

NEWS

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KEC Council recommends membership list for new VCC Council

The KEC Council has recommended a 12-person membership team for the new VCC Council. The membership recommendation is:

- VCC President
- Vice Presidents of Instruction and Student Services for KEC and City Centre
- Acting Director of CE
- Director of International Education
- Director of College Resources
- Director of Employee Relations
- Vice President of Finance or the Associate Vice President of Finance*
- Representative from KESA
- Representative from CCSA
- Representative from VCCFA
- Representative from VMREU

*Depending on whether there might be a perceived conflict of interest with Langara issues.

KEC Council and KEC Instructional Council see a need to continue, but plan to review their mandates with the VCC Council once it's established.

Back to basics for new Planning Team

VCC Planning Team members will tackle the issue of their mandate on Friday.

The decision to return to a discussion of mandate follows a spirited meeting last week during which a wide range of questions and concerns were raised.

The meeting included participation from Board Member Angela Julien, as well as Presi-

dent John Cruickshank, who joined in from Toronto via speakerphone. Both spoke at length to reassure members that the Planning Team's role would have a genuine and meaningful affect on the shape which the new VCC takes.

Said Julien: "The Board supports this process. We want to bring about the changes necessary to move us ahead with the help of participation, certainly not at the expense of participation." Julien added that some interim decisions will continue to be made without full, college-wide input, although this situation will only continue for the short term. She added that even these interim decisions will be open to review as long-term planning proceeds.

Cruickshank explained that the Planning Team will work in support of the decision-making process, while decision-making will be the responsibility of the new VCC Council.

It was stressed that the Planning Team will not be involved in issues of separation, but will rather bring a package of materials to the VCC Council relating to values, vision and mission for the new VCC. Cruickshank added that long-range planning, if not the Planning Team itself, will have a permanent position in the new VCC structure. (Transition Council has responsibility for taking recommendations on separation to the Board).

Because it was agreed that defining and establishing the process was more important than meeting timelines, a decision on when to hold a Phase II employee and student forum was postponed.

**For
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phone
7099
after
2:30 pm**



Planning Team membership

The following are the members of the VCC Planning Team (with alternates in parenthesis where an alternate has been chosen to date):

City Centre Student Association, Michael Fergusson; KEC Student Association, Manuel Salinas, interim; VCCFA, Ian Forsyth, Nina Kozakiewicz; VMREU, John Roberts, Lorraine McKillop (Suzanne Patterson, Dennis Cumming); Council of Educational Managers, Phyllis Butler, Barbara Ash (Don Hume, Helen Spencer); Student Services, Allan Clarkson, Aphrodite Harris (Wynn Keenan, Thorne Husband); Admin. Assn., Wayne Matthewson (Sam Lewindon); CE Senior Programmers, Donald Oakes (Brenda Pengelly); B.C. Nurses Union, Pauline Reaburn; College Board, Angela Julien; President's Office, John Cruickshank; College Executive, Richard Pearce; Secretary/Recorder, Dale Rasmussen; Pacific Leadership Inc., Wayne Penny, John Dickinson.

Selling on a shoestring

How might the College market its programs in the face of cutbacks in advertising budgets, as well as cutbacks of people who have previously worked in this area?

People in the KEC automotive departments, who are about to resume a past practise of taking displays, brochures and other marketing materials to the various career fairs, provide one approach.

This is a timely decision on their part because the College needs to find more effi-

cient ways of marketing than using just the mass media with its high expense and relatively low efficiency.

For example, a retail company such as the Bay may find that it reaches an acceptable degree of its target audience by using the Vancouver Sun. After all, everybody buys clothes and the other products that the Bay sells. However, a much smaller percentage of those people are in the market for education and consequently the return on each of our advertising dollars is much lower...I'm not saying ads in the Sun don't work, just that the ads can be extremely costly on a per customer basis.

Conversely, the face-to-face approach that the Automotive Programs will be using segments the department's potential audience far more efficiently, even if it is a much more labour intensive effort than mass media advertising.

Trade fairs are only one way of meeting promotional needs at a low cost. There are many others, such as open houses, a presence in the community at locations where we're likely to meet potential customers. Perhaps flyers to people's homes or an ad on the buses will go further for the dollar than the mass media.

Whatever the choices, the College's ability to achieve its promotional goals on a limited budget will require a lot of effort--and a lot of enthusiastic support from everyone involved.

The automotive display will be on exhibit at KEC for the Automotive Technology show October 21st and 22nd.

--Chuck Poulsen

President alternates between CC and KEC

Both John Cruickshank and Executive Assistant Sarah Lucas will be at the City Centre executive offices this week. They will then alternate each week between KEC and City Centre. Regardless of location, both can be phoned at their regular numbers.

If you have any comments or questions, please send them to Chuck Poulsen, Manager of The Exchange, in care of College Administrative Services.