

# BCIT MESSENGER

Volume 15, Number 7, April 4, 1985

## BUDGET 85/86

### Board ratifies reduced budget announces new restraint measures

**SUBJECT TO PROVINCIAL GOVERNMENT APPROVAL, A BUDGET OF \$47,833,000 WAS RATIFIED BY THE BCIT BOARD OF GOVERNORS MARCH 28.**

**THIS INCLUDES A GOVERNMENT GRANT OF \$32,100,000 - DOWN 10 PER CENT FROM \$35,563,000 IN 1984/85.**

To make up for the reduction in revenues, the Board announced a number of measures. These included:

- No programs will be eliminated, but the Marketing Management and Building technology programs will have a reduced intake (60 per cent and 40 per cent respectively) until further funding becomes available.
- Tuition fees will be increased by an average of 6 per cent (8 per cent for full-time students and 4 per cent for Continuing Education students).
- A surcharge of \$100 will be applied to full-time programs offered by the School of Management. This is designed to maintain the high standard of BCIT's business programs despite the fact that the government formula funds only a limited number of hours per program.
- Administrative costs will be reduced by 13.4 per cent.
- The Board accepted the President's recommendation to reduce the cost of management by a minimum of 10 per cent to be achieved by a combination of position reductions and reductions in compensation. However, the Board refused to accept the offer of the President and Vice-President, Education to reduce their salaries by 10 per cent at this time.
- A provision has been made for curriculum development utilizing a modularized, competency-based approach very much in line with BCIT's proven expertise in computer technology.



BCIT's Board of Governors met March 28 to ratify BCIT's 1985/86 budget.

- The approved budget includes all severance costs for faculty and staff whose positions may be lost as a result of these measures.

Other items such as a decentralized

counselling service have been approved, contingent upon obtaining further sources of revenue, such as a successful conclusion to on-going negotiations with the Staff Society.

## Settlement reached with Staff Society

The Staff Society membership is expected to vote April 10 - 12 on a tentative collective agreement reached with the Institute March 29. The three year agreement provides for zero per cent salary increase January 1, 1984 to December 31, 1984; zero per cent January 1, 1985 to

December 31, 1985; zero per cent January 1, 1986 to March 31, 1986 and 5 per cent April 1, 1986 to December 31, 1986. Other terms of the agreement provide for no staff layoffs through May 31, 1986 and suspension of staff development leave for one year.

An announcement by the Ministry of Education this week that it has set aside \$5.8m for educational programs geared toward economic revival in the province, should have favourable implications for the Institute. More details on this in the April 19 issue of the Messenger.

## Board discusses money topics

Money, how to get it and how to spend it, was the main topic of conversation at the Open Session of the BCIT Board of Governors on the afternoon of Thursday, March 28. The Board was meeting to discuss background to the 1985-86 BCIT operating budget, prior to making its decisions on spending at the Institute for the next fiscal year.

The meeting began with a presentation by Greg Layton, President of the BCIT Staff Society. Layton presented a list of budget items to show how the Staff Society believed that BCIT could maintain education and student support at their present levels. The Staff Society, which, like the Board of Governors and the Administration, wants to avoid staff layoffs, suggested areas in the

budget other than education and student support where spending cutbacks could be made.

Following Layton's presentation, reports by the President, the Joint Meeting of the Education and Student Affairs Committee, the Personnel Committee, and the Development Council were distributed.

Peter Jones, dean of Development, said that the telephone solicitation campaign for funding from individuals and corporations had passed the \$380,000 level. Jones said he was optimistic that the campaign would net even more in the future. "BCIT is making many, many friends in the private sector," said Jones, "and these contracts will translate into financial support later on."

## Kyle makes strong case for School of Management

*At a recent meeting of BCIT's Development Council (the fund raising arm of the Institute) dean of the School of Management, John Kyle, made a strong case for retaining business programs at BCIT. The following contains the substance of his address :*

The School of Management is a galaxy of departments. To the uninitiated it may appear as a hopeless tangle of unrelated programs. Let me explain to you what constitutes the School of Management and the rationale behind it.

