NEWS & USE Strain Stitute



THE COVER STORY

The picture on the cover was taken at the Tower Opening Ceremony, 1983 02 07. Just in case you don't recognize all the people pictured, they are, from left to right, as follows:

> Dr. Peter Hebb, College Board Chairman Ms. Diane Lewis, Student Association Rep. Ms. Susan Reynolds, VMREU Representative Mr. Hans Kerup, VVI Principal The Honourable William Vander Zalm, Minister of Education Mr. Tony Manera, VCC Chief Executive Officer Mr. Dennis O'Neill, VIA Representative

The Opening Ceremony brought a variety of dignitaries from both the B.C. College system and government to VVI. In addition to those listed above, such personages as Deputy Premier and Minister of Human Resources Mrs. Grace McCarthy, other College Board (see the article page 3) and College Executive Committee members were in attendance. This event has, however, already started to fade into a pleasant memory. Now, as we use the Mall and Tower, we are no longer overwhelmed by the changes which have been wrought to this area of our campus environment.

The mall area of the tower is now the site of a variety of more routine but no less interesting activities, everything from exercise classes to quiet lunches. On Wednesday, April 6th, 1983, for example, the Mall will be the site of a BLOOD DONOR CLINIC, from 10:00-16:00 hours.

NBWS & VIEWS

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Appendix

A Memo and Questionaire From Langara: International Education Part Time Course Offerings: Spring 1983 SFU: Public Lecture

The Poor Scholar's Soliloquy

from an anonymous source

No, I'm not very good in school. This is my second year in the seventh grade, and I'm bigger and taller than the other kids. They like me alright though, even if I don't say much in the classroom, because outside I can tell them how to do a lot of things. They tag me around and that sort of makes up for what goes on in school.

I don't know why the teachers don't like me. They never have very much. Seems like they don't think you know anything unless they can name the book it comes out of. I've got a lot of books in my room at home -- books like "Popular Science Mechanical Encyclopedia," and the Sear's and Ward's catalogues -- but I don't very often sit down and read them through like they make me do in school. I use my books when I want to find something out, like whenever Mom buys anything second-hand I look it up in Sear's or Ward's first and tell her if she's getting stung or not. I can use the index in a hurry.

In school, though, we've got to learn whatever is in the book and I just can't memorize the stuff. Last year I stayed after school every night for two weeks trying to learn the names of the Presidents. Of course I knew some of them like Washington and Jefferson and Lincoln, but there must have been thirty altogether, and I never did get them straight.

I'm not too sorry though, because the kids who learned the Presidents had to turn right around and learn the names of the Vice Presidents. I am taking the seventh grade over, but our teacher this year isn't so interested in the names of the Presidents. She has us trying to learn the names of all the great American inventors.

I guess I just can't remember names in history. Anyway, this year I've been trying to learn about trucks because my uncle owns three and he says I can drive one when I'm sixteen. I already know the horsepower and number of forward and backward speeds of twenty-six American trucks, some of them Diesels, and I can spot each make a long way off. It's funny how that Diesel works. I started to tell my teacher about it last Wednesday in science, but she she didn't see what a Diesel engine had to do with our experiment on air pressure so I just kept still. The kids seemed interested though. I took four of them around to my uncle's garage after school and we saw the mechanic, Gus tear a big truck Diesel down. Boy, does he know his stuff!

I'm not very good in geography either. They call it economic geography this year. We've been studying the imports and exports of Chile all week, but I couldn't tell you what they are. Maybe the reason is I had to miss school yesterday because my uncle took me and his big trailer truck down state about 200 miles, and we brought almost 10 tons of stock to the Chicago market.

He had told me where we were going; and I had to figure out the highways to take and also the mileage. He didn't do anything but drive and turn where I told him to. Was that fun! I sat with a map in my lap and told him to turn south, or southeast, or some other direction. We made seven stops and drove over 500 miles round trip. I'm figuring now what his oil cost, and also the wear and tear on the truck -- he calls it depreciation -- so we'll know how much we made.

I even write out all of the bills and send letters to the farmers about what their pigs and beef cattle brought us at the stockyards. I only made three mistakes in seventeen letters last time, my aunt said, all commas. She's been through high school and reads them over. I wish I could write school themes that way. The last one I had to write was on, 'What a Daffodil Thinks of Spring," and I just couldn't get going.

I don't do very well in school arithmetic either. Seems I just can't keep my mind on the problems. We had one the other day like this:

"If a 57 foot telephone pole falls across a cement highway so that 17 3/6 feet extended from one side and 14 9/17 feet from the other, how wide is the highway?"

That seemed to me like an awfully silly way to get the width of the highway. I didn't even try to answer it because it didn't say whether the pole had fallen straight across or not.

Even in the shop I don't get very good grades. All of us kids made a broom holder and a bookend this term and mine were sloppy. I just couldn't get interested. Mom doesn't use a broom anymore with her new vacuum cleaner, and all our books are in a bookcase with glass doors in the parlor. Anyway, I wanted to make an end gate for uncle's trailer, but the shop teacher said that meant using metal and wood both, and I'd have to learn how to work with wood first. I didn't see why, but I kept still and made a tie rack at the school and the tail gate after school at my uncle's garage. He said I saved him ten dollars.

Civics is hard for me too. I've been staying after school trying to learn the 'articles of Confederation" for almost week, because the teacher said we couldn't be good citizens unless we did. I really tried, because I want to be a good citizen. I did hate to stay after school, though because a bunch of us boys from the south end of town have been cleaning up the old lot across from Taylor's Machine Shop to make a play ground out of it for the little kids at the Methodist home. I made the jungle jim from old pipe, and the guys made me a Grand Mogul to keep the playground going. We raised enough money collecting scrap this month to build a wire fence clear around the lot.

Dad says I can quit school when I am fifteen, and I am sort of anxious to because there are a lot of things I want to learn how to do, and as my uncle says, I'm not getting any younger.

THE 1983 COLLEGE BOARD

The members of the 1983 Board are

NAME	APPOINTED BY THE		
New Members:			
Mr William Brown	Vancouver Board of School Trustees, District 39		
Dr. Karl Erdman	Vancouver Board of School Trustees, District 39		
Mr. Bryan Hannay	Vancouver Board of School Trustees, District 39		
Mr. John A. Pearkes	Vancouver Board of School Trustees, District 39		
Mrs. Pamela Glass	Minister of Education		
Returning Members			
Mr. Peter H. Hebb, Chairman	Minister of Education		
Mr. Art Lee	Minister of Education		
Mrs. Virginia Giles	Minister of Education		
Mrs. Elizateth Jarvis, Vice Chairman	Minister of Education		
Mrs. Tilly Marxreiter	Board of School Trustees, District 38 (Richmond)		
Mrs. Sheila Veitch	Board of School Trustees, District 41 (Burnaby)		

As the liason sub-committee for the Vancouver Vocational Institute, the College Board has named Mrs. Virginia Giles, Mrs. Sheila Veitch, and Mr. Art Lee.

