

# BCIT MESSENGER

VOLUME 11, NUMBER 6

A NEWSLETTER FOR THE BCIT COMMUNITY

APRIL 8, 1983

## \$990,000 for HITRAC

The Honourable Grace McCarthy, Deputy Premier and Chairman of the Cabinet Committee on Employment Development has announced the provision of \$990,000 to BCIT for HITRAC.

Funds for the "High Technology Training Access" program will be used for the development and reorganization of the Institute's Electronics program and the appropriate core courses. A modular competency-based flexible program will be created to provide 60 per cent more educational opportunities for 10 per cent increase in costs. The 1983/84 academic year will see the beginning of operation on a 12 month basis, and at the same time a start will be made on the modulari-

zation program.

President Gordon Thom praised the government for its action and added, "This is a major step for BCIT. It will enable BCIT to reorganize its electronics curriculum from the present fixed entry format, where students attend from September to June in each of two years to competency-based, multiple entry/exit programs operating 12 months a year. This change offers students maximum flexibility and provides for higher institutional productivity."

"The HITRAC Program will increase the number of graduates for industry during a time when a major expansion of

the Electronics/Micro-electronics industry in B.C. is taking place."

"I am pleased that the Cabinet Committee on Employment Development has provided this new training program for BCIT," said Education Minister Bill Vander Zalm. "B.C. is moving quickly to provide a qualified and trained work force to meet the needs of a diversified economy. This program will be another step toward the achievement of that goal," he added.

A Steering Committee including the Ministry of Education will be established to manage the development of the program.



**Ah Spring.  
These beautiful  
blossoms  
appeared  
recently on the  
trees outside  
the ICBC offices  
brightening the  
morning for  
those who drive  
along Wayburne  
on their way to  
BCIT.**

# Jobs . . . jobs . . . jobs . . . jobs . . .

BCIT graduates this year are facing the most difficult year to date in their search for jobs.

"On campus recruitment is down 70% from 1981," says Dick Forbes-Roberts of BCIT's Canada Employment Centre.

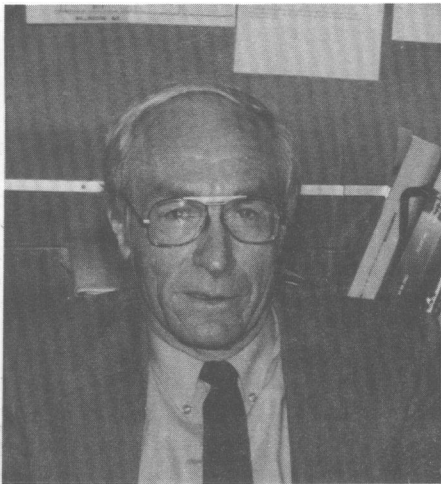
Poor economic conditions have put graduates and under-

graduates in the position of competing for jobs with laid-off workers who have the advantage of some practical experience.

Starting in this issue, the Messenger will publish interviews with some of the instructors and department heads who have told us how they're actively attempt-

ing to find employment for their students. One spokesman for each division is featured on this page.

There may be more of you with other bright ideas we haven't heard about. Write and let us know and we'll also print a selection of letters later on.



**ENGINEERING**  
**Ron Hyde**

Like most departments at BCIT, Biological Sciences is feeling the crunch when it comes to finding jobs for their students.

Biological Sciences graduates, who specialize in either Landscape Horticulture, Agri-Management, Food Production or Food Processing, are well supported by faculty, with their network of contacts in industry. But the jobs are fewer on the ground this year and everyone is having to work harder at finding them than in previous years.

"Our contacts with industry play a really large part," says department head Ron Hyde. "The majority of jobs are the result of direct phone calls from employers familiar with our programs and looking for someone to fill a vacancy."

Hyde reinforces this word of mouth system by mailing special informational flyers to about 160 potential employers.

The flyers, one for each of the four programs, consist of several 8½ x 11 pages stapled together, with the top sheet containing the name of the program, a couple of descriptive graphics and the words, "1983 Graduates" in bold type. A letter on the second page begins:

"Dear Sir/Madam: We would like to

present to you our graduating class of 1983 . . . The grads are career oriented and eager to commence employment in their chosen field. They will be available to start work during the last week in May."

Along with information on how to post jobs at Canada Manpower and information about the program, the flyer contains short resumes on each graduate. The department graduates an average of 55 students each year.

"It pays to advertise like this," says Hyde, who works closely with Canada Manpower on campus. "The flyers are handy to refer to and our advisory committee likes to use them."