The School of Management consists of the following Departments:

- 1) **Marketing Management** - Peter Drucker points out that Marketing and innovation are the two key result areas which produce profit. All others only produce costs. Stan Shapiro, former Dean of Business at McGill University, commented to me that the Marketing Department was the finest in Western Canada and why did we want to do away with it.
- 2) **Financial Management** - 30% of RIA and CGA graduates come from this department. The reasons for bankruptcies indicate that a lack of knowledge of this vital area, is responsible for more companies demise.. This program has a backlog of students and employers, and is now going into year-round operations.
- 3) **Administrative Management** - The Micro-Systems Option is a major breakthrough in management education. Also, personnel and industrial relations is a small, but effective operation. The CAI Economics package prepared by two of our economists has been deemed to be the best in the world by a world prominent economist. We have a fine legal department, probably the best in western universities.

It should be noted that the Marketing, Financial Management and Administrative Management Departments are like a three legged stool, they provide the backbone for all of the departments in the School of Management, and also for the badly needed management courses in engineering and health.

There are two industry related departments:

- 4) **Hospitality & Tourism** - 90% of the management in the hotel industry in Western Canada come from this option. It is not a bartending and waitressing course, rather it has a rigorous general business core in first year.
- 5) **Broadcast Communications** - Also can be differentiated from other pro-

## Budget recommendations challenged at Open Forum

About 250 people, most of them students, expressed their views on the final version of the 85/86 budget recommendations March 20.

Most of the comments and questions centred around changing specialized math and communication courses to generic content and increases in class size. Many people were also opposed to the proposed \$100 surcharge for students attending programs in the School of Management.

Prior to the debate Gordon Thom brought everyone up to date on the budget, saying that he had committed himself, "to bring to the Board the substance of this Open Forum so that they may take your views into account in their deliberations."

The previous set of "worst case scenario" recommendations have now been altered to reflect some new funding initiatives from the provincial government and efforts by the Institute to reduce costs.

The new budget recommendations, based on extra "committed" funding from the government and Institute cost reductions, include reinstatement of the two year programs threatened with curtailment in the first set of recommendations, a tuition fee increase of 8 per cent for full time students and 4 per cent for continuing education students and a surcharge of \$100 on School of Management programs.

A separate list of budget priority items will depend on "funds becoming available and further reductions to costs." These items include a decentralized counselling service, regular Library hours, provisions for curriculum development and plant and equipment maintenance.

While not recommending restoration of math and communication course to their current level of specialization, Thom has compromised by recommending that any new resources be redirected to curriculum redevelopment and changes to delivery systems to ensure that all existing elements of the courses are available to students. Technology specific material would become available in modules. Misunderstanding of this recom-

mendation was evident from the debate that followed.

Richard Lund, head of Communication, wanted to know why his department's cost effective budget recommendations had not been accepted. He said the proposal to deliver three generic first year communication courses in groups of 240 students would mean significant damage to the educational quality of BCIT programs and resultant loss of credibility with credit granting institutions like SFU. His statements were strongly supported by several students in the audience, who stressed the importance of communication to their technology training and cited feedback from industry on the relevance of communication skills.

One student from Computer Systems said, "the first week we were here teachers told us that employers look at communication skills first before they look at skills from the program." Gordon Thom said he believed that in redesigning the courses in a different delivery format the quality could be maintained but was concerned that these plans were being misunderstood. He repeated this several times during the debate and Drug Svetic who disagreed with the 240 students in a lecture figure quoted by Lund said he would shortly be visiting the affected departments to explain more fully.

Thom said the choice came down to maintaining those kinds of programs (communication/math) at their current level or eliminating Marketing or another program at BCIT.

"In terms of response, I got very few from students or people outside the Institute. But I did have some letters supporting my decision on communication and math as the best compromise I could make. I do feel concerned so have added the provision that they will be put into a modularized computer-based mode and I think people in the user technologies are supportive of that decision."

Thom indicated that the move had been made as protection for the future. Answer-

*continued on page 3*

grams in the country by virtue of the fact that its graduates understand the management of broadcasting stations, not just the technical side.

Additionally there are two highly specialized departments:

- 6) **Operations Management** - This is a unique industrial engineering department the only one of its kind in Western Canada. It is a combination of business and engineering subjects.
- 7) **Computer Systems** - This is a specialized department that produces the highly

trained people needed for the large mainframe computers, as well as the mini and micro units.

Since the great recession, the business schools have reassessed their programs. As a result, they have moved away from a reliance on computer modeling, quantification, mathematical simulation. This is now being substituted with more concentration on implementation rather than strategy, data retrieval and manipulation, people management, and microcomputer applications.



ing a question from Janet Roberts, "if you get the funding would we go back to specialization?" he said,

"It would be foolish to go back completely to specialized courses because the funding would only last one year and we would again be faced with cutting back or eliminating programs." He assured everyone that there was a good plan and that Drug Svetic would soon visit the affected departments to explain.