The other Board Committes are as follows:

Personnel and Staff Services Committee

Chairman:	Art Lee
Vice Chairman:	William Brown
Member:	Peter H. Hebb

Resource Person: Dale Jones

Administration Committee

Chairman:	Sheila Veitch
Vice Chairman:	Bryan Hannay
Members:	Elizabeth Jarvıs
	Pamela Glass

Resource Person: Max Fleming

Education and Student Services Committee

Chairman: Vice Chairman: Members:	Virgin1a Giles Tilly Marxreiter Karl Erdman John Pearkes			
Resource Person:	Ross Carter			

At 10,00 hours on the Wednerdays listed below the College Board w

At 19:00 hours, on the Wednesdays listed below, the College Board will meet at Central Administration, unless another time or place 1s specified in a meeting agenda:

March 23 April 27 May 25 June 22 July 27 August 24 September 28 October 26 November 23 December 14

LIBRARY ACQUISITION UPDATE

NEW AUDIO/VISUAL MATERIALS

* DAILY OFFICE PROCEDURES, a soundslide

A young secretary describes work in a typical modern office, where skills such as typing and shorthand are viewed as only some of the many assets that successful office workers bring to ther jobs: personality, decision-making ability and a willingness to learn contribute substantially to career potential. A/V HF 5547.5 M 39

- * INTERNAL THEFT, 16mm film, rack #52
- * MISSION: LOSS PREVENTION, 16mm film, rack #68
 - A supervisory training aid for retail inventory shortage control. It teaches the basic mathematics of the retail inventory method, demonstrates the relationship of operational failure to inventory shortage, and imparts to supervisory and executive personnel the responsibility for loss prevention.
- * IRON FROM THE NORTH, 16mm film, rack #69 Depicts the development of one of Canada's richest mineral areas, the Ungava District of Quebec-Labrador. Tells how a railway was built from the seaport of Seven Islands to the Knob Lake Iron Ore deposits, hundreds of miles inland, enabling coastal treighters to carry the ore to the Great Lakes steel mills.
- * INSIGHT: GRAPHIC II, 2 sound filmstrips Pt 1--Designing with Type Pt 2--How to Prepare a Mechanical Advertising layout design, advertising art, preparation of a mechanical, and designing with types are the topics covered; narrative description and visual illustration. Will be helpful to students involved with layout and paste-up work. A/V Z 250 A2 I57
- * YOUR HEALTH: IT'S YOUR RESPONSIBILITY, 3 sound filmstrips Examines the relationship between various lifestyle habits and long-term health levels. Teaching methods of changing habits and attitudes in order to facilitate achieving good health. A/V RA 777 Y68
- * OFFICE JOBS: SKILLS AND OPPORTUNITIES, 4 sound filmstrips The responsibilities of the receptionist, the bookkeeper, the computer programmer, and the executive secretary in a large, small or specialized company are presented so that students can visualize the individualized activities, duties, and opportunities of various business office careers.

A/V HF 5547.5 045

* OFFICE FUNDAMENTALS: PRACTICE AND PROCEDURE, 4 sound filmstrips Good introductory material on the topics of the business letter, the office filing system, the telephone and the mail, and common office machines; well illustrated with informative narration. A/V HF 5547.5 0452

NEW BOOKS: A SELECTED LIST

* ABORTION AND CONTRACEPTION. Henry Morgentaler. 1982. Dr. Morgentaler discusses the legal, religous and moral issues concerning abortion as well as the different methods of abortion, complications and effects. It also includes a chapter on contraception, a subject index, and a dictionary of selected medical terms.

HQ 767 .M6713

* AUSTRALIAN AND NEW ZEALAND CAKE DECORATING. Marie Sykes and Patricia Simmons. 1981.

A book of value to both the beginning and experienced cake decorator.

TX 771 .S94

* THE BETTER BOOK FOR GETTING HIRED: A PROFESSIONAL APPROACH TO WRITING RESUMES AND MARKETING YOURSELF. Robert P. Downe. 1982. A Canadian self-help guide to marketing your work-related strengths to employers. Includes job-hunting techniques and sample resumes for

HF 5383 .D69

* CRC HANDBOOK OF CHEMISTRY AND PHYSICS. 1982/83. A ready reference book of chemical and physical data.

REF. QD 65 .H3 1982/83

* CAKES. Time Life Books. 1981. All aspects of cake making.

a variety of jobs.

TX 771 .C27

* CANADIAN HOSPITAL LAW. Lorne E. Rozousky. 1979. A manual for practical use in hospitals, nursing homes and all other health institutions.

RA 965.7 .R69

* CANADIAN WOMEN AND JOB-RELATED LAWS. 1981.

KE 3352 .A72 W65

* THE CHADWICK SYSTEM. J. Chadwick. 1982. John and Suan Chadwick have trained more than 30,000 stylists around the world, teaching them the most advanced techniques in hair design (one of their many innovations was blow-dry styling). In an easy to follow format, photographs are included for the forty top contemporary hairstyles--all accompanied by charts that explain exactly what to do to achieve the desired style.

TT 972 .C48

* CHEF ON THE RUN. Diane Clement. 1982. Diane Clement provides sixteen innovative, tasty and sumptuous menus, covering a range of entertaining occasions. Since the dishes are easy to prepare ahead of time with a minimum of fuss, the cook can share in the social activities.

TX 731 .C59

* COMPUTER CONSCIOUSNESS: SURVIVING THE AUTOMATED 80's. Dominic H. Covvey and Neil Harding McAlister. 1980.

This books provides an entertaining overview of the computer technology that increasingly affects our daily lives.

QA 76 .C64

* CULINARY DESIGN AND DECORATION. William Emery. 1980. A comprehensive guide explaining the principles of design and demonstrating techniques. Beautifully illustrated, this book is a 'must" for every aspiring chef.

TX 652 .E45

* AN ENGLISH HANDBOOK. M. Scargill. 1982. The purpose of this book is to remove the uncertainty many people feel when speaking or writing English; it provides examples of acceptable English in a way that can be understood by all readers.

