

The mission of BCIT is to provide British Columbians with world-class, job-ready skills for career success.



## Congratulations to the class of 1997!



Convocation was a day of celebration for students across the institute.

Katie McCarron was valedictorian for the Friday morning ceremony.



Marketing Management graduate, Tiffany Stone receiving the Board of Governor's Award for Citizenship from Arun Garg, chair, BCIT board of governors.



Plumbing Level 4 graduate Donald Dewhurst receives the Lieutenant Governor's Award Trades/Vocational Studies from president Brian Gillespie.



### Captains of Industry give grads a little bit of advice

Keynote speakers at Convocation on June 19 and 20 were Robert Kadlec, president, Kadlec Holdings, Allan Skidmore, vice chair, president, CEO, Automotive Group TCG International Inc., Arthur Griffiths, vice chair and alternate governor, Orca Bay Sports and Entertainment, and Brian Canfield, chair and CEO, BC TELECOM.

In his address on Thursday morning, Kadlec discussed the importance of teamworking skills: "as you rise in your careers — becoming managers, leaders, pioneers — when you look back along your path, you'll see that it wasn't just your technical and analytical skills that made the difference. It was what you learned about working with people."

Skidmore called the class of 1997 "the next generation of our future leaders" and "BCIT achievers." He wished them well on the journey they are about to embark upon and how they must be prepared to "face the future head on at full speed and be totally committed."

Griffiths, a BCIT grad himself, told the students that it didn't feel that long since he'd received his own diploma and that he recognized faculty members who were part of his education. He expressed his thanks for the instructors who he described as "really quite unique," telling students — now fellow graduates — "they really do care about you as individuals."

In the final ceremony on Friday afternoon, Canfield gave the keynote address after receiving an Honorary Doctor of Technology from the institute.

The honor is bestowed upon an individual who is widely recognized for outstanding and sustained achievements in his or her area of expertise, where these achievements have positively impacted BCIT or post-secondary education in general.

In his address Canfield stressed the power of lifelong learning both in the classroom and the workplace: "After you leave here today — you will continue to have learning experiences like this. You'll learn many things because life is the greatest teacher."

### Valedictorians share insight with fellow grads

Danielle Wegelin, Occupational Health and Safety, Fred Swindells, Biotechnology, Katie McCarron, Human Resource Management and Crystal

Sawyer, Marketing Communications all took to the stage with words of thanks and advice for the class of 1997 and staff, faculty, family and friends who supported them along the way.

Wegelin talked about the critical skills BCIT students develop during their time at the institute: teamwork skills, communication skills, time management skills, professionalism and an appreciation of the kind of support that is required to be a successful student.

Swindells reminisced upon his time at BCIT and the essential he'd learned at BCIT, jokingly adding, "if it's green or it wiggles, it's Biology; if it stinks, it's Chemistry; and if it doesn't work, it's Physics!"

McCarron gave a powerful address comparing the accomplishment of earning a

BCIT diploma to competing in an Olympic event. "By producing all or nothing, there was no half-way," she said. Outlining the points of comparison, McCarron talked about making a commitment, training, sacrifices, teamwork and moments of sheer exhilaration.

Finally, Sawyer addressed the largest ceremony in BCIT Convocation history, of which 73 per cent of the graduates in attendance are already employed in industry. Reflecting on the challenges that lie before the graduates, she left them with a thought to bear'n mind: "Always remember that what lies behind you, and what lies ahead of you, pales in comparison to what lies within you."

For more convocation coverage see page 2.

# Convocation continued

## Top students honored at ceremonies

Congratulations to **Sandra Kirkpatrick** from Biological Sciences, Food Technology, winner of the Governor General's Bronze Medallion. The Medallion is presented to a student who achieves the highest academic standing in a diploma-level, post-secondary program (minimum two-year, full-time). Kirkpatrick's academic standing for her second year of studies is 93.15 per cent.

Congratulations to **Robert Hewlett** from Geographic Information Systems, winner of the Lieutenant Governor's Award for Advanced/Post Diploma Studies.

The Award is presented to a student who has contributed in a positive way to the life of the institute or the community at large.

Hewlett achieved an 89.02 per cent GPA and has been an outstanding student academically. While at BCIT he participated as technology representative for his set and attended GIS advisory committee meetings. He maintained a mapping web page for the GIS student body where his classmates could access student council notes and share interesting scripts and programs he has written. As team captain for his set's quintathlon team, Hewlett has been both a friend and tutor to many of his fellow students.

Congratulations to **Donald Dewhurst** from Plumbing Level 4, winner of the

Lieutenant Governor's Award Trades/Vocational Studies. The award to a student who has been registered in a pre-employment or apprentice program, and achieves a high academic standing while contributing to the life of the institute or community at large.

Dewhurst performed at the top of his class in each of his four years of apprenticeship training and achieved an 88 per cent average. While at BCIT he went out of his way to assist other students with the theory and practical aspects of their course work. He volunteered his time as a mentor for the Trades Discovery for Women program and his level of enthusiasm was a point of encouragement for the class.

Congratulations to **Tiffany Stone** from the Marketing Management — Small Business Development program, winner of the Board of Governors' Award for Citizenship. The award is presented to a student who has a record of active participation in student activities, professional personal relations with both staff and students and good academic standing.

Stone achieved an academic standing of 83.28 per cent. During her two years at BCIT she demonstrated outstanding leadership skills and personal development.

She was campus life coordinator on the Student Council, chaired Recreational Council meetings, sat on various committees, encouraged student involvement and organized several events such as BCIT 1997 Orientation.

Stone was an active member of Toastmasters International and the Harassment and Discrimination Committee. She also participated in Shinerama, BCIT Eco-Fair, Open House '96, the Quintathlon and various intramurals.

Congratulations to **Cameron Mitchner** from Computer Systems, winner of the President's Award. The award is presented to the student with a first-class or high second-class standing, who has a record of active participation in student activities, including ones that have brought recognition to the institute.

In his first year Mitchner was instrumental in organizing the first BCIT student-run web page. In his second year he was elected to the Education Council, working to enhance BCIT's educational future. At Open House '96 he participated in planning the Computer Systems first-year demonstrations and volunteered as a tour guide. He was set rep and volunteered at Orientation.