The \$100 surcharge to School of Management students to offset the effect of the government's formula under-funding, prompted objections from several students, who said they were being penalized and would end up paying tuition fees double to that of colleges offering comparable courses. One student wanted to know why, when lectures were catering to such large numbers of students, BCIT was more expensive than anywhere else. Gordon Thom said that considering the high demand for BCIT management courses, this was obviously a conscious choice people were making. He said he wanted to build in the \$100 differential so BCIT could continue to offer the same high quality.

Carol Nelson of Marketing wanted to know why Marketing, which still operates on 780 hours but at a reduced formula level, was not considered cost effective. "We have continued to offer the same quality, she said, "but you are telling us our program is not cost effective. I would like to see numbers on that. Is it fair that Marketing should bear the brunt?"

Thom said that in general, costs for the School of Management was 40 per cent above the School of Engineering Technology, based on 1983/84. "They are closer now, but there is a major differential," he said. Asked if she thought there should be a different fee for each individual technology, Nelson said she didn't think that was beyond the realm of reality. "This represents a 15 per cent increase in student fees for Marketing students," she said.

The recommendations were tabled with the Board of Governors on March 28.

## Hyde honoured

Department head of Biological Sciences Ron Hyde was recently presented with an honorary membership in the B.C. Society of Landscape Architects. Hyde received the honour in recognition of his long service on the Board of Examiners of the Society and his role in establishing a landscape horticulture program at BCIT.

Also awarded honorary memberships at the Society's AGM on February 23 were H.C. Charlesworth, programmer/planner with the B.C. Building Corporation and W.W. Wood, associate professor, School of Architecture at U.B.C. Both have served as members on the Board of Examiners.

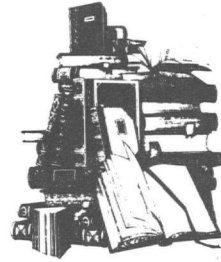
## Brousson takes early retirement

President Thom has announced the early retirement of dean of Development, Dave Brousson. Although his official retirement date is June 30, 1985, Brousson has agreed to act as a development consultant to BCIT from April 1 to June 30. Working out of an office in the Downtown Education Centre he will draw up plans for a Deferred Giving Programme and prepare a complete report and recommendations on the next phase of the 20th Anniversary campaign. He will also continue his work with Canadian and U.S. foundations and with some segments of the corporate sector.

Brousson joined BCIT in 1978 as dean of Continuing Education and Industry Services. Upon assuming the position of dean of Development in 1983 he became responsible for planning BCIT's \$10m capital fund raising campaign.

Incoming dean, Peter Jones, who was appointed to the position December 1 last year, will take on full responsibility for BCIT's community relations, fund raising, government relations and alumni programme on April 1. He has already begun a reorganization of Development Group activities with a view to giving BCIT a more aggressive presence in the community.

Jones came to BCIT from his position as executive director of the UBC Alumni Association, where he also had responsibility for all of UBC's private fund-raising. He was recently made an Honorary Life Member of the Association and last week UBC's Alma Mater Society (Student Association) presented him with an award recognizing, "his outstanding commitment and contributions to the University and to Student Affairs".

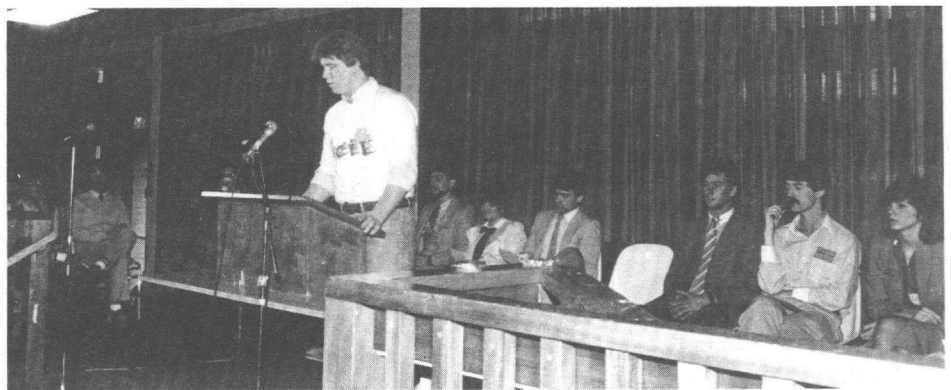


## International Education office collects books for Kenya

BCIT has been involved in the Kenya Institutes of Technology (formerly Harmabee Institutes of Technology) projects for some time now. In February, 1985 we were informed that an organization called CODE (Canadian Organization for Development through Education) had offered to pay shipping costs for a portion of a container of books for use in the Kenya Institutes of Technology. Shipping costs are normally prohibitive, therefore, we were very interested in taking advantage of this offer of free shipping to make a major practical contribution to the operation of these institutes. The libraries at some of the KITs are in desperate need of books.

