at 7334.

Help available in media services

Use of data projectors in classrooms is growing and that's leading to increasing interest in how to get the most out of the technology, says technician Maritza Nunez in Media Services at City Centre.

One of the most common issues for new users, she says, is what's called the keystone effect, which is the distortion of a projected image into a trapezoidal shape, much like the keystone in an old stone bridge. Fixing the problem is easy: adjusting the height of the projector usually corrects the distortion.

"As prices fall, we're going to see these projectors become even more popular," she says.

Users can contact Media Services for more information and tips on using data projectors.

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Above: (from left to right) Students Teresa Chang and Caroline Bazin along with Learning Centre coordinator Carrie Leggatt brainstorm ideas for the student success workshops.

Ready, Set, Go! program helps students find success at VCC

New workshops are giving students the tools to succeed in their studies and the college's Ready, Set, Go! seminars have drawn significant interest since launching at the start of the school year.

"Being at school can be a hard time for students, and we know that a lot of factors contribute to them doing well," says Carrie Leggatt, coordinator at the Learning Centre, which along with the library and counselling department started the Ready, Set, Go! series in September.

"We made sure to address key areas to help students reach their full potential while at VCC," she says of the student success seminars, which address everything from wellness and stress management to study skills and test-taking strategies.

Close to 120 students have already participated in the six-hour program, including future dental receptionists, dental assistants, office and administrative assistant as well as legal administrative assistants.

At KEC, workshops are offered every Friday from 9 a.m. to 12 p.m., and are open to any VCC student with a Grade 9 (upper advanced) English level. Topics include *Being a First Place Student*, *Giving a Winning Presentation* and *How to Ace your Exams*.

Ready, Set, Go! runs until Nov. 14, with the popular workshops scheduled to return in the New Year.

Promotion for the series has been through a poster campaign and raffle, which included \$30 Ready, Set Go! student kits.

Lucky winners were: Leonila Parillo (RCA program), Barbara Kelly (ASL and Deaf Studies), Nicole Moore (Dental Assisting), Tara Stevenson (Hospitality Management), Ashley Stedman (Food Service Careers), Lisa Villanueva (CADD), Doreen Hong Jiang (CPE), Hemantha Weligalle (ELS), Reina Martinez (ELS) and April Reym (College Foundations/CCA).

"We want to thank the college, the VCCFA and the student unions for contributing the prizes," says Leggatt.

Thanks as well go to Joy Tran in the bookstore for helping organize the Ready, Set, Go! student kits.

Faculty interested in booking the six-hour program for their class can contact Leggatt at local 8606 or via e-mail at cleggatt@vcc.ca.

"The program is tailored to meet the needs of specific students and individual course expectations," she says. ■

News Briefs

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New department head

VCC welcomes Ken Morrison to the position of department head of music, effective immediately.

New School, Centre names

VCC has renamed another of its Schools and formalized the title of its continuing education offerings to better reflect the college's work. VCC's School of Instructor Education replaces the earlier School of Adult Education and Instructor Training name to more clearly communicate what the School teaches.

"One of our goals in establishing the Schools was to give a better presence to the important work we do here at the college," says Joan McArthur-Blair, VCC's vice-president of education. "We found that the previous name was not as strong as it could be – the new name is clear and straightforward."

Similarly renamed is the college's continuing education division, which is now the Centre for Professional and Continuing Studies. "Training and credentials for professionals have always been a key part of our continuing education programming," says McArthur-Blair. "It's only fitting for that to be recognized with a new name."

Gemmology graduates earn high praise

Congratulations are due to two graduates of the Gemmology Certification program offered through the Centre for Professional and Continuing Studies.

Anne Hogan won the Dean Field Medal for her achievement in the preliminary exam. A graduate of Memorial University, Hogan worked as a geologist in Newfoundland and Labrador for almost 15 years before moving to Vancouver. She hopes to complete the certification this year.

Arnold Schwabe has been awarded the Donald Goodger Award for his achievement in the diploma exam. Working as a computer consultant, he wanted to indulge his interest in gems and minerals. "The quality of instruction at VCC proved to be excellent," says Schwabe.

Online registration set to roll out at VCC

Registering for VCC continuing education courses will soon be just a click away – VCC's new online registration system is set to go live next month.

"This is an exciting development for the college – and a major step forward to better serve students," says Mike Bayrock from Information and Computing Services, who's the leader on this project.

"We know that students are eager for expanded online services," he says. "So we've put together a new package that includes registration, fee payment, course schedules, grades and a host of other information, all accessible online."

