



# MAKING IT BIG



**TED CHOI**

For the past five years, BCIT's Computer Systems Technology program has been hosting students from Chonbuk National University of South Korea for a six month internship program sponsored by the Korean Ministry of Education. The students, most of whom come from computer science and engineering departments, are selected based on their academic records, their English language skills and their chosen discipline. The program consists of five months of theory and applied classroom learning, followed by a one month internship at a local company.

24 year-old Ted Choi was a participant of this program from August 2005 to February 2006. During his internship, he was assigned to work on a network management program with Alan Luke, BCIT Software Systems Development grad and owner and systems consultant for Certus Consulting Group in Vancouver. After observing Ted's technical fluency, work ethic and efficiency, Alan offered Ted the employment opportunity of a lifetime—to continue working for him in an employment capacity if he was willing to locate permanently to Vancouver. While keeping the offer in mind, Ted opted to move back home to Korea. However, his decision didn't last long and he eventually decided that the opportunity

to gain practical experience under Alan's supervision was too valuable to pass up. Ted returned to Vancouver in March, 2006 and began working for Certus Consulting Group.

Dr. Benjamin Yu, program head of International Collaborative Programs at BCIT, founder of Software Systems Development and program champion of the curriculum with Chonbuk National University, says "I am extremely pleased to see that the BCIT practical educational programs are making such an impact on both local and international levels." Benjamin hopes that international collaboration will continue to grow as evidenced by the ever increasing collaboration between BCIT and its partners in the east.

## NEW TO BCIT

**Joy Little**, *administrative assistant*, Marketing and Communications

**Sharon Wong**, *systems/database administrator*, Foundation

**Barbara Cross-Doucet**, *instructor*, School of Transportation (Kelowna)

**Christopher MacGregor**, *faculty*, School of Health Sciences

**Patrick Gannon**, *instructor*, School of Transportation (Aerospace)

**Sarah Fleming**, *assistant instructor*, School of Health Sciences

**Wally Berg**, *occupational first aid attendant*, Safety and Security

**Aisha McCallum**, *administrative assistant*, Learning and Teaching Centre

**Stephen White**, *toolroom and workshop supervisor*, School of Transportation

**Nicole Lambert**, *financial accounting administrator*, Financial Services

**Trent Weatherwax**, *faculty*, School of Construction and the Environment

**Guido Borrelli**, *instructor*, School of Construction and the Environment

**Srecko Skoro**, *instructor*, School of Manufacturing, Electronics and Industrial Processes

**Frank Zander**, *instructor*, School of Construction and the Environment

**Wesley Macaulay**, *instructor*, School of Construction and the Environment

**Jie Yang**, *financial accounting and banking administrator*, Financial Services

**Dr. Hassan Farhangi**, *director*, Group for Advanced Information Technology

**Kenneth Jeffery**, *assistant instructor*, School of Business

**Myles Stanley**, *instructor*, School of Transportation (Marine)

**Ivan Pichugin**, *instructor*, School of Transportation (Marine)

**Carol Lee**, *junior systems analyst*, Information Technology Services

**Sally Holt**, *senior internal auditor*, Internal Audit

**Sharon Wong**, *systems/database administrator*, BCIT Foundation

*> ACE Students continued from page 1*

year at its national exposition, student teams from across the country compete in the SIFE competition.

HSBC is a major contributor to ACE and sponsored the financial literacy component of the competition. Of the 43 teams from across Canada that competed, the BCIT students returned home with a first place win in the Financial Literacy competition, an award for the most supportive administration, and an overall second-place finish.

BCIT ACE students are currently completing studies at BCIT in the School of Business, and have been running an outreach program with the First Nations community in Mount Currie, among other outreach projects.

## SAVE THE DATE!

ANNUAL STUDENT ASSOCIATION INCOMING/OUTGOING RECEPTION

**May 2, 2:00–3:30 pm**

Contact:  
Michelle\_Traynor@bcit.ca

EMPLOYEE EXCELLENCE AWARDS

**May 16**

Contact:  
Marnie\_Wright@bcit.ca

ALUMNI ASSOCIATION AGM

**May 24, 11:30–1:30**

Downtown Campus  
Contact:  
Sherri\_Magson@bcit.ca

GRADUATING AWARDS CEREMONIES

**June 20, 21, 22**

Town Square Cafe  
Burnaby Campus  
Contact:  
Michelle\_Traynor@bcit.ca

JUNE CONVOCATION CEREMONIES

**June 20, 21, 22**

Willingdon Conference Centre  
Contact:  
Michelle\_Traynor@bcit.ca

## MESSAGE FROM THE DEAN



DICK DOLAN, DEAN, SCHOOL OF BUSINESS

The 2006/2007 academic year will be remembered for a number of reasons, most having to do with accomplishments, and I am pleased to be provided an opportunity to celebrate them.