Mitchner received the Laurie Jacks Award for Service to the BCIT community in 1997 and the Canadian Information Processing Society Scholarship in 1997. Most recently he appeared in BCIT ads in the SFU and UBC newspapers and calendars. He was also a participant in the recent re-accreditation process that the Canadian Information Processing Society held for the CST program.

## Dean's awards

These awards are presented to technology students with the highest academic achievement in their final academic year or term and trades students with the highest academic achievement in their program.

### School of Business

Michael Bell, one-year program  
Karl Dennis, two-year program

### School of Computing and Academic Studies

Cameron Mitchner

### School of Electrical and Electronic Technology

Vien Nguyen

### School of Engineering Technology

Joo Yeol Choi, one-year program  
Sandra Kirkpatrick, two-year program

### School of Health Sciences

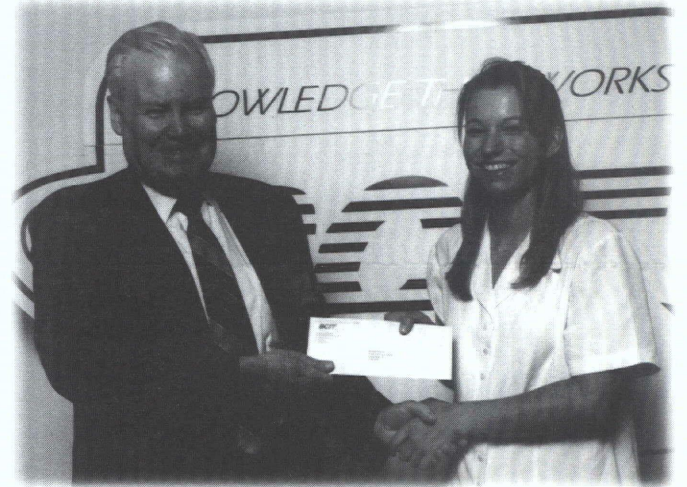
Irina Axelrod, one-year program  
Scott Zoretich, two-year program

### School of Trades Training

Richard Walmsley

## Graduating awards

On June 18, 1997, Awards totalling approximately \$40,000 were presented to graduating students. Recipients included students who received the highest averages in the second-year of their technology; students who received outstanding marks in specific second-year courses or who have demonstrated a combination of high academic standing, leadership service and/or all-round achievement as selected by faculty; and outstanding students.



Dr. Donald B. Rix presents the MDS Metro Laboratory Services Award in Clinical Microbiology to Norma Switzer.

## Bright future for young entrepreneurs

Young B.C. entrepreneurs who have a good business idea but no funding now have a new opportunity to get a loan thanks to the B.C. program of the Canadian Youth Business Foundation (Youth Business) — and you can find it on the seventh floor of BCIT's Downtown campus.

Anne Cira, executive director of Youth Business, along with Premier Glen Clark, Don Potvin, senior vice-president, Western Canada, CIBC Commercial Bank; Rod Pennycook, senior vice president and general manager, B.C. and Yukon, the Royal Bank Financial Group; and Ken Dingwall, assistant vice president, Canadian Pacific Railway Company, joined BCIT representatives and young Vancouver entrepreneurs to officially announce the launch of the program on June 9.

"Youth Business was established to help young people create their own companies and jobs by providing financing, mentorship and networking to young Canadian entrepreneurs," said Potvin, who emphasized the importance of supporting youth entrepreneurship in a climate of youth underemployment and youth unemployment.

"Youth Business will help young entrepreneurs in B.C. establish a business by providing loans on average of \$7500, with a maximum of \$1500 along with advise on how to manage a successful enterprise," said Pennycook.

Representing BCIT was Neil Howard, vice president of External Affairs, who said BCIT was proud to be associated with Youth Business. He emphasized how its location, within the CIBC Small Business Centre on the seventh floor, is a focal point for small business development in the heart of Vancouver's business community. BCIT's

highly successful Venture program is also housed in the Centre.

"Together we can give youth the opportunity they deserve," said Howard to the partners from business, education and government.

The first and founding B.C. sponsor of the Canadian Youth Business Foundation is the Canadian Pacific Railway Company who according to Dingwall, will be donating \$250,000 over a three-year period — continuing their century-old tradition of community investment.

Premier Clark was enthusiastic about the launch expressing congratulations to Youth Business for opening up in partnership with BCIT, "it is going to pay huge dividends for

youth and for British Columbia," he said.

Among the three young entrepreneurs to address the audience was BCIT Venture grad Mark Whalen, whose venture "Urban Organics" delivers organic produce to the

homes of his customers.

Whalen spoke of an optimistic future where "being young is no longer a barrier to starting up a business."

— from Sheila Rees



(L-R) Young entrepreneurs Mark Whalen and Odete Pinho, Ken Dingwall from the Canadian Pacific Railway Company, Anne Cira from the Canadian Youth Business Foundation and young entrepreneur Todd Dea.

## SPECIAL SCHOOL OF BUSINESS EDITION

# Message from the dean

*"The winner of tomorrow will deal proactively with chaos, will look at the chaos per se as the source of market advantage, not as a problem to get around." —Tom Peters*

It has been a challenging year in the post-secondary environment and I am pleased to report that the School of Business has celebrated many successes in the past year and in our planning for the next millennium.

Anticipating and responding to our customer needs is our first order of business and in doing so we have expanded our full-time enrolments, our Part-time Studies enrolments and developed an entry into industry training.

Learners are demanding opportunities to learn just-in-time, at their own place of convenience and through their own learning mode. Employers are looking for upgrading and training opportunities for their current work force and expect the learning to occur on-site rather than at the educational/training institution. Training dollars are available for training opportunities that provide immediate benefit and are cost effective.

We've been looking at curriculum review, key performance indicators and management information systems to ensure we're providing the most up-to-date training. At the same time we're busy developing new ways to deliver our courses and programs so that they are accessible to our broad range of learners on campus, at work or at home. A highlight in this area is the newly approved bachelor of technology degree in Accounting — the first intake of students is planned for September 1997.