VCC online registration will initially serve students from the Centre for Professional and Continuing Studies – VCC's continuing education division – then expand to include students in full-time programming.

Launching alongside the online registration is an online application system, where potential students can apply to virtually all VCC offerings, including first-year university courses, high school upgrading and career programs.

Behind the online services project is a multi-departmental team with members from ICS, Professional and Continuing Studies, Financial Services, the Registrar's Office and VCC International, along with VCC Web manager Lawrence Ng.

"There were a lot of technical and business considerations that had to be taken into account in getting online registration up and running," says Bayrock. "Our team

brought those to the table early in the project, which let us iron out potential problems well in advance of our launch.

"That's going to mean smoother implementation – both for our student customers and for college departments," he says.

For continuing education director Gyda Chud, online registration is an important part of increasing the number of students in Professional and Continuing Studies offerings.

"Our programming has a great reputation among students and employers," says Chud. "Those customers expect to be able to register whenever they want, whether it's on a Sunday or late in the evening. We're now able to offer them that convenience. That's an important improvement in our service."

VCC's new online services offer users true online registration, payment by credit card and real-time response, thanks to a direct tie-in to the college's Banner records system. That's in contrast to many other colleges, says Bayrock, which collect registration information online but still need to have staff manually input the data.

"We expect to see some real efficiencies thanks to this new interface, which promises to really improve how students access VCC systems," says VCC registrar and project sponsor Sueling Chang.

"It's really a toolbox for registration and information – when it's fully implemented it's going to open up a world of services for our students," she says. ■



Multi-departmental effort: Working to get VCC's online registration up and running were back row: Debra Coffey, Michael Bayrock, Carolyn Brown, Roger Schofer, Sandra North, middle row: Tom Szeto, Manyee Ho, Dorothy Ho, Fiona McComb, Sueling Chang, front row: Rosanna Lam, May Jung, Agnes Seto.

Coming Events

The Food Bank needs your help

VCC's Christmas Food Bank collection is underway.

"Many employees donate food or a toonie at college events," says coordinator Vivienne Garrott. "We welcome any support, considering that at this time of year the Food Bank needs even more help."

Food items are welcome and cash donations are tax-deductible. Cashiers at KEC and CC accept donations, as does Tami Pulham in Financial Services at King Edward campus. Look for Food Bank boxes at major college meetings and in key locations at both campuses.

"Remember to buy your tickets for the 50/50 draw for the Food Bank in early December," says Garrott.

Book sale: Perfect for holiday gifts

Books Are Fun will be putting on the library's annual pre-holiday new book sale. This vendor promises a lively selection of books and other gadgets that appeal to everyone.

KEC 4th floor: Nov. 17 to 18

CC courtyard: Nov. 19 to 21

By-elections for Education Council

By-elections are being held this month for three positions, each with terms ending Oct. 31, 2005. Positions are vacant for faculty (career/technology/trades), the library/Learning Centres and support staff (King Edward campus).

Voting takes place at CC and KEC on Nov. 12 and 13 as follows:

City Centre registrar's office:
9 a.m.-4 p.m.

City Centre continuing education desk:
4 p.m.-7 p.m.

King Edward registrar's office:
9 a.m.-7 p.m.

VCC Board meetings

Next meeting of the VCC Board of Governors will be Nov. 27 at 6 p.m. in room 240 at CC. A date for the December Board meeting is still to be determined.

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Health sciences faculty honoured

Several faculty from the School of Health Sciences have been honoured with professional recognition.

Michele Rosko, department head of Dental Assisting/Reception Coordinator, was recently awarded the Canadian Dental Assistants' Association's Penny Waite Award. Awarded for aspiring to elevate the profession's profile and contribution to its continuous growth through involvement in establishing and monitoring practice standards, this honour is given to one recipient each year.

Suzette Jestin, an instructor in the Dental Assisting program, was installed last week as president-elect of the Canadian Dental Assistants' Association.

Wayne Rubner, an instructor in the Pharmacy Technician program, will assume

a one-year term as president of the College of Pharmacists in November 2003.

"We are very proud that instructors in the health sciences areas at VCC demonstrate such commitment to their professions and professional associations," says Pat Bawtinheimer, dean of the School of Health Sciences. "They are wonderful role models for our students and for their peers." ■



Michele Rosko and Suzette Jestin from the School of Health Sciences.

BILLBOARDS continued from page 1

on the shop floor, performing on stage, managing a luxury hotel, coordinating hospital wards and elsewhere. Bringing home the scope and presence of VCC's training is the campaign's tagline, "VCC is here," and accompanying text.