PE 1112 .S22

- * FIGURING THINGS OUT. Ron Zemke. 1982 Aware of the complexity of the tasks facing today's human resources development specialist, this book gives you a handy source (a catalogue) of tactics, techniques, and procedures to boost the achievement potential of employees and companies.
- * GENERAL OFFICE PROCEDURES. M. Wood. 1981.

This text is designed to provide the prospective office assistant with the knowledge and opportunity to gain the skills needed by today's office workers. This same book is also a rich source of practical information that will prove helpful to students training on office equipment.

HF 5547.5 .W64

* GIULLIANO BUGIALLI'S CLASSIC TECHNIQUES OF ITALIAN COOKING. G. Bugialli. 1982.

The new bible of Italian cuisine, this book is a thick tome with over 1,000 black and white photographs and diagrams illustating some 100 techniques of both <u>alta cucina</u> and satisfying, simple country dishes. Recipes, history, menus, wines and presentation suggestions are but a few of the features of this comprehensive study of the art of Italian cooking.

TX 723 . B758

* GRAPHICS ANNUAL. 1982.

This book, the latest volume of the international annual of advertising and editorial graphics, illustrates the high quality graphic designs of this past year.

N 17 .G7 1982/83

* HOW NURSES' BMOTIONS AFFECT PATIENT CARE. K. Grow. 1982.

This book addresses the realities of indifference and genuine concern in the professional practitioner-patient relationship. Dr. Kathleen Grow integrates research and clinical application in a way that is clear, thought-provoking and useful to health care professionals planning for their patients' care.

RT 86 .G68

* THE INDEX: THE ULTIMATE INFORMATION INDEX FOR ALL PERSONAL COMPUTER USERS. 1981

The index contains over 30,000 entries from more than 45 Personal Computer Magazines. Articles, editorials and columns are indexed by subject as well as specific machines such as Apple, TRS-80, and Atari.

REF. 553 .A3 F73

* MACHINE SHOP PRACTICE. K.H. Moltrecht. Vols 1&2. 1981 This new edition significantly expands the original descriptions of the fundamentals of machine-tool operation and the more advanced technology.

TJ 1160 .M66

* MASONRY. M. Alth. 1982. Working with concrete and masonry is far simpler than most home owners realize. If you follow the general guidelines presented in this book, your work will be as strong and as long-lasting as the work of any mason.

TH 5313 .A48

* OUT-INTERVIEWING THE INTERVIEWER. Stephen K. Merman. 1983. When being interviewed, you must confront a trained specialist who has been taught how to screen you out. This book specifically trains jobseekers to counter the strategies and tactics of interviewers.

HF 5549.5 .16 M39

* OVER 55 1982. Qualified specialists from a wide variety of fields focus their attention on the social, emotional, financial and legal matters that concern this age group.

RC 952.5 .094

* SO YOU WANT TO START A RESTAURANT. D. A. Dyer. 1981. Here are the facts every prospective restaurant entrepeneur should know about planning, building, operating, and owning a food service facility.

TX 945 .D9

* THE SUCCESSFUL WOMAN. Barbara Patterson. 1982. This practical guidebook shows how any woman can develop the personal and professional skills needed to succeed in business.

HD 6057.9 .P37

* A USER'S GUIDE TO COMPUTER PERIPHERALS. Donald Edie. 1982. This handbook brings together most of the aspects of computer peripherals, including typical minicomputers and mircoprocessors. It covers all general aspects of peripherals including data, helping the reader to choose the best computer for his/her purposes. TK 788.5 .E22

The Lion's Club has donated a number of 16mm filmstrips to the College; they are on file at Langara and can be booked through the media clerk.

MY FRIENDS CALL ME TONY shows the day to day activities of a ten year old boy who is nearly blind, being able to distinguish only light from shadow. Still, he cariies on and makes a better job of life that most sighted people. [1975, 12 minutes]

PHYSICAL EDUCATION AND BLIND CHILDREN. Blind children of all ages are shown participating in a wide variety of vigorous physical activities, both in public and residential schools. Directed and produced by Dr. Charles Buell, a leader in physical education for physically impaired children. [1977, 18 minutes]

WE'LL SEE TOMORROW. A safety conscious workman who always wears eye protection at work, neglects to replace his goggles while working in his garden. He is interrupted by his son and sustains and eye injury from a flying rock. [1972, 9 minutes]

IT'S STILL UP TO YOU. Shows many different work situations which involve eye hazards, and demonstrates various types of eye wear available for specific situations. It hits hard at the all too common practice of supplying eye protection for workers and then not enforcing proper use and maintenance. [1977, 15 minutes]

YOU BET YOUR EYES deals with eye safety--the folly of gambling with your eyesight. [1976, 20 minutes]

INCREDIBLE SEEING MACHINE. The film focusses on a class of college students as they explore different aspects of vision. They learn how the eye works, why optical illusions confuse the eye, and the history and development of corrective lenses. [1974, 26 minutes]

A DIFFERENT APPROACH. This picture was made to encourage employment of the handicapped, to break down the barriers of prejudice against them, and to encourage them to build their own self-esteem. A traditionally serious subject is dealt with humourously and with dignity. Guest stars: Ed Asner, Rue McClanahan, Martin Mull, and Norman Lear. [1978, 22 minutes]

INSTRUCTIONAL DEVELOPMENT

Effective on April 1st, 1983 the fees for the I.D. courses will be as follows:

I.D. 101	'Preparing for Instruction"	\$ 69.00
I.D. 102	"The Elements of Instruction"	\$101.00
I.D. 103	"Design & Use of Instructional Media	\$126.00
I.D. 104	"Evaluation of Learning"	\$ 77.00

Application forms and more information are available from the Dean of Instruction's Secretary. Listed below are the start months and locations for those courses in the Lower Mainland.