The International Education office has now collected around twenty boxes of textbooks for the Kenya Institutes of Technology and we would like to take this opportunity to thank all who donated books, with special thanks to the Mechanical, Physics, Mathematics and Chemistry departments. Clearance to ship these books to a regional dispatch center is expected shortly, so please check with the International Education Office (local 8842) before sending any additional books.

— David Sabo, International Education



The Student Association held an All Candidates Meeting last week for 28 candidates seeking election to eight positions on the Executive, including president. The number of candidates surpasses that of recent years, maybe due to the well publicized campaign and the interest in current BCIT issues. Pictured speaking last Wednesday is Bill MacPherson, a Mechanical student running for V.P. Finance and Administration. Elections were due to be held this week.

# Less students coming directly to BCIT from high school, report says

Changing economic and demographic trends in B.C. and Canada are having a direct effect on the first year student profile at BCIT. Structural changes in the economy, combined with B.C.'s sluggish performance over the past three years, has meant many young adults between the ages of 25 and 40 are seeking re-training to keep their present jobs, or to change jobs.

Many of them have already come to BCIT for re-training, and many more will be looking to the Institute for re-training in the future. Their wants and needs are quite different from the young men and women who come straight to BCIT from high school.

Last fall, the Office of Institutional Planning surveyed 1833 of the 2053 first year full time students at BCIT. The purpose of the survey, says Dr. Craig Greenhill, Director, Institutional Planning, was to take a snapshot of the first year class and look at its composition. "We found that only about one in six of the first year students came to BCIT directly from high school," says Dr. Greenhill. "Most of the students, about five in six, came to their studies at the Institute with some real-world experience. These students

are very career-minded."

Greenhill says that most of the 1984-85 first year students at BCIT had recently been in the labor force, and that most had either worked or attended another post-secondary institution before entering BCIT. For 80 per cent of the students surveyed, BCIT was the first choice institution. "BCIT has a good reputation for job placement," says Greenhill. "In addition, the Institute's two year package is more attractive than the three or four year courses at the universities."

Greenhill says that the high numbers of career-oriented adults seeking entrance to BCIT is part of a long-term trend in B.C., which is caused by changes in the economy and population composition. "For the next ten years, post-secondary education will have to deal with a large number of adults wanting re-training," he says. "Institutions should already be meeting the upgrading and re-training needs of the adult student population, and ensuring sufficient program flexibility to respond to on-going changes in the demand for skill development."

The Institute has an important part to play in the province's economic recovery,

says Greenhill. "Basic to B.C.'s economic malaise is a lack of diversification into industries in the growing service sector. BCIT's technological programs are oriented to the human resource requirements of the sort of information-based society we will

increasingly come to live in. Institute programs, such as robotics, microelectronics, information software and biotechnology, are directly responsive to the needs of existing industries for the skilled manpower they will need both now and in the future."

Greenhill says that BCIT is working cooperatively within the post-secondary system to further the provincial priority of accessibility to institutional programs. So far, the Institute has also been able to meet the provincial government's financial restraint objectives, and has accelerated productivity gains without affecting the quality of its programs. However, cautions Greenhill, inadequate funding levels to support priority technological programs could severely limit BCIT's capacity to produce an adequate supply of technologists to meet the manpower needs of B.C.'s knowledge-intensive industries.



## DO YOU HAVE A FRONT OR REAR GARDEN IN NEED OF LANDSCAPING?

I require four properties for summer school and four properties for the fall term within a 15-20 minute radius of BCIT for landscape student projects. Summer clients will be notified by April 30, fall clients by September 30. Properties must be 50 x 120' minimum.

If you are interested, please write a brief description of the site, outlining size, location and your requirements and place in my mailbox: Susan Murray, Biological Sciences.

Site descriptions telephoned in will not be considered. Please write it down. This service available to BCIT faculty and staff only.