"Our message – and our name – will be seen millions of times over the course of the campaign, which is going to make a major difference in getting VCC and its programming into the public eye."

Stephen Barrington
VCC director of marketing

Real graduates from programs around the college appear in the campaign, which was photographed on location at the likes of Finning International and Lions Gate Hospital to stay true to the "VCC is here" concept.

"This gives us huge impact around the city," says Stephen Barrington,

VCC's director of marketing and communications. "Our message – and our name – will be seen millions of times over the course of the campaign, which is going to make a major difference in getting VCC and its programming into the public eye."

Dozens of high-traffic intersections were specially chosen around the Lower Mainland to maximize exposure and give the college the best value for its budget. Among the locations:

- Boundary and Grandview
- Clark and First
- Homer and Georgia
- Main and 49th
- Broadway near Hemlock
- Hastings near Cassiar
- Davie near Burrard
- Kingsway and Joyce
- Boundary and Grandview

"A strong public profile is a critical part of the college's direction over the next several years," says Martin. "Our college and its work need to be highly visible, especially in today's competitive education sector."

see BILLBOARDS on page 7

Coming Events

(continued from page 6)

Date change: Sixth annual employee recognition event

VCC's employee recognition event has been rescheduled to Jan. 15 from the original Dec. 3 date.

As a result, the deadline for nominations for the 2003 VCC awards has been extended to Nov. 7.

Consider recognizing a valuable colleague or group for one of the following categories:

- Excellence in Education
- Excellence in Customer Service
- Excellence in Leadership
- Excellence in Community Involvement
- Excellence in Teamwork

Nomination forms are available in the mailrooms at CC and KEC, in the HR office or on the common drive at i:\common\emprecognition2003 awards.doc.

Call Carol Sicoli at local 7011 for more information.

Third annual East Indian VCC dinner and dance

Join the crowd on Nov. 13 for the third annual East Indian VCC dinner and dance, which is open to all VCC employees, family and friends.

Organizers urge you to get your tickets early, as last year's event sold out quickly.

The Indian buffet includes appetizers, main course, desserts, soft drinks, chai tea and coffee. There will be a 50/50 draw, music, door prizes, art henna hand painting and much more.

Tickets are available for \$15 per person in the KEC bookstore or from Carol Sicoli at KEC and Carey Stoneberg at CC.

The event starts at 6 p.m. at Fraser-view Hall, 8240 Fraser St.

VCC Day: Be part of the planning

VCC Day is scheduled for April 30, 2004, and the program committee wants to hear from you.

A survey to find out what kind of workshops employees are interested in will be available on the Web the first week of November. Spend a few minutes filling it out and help plan a great event. Deadline: Nov. 12.

BILLBOARDS continued from page 6

"Better visibility spells significant benefits for VCC – making it easier to generate support, fund-raise and develop successful partnerships," she says.

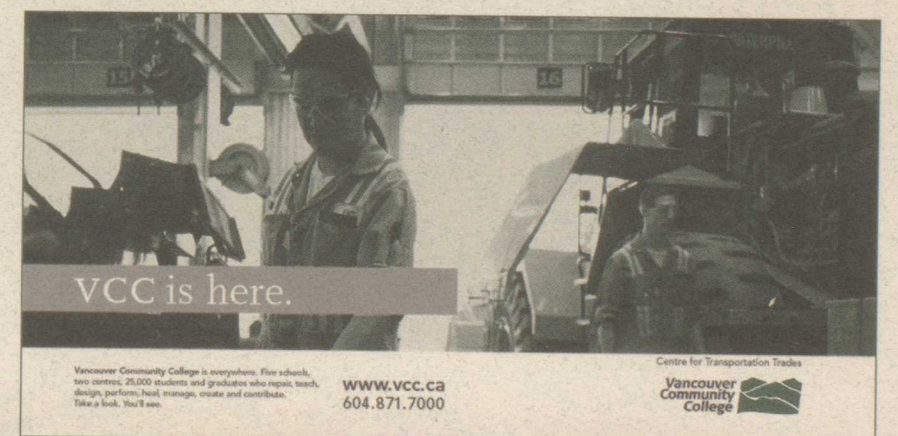
VCC's billboard campaign continues until March in several phases; a second run is scheduled to start in early January. Print advertising is slated to launch in several weeks.