102	Vancouver Vocational Institute	April, 1983
104	Vancouver Vocational Institute	April, 1983
104	Pacific Vocational Institute	May, 1983
102	U.B.C Summer Session	July, 1983
102	U.B.C Summer Session	July, 1983
103	U.B.C Summer Session	July, 1983
103	U.B.C Summer Session	July, 1983
104	U.B.C Summer Session	July, 1983
104	U.B.C Summer Session	July, 1983
102	Vancouver Vocational Institute	September, 1983

PROFESSIONAL DEVELOPMENT

NAME	PURPOSE OF LEAVE	DATE
J. Anderson	To re-establish contact & liason with employers of welding graduates	1983 02 07 - 02 18
R. Kerr	To attend a workshop on Geriatric Nursing	1982 01 24 - 01 24
B. McWilliams	To develop test questions for M.O.E. project.	1982 12 13 - 12 17
k. Oksanen	To visit Marine College Apprentice- ship Board & Finning Tractor	1983 01 24 - 01 28
P. Thomas	To attend a two week class in Industrial first aid	1983 01 31 - 02 11
E. Sukkel	To review Hobart Audio Visual	1983 01 31 - 02 11
J. Farley	To learn AES equipment at VVI	1983 02 14 - 03 04
J. Punak	To learn COBOL Programming from Jr. Computer instructor	1983 02 07 - 02 25
H. Vanderlinden	To finalize and complete recipes and lessson plans	1983 02 08 - 02 21
J. Spencer	To improve personal knowledge of drafting procedures.	1983 01 31 - 02 11
M. Cole	To attend the Redkin Hair show	1983 01 23 - 01 23
R. Brady	Liason with industry	1983 01 24 - 02 04
H. Janssen	Continuation of the script started Jan. 20th.	1983 01 27 - 01 27
B. Pinkerton	To analyse V.V.I. word processing systems in relation to with Printing Production	1983 02 12 - 02 25
T. Scott	Liason with industry	1983 01 31 - 02 04
S. Simms	To attend workshop on Geriatric Nursing	1983 01 24 - 01 24

DATE NAME PURPOSE OF LEAVE W. MacLeod To study Printing Production 1983 02 28 - 03 04 Procedures To develop Philosophy for Nursing M. McMillian 1983 01 12 - 01 12 Aide Program To attend a seminar in San S. Greenwood 1983 02 04 - 02 05 Francisco S. Greenwood To study TVRO's 1983 03 14 - 03 18 G. Denham To analyze the TRAC system in 1983 02 07 - 02 11 relation to the Electricity program To take the Facilitators Training 1983 02 28 - 03 04 B. Dwyer Workshop C. Spink To study the installation of 1983 02 21 - 02 28 planning and equipment 1983 01 31 - 02 04 W. Marshall To study individual learning program on computers J. Lock To attend an all day session on 1983 02 16 - 02 16 CPR B. Parker To take Anatomy/Physiology 1983 01 - 03 on Wednesdays S. Sunnell To take I.D. 103 1983 07 18 - 07 29 J. Mitchell To develop C.C.G. for Business 1983 01 26 - 03 31 Communications III 1983 02 24 - 03 16 To complete I.D. 102 & 103 A. Wood S. Cummings To revise the Pertec XL40 manual 1983 03 01 - 03 18 and to write new test material for Pertec XL40 To develop M.O.A. Curriculum R. Maitland 1983 03 10 - 03 25

To complete projects for I.D. 103

§ 104

F. Jensen

1983 01 24 - 02 09

÷

NAME	PURPOSE OF LEAVE	DATE
K. Hodgkins	To review course materials for new teaching assignments	1983 01 04 - 01 24
M. McMillan	To Attend a Nursing workshop	1983 01 24 - 01 24
M. McMillan	To revise the Nursing Aide Curriculum	1983 01 28 - 01 31
S. Simms	To develop a Philosophy for the Nursing Aide Program & to revise the Nursing Aide Program	1983 01 12 - 01 12
P. Mills	To prepare materials for Levels III & IV of the Nursing Aide Program	1983 02 12 - 01 14
R. Wren	To attend conferences of the National Design Councıl and Department of Trade and Commerce	1983 02 14 - 02 15
E. Bartoshewski	To study the current Wang manual, prepare tests and keys, and to become proficient with the IBM Displaywriter system	1983 01 31 - 02 18
R. Mills	Professional Development	1983 02 08 - 02 21
J. Bingley	To revise daily lesson plans, tests, and work schedules for Level 5; to update teaching aids	1983 02 22 - 03 14
J. Knox	To develop computer skills	1983 02 07 - 02 25
L. Sumell	To re-establish contacts with industry	1983 03 04 - 03 10
P. Mills	To assist in developing competency based instruction for the Nursing Aide Program	1983 02 01 - 02 04
S. Simms	To attend a workshop on competency based training	1983 02 09 - 02 09
R. Kirkham	Professional Development	1983 02 14 - 03 04
E. Page	To research and write papers for Adult Ed. Diploma program	1983 02 28 - 03 18

NAME PURPOSE OF LEAVE DATE F. Frandsen To view different types of Web 1983 02 21 - 02 25 presses in the Lower Mainland A. Pellat To attend a workshop concerning 1983 02 18 - 02 18 the changes affecting women in the workforce 1982 02 21 - 02 25 M. MacIsaac To complete I.D. courses on I.D.P. 1983 03 14 - 03 18 D. Gordon To gain more knowledge on binding equipment To attend meetings at BCIT on 1982 02 15 - 03 01 D. Kremer Counselling 1983 02 23 - 02 23 F. Hajer CPR Training 1983 02 07 - 02 11 To evaluate an operational CAD L. Robson system To attend an M.O.L. Dacum workshop 1983 02 07 - 02 08 B. Malone To visit the Downtown Education 1983 03 17 - 03 18 L. Mackie Centre M. Whittal To attend a course on Stress 1983 02 05 - 02 05 Management 1983 02 05 - 02 05 To attend a course on Stress L. Mackie Management To visit on suppliers and shoe 1983 03 11 - 03 31 P. Andrew repair businesses E. Ashcroft To review and prepare classes for 1983 02 22 - 03 03 Level II of the Nursing Orderly Program 1983 02 22 - 03 07 S. Larsen To compile recipes, prepare assignment rotations for Levels I & II of the Cooking-Basic program, and to establish contacts with Industry To revise aspects of the Nursing P. Mills 1983 02 21 - 02 22 Aide Program