Industry partnerships play a critical role in the success of our programs. Partnering with industry not only keeps us up-to-date with the most recent technology and trends, it also allows us to train our students at a job-ready level. Some of the key new partnerships we forged this past year include Business Works, Kodak, Credit Unions, Pacific Press, Environment

Canada, the City of Burnaby, BC TEL, BC Automobile Association, Burrard Clean Barbers/Takata Environmental Association and others.

Exciting new training centres have also stemmed from industry support, including the Call Centre of Excellence, the Financial Business Solutions Centre and the Multi Media Lab — all located at the new Downtown campus, which opened its doors at the corners of Dunsmuir and Seymour Street last fall.

Continuing to excel as we deal with the challenges of the 1990s and the millenium is facilitated thanks to the staff in the School of Business who continue to initiate leadership. Working together the School of Business looks forward to entering the 21<sup>st</sup> Century equipped with the tools to provide world-class training to a changing global community.

— from Gordon Farrell



Gordon Farrell

*"Habit is habit, and not to be flying out the window by any new. Rather it must be coaxed downstairs, one step at a time." — Mark Twain*

## BCIT recognized by AMA

BCIT's collegiate chapter of the American Marketing Association was recently presented with the Chapter Performance Award for the 1996-97 academic year. The award recognizes the BCIT chapter as one of the most proficient and exemplary collegiate chapters in North America. BCIT is one of nearly 400 collegiate chapters world-wide.

The BCIT chapter has grown since September 1996 to play an integral role both on campus and within the BCAMA. Through networking receptions and educational seminars, fundraising parties and films, the BCIT chapter has enhanced

the BCAMA experience for 100 members throughout the year.

On an individual level, BCAMA recognized BCIT graduate Crystal Sawyer at their annual general meeting where Sawyer received the 1997 AMA collegiate scholarship. Sawyer, a graduate of the Marketing Communication program, was the vice president of Careers and Professional Events of the BCIT AMA collegiate chapter.

During her two years as a student she worked part-time in the BCIT Community Relations Office designing and writing institute publications. Sawyer has actively been involved in extra-curricular activities on

campus including her role as vice president Public Relations and Marketing for the Sunrise Toastmaster's Club and as art director for Open House '96.

Her work to launch and coordinate BCIT's first ever Women in Motion seminar series benefited many of her peers as she introduced high profile women from the Vancouver business community to cover topics of interest that weren't necessarily part of the BCIT program curriculum.

Upon completion of her program Sawyer was hired as a community relations officer in BCIT's Community Relations Office.



As she stood before the class of 1997 as valedictorian Sawyer thanked BCIT faculty and staff for their role in the success of the graduates: "On behalf of the graduates of 1997, I sincerely thank the faculty and staff. You pushed us beyond our limits, only to teach us that our limits would stretch to meet your expectations. You challenged us to solve problems, only to teach us that we could find new and better solutions. You have prepared us with confidence, resources and skills that meet the demands of tomorrow's marketplace."

## Broadcast news

- Korean Cable Commision employees will be on campus this summer for an introduction on how television cable broadcasting happens in Canada.
- Broadcast Communications staff members Brian Antonson, John Ansell, Rob Riskin and Robin Piercey convened with almost 200 delegates from radio and television stations across the province at the B.C.

Association of Broadcasters Convention in Kelowna. Bill Amos attended the Radio-Television News Directors Association Conference in Kamloops the same weekend. These people represent the major hiring constituencies for Broadcast grads.

- New digital editing gear in the Broadcast centre is attracting several summer "renters" who are producing video products.

- Broadcast Part-time Studies has seen a dramatic turnaround after a disappointing drop a couple of years back thanks to marketing strategies and the help of Sandra Jette in the Marketing department. This year's enrolments have topped 700.

- Broadcast Journalism instructors are working on a collaborative television production that will be starting in September on

Vancouver's new television station, CIVT. Students from Langara's print journalism program are involved as well, and the production promises to be a first-rate collaborative operation between the three partners.

- CKNW established the George Garrett Award for Broadcast Journalists in honor of veteran CKNW investigative reporter George Garrett. The inaugural winner is

Broadcast Journalism student Steve Lus. Lus receives guaranteed paid summer and other break work in the CKNW newsroom, learning his craft from Garrett and other veteran CKNW news staffers. All of his workplace experience sessions will occur there as well.

— from Brian Antonson

## Unity train gathers steam to save CBC

In a five day cross-Canada tour late April, 70 concerned students and citizens took a ride on the Unity Train as it gathered steam to save the CBC. The trip culminated in an Ottawa rally to stop the government from driving the last spike through the heart of the national broadcaster.

Armed with video equipment and notepads, BCIT broadcast journalism students Andrew Lee and Ethan Faber joined students from UBC, SFU, Douglas College, UVIC and Langara College to film a documentary as their final project.

When instructor George Orr approached the students about the project, Lee's first thoughts were, "I get to go across the country with a camera? I only dream about stuff like this! It was the opportunity of a lifetime."

Organizer John Juliani comments, "The CBC is one of the only symbols Canada has left. This country needs a strong national public broadcasting

presence. The time has come to convince the leaders of our country that change, however necessary, and reform, however inevitable, must not be achieved at the expense of the very cultural icons that form an indispensable link to our past and a bridge to our future."

Lee was most aware of how the trip affected the people, and how the people affected each other. "The train was filled with bright, creative people who came together for something about which they felt passionate. They wrote songs and spoke from the heart — it was quite amazing to be a part of that experience."

The CBC's inability to promote itself is the catch-22. "CBC is the messenger, not the message," says George Orr, BCIT Broadcast Journalism instructor and former CBC reporter. Consequently media coverage of the Unity journey was weak.

The Unity Train did receive overwhelming support from

national figures including Pierre Berton, Judy Tyabji, Tony Onley, Nancy White and David Suzuki. Lee and Faber even sat in with Berton and Suzuki for a once-in-a-lifetime dinner. "They really are valedictorians for our country," says Lee.

"It was a raucous ride," says Lee. "It turned into a big cult-like sleep deprivation thing. The people really gelled and we were all quite close by the end of the trip. Saying good-bye at the end was very emotional."

