

Fundraising Group Raises \$71,000 Worth of Pledges for BCIT Campaign

Thanks in part to a recently imported fundraising system, the alumni appeal portion of the Institute's Twentieth Anniversary Fundraising campaign is off to a vigorous start.

In the first eleven evenings of the newly-launched campaign, student callers contacted about 2054 BCIT alumni, garnering over \$71,000 in pledges — nearly 12 per cent of the alumni phone-mail appeal's goal of \$600,000 - \$800,000. The news is that much sweeter, thanks to the Vancouver Foundation's offer to match funds raised for student aid, up to \$100,000 per year for the next three years. Ultimately, a permanent student aid endowment fund of at least \$600,000 will be established.

The campaign, the first of its kind in western Canada, is being co-ordinated by Phone Mail Canada, a joint venture of the New York-based Institutional Development Council and the Martin Communications Group of Toronto. Phone Mail recently completed a similar project for the Ontario Heart Foundation and is currently under contract with Queen's University in Kingston, but BCIT's program has an important difference. Each phone call serves the dual purpose of updating the Alumni Association's mailing list as well as asking for a donation. One result will be a valuable resource for the Alumni Association — a goldmine of a database.

Phone Mail's resident director, Robin Coates, and the Development Group's systems coordinator, Melanie Mahlman, (a 1984 graduate of



BCIT students Mary Skinner, Danny Close, Tammy Kenville and Jordan Stoddard go through their paces during a typical evening at Phone Mail headquarters.

Administrative Management), work closely with the Institute's Development Council, chaired by Eugene Nesmith, president of the Hongkong Bank of Canada, as well as with the Development Group and senior administration at the Institute. Mahlman describes the fundraising process as a "carefully choreographed sequence of events."

Sometime during the next several months, each of the 12,000 alumni for whom the Institute has an address will receive a personalized letter from BCIT President Gordon Thom, followed a week later by a detailed, and also personalized, letter from Nesmith elaborating on the financial situation of the Institute and the necessity of the Twentieth Anniversary Fund. The letter begins, **"Within the next few days, you will receive a call from the British Columbia Institute of Technology. The call will come from a BCIT student who, at my request, will ask you to pledge your support to BCIT's Twentieth Anniversary Fund. The student will ask you to make a four year pledge to the Fund to help**

support the financial needs of the Institute and its students."

Phone Mail's on-site operation is based in Trailer 1D, to the north of the main building. If you happen to drop in on a weekday evening, you will find a group of about ten enthusiastic students, each on the telephone earnestly discussing BCIT's present and future situation with an alumnus and potential donor.

Scared to death

"At first, the students were scared to death and their phone technique was really rough," says Mahlman. "If anyone gave them an objection to the program, they didn't know how to handle it — they felt as if they'd been disowned by their mother. Now they're handling those situations ten times better — thanks to a lot of coaching from Robin and a lot of moral support from each other. The morale is absolutely amazing now, and the students are acquiring a skill for dealing with people on the phone which will serve them well when they graduate. There's a keen

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BCIT Student Chapter of CAPICS — Largest of its Kind in Canada

With 47 members, BCIT's new student chapter of the Canadian Association of Production and Inventory Control Society (CAPICS) is the largest of its kind in Canada. CAPICS is the Canadian arm of an international professional society for people involved in the production and inventory decision-making process in industry.

Operations Management instructor Keith Hartley, who helped organize

the students' chapter, has accepted the role of faculty advisor to the group. Hartley, who recently received professional certification as a practitioner from the American parent group, APICS, is a charter member of the Vancouver chapter of CAPICS, formed several years ago. His position as director of education with that chapter prompted his interest in coordinating the formation of a student group at BCIT, where Operations Management students

follow an intensive course of study in production planning and inventory control.

Meetings with practitioners in the field will help student members of CAPICS make the transition between classroom theory and actual practice in industry. Planned events include a field trip to a manufacturing company, a dinner meeting, and a guest lecture by the manufacturing director for Mobile Data International.

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competitive spirit but also a tremendous amount of group support." Coates adds, "It's much more encouraging when you have that group spirit and enthusiasm to help you reach your goal of \$6,000 - \$10,000 per night."

Alumni responses to the phone-mail campaign are varied, but rarely neutral. Department heads have received irate calls from some alumni who say they strongly resent being asked for money — then end up making a pledge. "We get everything from 'No' and the receiver being hung up right away to people wanting to catch up on the latest news about their technology and the Institute," says Coates. "One caller had an unusual criticism of the Institute; he commented that BCIT is too advanced for the workplace!"

