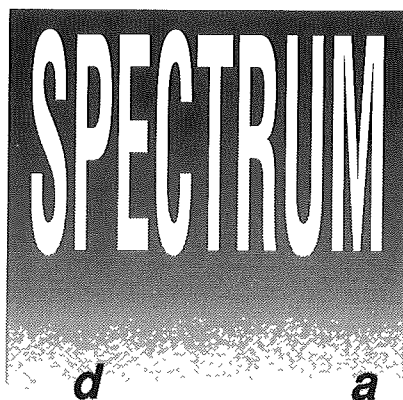


6301125.  
December 19,  
1989



u p d a t e

December 19, 1989

## College unveils new logo

At a College Board reception on December 13, Board Chairperson Colleen Miller and President Paul Gallagher unveiled a new Vancouver Community College logo.

The new logo consists of the words "Vancouver Community College" in a modified Perpetua Condensed typeface and is a stylized representation of a west coast mountainscape. It will be used in either a monochrome or full colour version (in shades of blue/green and grey).

According to David Reycraft, Director of Public Relations and Development, "The need for updating the College's visual image as conveyed in part through the logo has been apparent for quite some time now."

As far back as October 1986, an External Review Team examining College operations found "that a corporate identity is not extant within either the college community or the metropolitan community."



Chairperson Colleen Miller (left), Artist Irene Scholten and President Paul Gallagher at the unveiling of the new VCC logo.

"The old logo was dated in appearance and difficult to use in a variety of applications," said Reycraft. "This led to its being inconsistently applied throughout the College. The new logo has a contemporary yet classic look and can be used in both horizontal and vertical formats while maintaining a consistency of appearance. It is also more useable in both large-scale and small-scale applications."

The new logo is the creation of

Instructional Media Services' artist Irene Scholten. Work on the project began in March 1989 as a joint project of IMS and Public Relations and Development. A wide variety of designs was proposed and rejected prior to the selection of the new logo.

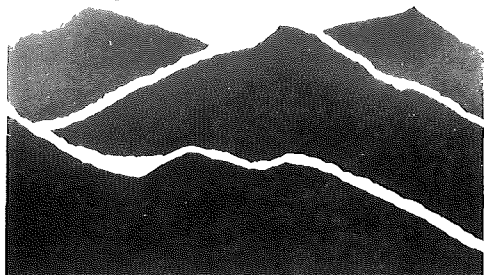
Observers will notice that the stylized "VCC" letters are no longer part of the logo. "While we will probably always call ourselves VCC See next page

PAGE 1



Vancouver Community College  
King Edward Campus - Library  
P.O. Box 24620 Stn C  
1155 East Broadway  
Vancouver, B.C. V5T 4N3

# VANCOUVER COMMUNITY COLLEGE



CITY CENTRE

## Logo from page 1

inside the College -- it's a nice short hand and has a friendly sound -- outside the College, what the letters "VCC" stand for is not universally known, especially to newcomers," said Reycraft. "Unlike 3M which started as Minnesota Mining and Mineral Company or IBM, International Business Machines, we are not large enough in an advertising sense to force that identification."

The use of the new College logo will be implemented gradually with the first applications in advertising and brochures. This will allow IMS artists and PR&D staff an opportunity to adapt the new logo for all printing technical requirements. New stationery will be introduced shortly but, in line with the gradual approach being taken, Director of Purchasing Wayne Matthewson reminded that "people should continue to use their current stationery until existing stocks have been depleted. When you order, we will use the new logo".

The new logo will not replace the College crest which will continue to be used for official identification. "A logo is primarily a positioning device," added Reycraft. "It helps to establish a consistent, immediately identifiable image or visual representation for the College."

The logo will be on view at your campus in the near future.

PAGE 2

## This anniversary for everyone

VCC's 25th Anniversary in 1990-91 will be a celebration of our achievements over a quarter century and an opportunity to showcase the college to the public.

Although a steering committee has been established to coordinate events, the essence of the celebration will be created by employees from every corner of the college.

"The steering committee will provide the budget and help people get started, but how we celebrate will be up to the many people of VCC," said committee chair Joan Horsley. "We hope to have involvement from everyone at VCC."