Plainly, we take significant pleasure from the triumphs of our students and this year the business students have outdone themselves. Three achievements stand out: the success of our ACE students, the Tourism students, and the Marketing Association students.

School of Business students have competed at the national level of Advancing Canadian Entrepreneurship (ACE) for the last several years. ACE is Canada's largest network of student clubs. The purpose of the organization, as its name implies, is to encourage members to engage in entrepreneurial activity. It also promotes volunteerism, teamwork, and student leadership. Our students competed in two categories: Financial Literacy and Students in Free Enterprise (SIFE). As some of you know, our students took the national prize in financial

literacy and were the runners-up in the SIFE category. The SIFE competition is the main contest and achieving the number two position against more than 40 other chapters is an outstanding accomplishment.

The Marketing Association took top prizes in the Orlando, Florida competition last spring. In competition with many well known American schools, our students walked away with top prizes in sales, web development and chapter planning.

Finally, and just in, the Second Annual BC Tourism Student Case Competition saw our tourism students repeat last year's success by taking top honours. In these provincial, national, and international competitions, BCIT shares the spotlight with its student winners.

On the faculty front, this past year has seen a number of accomplishments, none more so than in the authoring field. Jo-Ann Johnson and Bryan Parker have each authored textbooks in accounting and marketing. Instructors Anne Marie Webb-Hughes, Scott Armstrong and Peter Mitchell have distinguished themselves as authors of marketing texts. In fact, Peter's book received a commendation as the 2006 Books of the Year for Higher Education. Further, Allan Cobbett received his Fellowship from the CMAs. Kevin Wainwright and Joe Freeburn earned national recognition for their contribution to the work of ACE and the Marketing Association (MA): the John Dobson Award for Kevin and the Hugh G. Wales Award for Joe.

In programming terms, the School of Business has mounted a new program in graphic communications. The two year diploma program has been brought into existence through the prodigious efforts of Laura Davie, associate dean of Digital Arts and the print

industry. Not only did the industry contribute significantly to the curriculum of the program, but their cash donations and contributions-in-kind have set a new benchmark for industrial commitment.

Currently, we are participating in the development of a Master's Degree in Digital Media with SFU, UBC and Emily Carr. Although a number of hurdles remain, once established, this credential will be the first of its kind in Canada with the seals of all four institutions appearing on the degree. The School of Business will provide the business segment of the degree.

It was not a year devoted to only good news stories. Like a number of other post-secondary institutions, we have experienced soft enrollments this past year. The robust BC economy is providing employment options to potential students that we have not seen for some time; as a consequence, many who would normally enroll in our business programs are deciding to stay in industry for "another" year. Our efforts to improve our web presence, to target our marketing more effectively, and to become more actively engaged in student recruitment have not yet yielded the results we have been looking for. As a result, we have had to reduce our planned intake of students, which has had an impact on our teaching requirements. At present, we are engaged in making the final determinations on the impact on faculty.

On the retirement front, Barrie Yackness left our ranks this past December. Going out on a strong note, Barrie was the 2006 recipient of the Excellence in Teaching Award.

Thank you.

— Dick Dolan, dean, School of Business

## FILMFLEX STUDENTS RECEIVE ACCOLADES

Trudy Handel, FilmFLEX Program Head, recently attended the National Association of Broadcast Program Executives (NATPE) conference in the U.S. The message there was clear: program delivery methods are changing at an astounding rate. For two generations, broadcast and distribution of television programming was a tightly controlled monopoly—CBC, CTV, NBC, CBS and ABC were household names. Then came specialty program channels, but the distribution method was still mainstream broadcast. Suddenly we are inundated with alternative technology distribution and delivery methods—with computer downloads, ipods, and cell phones coming to the forefront. Segments must be

short—perhaps three minutes in length—and most shots must be close-ups of faces due to the small size of the playback screen.