One of the more common questions alumni pose is about the Hongkong

Bank of Canada letterhead used for Eugene Nesmith's letter. "Our callers have to spend a certain amount of time explaining that this doesn't imply foreign investment in BCIT," says Mahlman, "but we feel that using the letterhead for Mr. Nesmith's company indicates that someone in that corporation believes in BCIT enough to work for it."

After each call, the caller makes sure that a data card is complete. The information is later entered into a PC and an appropriate letter — for positive or negative responses, or for those who are still considering — is generated on the AT the next day.

In addition to the student callers, the campaign also employs a full-time data entry/computer operator, a full-time administrative assistant, and students who act as clerical assistants. In all, about 30 students are employed part-time — many of them stamping letters to give them a

personal touch (metered mail is verboten). Still, Robin Coates says more callers are needed, and invites staff to consider joining on for the extra exam period and holidays, which will be particularly understaffed. Anyone interested can contact Coates at 8503 or Mahlman at 5202. New recruits will receive training from the founder and CEO of Phone Mail's parent company, Bill Freyd, who will be flying to Vancouver for the November 29 workshop to share his knowhow.

More grad names needed

Faculty are also reminded that part of the success of the phone mail campaign hinges on the number of alumni who can be contacted. At present, only 12,000 of the Institute's 22,000 graduates are on the mailing list, so any help with tracking down others would be greatly appreciated.

New Dean of Development Hired

The successor to dean of Development, **Dave Brousson**, will begin work at the Institute on December 3. **Peter Jones** comes to BCIT from the University of British Columbia where he was executive director of the UBC Alumni Association. Although his title will be dean of Development he will not assume full responsibility for the position until Brousson's retirement in June, 1985.

Jones has had an extensive career in both academic fund raising and community relations work.



The winter issue of Alumni News has just been published and will be circulated in staff mailboxes next week. The eight page newsletter is mailed to 13,400 alumni and advisory committee members.

Smile, Please

The last issue of the Messenger this year will be printed on December 13. If you would like to be included in our annual photo spread of departments and their Christmas decorations, please contact Trisha Mason on local 8738 no later than December 6.

Staff Invited to Board Reception

The Board of Governors will hold their annual Christmas Reception again this year on December 12. The reception is an opportunity for the Board to express its appreciation to staff for their contributions over the past year and to extend best wishes for the holiday season. A cash bar will operate from 4:30 p.m. to 5:30 p.m. and complimentary tickets entitling each guest to one free drink will be handed out at the door.

Campus Cafe will Offer Christmas Lunch

The Campus Cafe will feature a special Christmas menu from December 10 to 21. This will consist of various "Turkey dinners" offered throughout the two week period. Reservations are not necessary and prices will not vary from those in effect now. The Christmas luncheon usually served in the Food Training Centre will not be offered this year.

FTC Service Reduced in December

Special dates to note over the coming Christmas period are **December 12** when all services in the Food Training Centre will end at 1 p.m. and **December 14** when they will end at 3 p.m.

*The BCIT Board of Governors
and the President
cordially invite all BCIT staff to a*

Christmas Reception

*Wednesday, December 12, 1984
4:30 - 6 p.m. in the
Food Training Centre*

*Be sure to pick up your
complimentary drink ticket at the door*

(Cash Bar - Ticket Sales to 5:30 p.m. ONLY)

Educational Council Meets for Last Time This Year

The last Educational Council meeting of this year will be held tonight at 6:30 p.m. in the BCIT boardroom. Agenda items include a special presentation on the Library by Jos Carver and reports from the following committees:

The Policy and Planning Committee (with recommendations on leasing BCIT's mainframe computer and on briefing documents regarding optimum size for BCIT and formula funding.)

The Programs and Priorities Committee (reporting on progress of the School of Management's business Task Force; an interim draft policy for the review of program proposals

and a proposal for a new program called Building Environment and Technical Services.)

Student Services Committee (on evaluations of Recreation Services and Campus Food Services and issues arising out of the Pursuit of Excellence report and computer-based education.)

Educational Standards Committee (with policy recommendations on the Reassessment of Academic Standing and Appeal of Academic Standing; a policy statement regarding advisory committees and a recommendation concerning the Pursuit of Excellence.)