Curiously enough, the efforts made by Biological Sciences faculty at finding jobs is not well known by their students. They rate faculty low on the list of factors influencing their job search.

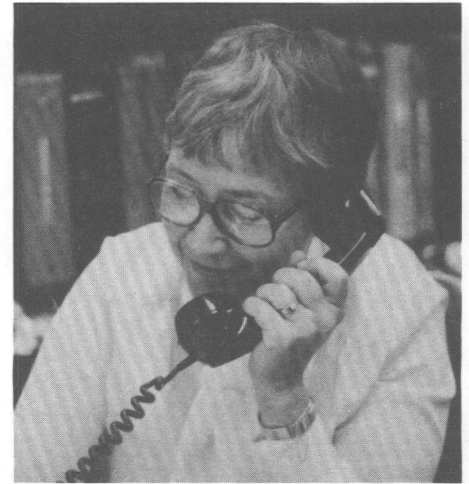
But without the constant contact with industry, the informational flyers and publicity coverage through publications like Butterfat Magazine (Fraser Valley Milk Producers Cooperative Association) and Country Life in B.C., the department would be hard pushed to make the BCIT advertising slogan, '**BCIT Grads Work**', if not an absolute certainty, at least a realistic hope.

**HEALTH**  
**Marg Neylan**

Marg Neylan's approach to helping her Psychiatric Nursing students find jobs is one of quiet determination, thoroughness and caring. You could say she leaves no stone unturned.

One of the great advantages to her program is that the students are their own best advertisement. During their five terms they spend an increasing amount of time working directly with potential employers in clinical settings.

Department head Neylan guesses that between 80 and 90 per cent of job placements are the result of students working in practicums using skills learned in class.



Despite this obvious advantage, Neylan cannot rely on it as a guarantee that all students will get jobs.

"Available jobs have reduced quite considerably over the past one and a half years, she says, "affected like all job sectors by spending cutbacks."

But keeping tabs on the job market has become almost second nature to Neylan, her staff and associates. Members of the advisory committee and the Registered Psychiatric Nursing Association of B.C. phone her when they hear of jobs, faculty keep up professional contacts to make sure they hear of employment opportunities coming available and Neylan herself says she is an avid reader of classified and career ads in the newspapers.

"Even if an employer isn't inviting applications from psychiatric nurses specifically, the job will sometimes be described in such a way that suggests our nurses would fit in very well," she says.

In a situation like this Neylan will often fire off a letter to the advertiser explaining what her grads are trained to do and why they should be considered for the job.

This kind of personal initiative is encouraged in the department, which regularly holds seminars on creative job search techniques for the students.



# jobs . . . jobs . . . jobs . . . jobs . . .

As part of the department's ongoing effort at matching grads with jobs, this year's graduating class have been asked to survey themselves. The results will be separated into three categories: people who have jobs, people who don't have jobs but are looking, and people who don't have jobs but aren't looking.

The results will give Neylan and her staff a clear idea of how successful her mass mailings to potential employers have been. She blitzed the Lower Mainland with information on the program and her graduates back in November and will be doing similar mailings to the Okanagan and Victoria this month.

The approach taken by Neylan and her staff to matching grads with jobs is rather like the Psychiatric Nursing profession itself; a profession that requires sensitivity to the needs of others, good listening skills and acute observation skills.



## **BUSINESS** **Randy Vandermark**

Marketing's dynamic department head Randy Vandermark cites the Graduate Directory, prepared each year by his graduating students, as a major vehicle for students seeking employment.

The directory, prepared by the grads themselves, includes a resume of each student along with such information as his or her career choice, qualifications and phone number.

"It's a pre-screening device that employers can use to approach only those students who fit the description of what they are looking for in an employee," says Vandermark.

"It has been incredibly successful in the real estate option, where virtually all

real estate companies in B.C. contact us for a copy."

The directory goes to all Marketing's advisory committee members, who represent between 60 and 70 employers. It is also placed in the Canada Employment Centre on campus and is mailed out to prospective employers who contact the Marketing department. Notices are placed in the trade magazines advising companies that if they are thinking of hiring they may wish to obtain a copy.

"It's an effective marketing device for the students, and also cost effective for the employer — who would otherwise have to advertise to find the employee with the special skills required," explains Vandermark. The employer effectively gets a raft of applications — without having to advertise.

In addition, an internship program entered into by advertising students this year has been effective in placing graduates.

This program saw 19 students spending two days a week January through April working in the offices of local advertising agencies. According to Vandermark by mid term, halfway through the program, one third of the students had a firm commitment for jobs.

"This program gets a more decisive response from the employers who are working directly with the student and can assess his or her ability."

