

# Connections

Vancouver Community College's Employee Newsletter - January 2005

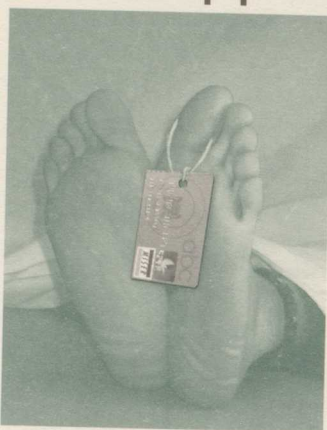
Vancouver  
Community  
College

www.vcc.ca

## VCC DGD's 'Buy Nothing Day' posters featured on Adbusters

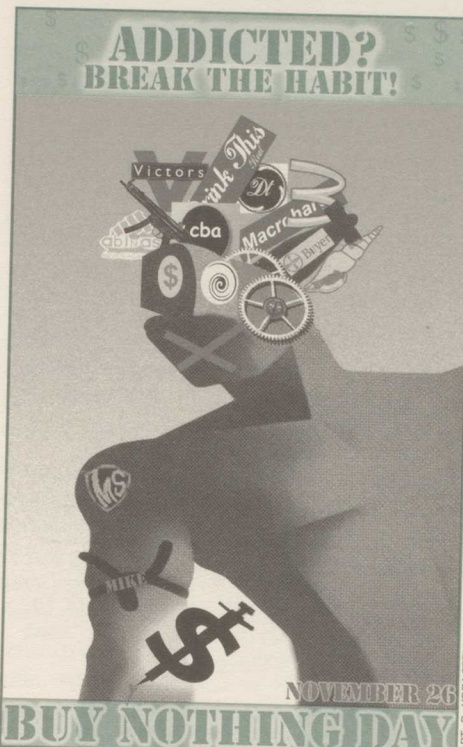
## New Magnum a force for VCC automotive

Shopped 'til  
he dropped



INTERNATIONAL  
BUY NOTHING DAY

November 26th 2004



ART: A. BRUGGE

ART: R. KRZACZEK

Some examples of the VCC digital graphic design students' Buy Nothing Day posters (adapted for two colour printing). Artists: Adrian Brugge (left), and Roman Krzaczek (right).

### Digital Graphic Design students campaign for Buy Nothing Day

**B**udding designers from VCC's Digital Graphic Design program put their creativity to a real-world test – and in the process earned accolades for their posters promoting Buy Nothing Day.

Social design is quickly becoming a large focus of many designers as the world around us copes with rapid change and growth," says Tene Barber, department head of Digital and Graphic Design. "The students were truly inspired and spent considerable time driving concepts and creating these posters."

At the heart of the student work for Buy Nothing Day – an annual event backed by Vancouver-based Adbusters Media Foundation – were socially conscientious designs hitting at overconsumption and consumerism.



A visit to the Vancouver Art Gallery's *Massive Change* exhibit inspired the students to take on the campaign, says Barber, with the project quickly becoming a natural choice for how their creative talents could be used to impact social change both locally and globally.

"From a designer perspective, it was empowering to be able to create a poster that was not intended to promote a service or product but rather a revolutionary concept – an ideal of change," says student Joel Nelson.

As part of the poster project, students brought the ideals of Buy Nothing Day to the downtown campus, where an interactive display featured the posters

see **ADBUSTERS** on page 4



PHOTO: L. MCKENZIE

Phil Johnston, Auto Tech, with donated Dodge.

**V**CC's automotive technician program has added to its training vehicles with a new 2004 Dodge Magnum performance station wagon donated by Chrysler Canada.

It's the result of work by department head Phil Johnston, who canvassed manufacturers to help keep the program's equipment up-to-date.

"We'll be using this vehicle in both our pre-apprentice and apprenticeship programs," says Johnston. "Today's modern vehicles are more complex than ever – so our students need to be training with the latest models."

VCC's new Magnum is valued at roughly \$45,000 and replaces one of the college's older training vehicles, which is being retired after years of service. ■

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## News Briefs

### Clothing needed for Stars4Success

VCC's Stars4Success is gearing up again – and it needs donations of business clothes to help the program's street youth dress for success when they go to job interviews.

"These students have been living rough for quite a while and therefore don't have the proper clothes to take them into the work experience portion of their program," says Barb Ash, VCC's dean student services.

Donations are being gratefully accepted for clean and pressed men's and women's business wear, including shoes, socks, purses, accessories and outerwear.

Please deliver donations to Holly Cole at the downtown campus and Ash at the Broadway campus.

### Faculty appointments

Millie Yuen has been elected department head of Hairstyling and Esthetics as of Jan. 4; Tene Barber has been appointed department head of Digital Graphic Design, effective immediately.

### 50-50 draw for the Food Bank

Congratulations to the lucky winners of the 50-50 draw for the Food Bank held at both campuses Dec. 8:



Ida Barazzuol (in photo) – \$327.02

Heather Mate-Saunders – \$136

In total VCC contributed \$463.02 for the Food Bank this Christmas.