A book was passed through the train for students to share their thoughts. The following passages are a snapshot of how the Unity Train has changed the lives of some very lucky students.

*"There cannot be words for the permission you have given me to enjoy life. People have given gifts to me that I will have forever and the most noble thing is that they do not know they have given anything away. Effortless gifts from the heart that I will never forget. Ten*

*years of shock therapy could not erase the imprint the trip has made on me."*

— Andrew Lee, BCIT broadcast journalism

*"Cutting CBC is like taking cheese from lasagna."*

— L. Downs

*"In today's modern age, at a time when American media is prevalent in Canada, and at a time when many Canadians are becoming uncertain about the Canadian federation, I know that geographic unity is not enough. If our country is to stay together, Canadians must be unified emotionally. We must be linked by our unique Canadian culture, our Canadian arts, our Canadian languages, our Canadian news. The CBC is truly integral to the Canadian national identity — it is the parallel line that runs unseen over this rail that joins our people from East to West Coast, heart to heart. We will not remain Canada for long without the CBC."*

— Erin Ryder

*"My own future as an artist will be (I hope) profoundly affected by public broadcasting — and so will the unity of Canada. If my presence can make any difference — even just to make others see what is being jeopardized — the project was well worth it."*

— Rhonda Nugent, actor/musician

*"It is like one huge moving postcard of Canada enlivened with job and love and heart."*

— Andy Mathiesen

*"There are very few opportunities for young people to express their senses of idealism in a way that is not just an outpouring of hormonal energy. This project, however effective in the end, is a galvanizing event in a country rife with apathy. This cavalcade has given me hope."*

— Neil Cadger

— from Crystal Sawyer



On board the unity train, described by one participant as "one huge moving postcard of Canada enlivened with job and love and heart."

## Master of the game

As any BCIT graduate will tell you, teamwork skills are imperative to academic success. Luckily soccer star David Norman, whose athletic career included 17 seasons with pro teams and 55 appearances for Canada on the world stage, had already mastered this requirement.

"Soccer was my full-time job until age 26," says Norman, who runs several soccer camps for children ages five to 16. "I came to BCIT because it was time I thought more seriously about my future."

The Business Administration program paved the road for a career as a recruiter for Mutual Life of Canada. "I was 27 before I had to look for my first "real" job," he says. "I felt I had some great qualities, but BCIT really gave me the confidence to market myself."

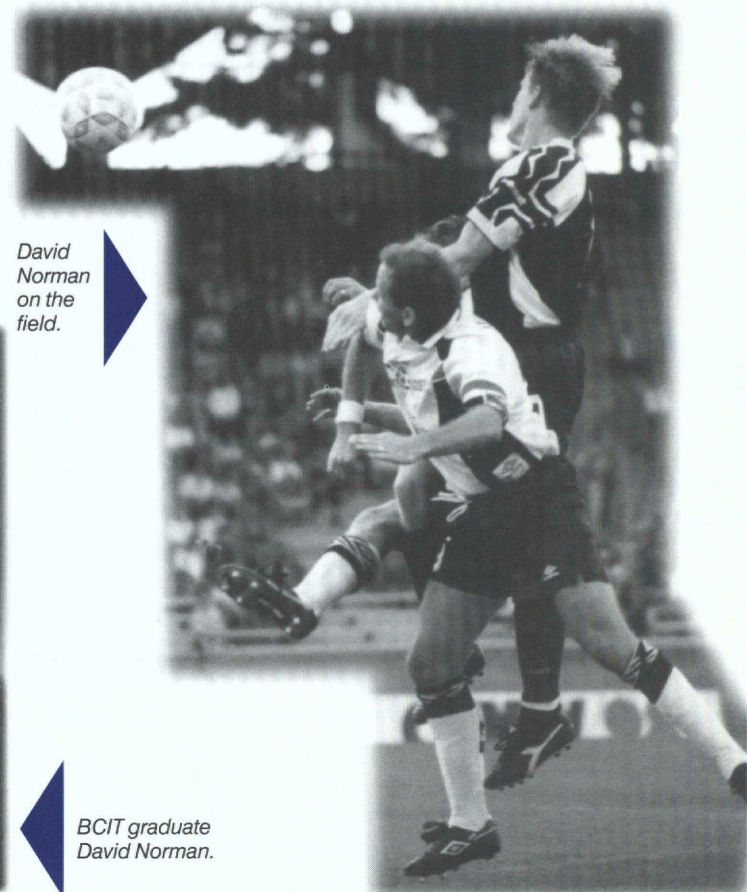
As director of Corporate Sponsorship for Open House '90, Norman recalls how involvement in the event contributed to his BCIT experience. "Being on the Board of Directors for Open House allowed me to make the transition between school and work — it was like I was already working in a real job before I even graduated."

Norman's entrepreneurial side, which he says was developed at BCIT, shows through in all areas of his professional life. "Obviously, those skills have been very useful for the soccer programs I coach, and working at The Mutual Group is very much like running your own business."

"I truly believe that most of the people I went to school with would not be where they are

today without BCIT, and I certainly wouldn't have the career that I have ahead of me," Norman says.

— from Crystal Sawyer



David Norman on the field.

BCIT graduate David Norman.

## SPECIAL SCHOOL OF BUSINESS EDITION

# Grad maximizes career with BCIT education

When Marketing Management graduate Jennifer Galley packed up her life in Montreal and drove across the country with her sister and two dogs, she could only predict the success that awaited her on the West Coast.

An English major at McGill University, Galley's first break in Vancouver was as communications manager for TREK Magazine. The hi-tech focus demanded Galley familiarize herself in a new genre while developing marketing campaigns and overseeing the publication.

"It was a tremendous experience that allowed me to get my feet wet in full-scale marketing," she says. The job led her to Woolridge Mahon where she became marketing director.

Galley created marketing campaigns, produced a corporate identity, handled public relations and developed a marketing database for the accounting firm, but still something was missing in the equation. "I wanted to justify

my title as marketing director," she says. "I thought the Essentials of Marketing course would be enough, but Mike Powley [Galley's first instructor] got me hooked."