Safe Driving Promoted at BCIT

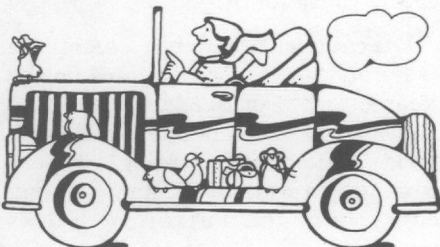
Don't be concerned if you see two wrecked cars outside the SAC building next Wednesday. It's to draw your attention to the dangers of drinking and driving depicted in displays mounted inside by Medical Services.

This year's SAFE DRIVING DISPLAY, though, will have significance beyond the actual day it is held. The RCMP and Paramedics have collaborated to stage a car crash that will be filmed by BCTV at about 1 p.m. to be aired as a public service announcement over the Christmas period. A BCTV news reporter will also be present to cover the event for the 6 p.m. news that evening, and the Sun and Province newspapers will offer it for nationwide coverage through their newswire service.

The Safe Driving Day indoor display will feature the RCMP portable breathalyzer and accident photos, the Paramedics display of survival equipment, M.A.A.D. (Mothers Against Drunk Drivers), Vancouver Safety Council, Alcohol Drug Education Services, ICBC Road Safety program and the Spinal Cord Unit from Shaughnessy Hospital.

"The aim of Safe Driving Day," says Joyce Jamieson of Medical Services, "is to bring to everyone's attention the dangers of drinking and driving, especially at this time of year. We were particularly pleased to see that the Staff Social Club has arranged for staff to stay at the hotel where this year's Christmas dance is to be held. This is the kind of initiative we are trying to encourage."

SAFE DRIVING DAY will be held on Wednesday, December 5 from 11 a.m. to 2:30 p.m. in the SAC racquetball lobby.

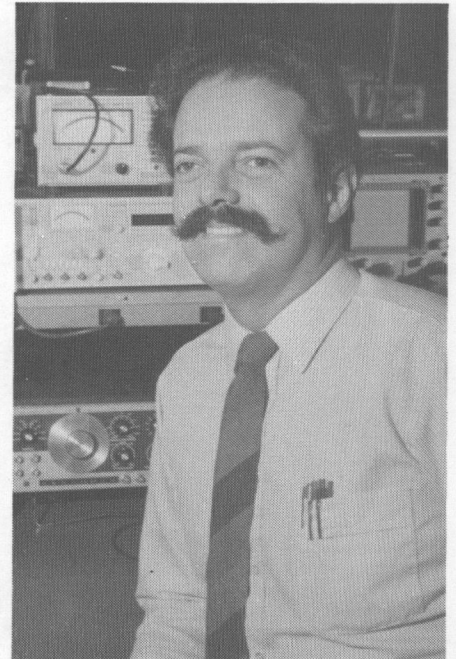


M.A. with First Class Standing Earned by Electrical Instructor

Congratulations to Electrical instructor, **Antonio Eguizabal**, who has successfully completed his Master's of Applied Science degree with first class standing from the department of Electrical Engineering at U.B.C.

Eguizabal's thesis, *Tantalum Pentoxide, a Non Conventional Gate Insulator for MOS Devices*, involved developing and successfully testing a novel MOSFET (Metal Oxide Semiconductor Field Effect Transistor) with a double dielectric gate insulator. This device has direct application in the microelectronics field (integrated circuits) with potential use in the VLSI (Very Large Scale Integration) area.

Before joining BCIT just over a year ago, Eguizabal, 39, worked at Microtel Pacific for two and a half years. He came to Canada from Chile in 1975 and currently resides in North Vancouver.



Antonio Eguizabal



A wide range of popular paperback books and magazines is now available at the BCIT Bookstore and, starting early in December, customers will also be able to purchase British Sunday newspapers on each Wednesday of the week. These will include the Sunday Times, the Sunday Observer, the Sunday Telegraph, News of the World and the Sunday People and will retail for around \$3 each.

The paperback and magazine racks, which were installed about four weeks ago, have been slowly attracting people and assistant bookstore manager, Michael Stewart believes this will increase as the word spreads.

It is pleasant to spend half an hour browsing among the racks, and, while the collection is still small, there are a variety of fiction and non

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BCIT's 20 Year Old Cord Switchboard Gives Way to New Digital Switching System

The heart of BCIT's new telephone system is in trailer 2E, a small brown building next to Mechanical. The old operation, with its sprawling switchboard and overflowing rack room (where the phone lines came in), required three operators and one supervisor and took up the greater part of the building. Now, supervisor Kay Gray and remaining operator Bertha Molinski perform their duties at two small, streamlined consoles in front of a wall of windows in a newly-partitioned room. Across the hall, the CPU for the system, a neat bundle of cables funnelling into it, takes up less than half the space of the former rack room. Part of the building is presently being transformed into an extra meeting room for the Institute.