E. Shellington To attend an NEC meeting 1983 04 03 - 04 04

NAME

DATE

D.	Keyes	To visit industrial settings	1983	02	14	-	02	25
М.	Lamoureux	To attend B.C. Vocational Administrators' Conference on TRAC	1983	02	26	-	02	28
D.	Fanson	To develop instructional content	1983	02	15	-	02	16
D.	Nucich	To attend the Facilitarors' Training Workshop	1983	02	28	-	03	04
L.	Hughes	To finish an Audio visual project on a recent Hairdressing convention	1983	03	07	-	03	18
Е.	Wheeler	To finish an Audio visual project on a recent Hairdressing convention	1983	03	14	-	03	18
J.	Roda	To familiarize himself with programmable controller and A.C./D.C. machines	1983	03	18	-	03	31
N.	Reid	To attend Power Engineers' Bollers & Pressure Vessels Safety Advisory Committee meeting	1983	03	09	-	03	09
G.	Mullings	To take a course in Management Information Systems	1983	02	28	-	03	16
J.	Gowler	To attend the Facilitators Training Workshop	1983	02	28	-	03	04
Β.	McWilliams	To prepare exams	1983	02	25	-	03	04
В.	McWilliams	BCCPN/MOE Project	1983	03	29	-	03	31
J.	Hughes	To assemble current information on procedures and equipment in industry	1983	03	23	-	03	31
М.	Lamoureux	International Education Conference	1983	03	28	-	03	28
Ρ.	Petit	To update and familiarize himself with latest material available on Food Trades courses	1983	03	08	-	03	21

TECHNOLOGY TODAY: TECHNOLOGY TOMORROW

SPRING 1983

This TV Series broadcast via Satellite on the Knowledge Network and sponsored by the Society of Engineering Technologits of BC (433-0548), the Association of BC Professional Foresters (687-8027), and the BC Institute of Technology (434-5734, local 405), will be continued for another season. The program will continue to provide a look at state-of-the-art and futuristic technology in the fields of engineering and forestry. Also aired will be educatonal programs and a two-part feature on farming presented by the Workers' Compensation Board.

All programs will continue to have viewer telephone interaction, and will provide a sufficient range of information to interest both the general public and the more technologically oriented viewer.

Contact any of the above sponsors or your local college for more information.

The programs still to be aired are listed below:

March 12	Chipping away at the Future	Microtel	Pacific	returns t	to tell	us
		more	about	advanceme	ents	in
		electron	ics.			

March 18 Professional Foresters - A Cross Section A presentation by the Association of BC Professional Foresters. The program will explore ASCPF objectives, education requirements and will look at foresters at work.

March 25 <u>Pesticides on the Farm</u> Presented by the Worker's Compensation Board.

- April 1 Good Friday Repeat Program
- April 8 Personal Computers
- April 15 Forestry Instructional TBA

April 22 Mining at Buttle Lake Presented by Westmin Resources Ltd.

April 29 <u>Developing Our Human Resource in Technology</u> Presented by the Society of Engineering Technologists of BC, the program will explore educational requirements, skills utilization and legislation.

ADULT SPECIAL EDUCATION

PROFESSIONAL DEVELOPMENT WORKSHOP

co-sponsored by Douglas College, the Delta School Board, and the Ministry of Education

- DATES: 1983 03 03; 09:00-16:30 hours PLACE: Douglas College, New Westminster 1983 03 04; 09:00-12:00 hours
- FEE: \$10.00 TRAVEL SUBSIDY: For all those coming from outside the lower mainland, 50% of the air fare will be covered.

TOPICS: Services for Learning Disabled Adults Classroom Adaptions Individualized Program Planning Information Exchange Ministry Up-date

and much more!

FOR MORE INFORMATION: Contact your adult Special Education Co-ordinator or Dr. Frank Cassidy (387-1411).

NINTH ANNUAL SPRING FESTIVAL

Sponsored by the

VANCOUVER COMMUNITY COLLEGE DEPARTMENT OF MUSIC

March 20 - 26, 1983

This week-long event features students and faculty of the Vancouver Community College Music Department in a wide and exciting variety of musical styles, ranging from popular and jazz groups to classical ensembles. The Festival begins with the Chamber Music Concert at Mount Pleasant Centre, and culminates with the Choral/Orchestra Concert at the Hellenic Community Centre. The final event brings the Festival back home to Mount Pleasant Centre where VCC's finest jazz and popular ensembles wrap up the week in a lively Coffee House setting.

ALL PERFORMANCES 8:00 p.m.

March 20: CHAMBER MUSIC CONCERT

(Sunday) Featuring student chamber ensembles (classical and jazz) selected by an audition committee of guest adjudicators.

Mount Pleasant Centre, 225 West 8th Avenue

March 21: ENSEMBLE CONCERT

(Monday) Featuring the VCC Wind Ensemble, Early Music Ensemble, New Music Ensemble, the Kodaly Chamber Choir, and the second VCC Jazz Choir.

Mount Pleasant Centre, 225 West 8th AVenue

March 22: JAZZ EVENING

(Tuesday) This concert features both of the VCC Stage Bands, directed by David Branter, and "Soundwave", the VCC Jazz Choir, directed by Peter Taylor.

Hellenic Community Centre, 4500 Arbutus Street

March 23: VCC MADRIGAL SINGERS and the VANCOUVER CHAMBER CHOIR (Wednesday) Jon Washburn, Conductor

Ryerson United Church, 2195 West 45th Avenue

March 25: CHORAL/ORCHESTRAL CONCERT

(Friday) John Washburn and Jerry L. Domer, Conductors Featuring the Madrigal Singers, Willan Choir, the Festival Orchestra, and the winner of the Concerto Competion, soprano Adrienne Joiner.

Hellenic Community Centre, 4500 Arbutus Street

March 26: OFFEE HOUSE

- (Saturday) Reaturing VCC's finest student jazz and popular ensembles and and soloists. This concert is informal, with guests encouraged to sit
- March 27 back, relax, and enjoy the music and refreshments.
- (Sunday)

Mount Pleasant Centre, 225 West 8th Avenue

- ADMISSION: ALL PERFORMANCES \$5.00 General Admission \$3.00 Students/Senior Citizens
- TICKETS AVAILABLE: VCC Department of Music, Mount Pleasant Centre 225 West 8th Avenue, Vancouver, B.C.

ALSO AVAILABLE AT THE DOOR - ALL PERFORMANCES

FOR FURTHER INFORMATION CALL VCC DEPARTMENT OF MUSIC AT 873-2462 WATCH FOR SPECIFIC INFORMATION ON INDIVIDUAL EVENTS

INSTRUCTIONAL OPPORTUNITIES - ABROAD

ESL IN INDONESIA

VCC has received a request from CANEDCOM International. They are recruiting, for one of their Indonesian Government clients, two English as a Second Language teachers for a one year contract that could be extended to two years.

The location is the Technical Training Centre for oil and gas technology on the Island of Java. Population of the city, Cepu, is approximately 30,000. This program is under the auspices of the United Nations Development Program and, as such, the teachers will be under their patronage via Canedcom. A Sony language laboratory has been supplied to the centre.