Three years later, Galley has recently completed her certificate in Marketing Management. "It is hard to describe the value I've received from the program. Marketing is a discipline where, I believe, there aren't enough professionals in the industry who have been properly trained."

She adds, "BCIT makes you produce, and industry professionals judge your work. You are forced to adhere to real-world objectives — if you blow your budget, you blow your project. Period."

These days, Galley is the value-added channel manager at Maximizer Technologies Inc. She manages 240 resellers across North America and ensures they have the tools to sell effectively.

"Handling seven geographic regions is a challenge because I

have to create something unique to appeal to each segment," says Galley, who markets the Maximizer product from Texas to Chicago and California to New York.

"My dream is to work for myself as a consultant to hi-tech industries, but right now I am enjoying myself so much with Maximizer," she says. "The company is so much fun and I am learning so much, I almost hate to walk away and shut off my computer at night."

Recently the graduate was asked to represent Maximizer at the



Jennifer Galley.

grand opening of the new Call Centre of Excellence.

"I couldn't miss the opportunity to thank the people who gave so much to me while I was a BCIT student," she says. "BCIT has

recognized a very real need in the marketplace and is doing a tremendous job of fulfilling that need."

— from Crystal Sawyer

## Hard work nets reward

*"BCIT definitely gave me the background in accounting basics to do my job well,"*

A tax and treasury assistant at Chevron Canada Limited, George Pseftaes always knew receiving an MBA would set his career in motion at an early age. He also knew the two-year Financial Management diploma from BCIT would get him there on the fast track.

"The experience at BCIT surpassed my expectations," says Pseftaes. "It allowed me to turn my diploma into a degree

through the Open Learning Agency — I completed the whole thing in just nine months."

Sound impossible? Pseftaes was so determined during his degree studies that he scheduled arts classes at Columbia College in between business courses at BCIT. "I chose Columbia because it was just five minutes away," he says. "That way, I could just jump in my car and race up the hill to get to my next class."

Immediately after degree completion, Pseftaes enrolled in the two-year MBA program at the University of Western Washington. Luckily, he received credit for seven of the 21 courses required to complete the balance in just 15 months.

A thorough job-search led Pseftaes to Chevron's Financial department. "BCIT definitely gave me the background in accounting basics to do my job well," he recounts. One promotion and three jobs within the company since 1994 has allowed Pseftaes to diversify his expertise.

Now in the Tax and Cash Management Division, Pseftaes says Chevron is the place for him. "My objective is to reach senior management in the financial area by the age of 45," he says.

The life-long learner has just completed the national entrance examination for the Society of Management Accountants of B.C. and anticipates completing the two-year professional program.

Just now at the age of 30, Pseftaes will surely surpass his goals. He lives true to his philosophy: that some succeed because they are destined to; most succeed because they are determined to.

— from Crystal Sawyer



George Pseftaes.

## A job well done

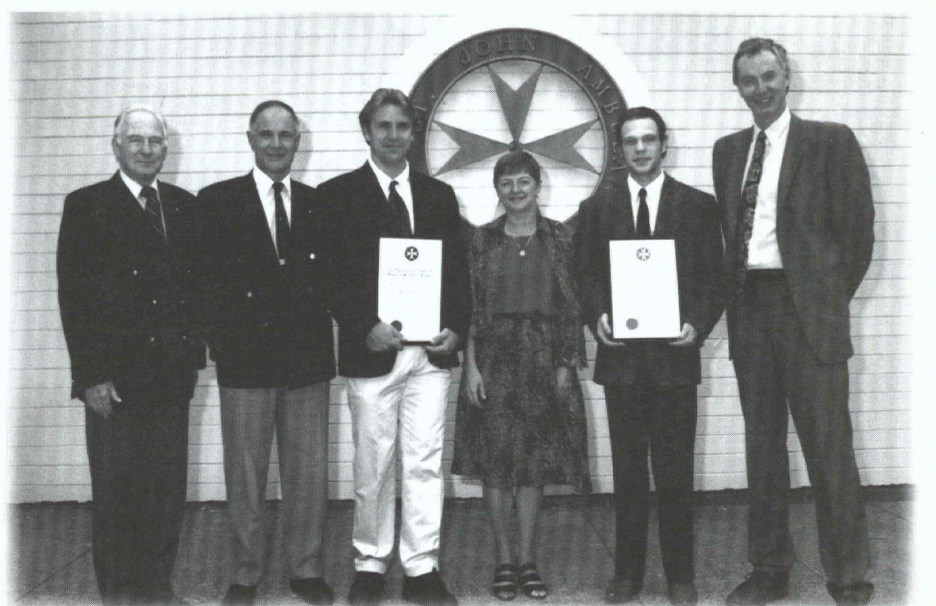
Two students in the Operations Management program were recently commended by St. John's Ambulance for a job well done.

The students, Grant Frostad and Brian Mercer, developed a new system for course registration and the sending out of certificates. They students worked with St. John Ambulance volunteer Jacqueline Bjornson who comments that she was really impressed with their work.

"We gave them some parameters and their work far extended beyond them," enthuses Bjornson.

St. John Ambulance showed their appreciation by giving them the B.C. Council Award for their efforts. The award is issued by the St. John Ambulance B.C. Provincial Executive Committee and the BCIT students are the youngest recipients to ever win the award.

(L-R) Harry Brodie, project sponsor; Marco Terziel, president B.C. Council; Grant Frostad, BCIT student; Jacqueline Bjornson, project sponsor; Brian Mercer, BCIT student; Keith Hartley, BCIT project supervisor.



## BCIT's first Call Centre program underway

BCIT, in partnership with BC TEL, recently launched the first Agents Call Centre Training program. This unique facility and program operating out of the seventh floor of the Downtown campus opened for business in early May. Eleven students participated in the inaugural course for Call Centre Agents.

The development of this facility, and in particular the program, was a major joint effort. Key players include Michelle Kearns from BCIT's Learning Resources Unit who developed the program, and Paddy Cherry from BC TEL who assisted with the technical configurations and the technical side of the instructional materials.

### *Call Centres are a career starting point for many technical and professional fields*

BCIT's Marketing CE coordinator Morie Shacker was part of the team who got the program integrated and formatted into the BCIT program family, and synthesized the new material into a effective instructional base for this first session.