Meanwhile, as we struggle with the new world order of program distribution, FilmFLEX students have been busy producing programming. In November, a current FilmFLEX class and a previous class were both honoured with awards in the annual Blood Guts N Gore competition which is open to film school students across BC. Producers are given 48 hours to write, shoot, and edit a short horror film.

BCIT FilmFLEX students came up with some innovative ways of creating memorable visual imagery such as: using old nylon stockings

stuffed with hamburger to replicate intestines; lugging buckets of inedible meat parts from a butcher; and stirring up gallons of "blood" from food colouring, corn syrup, and ketchup.

Members of the FilmFLEX class of May '07 won second place with their production of *The Last Supper* about a cannibal. The crew of this production was Shaun Barry, Andrew Poole, Ben Rogers, Derek Serafini, Ray Skea, Sasha Wade, and Melissa Hovey. Original music was provided by Matthew Rogers.

Members of the FilmFLEX class of November '05 won the award for Best Gore, lead by Marc Boucher.

## BEST NEW PRODUCT WIN FOR BEST GRAD



KEVIN KIMBERLEY, BEST PROGRAM GRAD AND FOUNDER OF DESIGNUP AND CLICGEAR.

Big things are in store for BEST Program graduate Kevin Kimberley. His innovative foldable golf cart invention recently won Best New Product at the 2007 PGA Merchandise Show in Orlando, Florida. Kevin's "Clicgear Cart" beat out over 200 new products at the prestigious golf show in January, instantly catapulting the cart to hot commodity status in the competitive golf accessories market.

It took Kevin, an industrial designer with an entrepreneurial spirit, three years to create a stylish golf cart that folds up like a box in a matter of seconds. The concept evolved in 2003 when Kevin planned a weekend golf getaway with three friends. When the car was too full to fit four friends and four sets of clubs, the idea of a collapsible and pack-able golf cart was born.

Kevin entered the BEST Program in the spring of 2004 to gain entrepreneurial skills training and to launch his business. Since then, he's been fine-tuning and marketing the Clicgear Cart, and developing his industrial design firm DesignUp Inc. Two years after launching the first prototype, the cart retails in golf pro-shops across the United States and Northern Europe, and will be available nationwide in March 2007.

While Kevin is excited about the success of the Clicgear Cart, he is already looking forward to introducing new products for the golf accessories market under the brand name Clicgear.

"I learned about market research in the BEST Program," Kevin says. "The program taught me how to tailor products to meet the market's needs, including price and features."

For more information about DesignUp and Clicgear please visit [www.designup.ca](http://www.designup.ca) and [www.clicgear.com](http://www.clicgear.com). To learn more about the BEST program visit [bcit.ca/venture](http://bcit.ca/venture).

## INDUSTRY LEADER COMMITTED TO TOTAL SUPPORT

Leavitt Machinery's success is based on a thorough commitment to its customers by providing quality products and services through a comprehensive network of 18 offices and an understanding of the importance of employee appreciation. Today, the company is an industry leader in sales, rental, leasing, service, and supply of parts for new and used material handling and aerial equipment. Today, every business unit at Leavitt Machinery is managed by a BCIT graduate.

As a leading supporter of BCIT's School of Business (SOB), Leavitt Machinery participates in a multitude of ways, all benefiting the students. The company currently contributes a total of \$10,000 annually through achievement awards for Professional Sales, International Trade and Transportation, and Operations Management students. This year, Leavitt Machinery is sponsoring eight sales practicums for the Professional Sales program and two directed studies. However, Leavitt's commitment extends beyond simply funding

achievement awards and student learning. Todd Cullum, DipIT '90 (Sales & Marketing), Chuck Dietrich, DipIT '90 (Professional Sales) and Randy Kahlon, DipIT '03 (International Trade and Transportation) all currently contribute to the success of SOB programs through their active participation in Advisory Boards.



FROM LEFT: TODD CULLUM, RANDY KAHLON, CHUCK DIETRICH, DICK DOLAN, DEAN, SCHOOL OF BUSINESS.

## ACE LAUNCHES NEW BUSINESSES

Advancing Canadian Entrepreneurship (ACE) BCIT is part of a national, not-for-profit organization that is igniting young Canadians to create brighter futures for themselves and their communities.