Opposite: students from Susan Murray's Landscape course finish a project at BCIT's Maquinna Residence.



**John Pelton of Environmental Health Services, far left, recently hosted health conferences on campus. He is seen here with, left to right: Ron de Burger, assistant deputy minister of Health, Dr. Hugh Richards, provincial health officer, and Gerry Penner, director of Public Health Inspection for the Province.**

## Health conferences held on campus

Senior Ministry and Health officials were on campus during the week of March 12 to 16 to attend an educational conference coordinated and hosted by Environmental and Occupational Health Services department head, John Pelton.

Assistant deputy health minister, Ron de Burger, provincial health officer, Dr. Hugh Richards, and other Ministry management staff were in attendance along with 20 chief public health inspectors and 30 medical health officers.

Pelton, who conducted a half day workshop on motivation and leadership in the health field for the delegates, received a letter from de Burger saying how happy he

was with the conference and passing on his appreciation to the Institute.

Pelton also arranged to have the B.C. branch of the Canadian Institute of Public Health Inspectors' educational conference at BCIT on the Friday and Saturday of that week. As guest speaker he addressed about 100 delegates on dean of Health, Brian Gillespie's plans for post diploma education at BCIT. He was also presented with a cheque from the B.C. Branch for an annual Environmental Health student award in honour of one of its members, Mr. Bob Herbison. This is the fourth such bursary provided by the Institute, each one having a principle of \$4,000.

## Hydroponics series to be run again on Knowledge Network

The four part video series, "Hydroponics: Grow with the Flow" will be rerun on Knowledge Network this spring. The program will be seen Sundays at 6:30 to 7 p.m. starting April 14 with repeat broadcasts on Tuesdays 8 to 8:30 p.m. through the four week period.

Jim Muir of Biological Science is the host, with Broadcast Journalism student Julia Foy taking a supporting role.

Following the initial series presentation last fall, the Institute received 95 viewer requests for supplementary print material.

## BCIT signs agreement with ACCC

An agreement between the Association of Canadian Community Colleges (ACCC) and BCIT was recently signed by Gordon Thom, President of BCIT. The Agreement confirms BCIT as one of four principal participants in the Kenya Institutes of Technology Project joining Humber College of Applied Arts and Technology, Seneca College and Lethbridge Community College.

The Agreement designates BCIT as a main contact for:

- recruitment and selection of experienced Canadians for the water distribution and engineering programs in the Kenya Institutes of Technology (there are presently three such programs identified).
- Assisting in orientation programs for newly appointed Canadians placed overseas.
- assisting overseas personnel with selection of appropriate equipment and materials.
- providing an exchange of technical information.
- working with ACCC in regular program evaluations.
- providing training to Kenyan trainees here at BCIT.

Rhett Wade, Civil and Structural Technology, is the first BCIT staff member to travel to Kenya on a two-year teacher/program developer contract at one of the Kenya Institutes of Technology. Rhett and his family left for Kenya in January, 1985, and are stationed at the Rift Valley Institute of Science and Technology.

— David Sabo, International Education



## Candidates sought for honorary diplomas

Two honorary diplomas of technology will be issued at this year's Convocation ceremonies in June and the Tributes Committee, established last March to recommend individuals to the president, is now requesting nominations.

Criteria for nominees is as follows:

**"Distinguished persons in the community, usually but not essentially external to BCIT, who have shown special interest or understanding of this institution and whose receipt of such an honour would also bring honour to BCIT. Specifically, the diploma would recognize achievement in/or service to BCIT and/or the community-at-large in the fields of technological education, public service or applied research."**

Last year's recipients of honorary diplomas were former BCIT principal E. Cec Roper and Dr. Jack Freeman, chairman of BCIT's Food Production and Agricultural Management advisory committee.

Please forward your nominations to the Tributes Committee, c/o Pat Maertz, secretary, Educational Council. a resume and background information on the candidate should also be included.

Deadline for application is April 30.

## Kyle speaks at Okanagan College

Dean of the School of Management, John Kyle was invited to speak at the Okanagan College annual business banquet early in March.

As a former Kelowna resident he is already familiar with the college's business program and was recently appointed member of its external review committee.

At the same time the School of Management was also being represented by department head of Hospitality and Tourism, Mike Coltman who visited Mount Saint Vincent University in Halifax, Nova Scotia to take part in a series of non-credit lectures on Basic Hospitality Management. The series, which was broadcast on the Atlantic Satellite network attracted registrants from every corner of the Maritimes. Coltman's lecture, sixth in the series, was on accounting - computer applications.