The student project consulting program is still another method by which graduates find jobs.

This directed studies project happens in the fourth term — the last term before graduation. Students, with the help of their instructors, work with companies which come to the department with a marketing problem. The students make recommendations to the company on how the problem might be solved.

The program is publicized in the Board of Trade's Sounding Board, trade journals, and B.C. Business magazine.

"We are receiving requests from firms asking for studies to be done on their company. Thus the publicity grows. More and more of them are requesting this service."

**CAREER FAIR '83**  
**DOWNTOWN**  
**EDUCATION CENTRE**  
**APRIL 15 & 16**

## **Ad campaign** **kicks off**

### **BCIT GRADUATES WORK** **HIRE ONE**

### **BCIT GRADUATES WORK** **BE ONE**

These are the slogans for a province-wide advertising campaign that will begin mid-April.

The campaign, brainchild of marketing director Jerry Lloyd, is designed to create an awareness in the community of the advantages of hiring a BCIT graduate and being a BCIT student.

Lloyd explains the importance of the 'Hire One' part of the campaign which is aimed at reminding employers that students from day school and Continuing Education programs have great employer potential.

"In June 2,000 grads from the Institute will be out looking for jobs. Even in these tough economic times we would like to jog employers' memories about how successful BCIT grads have been in their places of employment."

Posters depicting smiling students will appear as advertisements on buses and bus shelters and will also be sent to major corporations and small businesses with the request that they be placed in personnel offices and lunch rooms.

People appearing on the posters are all students at BCIT.

"We wanted to give employers a strong visual image of life at BCIT," Lloyd explains.

The slogan, BCIT Grads Work — Be One is directed at secondary school students, people considering taking Continuing Education courses and those pondering a career change.

The posters and information on BCIT will be sent to all secondary schools in the province and public libraries will be supplied with pamphlets on the various technologies at BCIT for special display use.

The three month campaign, beginning with a general awareness approach, will expand to become more specific to individual programs to ensure that all technologies get a healthy complement of applicants.

Advertising will appear in newspapers and journals and selected radio spots will be booked during the summer.



## BCIT hosts a media 'first'

Teleconferencing as a Substitute for Travel will be the subject of a two-hour teleconference Monday, April 18 at 10 a.m. (our time) as part of the Canadian Science Writers' Association's three day general meeting in Toronto.

CSWA's plan is to transmit audio and video signals to five cities with provision for an audio return link that will enable audiences in each of these cities to question the panel in Toronto.

BCIT will host the Vancouver portion of the teleconference which will link us with participants in Calgary, Ottawa, Montreal, Halifax and Toronto.

Bill Robertson, Derek Knox and Muriel Shaw of Distance Education, and June Landsburg of SFU's Continuing Studies have provided their expertise in coordinating the production from this end.

BCIT's teleconferencing bridge is in constant demand by groups both on and off campus who wish to use the facility.

The first hour of the teleconference will feature a four-member panel discussion on the costs and benefits of teleconferencing as compared with face-to-face interviews, the impact on employee productivity, the human factors involved in the growing use of this technology in Canada and internationally. All speakers will illustrate their talks with slides.

Next, three or four guest commentators in different cities will be introduced as experts in teleconferencing who will answer questions from the participants. A question period will be held taking one question from each city in turn, starting in Halifax and working west.

This is the first national teleconference in Canada sponsored by a media organization (CSWA). It will be transmitted on the new Anik-C satellite, which is the first in a new generation of "direct broadcast" satellites capable of sending

signals to small earth receiving stations.

Members of the audience in each centre will consist of major print and broadcast journalists across the country who specialize in writing about science, medicine and technology. Students and faculty who are interested in teleconferencing are also invited to attend.

The teleconference will provide the audience with first hand experience of this new technology and an up to date review of the state of the art by experts in the field.

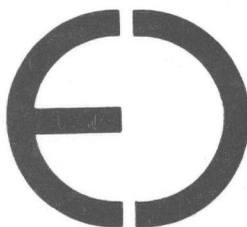
"It's a good opportunity for BCIT people to see what is current in teleconferencing," says Derek Knox.

The free session will be held in the Common Room of the Teacher Training Centre on campus. Bill Robertson will act as moderator. He asked that you contact his office on local 406 if you wish to participate.

An interim policy for review of program proposals, program changes and program termination was endorsed by Educational Council March 24.

Doug Smith, chairman of the Educational Programs and Priorities committee, which has been working on the policy for two years, recommended that it be used on an interim basis until October, 1984. He stressed that the policy was developed primarily to assist department heads and departments and that only significant changes or modifications to programs or the complete deletion of a program would fall under the policy's jurisdiction. He said the committee's function would be to make recommendations to the president, not to make decisions.