In its fifth year, ACE students at BCIT continue their outreach project in Mount Currie, a First Nations town north of Pemberton, BC. ACE venture partners are currently working with grade 11 and 12 students from the Mount Currie Reserve of the Lil'wat group of the Stl'atl'imx Nation, educating them on business skills by teaching them what it takes to open their own companies. This year, students have launched two businesses: Best of the Best, a drop-in soccer night; and Rez Industries, a clothing company. For more information on these businesses, please contact project managers Jillian Hegberg at 604.290.2800 or Helen Hopkins at 604.710.2744.

In addition, ACE BCIT has also launched the Idea Development Group (IDG). It is a strategic partnership between ACE BCIT and the IEEE BCIT chapter, aiming to connect business students with engineering students on campus. Students are given the forum to exchange ideas and utilize their complimentary skills towards the creation of new products and the establishment of new business ventures. Based on the notion that all the necessary components of innovative ventures co-exist in isolated bubbles at BCIT, it is the goal of the IDG to cultivate innovation by uniting those bubbles. For more information, please contact Project Manager Kevin Kurjata at 604.782.0496

ACE MEMBERS POSE WITH STUDENTS FROM THE MOUNT CURRIE RESERVE.



## BCITMA MAKES THE FINALS — AGAIN



BCITMA MEMBERS

For the third year in a row, the BCIT Collegiate Marketing Association (MA) has made it to the case competition finals in New Orleans. This year saw a record breaking 47 schools from across North America enter the competition. BCIT is the only school in Canada to make it into the final eight teams and will present their integrated marketing communication plan to a panel of judges during the Collegiate Conference in New Orleans at the end of March. This year's case study involved developing an integrated marketing plan to re-establish New Orleans as a premier vacation destination for 18–30 year olds.

“Making to the final eight is a huge accomplishment for all the BCITMA students

who worked hard on the initial submission,” says Andrew Grant, President of the BCITMA. Grant notes that BCIT has always performed extremely well in past collegiate conferences.

In 2005, BCITMA students took home most of the top prizes. BCIT won first and second place in the sales competition, second place in the Website competition (bcitma.com) and received an honourable mention in the Case Study. BCIT Marketing Management instructor Joe Freeburn also took home an award for the Faculty Advisor of the Year. In 2004, BCITMA students took home all of the top prizes including first, second, third, fourth and fifth place in the Sales Competition, first place in the Case Study and first place in the exhibit competition.

The BCITMA is a non-profit, student-run organization that exists to add value to the experience of marketing and business students through professional development and career-oriented training. The BCITMA is the largest organization of its kind in Canada, with over 100 active members.



JOE FREEBURN, INSTRUCTOR,  
MARKETING MANAGEMENT PROGRAM

## BCIT INSTRUCTOR CELEBRATES PUBLICATION

On February 14, 2007, representatives from Pearson Education Canada threw a party for Jo-Ann Johnston, Program Head, Financial Management—First year, to celebrate the publication of *Accounting Volumes 1,2 & 3*. Jo-Ann joined the team of authors for this best-selling Canadian textbook series for the publication of its seventh edition, and has brought to the book her experience in teaching as well as her extensive experience in the industry. Faculty dropped by to enjoy lunch and a piece of celebratory cake, complete with the title cover of Jo-Ann's book reproduced in icing.



FROM LEFT: RANDY ROBINSON, NADINE LANCASTER, ROBIN DAY, JO-ANN JOHNSTON

## GRADS EARN PROFESSIONAL ACCOUNTING DESIGNATIONS

Almost 100 BCIT Financial Management graduates were successful in obtaining their professional accounting designations in the fall of 2006. Included were 71 Certified General Accountants, 19 Certified Management Accountants, and seven Chartered Accountants. These newly minted professional accountants successfully completed the tough, but well-respected Financial Management diploma program. As well, 25 graduates completed the Bachelor of Technology in Accounting.

Faculty and staff in the Financial Management department liaise with the professional accounting bodies and professional finance bodies to ensure BCIT students and graduates have the opportunity to gain advanced credit standing in obtaining industry recognized designations. Activities such as: information sessions, events, and dinners, are held continuously throughout the year to ensure students have direct networking access to industry professionals. Faculty and staff members maintain relations

with external organizations to help contribute to the ongoing success of the Financial Management students.