Besides taking up less space, the Institute's new digital switching system offers numerous advantages

over its predecessor, a 20-year-old cord switchboard. Features such as Call Transfer, Consult with Privacy, Conference, Ring Again, Call Pickup, and Speed Calling were explained to staff in small training sessions earlier in the fall. An automatic call distributor queues calls at peak times and a call detail recording device keeps track of all long distance calls by local.

The equipment, which is on long-term lease, is already paying for itself, says coordinator, Gil Moore, since monthly costs are less than those for the old system. In addition, it is expected that the long distance recording device will realize a 15 per cent savings in long distance charges as users are now financially responsible for their own calls.

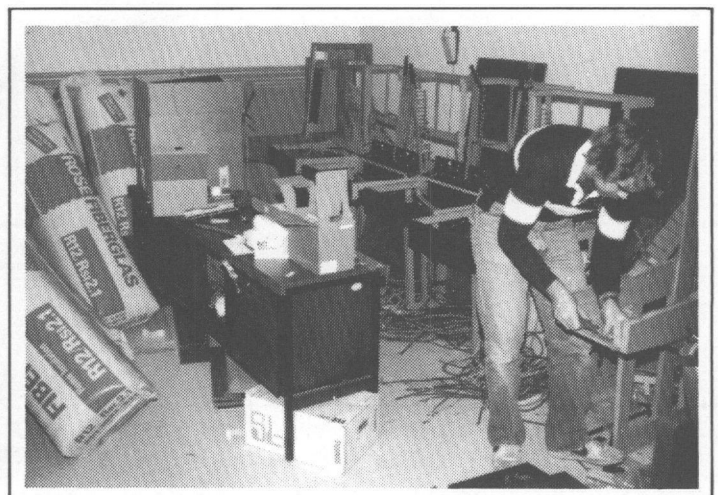
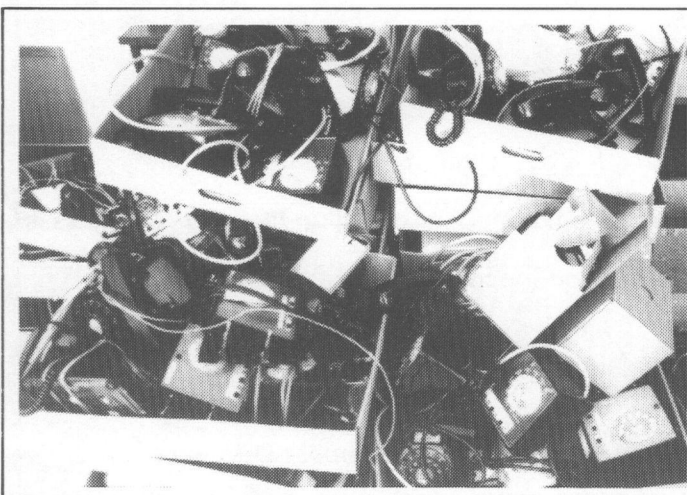
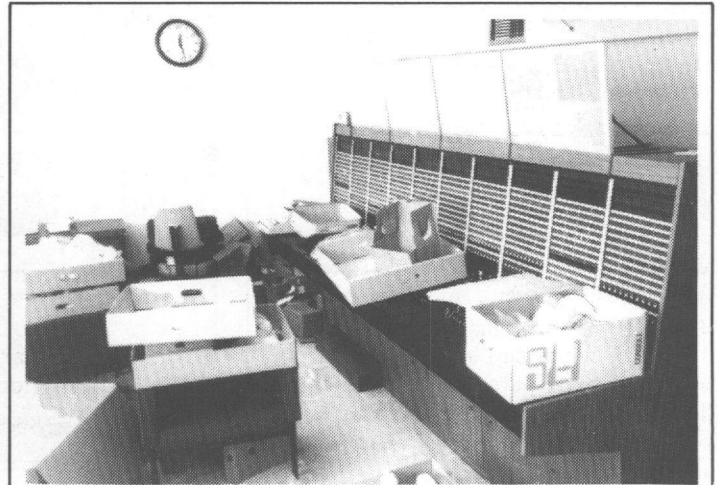
The operators' consoles feature an unobtrusive liquid crystal display of the trunk on which an outside call is

coming in or the local of an inside call. Callers who are placed on hold when the line they want is busy are automatically put through when the line becomes free; meanwhile, the operator is reminded of the caller's presence every 30 seconds. Gray, who has been on the Institute's switchboard for 12 years, and Molinski, who has been working here for 10 years as of this month, handle the new system with great aplomb and ease, in spite of its radical departures from the board they had grown used to.