### Foundation 50-50 winners

Congratulations to recent winners Bonnie Kennedy (December) and Millie Yuen (January). Participation in the 50-50 draw each year makes it possible for VCC to offer 15 VCC entrance scholarships each worth \$500. Call Rebecca Davey of the VCC Foundation at local 7148 to sign up.

## Dispelling VCC myths

With such a large and diverse population at VCC, it is often difficult to know exactly what other departments do. In an effort to dispel myths, each issue of Connections will focus on a different Student Services department.

### THIS MONTH'S MYTHS: VCC-run Job Search Central and Network to Work services

#### Job Search CENTRAL

[www.jobsearchcentral.com](http://www.jobsearchcentral.com)

Job Search Central is a free employment resource centre located in downtown Vancouver, designed for people in the final stage of their employment search. Applicants do not need to be employment insurance or income assistance recipients.

Network To Work is an employment assistance service for graduates of job clubs or equivalent job search training, offering qualified job seekers access to a variety of resources and support services such as discussion groups, workshops and networking opportunities.

Job Search Central and Network to Work are both located on the third floor at 1033 Davie St.

#### Five Job Search Central and Network To Work Myths

1. JSC and NTW cannot be found on any VCC campus therefore they do not exist.

**False.** JSC and NTW do exist; they

#### Network to Work

[www.networktowork.com](http://www.networktowork.com)

are both employment resource centres located on Davie Street, half a block west of Burrard Street.

2. Anyone can go to JSC and NTW

**False.** JSC serves independent job seekers. Full-time students may access JSC within two months of graduation and part time students may use the centre at any time. NTW serves clients who have taken a job-finding club or equivalent.

3. They find jobs for clients.

**False.** They provide the tools clients need to find themselves a job.

4. Both centres are staffed by helpful friendly staff who put job seekers and their needs first.

**True.** "Clients first" is the emphasis at JSC and NTW, where the result is a supportive environment to do a job search.

5. This kind of support is expensive.

**False.** JSC and NTW are free services.

For more information, contact Job Search Central at 604.662.7298 or email [jobsearchcentral@telus.net](mailto:jobsearchcentral@telus.net). Or contact Network to Work at 604.697.5555 or email [networktowork@telus.net](mailto:networktowork@telus.net)

#### Contest rules are simple:

1. To enter the contest, email your name to [jgrewalson@vcc.ca](mailto:jgrewalson@vcc.ca). Deadline for entry: Feb. 4, 2005.
2. Barb Ash, dean of student services, will draw the winning name.
3. Clip this article out and keep it handy.
4. If your name is drawn, you will be contacted by phone and asked to dispel the myths. If you answer all five correctly, you win the a \$20 Gift Certificate for JJ's Restaurant. ■

## winner

### Congratulations!

#### Evonne Strohwal

won Dispelling Myths contest No. 1 on Interpreting and Braille Services;

#### Peter Herd

won Dispelling Myths contest No. 2 on Financial Aid.

## News Briefs

### New name for Continuing Studies

VCC's Centre for Continuing and Professional Studies has shortened its name to the Centre for Continuing Studies to be more user-friendly. That change is effective this month.

"We know that our new name will make us more accessible on the web and easier to find as prospective students look for quality career entry, change or advancement opportunities," says Gyda Chud, director of the Centre for Continuing Studies.

### Second year for JJ's to join Dine Out Vancouver

Up-and-coming chefs at Vancouver Community College's renowned restaurant, JJ's, again join some of the best culinary talent in the city for the Dine Out Vancouver showcase this month.

Budding chefs from VCC's culinary program – the largest culinary training program in Canada – are again alongside some of the city's top restaurants, including Lumiere, the William Tell, West and Chambar Belgian Restaurant.

"Vancouver is known for its great restaurants and great chefs," says Dave Donaldson, dean of VCC's School of Hospitality and Business. "VCC is where many of Vancouver's top chefs got their start – so it's only natural that we would be part of Dine Out Vancouver, which is a perfect opportunity for diners to discover new restaurants like JJ's."

For this year's event, Jan. 21 to Feb. 3, VCC's budding chefs have created a special \$15 three-course menu with definite West Coast flair.

A sample: warm goat cheese and frisse salad with scallion dressing, followed by poached wild sockeye salmon with wilted greens, pomme nature and red wine butter sauce, all finished with dessert of pear tart tatin and lavender ice creme.

"Dine Out Vancouver is a major showcase of the city's restaurants," says Donaldson, who represents the restaurant and night-life sector on the Tourism Vancouver board of directors. "That's a major dose of real-world experience for our student chefs, which is what helps make VCC's training second to none."

## VCC's research team has new name, new focus and new direction



The VCC's Research and Strategic Services team (from left to right): Patris Aghakian, Janet Latter, Daniel Warlock, Deanna Rexe, Lorna Brown and Mark Chapman (missing: Jo Hansen).

A host of changes have been implemented in VCC's institutional research department, which this month launches with a new name to match its new focus, direction and staff.