"We will use the 12 month period to make the necessary adjustment to the policy to make sure it runs smoothly and efficiently," he said.



In the absence of a quorum at the meeting, full ratification of the motion will have to wait until Council's next meeting this month.

In other council news a motion was carried unanimously to send a vote of thanks to council coordinator Pat McSherry for her work with the Educational Council. She resigned from the Institute March 25.

## We'd rather be sailing

Aficionados of the sea, sailing, the South Pacific or just getting away from it all are invited to view an audio-visual presentation of a unique cruise experienced by Chemical Sciences' Don McLeod.

McLeod spent four and a half months aboard the brigantine Eye of the Wind which took him from Panama to Fiji. Highlight of the trip was a 10 day stay at Pitcairn Island home of the descendants of the mutineers from the Bounty who settled there some 200 years ago.

The show will be held Monday, April 11 at 7:30 p.m. in room 1A-125 and it's free.



**Associate registrar Gordon Kenyon and Penny Wright of the Engineering Division help Libyan students find their name tags at the reception held in their honour March 23. Senior administrators, members of the Student Association and instructors gathered in the new campus centre to officially welcome the Libyans to BCIT.**



## Campus Rec's awards given

Marketing Director Jerry Lloyd received the Pioneer Award at the Campus Recreational annual awards banquet held Friday, March 25, at the Royal Towers Hotel in New Westminster.

He was lauded for his untiring work with athletic teams' development and his help in implementing the campus recreation program.

Last year's recipient of the award was Dean of Engineering Bob Mason.

The Staff Member Award, presented to a staff member who contributed the most to Campus Recreation in 1982/83, went to Walter Olson of the Physics Department, who acted as manager/coach of the Engineering Super Hockey Team. He also took the All-Star Hockey Team to the championships at the UBC Intramural tournament.

Jim Mitchell of Recreation Services was presented with a pewter mug for his contribution to the Campus Centre Phase One development.

Campus Recreation Coordinator Wally Rowan received a special thanks in the form of a gift certificate for dinner for two at the English Bay Cafe for his outstanding work with students and staff.

## WELCOME SEN. PERRAULT

Senator Ray Perrault will officially open the Maquinna Residence's two new houses, Haida House and Nishka House, in a ceremony April 15 at 2:30 p.m.

"We are honoured to have Ray Perrault return to the Institute," said President Gordon Thom. "The senator attended the opening of the first phase in 1978 and we are delighted that he has accepted our invitation to once again recognize the accomplishments of BCIT."

Commenting on the accomplishment, director of Ancillary Services Val

Karpinsky said, "The residences are a major achievement for BCIT in that they are financially self sufficient and have required no educational dollars to be built."

The new houses will provide 96 beds for students and incorporate the same design as the existing buildings.

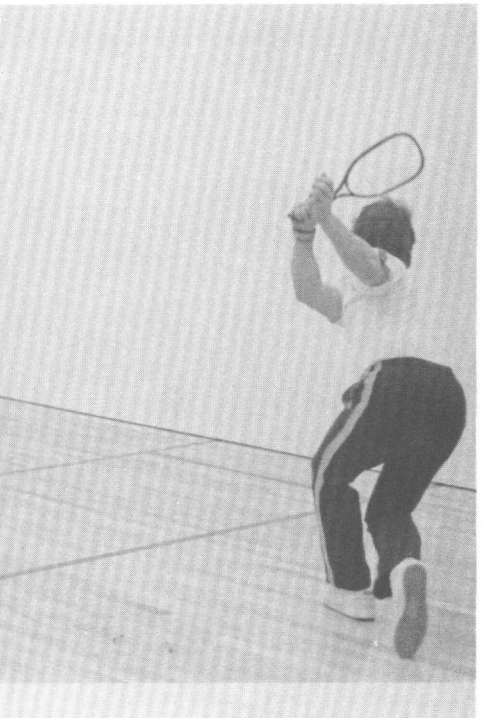
All staff and students are invited to attend the opening of the new buildings and to join in providing a warm welcome to Senator Perrault.

Squash/racquetball lessons are now available in the new Campus Centre. The cost is \$20 for four 45-minute lessons (minimum four players, maximum six), which includes equipment and court time. These lessons, for the beginning player, include introduction to squash/racquetball, rules of the game, scoring, racquet handling and court position.

To register, sign up on boards in the Campus Centre lobby, indicating two or three preferred times during evenings or weekends.