## Retirement Dinner postponed

The 1985 Retirement Dinner has been postponed until September or October this year, instead of taking place May as in previous years. The Development Group, which takes care of organizing the event, has traditionally encountered difficulties in trying to identify retirees in February and March each year so have recommended that this new timing be reflected in the current policy for future dinners.

## Operations Management students get press coverage for their work with major companies

Reprinted with permission from The Province, February 4, 1985

A number of major companies, CP Rail among them, have taken to tossing transportation problems to graduating students in an expanding program at the B.C. Institute of Technology.

J. Graeme Newbury, 36, one of this year's crop of 35 students completing the two-year BCIT transportation/distribution management course, says companies at first participated out of goodwill, submitting questions they could answer readily themselves.

Later, however, they switched to posing real problems and in some cases adopted the solutions that had been suggested by students.

Newbury commutes daily from Langley to the BCIT campus in Burnaby and does 30 hours of class work and 30 hours of home study as he works towards a technology diploma. "It's a pressure cooker course, but we think it turns out people with the job skills industry wants," he said.

Classmate Terry Forshner, 34, was skipping a small tug in Howe Sound before he decided to invest his savings in further education. "I had been working for 13 years and realized I had to do something different if I was to move upwards. I considered going to (the University of B.C.), but decided that this course would give me better prospects."

Pilot Karl Foslien, 25, used to fly a Beechcraft King Air executive aircraft for MacMillan Bloedel Ltd., before being laid off. Like Forshner, he considered going to university and decided against it. "Two years is about as much as I want to take out of my life at this stage," he said. Foslien would like to find a job in the air freight business.

Foslien's is the second graduating class

since BCIT developed a two-year transportation/distribution course. Previously, it offered operations management students the chance of specializing in transportation/distribution in their second year.

Students take 38 different subjects during their two years at BCIT. The program is wide ranging. A sample term offers international law, information processing, international trade, transportation marketing strategies, quantitative methods, management engineering, transport costing and transportation regulation.

Newbury said 80 per cent of 1984's course graduates readily found jobs, despite the tightness of the labor market. "We have industry advisers meeting every eight weeks with course instructors to examine the curriculum and suggest updates," he said.

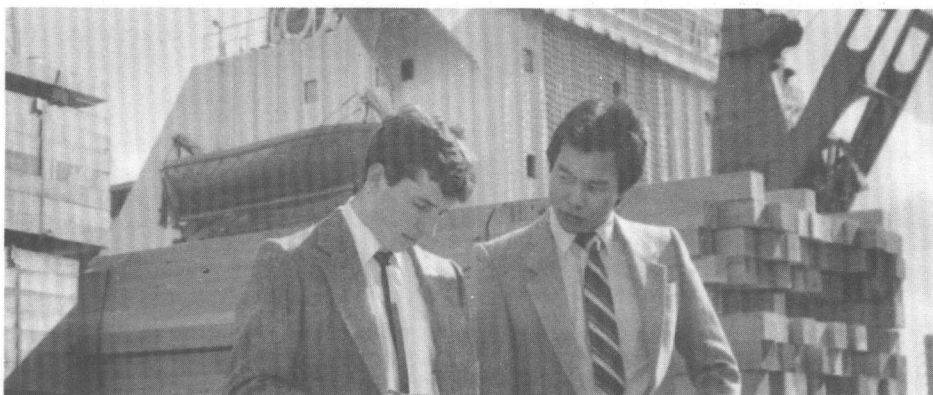
The two instructors assigned to the course have both had industry experience. Instructor Pat McSorley was one of the founders of Kwikasair Express, an air parcel service. Heddy Pevetz used to be with the department of supply and services.

One of the youngest members of this year's graduating class is 20-year-old Pauline Johnstone. She spent one year following high school working as a meat wrapper before deciding more education was a must. She is hoping for a career in international freight.

Johnstone said the instructors impart a lot of energy to the program and everything suggests that the course, unique in western Canada, is closely tailored to the demands of the workplace.

She will soon be giving an oral-visual presentation to the executives of one of the companies feeding problems to course students.

This exposure will be good preparation for her next step of meeting with would-be employers.



Transportation/Distribution students Dave Lucas and Dick Murao are carrying out a study into the effectiveness of cargo handling at Lynnterm, run by Western Stevedoring in North Vancouver.