(Standing) Michelle Kearns, LRU's instructional development consultant, one of the key BCIT staff members involved in the program development team for the curriculum in the Call Center Agents program. Kearns is seen here instructing a student in the first program for Call Centre Agents.

The programs for agents focuses on top level skills development for Call Centres requiring both inbound and outbound telemarketers. These marketing and sales skills get the participants ready for the one-to-one world of selling and customer service roles with help desks and information centres.

Large amounts of products and service information can be efficiently presented and accessible by linking micro-computers to telephones. The result is almost instant linking of business information or inventory to meet the client's needs. This can all be completed in a cost-effective, and timely fashion, often over great distances.

Call Centres are a career starting point for many technical and professional fields

too. Engineers in high technology companies provide on-line technical advice and product support from sophisticated Centres. Increasingly, Call Centres are being used by professionals in social service and educational fields to reach out to their clients, for just-in-time guidance and training in the home and workplace.

Successful graduates of this program will also receive block credit towards Marketing certificate programs in BCIT's School of Business. New program offerings are now being scheduled for fall 1997 and the next start date is Sept. 22. To register call (604) 434-1610. For more information call (604) 432-8611. Register now!

— from Mike Powley

## Fast track to accreditation

Recently the national governing body of the Financial Planning profession announced that BCIT was among four post-secondary institutions in Canada that were being "fast-tracked" for accreditation. When formal approval arrives the Financial Management Technology will have taken a huge step forward in the educational field of this profession.

Described as a watershed event at the time, in 1995 the financial planning profession decided to harmonize their educational requirements. At the outset this meant that the financial planners and insurance salespersons would now be required to meet the same educational tests. Recognizing the impact that one educational stream would have on aspects of their

operations, the Canadian Bankers Association and the Investment Dealers Association soon joined the accord.

The driver of this partnership is the distraction in the minds of public over who the players are in the profession.

"What is the difference between the Canadian Institute of Financial Planning, the Canadian Association of Financial Planners, the Investment Funds Institute of Canada, the Investment Dealers Association and the Life Underwriters Association?" was an increasingly common question being asked by a confused public.

Moreover the designations issued by the various bodies has resulted in a sea of anacronyms - CFP, RFP, CIM, CLU, ChFC and the list goes on.

For a number of years the Financial Management Technology has mounted a certificate program within its CE offerings and more recently a full-time program. Both programs are recognized by the B.C. Association of Financial Planners as meeting the educational requirements set by the profession.

Since automatic accreditation was put into question by the changes, the department immediately began to lobby the newly established Standards Board to gain approval for its existing courses. It was with some degree of relief that Allan Cobbett, the main organizer of the lobbying effort, received an unofficial approval.

The approximate 1000 students enrolled in the certificate program will do more than sign in relief.

— from Richard Dolan

## Accounting degree approved

May 22, 1997 was an important day for the School of Business and the Financial Management department.

After nearly four years of preparation and presentations to a series of approval bodies, the Minister of Education, Skills and Training approved the offering of a bachelor of technology degree in Accounting.

Students are already being accepted into the program and classes will begin in September 1997.

Like all BCIT degrees, the Accounting degree will be built on the foundation of a two-year diploma and will require two years of work experience. In addition to the Accounting specialty courses, students will be required to complete 12 credits of liberal education courses.

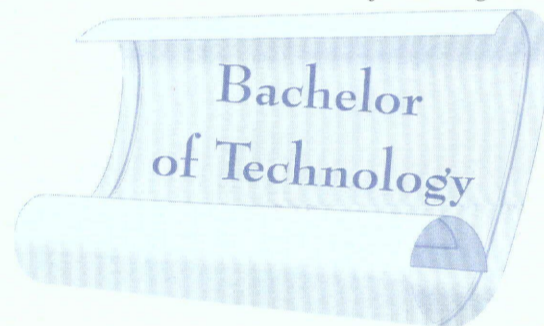
The introduction of this degree comes at a time when the Accounting profession in Canada is moving towards a degree requirement.

The CAs already require a degree. The CGAs are moving towards a degree requirement and may implement this in B.C. as early as 1998. The CMA's have announced that they will require a degree by the year 2000.

BCIT's Accounting degree will provide graduates of two-year diplomas with the opportunity to work towards a degree on a part-time basis, while they are working and completing the other requirements to obtain a professional accounting designation.

For more information, please call Margaret Briscall at (604) 432-8786.

— from Margaret Briscall



## Responding to industry needs

Fall 1997 marks the first intake for the International Trade and Transportation program in the School of Business. This program is the result of a program review in which business indicated that the skills that our graduates have in these two areas represented a common need. Students that were enrolled in the International Trade and Transportation and Logistics programs will graduate under these banners.

The new program will continue to focus on meeting the needs and standards of industry. BCIT's International Trade and Transportation program will be newly certified by a number of industry associations. These include CITT (Chartered Institute of Traffic and Transport), Ottawa, Ont., CIT (Chartered Institute of Transport), London England and Revenue Canada - Canada Customs.

This fall, the Alliance of Manufacturers and Exporters will continue to draw their entire volunteer corps from students in the program. In

addition, the ITT students will be working at the APEC Conference in November. The BCIT students will be providing the logistical support for the international business people attending the conference. Both of these opportunities are exclusive to BCIT's International Trade and Transportation programs based on the School's excellent reputation of both the school and our students.

The industry certifications granted by these associations make the International Trade and Transportation program, one of the most recognized post-secondary programs in North America. It is anticipated that before the next academic year is complete additional industry certifications will be added.

The program's objectives of providing a sound business education and technical skills that meet industry needs, are helping to improve the profile of BCIT and provide career opportunities for our grads.

— from Steve Turnbull

# BCIT STUDENTS IN THE NEWS

## Downsize trauma

**Trio's study gives insight into survival**

*This story is reprinted with permission from the Province*

Your chief financial officer insists you axe 100 jobs. Turn soft-hearted now, dear boss, and your company will never live within its means, you hear him say.

***"We're really excited about coming into the workforce,"***

If your CEO is smart, he'll tell you to downsize in a way that doesn't demoralize the soon-to-be-over-worked survivors. He might urge you to hire Caroline, Katie and Cindy — B.C.'s latest downsizing experts.