"Our tagline of 'VCC is here' hits the perfect chord to communicate the college's work," says Barrington. "Everywhere you look – from hospitals to automotive shops to university classrooms – you'll see the impact of VCC." ■

See the full campaign on the college's Web site at vcc.ca.



Above: Vice-presidents Moira Henderson and Joan McArthur-Blair with the billboard for VCC's School of Health Sciences at the entrance to Granville Island. Below: Billboards for VCC's two Centres.



Student finds career path at VCC Info Night

More than 900 people attend college's major recruitment event

If you've ever wondered why Information Night is such an important part of recruitment and promotion at VCC, a few minutes with Kimberley Haakonsen will give you the answer.

Haakonsen won the \$500 tuition coupon and gift basket given away at Information Night – and her experience at the event is typical of the way many students find out which VCC program is right for them.

She already has a degree from Kwantlen in fashion design but decided not to pursue that profession. It was at Info Night where she found several VCC programs that captured her attention.

"I am looking for a career that I will be passionate about for a long time," says Haakonsen, a cheerful, confident 23-year-old from White Rock.

On Oct. 15, the day of the event, Haakonsen heard VCC's ad on radio station Z95 while driving to work. Once she got to her job at a farm's produce centre, she quickly asked her co-workers to cover her shift so she could get to Info Night on time.

"I knew of VCC's reputation for quality and had heard about its welcoming environment," she says.

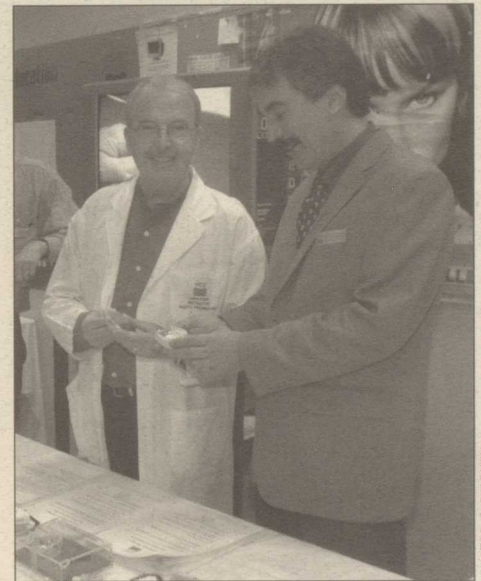
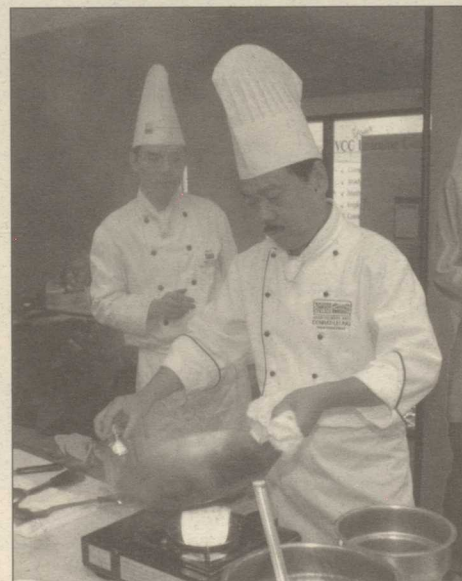
The Culinary Arts table was her first stop.

"I love cooking and thought it might be the right avenue for me," she says. Once she got the information she needed and asked several questions about the program, she decided to take a quick look at the other displays. She didn't leave for another hour and a half.

She saw a sign for ASL and Deaf Studies – and immediately started asking questions. "I am 70 per cent deaf and wear hearing aids," she says.

It was quite a discovery for Haakonsen. She's thrilled with the idea of a program that would give her the skills to help other hearing-impaired people, especially children. She is now planning to take the prerequisite course offered in January to learn sign language.

"Students from across the Lower Mainland really discover VCC through Information Night," says Linda Martin, vice-president of advancement and college services. "It's an extremely successful event, thanks to participation and support from departments around the college." ■



PHOTOS: S. BALDWIN

Top: Crowds of prospective students fill the Downtown campus. Plans are already in the works for the next event in April. Above left: Conrad Leung provides entertainment to onlookers. Above right: Joe Wallace and Keith Milton answer questions at the denturist program display.

Connections

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Submissions for Connections:

Send details of your upcoming events, department news and achievements to Connections. Due to time constraints, we can only accept electronic submissions. We do, however, accept photos.

Submit your pieces via email to:
Elizabeth Thomson, ethomson@vcc.ca.

Deadline for submission for next issue:
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Please note: Material may be edited for clarity and length.

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