New directions for the college, new service demands and a new focus on accountability reporting required a change in the organization of the department, now called Research and Strategic Services, notes director Deanna Rexe.

New to the research team is Mark Chapman, who joined VCC on Jan. 4 as the college's associate director of research and strategic services; he'll support the college's strategic and operational planning, performance management and organizational development.

Chapman has worked in research and analysis in Canada since 1995 and brings to VCC experience in the public college and university systems, private-sector education and the federal government. He has an MBA from Saint Mary's University in Halifax and most recently worked at Portage College in northern Alberta. His local is 8468.

VCC's Research and Strategic Services team has a broad mandate:

- Analytical, statistical and research support to the college community
- Quality college information products and research for development, planning, and review
- Collection, analysis, interpretation and dissemination of accurate information, in compliance with government reporting requirements for the leadership in the management of data as a strategic resource

- Direction and support in strategic planning

Expertise comes from staff in two offices at Broadway and downtown campuses:

#### Downtown:

**Lorna Brown**, coordinator of data analysis, will be the lead person on data management issues, and interventions in the Banner student system, including operational improvements.

**Daniel Warlock**, an administrative services clerk, provides assistance to departments in student surveying, performance evaluation and appraisals, as well as other research initiatives.

**Deanne Rexe**, director.

#### Broadway campus:

**Jo Hansen**, coordinator of enrolment analysis, is the college's lead person for student FTE reporting – quarterly and annually – and the audit process.

**Janet Latter**, coordinator of accountability reporting, coordinates and prepares metrics for the Ministry of Advanced Education and the college board, including accountability metrics. She also manages the graduate student outcomes project and coordinates compliance to the data warehouse data standards and warehouse-based FTE processes.

**Patris Aghakian**, a systems/business analyst, is the lead in the development and maintenance of the Ministry's external data warehouse projects, as well as the college's new enrolment accounting systems. He works to improve business intelligence and provides systems support to critical department programs, processes and projects to improve the business practices of Banner system. ■





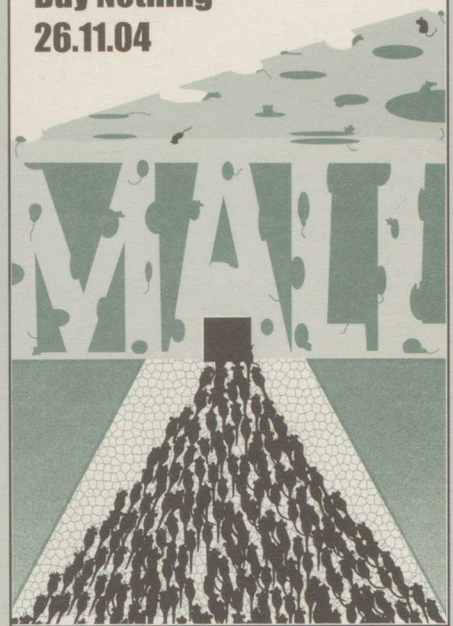
VCC's Digital Graphic Design program students pose in front of one of their Buy Nothing Day displays.

### ADBUSTERS continued from page 1

mounted on human- and animal-shaped cutouts to bring home their concepts; passers-by added their own comments on a provided backdrop.

Buy Nothing Day has led to international exposure for VCC's Digital Graphic Design students, who have had their work highlighted online. Visit [adbusters.org/metasteco/bnd/](http://adbusters.org/metasteco/bnd/).

**Greed is infectious**  
**Buy Nothing**  
**26.11.04**



Buy Nothing Day poster by Jennifer Allan.

## Vancouver Community College's Indian Dinner and Dance another success

VCC's Indian Dinner and Dance lived up to its reputation once again this year. About 140 staff, family, retirees and friends of VCC attended the event at the Fraserview Hall for great Indian food and delightful dancing.

A festive time was had by all: guests shared conversation, food, beverages and stories. Indian garments and distinctive attire created a kaleidoscope of colour and personality. The evening's entertainment included a DJ's mix of Western and Indian pop music, music videos, door prizes, dance demonstrations, a 50-50 draw and henna decorating.

"VCC would like to thank Fraserview Hall for catering, the donors who supplied prizes and the organizers and helpers for their hard work," says co-organizer Veronica Jorna, who credits

Shakuntula Prasad, Jean MacLeod, Sunny Gujral, Tatyana Kuleshova, Sue Aro, Raj Kapoor, Lindsay Bourne and Vanita Puria for their contribution.

"We heard positive feedback from many who will be spreading the word about next year's event – and maybe next time we'll go with live music," she says.



A large group adorned for the evening in their traditional Indian garb at VCC's latest Indian Dinner and Dance.

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**Editor:**  
**Karen Wilson**

**Design & Layout:**  
**Daniel Rohloff**

**Photographer:**  
**Lauch McKenzie**

### 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:  
**Karen Wilson, [kwilson@vcc.ca](mailto:kwilson@vcc.ca).**

Deadline for submission for next issue:  
**Jan. 31, 2005.**

**Please note:** Material may be edited for clarity and length.

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