(Steering committee members include Wayne Decle from CE, Jerome Schatten from City Centre, David Reycraft from Central Administration, Shirley Girvan from KEC and Horsley).

The committee has suggested a combination of campus-based open houses and other campus events, a CE lecture series and college-wide special events. The special events are:

A "day" celebration for current employees, an evening celebration for former employees and a fund-raising gala. There are also plans for publication of a coffee-table book on VCC's 25 years.

The activities will run from September, 1990 to May, 1991.

Watch for future issues of Update to find out how you can become involved.



Lawrence Fast presents plaque to David Geddes.

## KEC's Soundwave CD released

"SOUNDWAVE" has chalked up another first. VCC's acclaimed vocal jazz ensemble is proud to announce the commercial release of its first compact disc recording.

The new CD, entitled "SOUNDWAVE ON Q", was unveiled at a reception and concert sponsored by the Music Department of King Edward Campus. The event was attended by faculty, staff, students and members of the media.

Guests had a chance to hear SOUNDWAVE perform and to meet some of the people involved in putting this latest recording together. After a warm welcome from VCC President Paul Gallagher, the Music Department's Administrative Co-ordinator, Terry Smith, officially launched the new CD and, as producer, offered high praise to everyone involved in the production.

He then introduced the project's two sound engineers, Greg Reid and Chris Vaughan-Jones, who generously returned their production fee of \$5400 to the college.

"We're very grateful for this," said VCC Educational Foundation President Sheila Grant, in accepting the ceremonial cheque. She told the surprised engineers that their donation would actually double in value to \$10,800 after being matched by the provincial government.

KEC Principal Lawrence Fast thanked

See page 3



Smiles all around from (left to right) Greg Reid, Terry Smith, Peter Taylor and Chris Vaughan-Jones.

CHQM Radio for its participation in the project and its continued support of the college's music programs. He presented a commemorative plaque to CHQM Program Director David Geddes.

The CD has been released to radio stations in the Lower Mainland and across Canada. So the next time you tune in your favourite radio station you might just catch the sound of "SOUNDWAVE ON Q."

You can also hear SOUNDWAVE live in concert on December 19th at the Vancouver East Cultural Centre. For more information contact the Music Department at KEC.

- By Barbara Cameron



Enough of this garbage...Langara Administrative Manager Shirley Balmforth modeled the winning entry in the "garbage hat" category during the campus' Garbage Day activities. The hat was designed by Dianne Parsons.

Four employees from Student Services--Tracey Michaluk, Joyce Mavritsakis, Renee Rouveroy and Gaye Stewart--took first place in the garbage sculpture category.

Garbage Day was held to raise people's awareness of the need for conservation and recycling at VCC.

## Students get Academic Council voting rights

Following three months of discussion and debate, The Langara Management Committee has approved the restructuring of the campus' Academic Council to include three student members with voting rights. The student members will be selected by the Langara Students' Union.

None of the other instructional areas of VCC--City Centre, KEC and Continuing Education--has students with voting rights on groups which approve curriculum.

## Caldwell named ESL Voc. Head

Robert Caldwell has been named Department Head of ESL Vocational.

Caldwell, who joined KEC in 1978, has been assistant department head since 1983 and acting department head since September 1, 1989.

## Do you *mind* sharing?

Do you have an idea or innovation you want to share? Looking for expertise to assist in a college project? Want to just get together with like-minded educators or support people to mull over concepts for the classroom or the college as a whole?

Send it to **Mind Market**, a classified section for ideas. Your idea should go to Cathy Nishikawa, Public Relations & Development, Central Admin.

## Want to keep up on all of the activities across VCC?

Although you regularly get the newsletter from your own campus, the newsletters from the other two campuses are now available in your mailroom.

The three campus-based papers are Langara's *By the Way*, KEC *Times* and VVI *Insider*.



## Fashion Arts

Ellen Vaillencourt was presented with the Hudson Fashion Award, a \$300 cash prize given to the student who received the highest academic marks in the Fashion Arts program. Her creation was modelled by Nathalie Dumont.