As final-year students in BCIT's Human Resources Management program, Caroline Mitchell, Katie McCarron and Cindy Donovan have just finished a six-month team project on downsizing and restructuring.

They surveyed 67 human resource professionals — all members of B.C.'s Human Resource Management

Association — to gauge the impact of downsizing and other "efficiency-improving tactics."

From their reading of U.S. research on downsizing, the team expected to find downsizing was often a mixed blessing. They weren't disappointed.

"Organizations that restructure or downsize may reach their objectives," they concluded.

"However, the adverse impacts on overall performance — productivity, morale, quality of product or service, workload and absenteeism — may override the gains made."

One of the study's findings for B.C. employers lies in the little-researched area of absenteeism.

In follow-up interviews with 30 respondents, the students learned that stress-caused illness after downsizing most often flares up in managerial ranks.

But they also found that surviving employees cancelled vacation plans and flex days, fearful that layoff decisions might be made while they were away.

Fifty-seven per cent of their study's respondents reported a decline in productivity while 43 per cent cited an increase.

Fear also played a role here. Where productivity increased, respondents said "employees feared that if they did not put out they would be pushed out."

As for morale, one respondent said his organization downsized five years ago and employees still don't trust the company.

***...the three students' instructor has called the project a "high-quality piece of work."***

The report includes respondents' suggestions on how to ease downsizing trauma.



(L-R) Cindy Donovan, Caroline Mitchell, Mary Wallace Poole, executive director, HRMA, Katie McCarron and Fred Mandl, BCIT instructor.

These range from the need for careful planning to communicating with employees why reductions are necessary.

Cut the "grieving period" short and develop a survivor plan to help remaining employees focus, one respondent advised.

Fred Mandl, the three students' instructor has called the project a "high-quality piece of work."

The three women say their insight into the darker side of downsizing has not touched

their enthusiasm as they soon begin to look for a job in human resources.

"We're really excited about coming into the workforce," McCarron said.

"We're not interested in working for an organization for 30 years. We want change — we like being able to take on different challenges. It keeps us fresh."

— from Paul Luke, Province Staff Reporter

## BCIT Students reveal tourism plans

**Marketing students have plans to promote Sea to Sky area**

*The following story is reprinted with permission from the Squamish Chief*

Using less than \$800, three marketing management students have come up with a number of ways to promote Squamish both here and abroad, including production of a video to sell the community as a tourist destination.

Ngan Nguen, Janella David and Rob Gillis, just completed a 10-week study to come up with ways to boost tourism in Squamish.

The project, sponsored by the Squamish and Howe Sound Chamber of Commerce, was part of their Burnaby-based British Columbia Institute of Technology (BCIT) program.

The students approached the chamber with an idea to do the study and the chamber agreed and set aside a \$1,000 budget. The students spent \$724 and ended up producing a four-minute sample video and a 100-page report on the feasibility of attracting tour groups to the Squamish area.

The report also outlines a strategic action plan with three phases to improve the way Squamish is promoted. The trio even came up with a new slogan for the district: "From sea to sky to you."

***"We put so much effort into this study, I'm almost adopting Squamish as a second home town."***

Nguen, who is a graduate of Howe Sound Secondary School, said they picked Squamish for their project because of its prime location. David said the proposed ideas are all inexpensive and can easily be done. "They involve using your own resources," said David.

The students revealed their findings during a presentation at the Howe Sound Inn April 30. The first phase of the plan

recommends the district produce a professional promotional video, personalize the theme of its marketing campaign and improve its Web site on the Internet.

Phase two, which could be done as early as next summer, would involve promoting Squamish through brochures and advertisements, reinstating the toll-free information line, cooperative advertising, a tourism-related map, a tour guide booklet and creating a position for a tourism coordinator to administer these steps.

The third phase would include proceeding with a signage campaign, a more aggressive public relations strategy, further enhancing the downtown area, building community pride, improving and increasing special events and packaging Squamish by promoting corporate retreats and ideas for day trips.

"Community pride is a big issue," said David. "The more people know about their community, the prouder they are."

The students based their study on both primary and secondary research including in-depth interviews with 15 business owners, sending out questionnaires to chamber members, surveying 215 tour operators and meeting with participants of the familiarization tour '97 group.

"Squamish has a lot to offer," said Gillis. "We put so much effort into this study, I'm almost adopting Squamish as a second home town."

***"The more people know about their community, the prouder they are."***

Gillis wrote and performed the song accompanying the video which features a variety of snapshots of community events.

Wendy Magee, chamber manager, said she is very impressed with what the students had to offer. "I think

these recommendations are very achievable," said Magee. "And the video was above and beyond their original project."

She said this report was in many ways closer to what local tour operators were looking for in a \$15,000 tourism strategy paid for by the district and released in March.

The 80-page report, entitled Squamish Tourism Marketing Plan and Development Strategy, got poor reviews from some operators.

That study was conducted by Victoria-based Economic Planning Group.

"(The students) listened to the tour operators," said Magee.

"The other study is good as a reference document."

The chamber's tourism committee will now look closer at the students' plan and decide whether or not to support it and put it to work.

— from Brigitte Petersen, Squamish Chief Staff Writer

## PROFILE

# Back to class

When Margaret Briscall started teaching at BCIT in 1965, there were four students in Financial Management — including Gordon Farrell, dean of BCIT's School of Business. A lot has changed since then but if there is one thing that has remained the same, it's Briscall's love for teaching.

In fact in September 1997 she returns to the classroom after two years of administrative work as acting associate dean, and the enthusiasm she displays when talking about the change is infectious.

"I prefer teaching and when a decision was reached to post the position I made it clear that I wasn't interested in the job," says Briscall. That's good news for the students in the classroom as she was the 1990 recipient of the School of Business Excellence in Teaching Award.

When asked how she came to BCIT Briscall jokes it was for lunch. She was invited to come and look at the new institute by a colleague who had asked for her advice on textbook selection. At the time Briscall was working at the University of British Columbia in both a teaching and administrative role.