Congratulations to our graduates for obtaining their professional certifications and thank you to the Financial Management faculty and staff for their efforts in the support of their students.

— Tim Edwards, associate dean

## BCIT'S RADIO STATION CELEBRATES 25 YEARS



PREMIER GORDON CAMPBELL POSES WITH TWO SECOND YEAR RADIO STUDENTS AT THE TELUS WORLD OF SCIENCE FOR A PURDY'S CHOCOLATES 60TH ANNIVERSARY PROMOTION. FROM LEFT: KEVIN BERAR, GORDON CAMPBELL AND JOSEPH OTOO.

CFML, known as Evolution 107.9 since going to air with FM frequency last March, marked its 25th Anniversary on the air on January 22. CFML (the legal call letters for the station) began broadcasting in 1982 from the Broadcast Centre of the Burnaby campus.

Initially, the station was granted a Campus Educational License by the CRTC in 1981. Over the years, CFML has been carried on

cable FM at 104.5. The 2006 launch of Evolution 107.9 meant listeners could now hear the station from anywhere in the lower mainland. Evolution is also heard worldwide with streaming audio at [evolution1079.com](http://evolution1079.com). The on-air announcers occasionally get phone calls or emails ([allofus@evolution1079.com](mailto:allofus@evolution1079.com)) from listeners on other continents. Evolution 107.9 operates 24 hours a day, seven days a

week by the Radio program students as part of their two-year diploma program.

On the special anniversary, a number of past grads of the Radio program dropped by to offer their congratulations, many of whom are Vancouver radio celebrities: Todd Hancock and Karen K of C-FOX, Pam Stevens of Jack-FM, John Shorthouse of Team 1040, and Kelly Grant of Z-95.3. Evolution 107.9 even received letters of congratulations from: Prime Minister Stephen Harper, Premier Gordon Campbell, Burnaby Mayor Derek Corrigan, and Vancouver Mayor Sam Sullivan.

So, give CFML/Evolution 107.9 a listen! The station plays a triple-A rock format (Adult Album Alternative) and also has news and sports by Radio and Broadcast Journalism students. Hear special interview shows like *Making Contact* and *For The Record* and various features such as *Planet Earth* which explores environmental and alternative energy issues, *New Music Now* with a preview of new artists and their latest records or *Gig This* with up-to-date concert information. You can hear weekly BC Junior Hockey League broadcasts of Burnaby Express games from *Bill Copeland Sports Centre* with play-by-play and colour commentary by the radio students. CFML is 25 years old and the future looks bright as Evolution 107.9 moves forward, altering radio evolution.

## SPORTSNET SCORES WITH JOURNALISM STUDENTS



We have had another very successful year in Broadcast Journalism. Our placement rate in industry for last year's grads is about 90%. So far this year, more than 20% of our second year students are already on co-op with full-time jobs in the broadcast or media

relations industry. Several more are working in part-time paid positions and more full-time jobs are pending.

One of the highlights of the year for our students was the BCIT Rogers Sportsnet Seminar in January.

Once again, more than 100 students attended including those from our Journalism, Radio and Television programs. We also invited students from Langara, Kwantlen and Camosun College in Victoria.

The seminar provided a unique opportunity for students to hear directly from Sportsnet personalities and production staff. Our speakers included Don Taylor, Craig MacEwen,

Dan Murphy, Tony Gallagher, and two Broadcast Journalism grads: John Shorthouse and Scott Rintoul.

In the hugely popular "Critique Sessions," the pros assessed students performing live

on-camera highlight packs. Some of the feedback included:

"The critique was amazing for the sheer fact that it's Don Taylor ... a great part of the day to look forward to. The size of the seminars were good too ... lots of 'best parts' I can't narrow it down to just one event." — Jen Mutas (First Year, Journalism)

"What should be removed or changed? Nothing! Every part of the seminar was beneficial, and the food was really good too." — Andrea Boyes (Second Year, BCIT)

We look forward to doing it again next year.

## BCISIT ESTABLISHES ENDOWMENT FUND



FROM LEFT: DICK DOLAN, DEAN, SCHOOL OF BUSINESS, JOHN MACDONALD, FORMER BCISIT DIRECTOR.