Private lessons are also available with registered CSA instructors. Register on instruction boards and an instructor will contact you for lesson level and suitable time.

Prices vary for lesson levels.



# AROUND CAMPUS

Purchasing Director Wayne Hepple advises that as of April 1, 1983 all Materials Handling and Transportation responsibilities have been transferred to Purchasing and Central Stores from Physical Plant. For Materials Handling and Transportation requests call local 347. Enquiries can be directed to Hepple on local 713 or Alistair Sim, Manager of Central Stores, local 658.



Institutional Planning is on the move.

Craig Greenhill, Director, and his staff Lynn Rheault, Secretary, and Deborah Bannister, Planning Analyst, have vacated their offices in Trailer 2V to take over 204A in the 1A building (former office of the Vice President Resources and Student Services).

Telephone locals will remain the same 385, 659.

This move is temporary until such time as the re-organization of the President's office is completed.



Tony Spatzl wishes to alert staff and students of the new hours now in effect in the Food Training Centre's Snack Bar.

Continuous service is now offered between 6:30 a.m. and 6:30 p.m. Monday through Thursday and 6:30 - 5:30 Fridays.

Breakfast, lunch and dinner are all available. A salad bar is featured during lunch and dinner times.

The cafeteria opens at 8 a.m. and closes at 3 p.m. after which time diners are directed to the snack bar.



Transmission problems on the cable connection between BCIT and the Knowledge control centre resulted in the cancellation of Time of Your Life's March 24 segment.

The program featuring the Environmental Health and Recreation Facilities Management technologies will be aired April 28 at 6 p.m.



Friends of Tom Cook will be saddened to learn of his death March 26.

Tom recently resigned from the BCIT Board of Governors after serving one year on the Board as the nominee of the Business Advisory Committee Chairman.

Tom was also the immediate past President of the Canadian Institute of Chartered Accountants.



*Pat's party*

Pat McSherry, who resigned her position as Educational Council coordinator effective March 25, started her new job at the Sydney Development Corporation this week.

The corporation produces computer software and Pat's job is to write and edit language arts materials for educational software. One of Pat's new colleagues is former BCIT institute planner, Gil Johnstone.

Paddy O'Reilly is the new CE&IS Engineering Department head.

O'Reilly, who began his new job Tuesday, formerly worked on special projects for the Training and Development Centre of CE&IS. Until recently he has been working on Innovation '83, a conference and exhibition sponsored by the federal government's Department of Industry, Trade and Commerce.

## BCIT MESSENGER

**Editors: Trisha Mason, Louise Goff**

This newsletter is published by the Information Services Department at BCIT. Letters, articles, story tips and ideas are welcome, but the editors reserve the right to edit for brevity, clarity, or libel. Forward information to Information Services, Trailer 2V or call 202/738. Deadline for all submissions is THURSDAY, the week preceding publication.

Condolences to Electrical instructor Walter Miklas whose wife Lorna was tragically killed in a motoring accident in March while the couple was on vacation in Mexico.

A memorial services was held March 25 at the Hamilton Mortuary on Fraser Street.

Walter is recovering from his injuries at home and on behalf of the Institute we send along our best wishes for a speedy recovery.



BCGEU staff who participate in BCIT/BCIT Student Association fitness programs are entitled to a 75% refund as agreed in the recent contract settlement.

To obtain your refund register, pay the set fee then take your receipt to the Personnel office. Your 75% off will be awarded subsequently.

People who registered for programs prior to the agreement are not eligible for refunds.



B.C.'s Minister of Tourism Claude Richmond paid a recent visit to BCIT.

He spoke to Hospitality and Tourism students on the impact Expo '86 will have on the tourism business.



Preparations for BCIT's Second Annual Retirement Dinner honoring 1983 retirees are well under way.

The event will be held Wednesday, May 11, 1983 in the Staff Dining Room.

1983 retirees include:

Anne Athey, Medical Laboratory  
Florida Campeau, Campus Food Services  
Yvonne Choate, Counselling  
Rita Clarke, English  
John Cooke, Computer Systems  
Geoffrey Daykin, Forest Resource  
Dick Forbes-Roberts, Manager,  
Canada Employment Centre  
Percy Jones, Continuing Education,  
Downtown Education Centre  
Grace Malm, Nursing  
Bob Mason, Dean of Engineering  
Bill Noel, Radiological Technical Services  
Kay Sorenson, Materials Handling  
Eunice Stronach, English  
Leonard Walker, English  
Al Willcox, Continuing Education

Further details on ticket sales and a list of those retirees attending the dinner will appear in the next issue of The Messenger.