The creation of direct-in-dial (DID) lines for the 200 busiest locals at the Institute was supposed to lighten the workload at the switchboard — and ultimately will — but so far it isn't working out that way.

"It's going to take awhile to get phoners trained," Gray comments.

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SWITCHBOARD . . . from p. 5

At the moment, few outside users are aware of the new DID numbers and, as a consequence, the operators spend most of their time giving them out. Many people, in fact, continue to call the main switchboard number day after day, even after being given the new direct-dial number! The two operators demonstrate remarkable patience with both their wayward callers and the inevitable growing pains of a new system. Molinski explains, "I've always liked this kind of work."

Gray expects that it will take at least six months to get the system working smoothly; the publication of the new city directory next July should be a major factor in smoothing out the wrinkles. Naturally, the switchboard staff are also looking forward to the publication of the new on-campus directory next month. But, at an institution as large as BCIT, changes are commonplace and the directory needs continual updating. "If there are any local, title, or department changes, or if any new staff are hired on, please let us know," says Gray. "At the moment, we often get the news from people calling in from outside!"

BOOKSTORE . . . from p. 4

fiction titles to choose from. The magazine racks, for example, carry Vogue, Cosmopolitan, Time, Newsweek, T.V. Week, Business Week, lots of skiing magazines and others devoted to body building, video movies, etc. One entire rack is devoted to computer magazines and, according to Stewart, some of these are currently the most popular sellers. We sell a lot of Byte Magazine, and P.C. Magazine, he says. For leisure reading, Cosmopolitan and Vogue top the list. In effect now and into the new year is a ten per cent discount on all, "magazines for leisure reading".

Stewart tries to keep abreast of the paperback best seller list and is currently offering Stephen King's, "most terrifying novel yet," *The Pet Semetary*, and *Poland* by James Michener. Other popular titles are *Thurston House* and *Changes* by Danielle Steel (from the romantic saga genre) and *Megatrends: Ten New Directions for Transforming Our Lives* by John Naisbitt. Pet Semet-

ary, Poland and Megatrends have sold the most, says Stewart. Other best selling authors to be found on the racks are Alistair MacLean, Barbara Taylor Bradford (*A Woman of Substance*) and Mary Stewart. As well as fiction there are books on cookery, craft making and archi-

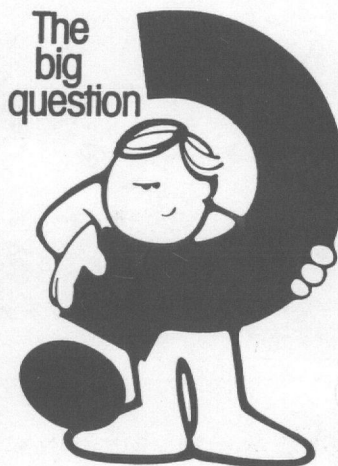
tecture. Stewart welcomes requests from anyone who would like to see a particular book or magazine in stock, but says he can't guarantee they will be ordered.

Drop by soon and sample the Bookstore's new wares. It's well worth the visit.



Visitors from Kotou School in Kumamoto City, Kyushu, Japan visited BCIT on November 19 to discuss establishment of an exchange program with BCIT. President Thom met with (to his right) Toshiko Mori, head of Kotou School, Matsuo Yamasaki, teacher, Kotou School, Miss Naoko Mori, and Francis M. Niuro, interpreter, Vancouver to discuss ways and means of providing opportunities for students and staff of each institution to become involved in: mutual exchange of instructors, mutual exchange of students, school exchange programs and information exchange.

Hans Holst, acting department head of Computer Systems and Dave Hume, provincial consultant, showed the visitors around campus.



What is the . . .

BCIT BUSINESS INFORMATION CENTRE ?

Answer: The BIC provides business information guidelines

Why? To assist people interested in setting up their own businesses

Where? N.E. SAC entrance (opposite Medical Services)

When? Monday to Friday (afternoons and evenings)

sponsored by the Ministry of Small Business Development