## Foundation Notes

Last minute Christmas gifts available from the Educational Foundation!

Raffle Tickets \$5 each (\$20.00 for a book of five) will provide an opportunity to win:

- an acoustical electronic piano valued at \$13,000
- a CD player
- VSO tickets

Call 875-1131, Local 329 and we will send your ticket(s) by inter-office mail. The draw is March 8, 1990 and proceeds go to Scholarships for Music.

This is one way the Educational Foundation is assisting the Music Department to raise money for the students in the program. I hope you will be able to participate.

In the New Year, I would like to use this column to bring you information about our activities and what we hope to achieve, some of the community people who are helping us, and some ideas on how we can work together for community support for the college.

On behalf of Howard Naphtali and Donna Hauschka, best wishes for a healthy and happy holiday season.

- Sheilah Grant  
President

## C E celebrates Divisional Day

A Highly successful and very enjoyable CE Division (half) Day was held at UBC Golf Club on Friday, December 1. The theme of the afternoon was customer relations/services/care.

Carla Furlong, Services Marketing Specialist, presented a thought provoking session on "Debunking the Myths of Customer Care" and Terry Reid, Coordinator, Services to Special Needs Students, delivered an information presentation on VCC services available to special needs students.

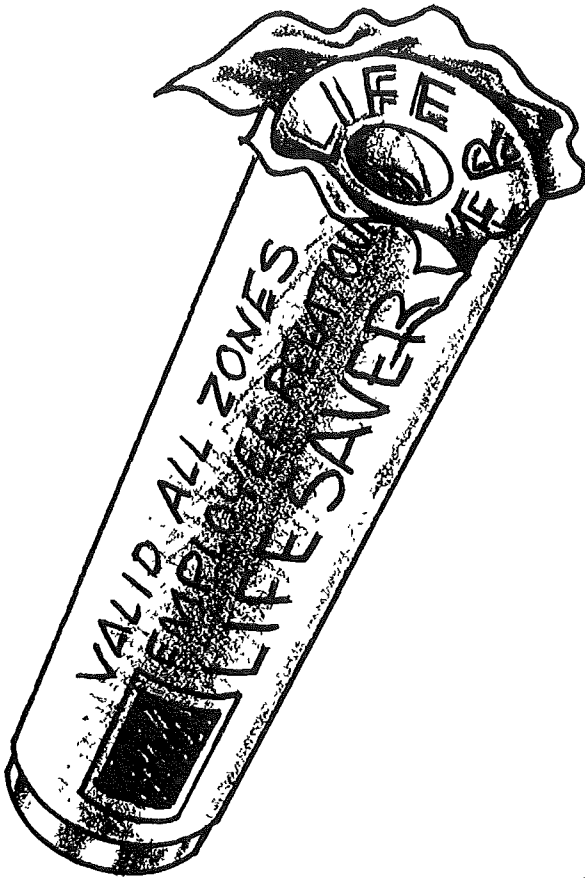
Many thanks to Carla and Terry and to the Division Day Committee of Bernie Lyon (Chair), Brian Pink, Anne Tollstam and Bob Lajoie for providing an excellent afternoon for the Division.

- Wayne Decle

No matter who you are, drinking and driving don't mix.



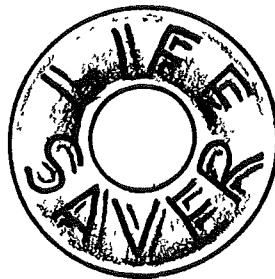
# This Christmas Carry a LIFESAVER



No one plans to drink & drive...But we should all plan not to.

This year, Vancouver Community College will make available two FREE LIFE-SAVER TRANSIT TICKETS to all College employees. Lifesaver tickets are good for travel by Bus, SeaBus & SkyTrain right across the Lower Mainland. Think of it as a free designated driver.

BECAUSE you are VCC, we want you back after the holidays...



To obtain your LIFESAVER TRAVEL TICKETS, phone or drop by the Employee Relations Office.



Vancouver Community College  
King Edward Community Library  
1000 - 1000 - 1000  
1150 West Broadway  
Vancouver, B.C. V6H 1Y1