This will be a good situation for two families or someone who wishes to expose a spouse and children to the excitement and beauty of the Far East. The island is located near the equator and has a tropical climate. The centre will provide an air conditioned house, which is located in a village built by the Dutch, with access to a swimming pool, tennis courts and a golf course.

Compensation will include base salary, and overseas allowances. Please indicate your requirements and, as indicated, housing and all utilities will be paid, as part of the package. Tax and duty entry for effects is allowed, as is airfare for spouse and children. After a year, a free trip home or equivalent is allowed.

You will require a car there but the Indonesian government hasn't decided as yet whether or not to supply one. In any event, if they don't supply a car, you are allowed to take a car into the country duty free and sell it (at a substantial profit) when leaving. Servants are extremely inexpensive at \$35-\$40 per month.

A key requirement for these positions is of course relevant experience but that the teacher must be able to mix with the centre instructors and try to learn some Indonesian language. Previous overseas experience would be desirable, but not a mandatory requirement.

If you are interested in these assignments, please forward curriculum vitaes and expected salary requirements to Dr. E. Ross Amerie, Canedcom International Ltd., 55 Nugget Ave., Suite 224, Scarborough, Metro Toronto, Ontario, MIS 3B1, (416) 292-2080, TELEX 065-25181. Contracts will commence approximately August of 1983 but this is flexible and negotiable.

BUSINESS/MANAGEMENT TEACHERS FOR THE CHENGDU MANAGEMENT TRAINING CENTRE

Project Abstract

Located in Chengdu, capital of Sichuan Province in The People's Republic of China, The Chengdu Management Training Centre (CMTC) is the forum for a unique opportunity for educational development enthusiasts. We will combine our talents with those of our Chinese counterparts to create a management training programme for factory managers. Teaching will be done by Canadian faculty who will endeavour to give their students a comprehensive appreciation and understanding of Canadian management techniques. Full adaptation to the Chinese economic, political and administrative situation is not expected from the curriculum (it is expected from the Canadian staff), but consideration of practical needs facing factory managers will influence the curriculum development prior to start-up and may result in some tailoring during the first year.

Curriculum

Instruction will be in English or French with sequential interpretation provided by trained and qualified interpreters.

Topics for instruction:

Principles of managementHuman resources managementOperations planningMaterials managementMarketingManagement accountingEconomic principlesProductivity management (w.s.)Quality controlFinance and BankingCost accountingInternational marketing

Student preparatory training in economics, statistics, mathematics, and basic management will be provided by Chinese faculty.

The programme aims to give factory managers the tools with which to handle day-to-day problems, problems which are very similar to those faced by their Canadian counterparts, in spite of the differences between the Chinese and Canadian economic systems.

Candidates

Full-time or sessional instructors of general business and management or specialists in production/operations management.

Terms of Service

Canadian instructors will be scheduled over a two-year period commencing JAN 84 and ending DEC 85, and will serve from six to twelve weeks. Because the assignments will be of short-term nature, there will be no provision for accompaniment by dependents.

SAMARINDA PROJECT PHASE 2, EAST KALIMANTAN INDONESIA

Concluding two years of negotiations, the Province has recently signed an agreement with CIDA by which the Ministry of Education will manage Phase 2 implementation of the project. Mr. Duncan MacRae will be the responsible project manager and commencing in April Mr. Arthur Hamilton, formerly with the Treasury Board, will be the project coordinator.

In particular, please note the post for an advisor on curriculum development and instructor training. As there are limited numbers of specialists in this field, the Ministry would be pleased to consider persons who have other primary duties but with some experience and interest in the areas of curriculum and instructor training. Positions are available for Instructors and Advisors in the following areas:

MILLWRIGHT SAW DOCTOR INDUSTRIAL PIPING INDUSTRIAL ELECTRONICS CARPENTRY/JOINERY CURRICULUM DEVELOPMENT & INSTRUCTOR TRAINING

During this two year assignment, instructors will assist in the development of five training programs for new entry workers in Indonesian local industries.

A small Canadian team will assist the Government of Indonesia to establish an extension of an existing forestry trade school. The project is initiated and financed by the Canadian International Development Agency at the request of Indonesia and will be managed by the B. C. Ministry of Education.

<u>Duties:</u> 1. To train Indonesian instructors in the fundamentals of the trade. 2. To advise on equipment requirements for courses. 3. To assist and counsel Indonesian counterpart instructors in the development of course curriculum outline and student learning aids. 4. To assist in preparing new training shops and implementation of new courses. 5. To demonstrate and offer instruction to class students to assist Indonesian instructors.

<u>Qualifications:</u> 1. Extensive and broad experience in one of the above trades or specialties. 2. Some supervisory or training experience desirable. 3. Must have ability to work cooperatively as member of a small team in a distant community.

The Location: Samarinda, a city of approximately 200,000, 90 km from Balikpapan on the Mahakan River. While families with children may apply, be advised there is no English speaking school available.

<u>Contract:</u> The successful candidates may be seconded by their current employer by arrangement with Ministry of Education or a B.C. college/institute. Salary and benefits will depend on current or recent employment. A tax free allowance and housing in Samarinda will be provided. Some extensions beyond 2 years may be arranged.

For application forms apply immediately to D. R. MacRae, Ministry of Education, Post-Secondary Department, 835 Humboldt Street, Victoria, B.C., V8V 2M4

ADVANCED TECHNOLOGY RESOURCES

During the course of a study, researchers became aware of a number of associations and organizations that were engaged in the research, promotion, or information dissemination of advanced technology. The following list is an example of resources the reader may wish to contact for additional information. The list is by no means complete, but inquiries to one of the national information systems or clearinghouses should provide valuable additional leads.

