

CHALLENGE

A RESOURCE DEVELOPMENT UPDATE FOR BCIT'S COMMUNITY

January 1989

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BCIT

WHY ME?

You've been chosen to receive this first edition of **BCIT Challenge** because you're a member of the corporate community which has special ties with BCIT. We want you to know about BCIT's resource development efforts – our successes and results. We want you to know about plans for the future, and special needs. But above all, we want to help you, our friends, keep abreast of development news as we work toward making BCIT and British Columbia a centre of technological achievement and innovation.

BCIT Challenge will bring you news of gifts, both in kind and in dollars, and how we are using those gifts. It will tell you how other members of the corporate community see BCIT and its needs for the future. It will outline the benefits of the President's Club to you or the benefits of a scholarship to an engineering technology student. It will keep you and other members of the corporate community in touch with what we're doing at BCIT, and why.

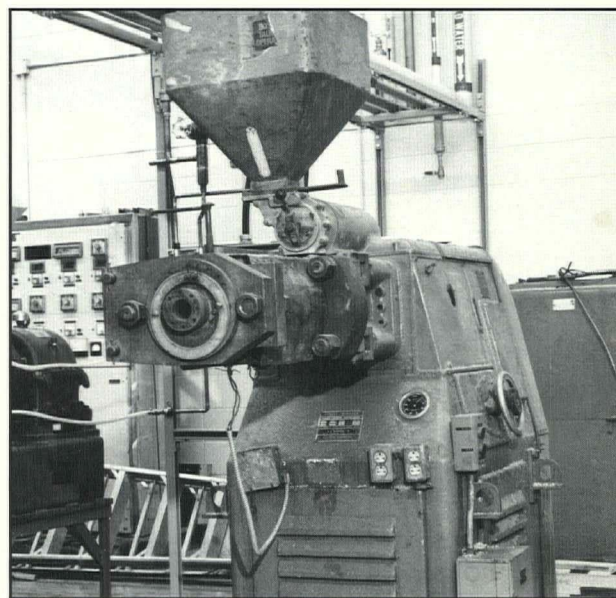
Excellence in Technological Education

During the summer and early fall of 1988, the Resource Development Office at BCIT talked in detail with 60 corporate leaders in B.C. to gather information on business and industry's view of BCIT needs. For the Development Council, this was a preliminary step to what will be a major fundraising effort. We wanted to know what initiatives the corporate community would support and if those fit in with our needs. Here's a thumbnail sketch of their responses:

- There are three areas that we know will require funding from the private sector. Corporate B.C. sees these three areas, in order of priority, as teaching excellence, followed by capital needs, and lastly, technology transfer with B.C. industry.

- Industry leaders are interested in BCIT inviting world class experts to give seminars to faculty and students (55% stated that this was an urgent need) and we "must have"

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What do I do With Eight Wheels and a Used Photo Processor?

Gifts-in-kind have always been extremely important to BCIT students. From damaged aircraft engines to medical laboratory equipment no longer needed, gifts-in-kind allow our students the hands-on experience BCIT has built its reputation on. In 1987, more than \$350,000 worth of goods was donated to the Institute. Especially notable for its value this past year was the donation by London Drugs Ltd. of a photo processor which will be put to good use in the Broadcast Technology program, as well as serving as an institutional resource. The processor was no longer needed by London Drugs but still is in current use in industry.

But it's not only large donations that are appreciated. Canadian Wheel Industries donated eight wheels to our automotive program; Tofino Airlines gave us used radio equipment for our Avionics program; a private donation of TV and motion picture journals will be put to use by our television and broadcast students. Of course, all donations are eligible for tax receipts.

So before you throw out that whatsamajig next time, call Jerry Lloyd at 432-8869. We may be able to use it at BCIT.



Diane Allen

Direct Benefits

Diane Allen is 31 years old, a mother of two, a single parent, and a full-time forestry student at BCIT. Without the help of donors who've given scholarship and bursary money to BCIT, it's unlikely she'd be looking forward to graduating this June. Diane, like hundreds of other BCIT students over the years, has direct experience of the generosity of donors.

A well-deserved scholarship from Fletcher Challenge Canada Ltd. – Diane ranked fourth in her class of 66 last year – along with two bursaries from the Gardner Smith Eldridge estate and the Bob Chisholm Memorial fund are helping pay her expenses. Student assistance from government sources covers her tuition, books and part of her daycare expenses for sons Daniel, 4, and Gregory, 2. Even with this financial assistance, Diane will face repayment of more than \$7,000 in student loans when she graduates in June with the Diploma of Technology in Renewable Resources with a Forestry option.

Her future plans are to work in the field of computerized mapping for a few years to repay her loans, then head to university to become a registered professional forester.

Breakfast Specials

Circle March 7 on your calendar for an interesting opportunity to hear Dr. Julia Levy, Vice-president, Resource and Development for Quadra Logic Technologies Inc., speak at the Four Seasons Hotel in downtown Vancouver.

Dr. Levy will speak on *Starting a Biotechnology Industry in Canada* as part of the BCIT Development Council's breakfast series. If you're interested in attending, call the Development Office at BCIT, 432-8868.

Shown overleaf — multi screw extruder donated by Poly-Chlor of B.C. for use in the plastics lab.

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more scholarships and bursaries (67% agreement).

- BCIT has built its reputation on its hands-on capabilities in its labs. We "must have" state of the art lab equipment and gifts-in-kind of current equipment.

- BCIT has a new mandate to be B.C.'s centre for advanced technological training. (See **BCIT Connection** for details on the new mandate.) We should establish a two-way exchange of technological and human resources with business, industry, the health sector and other educational institutes. More than half those surveyed said we "must have" faculty internships with industry, and industry secondments to BCIT.

This kind of information exchange is extremely important to the future directions of BCIT's fundraising efforts. Our thanks go out to those who gave up their time to be interviewed.

President's Club – An Individual Gift

When the first member was invited to join the President's Club in June 1987, the dream of the Club's chairman Marie Taylor of donating \$150,000 to the much-needed Campus Centre building was a long way away. Now, just a short 18 months later, 32 people have been invited to join, bringing with them almost \$100,000 in pledges for the building.

Membership in the President's Club has some special rewards, naturally. Members attended a gala dinner held on the first anniversary of the Club's organization, for example, along with members of BCIT's Board of Governors and Development Council. They had first shot at attending an individualized computer course for CEOs in September. But for most members, the President's Club is an individual way of supporting BCIT. Only individuals, not corporations, are invited to join by the Club's chairman Marie Taylor. Marie, former chairman of the B.C. Utilities Commission, has long been a community leader and supporter of BCIT herself.

Now that the President's Club is almost two-thirds of the way toward its first fundraising goal, serious thought is being given to the next worthwhile project it will support.

Challenge is published quarterly by the BCIT Development Office. For more information on items in this newsletter or other resource development concerns, contact Jerry Lloyd at 432-8869.