According to Briscall lunch unexpectedly developed into a meeting with the principal, who in turn offered her a job as an assistant master. "In those days there were three levels of teaching positions: assistant master, associate master and full master," she explains.

In the early years of BCIT history Briscall explains the teaching staff were responsible for developing the courses. Today she continues to work with curriculum development and in particular the new

bachelor of technology degree in Accounting. "We received approval on May 22 and we are expecting the first class in September 1997," says an enthusiastic Briscall who has worked hard with a number of individuals and professional accounting bodies to get the degree up and running.

Her work for Financial Management students and the industry has not gone unnoticed. Several years ago Briscall received a fellowship



Margaret Briscall

from the Society of Management Consultants — a national honor that recognizes a CMA for contributions to the profession, association and the community.

Now that the degree is approved she is looking forward to getting

back in the classroom, Briscall is planning to relax a bit over the summer months. A trip to France and England just might do the trick — Bon Voyage Margaret!

— from Sheila Rees

## Let the games begin

BCIT is one of the proud sponsors of the 1997 B.C. Summer Games. This year's games, which will take place from July 24 – 27, will be held at different athletic venues throughout the city of Burnaby, including the BCIT Student Activity Centre (SE16).

On July 24 approximately 4500 athletes and coaches will be on the Burnaby campus to register for the games. The competitors represent more than 30 different sports — everything from waterskiing, sailing and kayaking, to track and field and lawn bowling.

BCIT's director of Student Services, Jim Mitchell, is the BCIT liaison for the games. He explains that BCIT's support for the games is in terms of services and as a venue to register the large number of athletes. This gift-in-kind represents more than \$8000 of support and earns

BCIT the title "Platinum Friend of the Games."

In addition to using the gym for registration, media will be dropping in at the SAC for results throughout the week as they will be tabulated by a volunteer crew in the SAC boardroom.

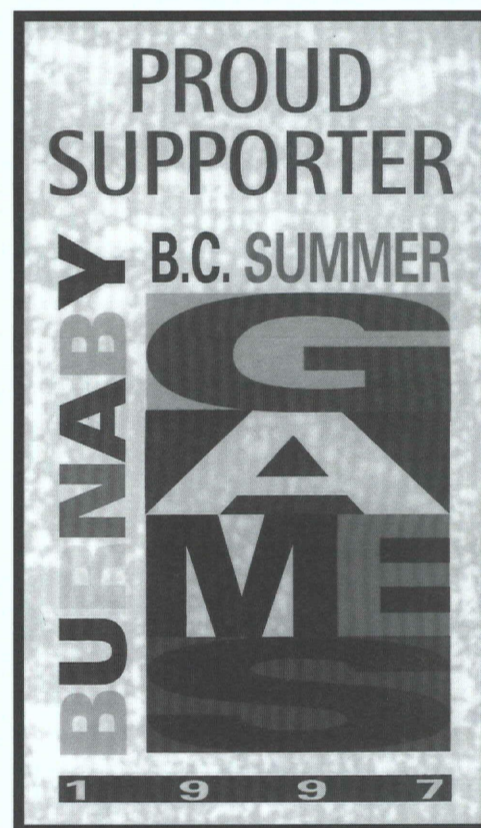
"I am grateful for all the support I've received from the BCIT community. Everyone I have asked has been helpful and in particular I'd like to thank the managers, directors and staff in Safety and Security for organizing the parking; Physical Plant for looking after power requirements and organizing janitorial needs; Materials Management for set-up; Computer Resources for loaning equipment; Student Services for help with housing requirements for host and hostesses, Program Advising's program display and Recreation and Athletic Services

for their continued support; and Community Relations for helping us to get the word out to the BCIT community," says Mitchell.

He adds that the senior administration have been enthusiastic supporters of BCIT's role in the games since the beginning.

Please note that parking will be unavailable in student lots C, D, F and N on July 24.

Anyone interested in more information on the games should contact the B.C. Summer Games office at (604) 294-1997. If you are interested in volunteering, pick up a registration form at the



Recreation and Athletic Services Office in the SAC or the SA Office in SE 2.

— from Sheila Rees

At the June 17 Board of Governors meeting the following members were elected for the 1997/98 Board of Governors:

*Arun Garg:*  
Board Chair;  
*Marian Meagher:*  
Vice Chair;  
*Ed Monteiro:* Vice Chair

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## United Way

Quick! Answer these questions (no cheating!): Have you or anyone you know ever been helped by B.C. Children's Hospital? Have you or anyone you know ever been helped by the St. John's Ambulance? Have you or anyone you know ever been involved in Boy Scouts? Have you or anyone you know ever been involved with the YM/YWCA?

If you answered yes to any of these, you've been touched by the United Way.

Some 500,000 people in the Lower Mainland are helped by the United Way's 105 member agencies every year. That means about one in three of us are **helped** by the United Way, but

only one in 18 of us **gives** to the United Way. We'd like to see that change...dramatically!

October will be United Way Month at BCIT once again. Last year, we raised almost \$45,000, mostly through payroll deduction pledges. This is a significant number, yet the truth of the matter is that only 13 per cent of BCIT's staff actually donate to the United Way.

Why so few? We're about even with many other educational institutions but way below other companies in society, some of which boast 100 per cent participation rates.

United Way officials believe that some hesitation comes because

people already have their favorite charities and give generously to them and don't have any other funds available for the United Way. What they don't know is that you can donate **directly** to your favorite charity **through** the United Way.

If that charity is not one of the 105 agencies funded by the United Way, 100 per cent of your donation is "passed through" the donation process and goes directly to your chosen charity. If that charity is one of the United Way agencies, 95 per cent of your donation goes directly to help people. (United Way's low five per cent administration rate is due to an endowment established more

than 50 years ago that provides the majority of funding for operations).

BCIT's United Way committee is up and running and we will be encouraging campus pledge card sign ups in October. Staff members on all campuses will hear more about the campaign as the 31 days of October come closer.

You can do it! If every BCIT staff member donated \$1 a week — \$2 per pay period — we could raise more than \$75,000. And if everyone donated **more...well, the sky's the limit!**

— from Brian Antonson,  
Campaign Chair BCIT 1997  
United Way Committee