PROFESSIONAL ORGANIZATIONS

Robot Institute of America	National	Computer	Graphics
Association			
One SME Drive	2033 M Stre	et NW	
P. O. Box 930	Suite 330		
Dearborn, M1 48128	Washington, DC 20036		
Society of Manufacturing Engineers	American Soc	ciety for Tra	ining and
One SME Drive	Development		
P. O. Box 930	600 Maryland	d Avenue SW	
Dearborn, M1 48128	Suite 305		
	Washington,	DC 20024	

American Association of Community and Junior Colleges 1 Dupont Circle Washington, DC 20036

National Association of Industrial and Technical Teacher Educators c/o Professor Thomas Gregor Ritter Annex 443 Philadelphia, PA 19122 National Society for Performance and Instruction 1126 16th Street NW Suite 315 Washington, DC 20036

American Electronics Association Technology Training and Careers Temple University P. O. Box 11036 Palo Alto, CA 94306

Laser Institute of America 4100 Executive Park Drive Cincinnati, OH 45241

Society of Manufacturing Engineers, Specialties:

Robotics International of SME One SME Drive P.O. Box 930 Dearborn, M1 48128 Computer and Automated Systems Associations of SME One SME Drive P.O. Box 930 Dearborn, M1 48128

Association of Finishing Processes of SME One SME Drive P.O. Box 930 Dearborn, M1 48128 UNIVERSITY-BASED R & D ORGANIZATIONS

National Association of Industrial Technology c/o School of Technology Bowling Green State University Bowling Green, OH 43404 Department of Engineering and <u>Public Policy</u> Carnegie Mellon University 5000 Forbes Avenue Pittsburgh, PA 15213

National Centre for Research in Vocational Education Ohio State University 1960 Kenny Road Columbia, OH 43210

RESEARCH PROJECTS

Vocational Education for Economic
Development Project
American Vocational Association
2020 N. 14th Street
Arlington, VA 22201

Industry-Education-Labour <u>Collaboration Project</u> National Manpower Institute Centre for Education and Work 1211 Connecticut Avenue NW Suite 301 Washington, DC 20036

INFORMATION CENTERS/SYSTEMS

Office of Technology Assessment Congress of the United States Washington, DC 20510 Congressional Information Service, Inc. 4520 East-West Highway Washington, DC 20014

National Technical Information Services U.S. Department of Commerce 5285 Port Royal Road

5285 Port Royal Road Springfield, VA 22161

Technology Education Research Center 8 Eliot Street Cambridge, MA 02138 World Future Society P. O. Box 30369 Bethesda Branch Washington, DC 20014

National Network for Curriculum Coordination in Vocational and Technical Education Sangamon State University, E-22 Springfield, IL 62708

R & D ORGANIZATIONS

National Aeronautics and Space Administration Technology Transfer Division Office of Space and Terrestrial Applications Washington, DC 20546 National Association for Industry Education Cooperation P. O. Box 06235 53 East Stewart Avenue Columbia, OH 43206

Battelle Memorial Institute 505 King Avenue Columbus, OH 43201

FOR YOUR INFORMATION

EXERPTS FORM THE PRESIDENT'S REPORT, March 23, 1983.

Work Study 83/83

VCC will once again participate in the Provincial Government's work study program in 83/84. A total of 100 positions have been requested.

1983 Youth Sumeer Empoymennt Program

Preliminary work will soon begin on the above program, which has received approval, probably in an amount based upon last year's allocation; more information will be available in the near future.

Langara Campus Student Union Building

The construction proceeds apace. Roofing and full enclosure of the building will soon commence. The contractor is pushing hard with good prospects of completion well ahead of schedule.

National Collegiate Athletic Championships

The success of the VCC Falcons in Provincial intercollegiate competition and in National competition is now well known. In 13 years of Provincial intercollegiate competition (Totem Conference) VCC teams have won more conference championships than all other B.C. colleges and institutes combined. This year's Totem Conference results follow:

Men's Soccer	Silver Medal	(2nd place)
Badminton	Silver Medal	
Women's Volleyball	Silver Medal	
Women's Basketball	Gold Medal	(1st place)
Men's Basketball	Gold Medal	(1st place)

Regrettably, one of the items to fall in our recent reduction sequence was direct College funding of Totem Conference and National Championship participation in 1983/84. If travel costs in particular are to be met in the coming fiscal year, they will have to be met from a source other than the College funds.

Jim Nowacki, VCC/VVI Food Trades Instructor Wins Award

At the B.C. Chefs' Association Silver Anniversary Dinner, Mr. Jim Nowaki became the llth chef to receive a life membership in the B.C. Chefs' Association. A presentation of a framed certificate was made by President Lucien Fraueufelder. In attendance and congratulating Mr. Nowacki were the Honourable Grace McCarthy, Deputy Premier of B.C., and Mr. Don Bellamy, Deputy Mayor of Vancouver.

B.C. Chefs' Association Honours Former VCC/VVI Student

Mr. Peter Wheatley, culinary apprentice at the Grasvenor Hotel and graduate of VVI's Cook Training Program, won the B.C. Chefs' Association 1982 cook-off in the Dessert Category.

American Society For Metals Award

Two VVI Campus students, Filippo Briglio and Robert Collins, have received this award. Both are graduates of the Welding Program and were selected for their positive attitude and willingness to assist fellow students.

Mr. Collins' achievement deserves special recognition, in view of the fact that he is hearing impaired and has, throughout his training, needed the assistance of an interpreter.

ITEMS OF INTEREST FROM THE COLLEGE BOARD MEETING

TFC Approval For Baking

The College Board approved the "Temporary Funded Course [TFC]" for the Baking-Industrial Program. Since it has also received Ministry approval, the program will start on Monday, March 28th. The Bakeshop is expected to start selling additional baked goods as early as 07:00 hours, Tuesdays through Saturdays. You will have fresh croissants for Breakfast in the Dining Room!

Welding SGF Proposal

The Board approved a submission from VVI to the Federal Skills Growth Fund for the expansion of training in the Welding Department. The amount requested from the Skills Growth Fund is \$528,622.

International Education Project

The International Education Project proposal involving VCC/VVI and the Figi Institute of Technology School of Maritime Studies was supported by the College Board.

One of our instructors from the Power Engineering Department will be spending two years in Fiji and two Fijians will receive instructor training at the VVI.

Official Opening Of The New King Edward Campus

It has been hoped that the official opening of KEC would take place at the end of April, but some construction delays make a definite date uncertain at this time. Many students will move to the new campus during the month of April, and it is intended that Central Administration will also be moved within the next two months. The Auto Body Program will be leaving the VVI campus in mid-April.

LANGARA - 1

Vancouver Community College, Langara Campus

MEMO to	All Faculty (Vance	ouver Vocational Institute)		
from	China Committee:	Glen Witter, Gordon Jones, John Howard-Gibbon,		
date	February 8, 1983	Barbara Bowers, Brian Pendleton, Lawrence Fast		
subject	International Education			

INTERNATIONAL INTEREST AND TALENT INVENTORY

The College is active in developing international contacts and opportunities to employ our human resources and to transfer our expertise. We are now at the point where we are receiving numerous requests to send personnel abroad or to design special projects hosting students from other countries.

If you are interested in participating in an international project, please complete the following questionnaire and attach a brief resume.

Please return all completed forms to Lawrence Fast. Dean of Instruction VCC/Langara

/lm Att.

INTERNATIONAL INTEREST AND TALENT INVENTORY

Name:Surname		Given	Initial(s)
Social Insur	ance Number:	Birthdate:	//
lome Address	:		
		Po	stal Code
elephone:	Home:		
	Residence:		
lease check	areas of preference:		
Africa:	Pacific R	<u>m:</u>	
lorth	Japan	Malyasia	
Central	China	Singapore	and the second
ast	Korea	Indonesia	
est	Hong Kong	Australia	ر میں ز <u>ور م</u> ر میں کا طرح میں میں م
outh	 Taiwan	New Zealand	
	Thailand	Other	
iddle East		South America	
		Central America	
ri Lanka		Caribbean	,
thers:			

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1.		proper arrangements are made, please check duration of contracts you Id be willing to consider:
		One to three months One or two years
		Three to six months Longer than two years
		Six months to one year
2.		you have family considerations that may need to be stipulated? example:
	a)	Would you be willing to leave your spouse for a short term
	ь)	Would you want to have employment for your spouse on the same project? (If 'yes' attach resume for spouse as well)
	c)	Would dependent children need to accompany you?
	d)	Other considerations:
3.		you willing to accept the salary offered by the host country instead a V.C.C. salary? Yes No
4.	Wha	t are your major areas of interest in education?
	Adm	inistration Professional Development
	Ins	truction Curriculum Design
	Sup	port Testing
	Plea	ase list major areas of educational expertise:

5. Please detail any specific skills you have that you would like to employ in an international assignment:

6. Please list your hobbies, recreational and/or cultural activities:

7. Do you have any physical impediment that must be considered? For example, are you allergic to extreme heat or high humidity?

.

- 8. When would you be available for an international assignment?
- 9. How much advance notice would you normally require in order to accept an international assignment? For assignments of short term (one to three months) ______
 For assignments of longer duration ______
- 10. Do you speak any languages other than English? Yes ______ No _____
 Please list:

 Fluent	 Moderate	 Little	
 Fluent	 Moderate	 Little	
 Fluent	 Moderate	 Little	

- 11. Aside from opportunities to go abroad, would you be interested in working on a project with students who come to Vancouver to study?
 - Yes No
- 12. Are you interested in a host family role for students visiting Vancouver?
 - Yes No

,

If 'yes', state length of time you would be willing to host a student:

(Assume remuneration for the service)

Please use the rest of this form to detail other information you feel may be pertinent. Please remember to attach a resume.

Thank-you for your interest!

Vancouver Community College/VANCOUVER VOCATIONAL INSTITUTE 250 WEST PENDER STREET - 681-8111 - ASK FOR ADMISSIONS COLLEGE OREDIT EXTENSION COURSES IN 8 COLLEGE CERTIFICATE PROGRAMS STARTING DURING THE MONTH OF APRIL, 1983

DATA ENTRY DRAFTING ELECTRONICS JUNIOR COMPUTER PROGRAMMER

POWER ENGINEERING-TUTORIAL SECURITY OFFICER WORD PROCESSING OPERATOR WELDING UPGRADE

REFUNDS

For extension course registrations, a prorated refund, less a service charge of \$10.00, will be granted during the first, second and third sessions. No refund will be granted after the completion of the third session.

Request for tuition fee refunds by students who have withdrawn will not be accepted if the day of such a claim is MORE THAN ONE MONTH after the last day of attendance.

BUSINESS AND MEDCOM DEPARTMENT COURSES

Officer \$61.40

WORD PROCESSING OPERATOR PROGRAM 1269 Introduction to Word Processing \$157.80 1270 Communications for Word Processing \$79.40 2248 Word Processing Theory and Concepts \$79.40 Amplifiers Operational Amplifiers \$155.80 JUNIOR COMPUTER PROGRAMMER PROGRAM 1313 COBOL Programming 1 \$157.80 2297 COBOL Programming 2 \$157.80 DATA ENTRY PROGRAM 1155 Keystrokes and Accuracy 1153 Key to Diskette - Machine Set-up and Applications 1154 Key to Disk (Cluster) - Machine Set-up and Applications (The above courses are offered as a group and students will pay \$157.80 at the beginning of each semester) SECURITY OFFICER COURSES 1339 Retail Security \$61.40 1336 Professionalism and the Security

ELECTRONICS DEPARTMENT COURSES

1345 DC Analysis \$148.75 2150 Bipolar Small Signal Amplifiers \$141.70 2331/2370 Vacuum Tube and FET Small Signal 3330 Digital Electronics \$155.80 9006 AM Radio \$141.70

DRAFTING DEPARTMENT COURSES

1084 Introduction to Working Drawings \$233.15 2202 Perspective and Rendering \$61.30

POWER ENGINEERING - TUTORIAL PROGRAMS

Boiler Operator \$76.00 Power Engineering, Fourth Class \$140.00 Power Engineering, Third Class \$158.00 Power Engineering, Second Class \$158.00 Power Engineering, First Class \$168.00

WELDING UPGRADE PROGRAM \$37.40 for a minimum of 3 sessions

1337 Access control and Patrolling \$61.40 1338/9024 Fire Prevention and Building SafetyDINING ROOM AND LOUNGE SERVICE TRAINING PROGRAM and Safety Oriented First Aide \$61.40

All courses have college credit and all courses are interchangeable with the full-time operations. A transcript of achievement is issued upon completion of each course. Parking is plentiful in nearby parking lots and there is easy access by bus from throughout the Lower Mainland. Saturday courses begin April 16, 1983 and weekday courses begin April 18, 1983



PROGRAMS OF DISTINCTION

Lectures by distinguished visitors



PRAKASH SETHI

Chevron Visiting Professor Faculty of Business Administration Simon Fraser University

"The Ideal and Practice of Advocacy/Issue Advertising"

Public Lecture Monday, March 28, 1983 12 noon The Theatre, Robson Square Media Centre

Dr. Sethi is a Professor of International Business and Business and Social Policy, School of Management and Administration, The University of Texas, Dallas, where he is also the Director of the Center of Research in Business and Social Policy. Included among the numerous books he has published is Advocacy Advertising and Large Corporations: Social Conflict, Big Business Image, News Media, and Public Policy (1977). He was recently the keynote speaker on changing trends in advocacy advertising at a conference sponsored by the Conference Board of Canada.

For further information, contact Continuing Studies, Simon Fraser University, 291-3649.