The British Columbia Institute for Studies in International Trade (BCISIT) has been provided a cheque for \$100,000 to establish an endowment that is designed to provide financial assistance and awards for students in BCIT's International Trade & Transportation program. The cheque was presented by Dr. John MacDonald, former BCISIT Director.

### KUDOS TO INDUSTRY DONATORS

Broadcast and Media Communications and Digital Arts are the happy recipients of two significant industry donations in the past year. Vancouver's Channel M committed \$50,000 to purchase cameras for Broadcast and provide scholarships for both departments over the next several years. Rogers Omni TV committed \$50,000 for achievement awards over the next several years. Broadcast industry donation support for these two departments now exceeds \$2,600,000 over the past six years, and students benefit every day, and every term.

## WORKSHOPS PROGRAM LAUNCHED WITH CHAMBER OF COMMERCE

Last fall, Fred Mandl, Business Administration faculty member, and John Appleby, past president of the Delta Chamber of Commerce, arranged a meeting with the Delta Chamber executive director and his staff to explore the feasibility of offering School of Business faculty-led workshops to chamber members.

At this first meeting it was decided to undertake a survey of the chamber membership, to determine the level of interest in a workshops program, the topics of particular interest, and the program venue. Several ITMG students, notably Holden Hoy and Ben Whitney, developed an online survey which was distributed in late November 2006 to the chamber membership.

Subsequently, in early January, serious planning commenced for a pilot workshops program which would involve faculty members from the Financial Management, Marketing Management, Human Resource Management, and Operations Management program areas.

Each of the five sessions offered in the pilot program will be two hours long, with the focus on providing attendees with practical solutions to their business issues. Each session will consist of approximately 60 minutes of content presentation, with a majority of the time dedicated to questions and answers from the audience or problem solving activities, as determined by the expressed interests/needs of the audience. The opportunity for workshop attendees to arrange a discussion with the presenter to privately obtain advice on business issues will also be available.

Rick Kroetsch, Marketing Management, will kick off the first workshop on March 27, with a session on embracing change. On April 11, Debbie Cleveland, Human Resource Management, will lead a workshop on enhancing your talent pool. Then, on April 25, Mark Weisbrod, Financial Management, will conduct a session on maximizing the value of your business. On May 9, Scott Armstrong,

## TOURISM STUDENTS TAKE TOP HONOURS

The Second Annual BC Tourism Student Case Competition was held February 21st in Victoria as part of the Tourism Industry Conference (TIC). The TIC is the major conference for the tourism industry in BC each year and draws about 600 attendees. Five schools participated with a team of four students all presenting on the repositioning of a fictitious lodge. A panel of three judges (from Industry) used the extent and relevance of research and analysis, quality and feasibility of recommendations, overall quality of presentation, originality/creativity, and calibre of response to questions to select the winning solution.

Due to the success of the competition last year, two groups were created for this year: diploma program case and degree program case. BCIT elected to compete with the degree programs and joined Capilano College, Malaspina University College, Thompson Rivers University, and the University of Victoria.

Students from BCIT's second year Marketing Tourism Management program including: Ricky Chang, Laura Thierman, Lauren Kroad, and Kelly Miller, beat out the fourth year students from the other schools' degree programs—proof again of the skills of BCIT business students. We should also credit Roz Casey for her hard work with the team. So, the Tourism Cup will stay in Burnaby another year!

# INSTRUCTOR'S TEXT HONOURED BY PUBLISHER



FROM LEFT: PETER MITCHELL, CO-AUTHOR AND INSTRUCTOR, MARKETING MANAGEMENT, EWAN FRENCH, SENIOR SALES AND EDITORIAL REP, PEARSON EDUCATION CANADA.

*Marketing: An Introduction* recently received Top Honours as the 2006 Book of the Year by publisher Pearson Education. The announcement capped off Pearson's annual national sales meeting held this year in Tucson, Arizona.

The Book of the Year award is selected by Allan Reynolds, president of Pearson Education Canada and Steve O'Hearn, president of Pearson Higher Education division.

According to Gary Bennett, editor in chief for Pearson's Business and Science Higher Education division, "winning this award is an exceptional achievement."

Peter Mitchell, BCIT instructor and first year coordinator in the School of Businesses' Marketing Management program was the principal Canadian author on the first edition

of the text and this most recent second edition. Peter, in partnership with Randy Singer, Marketing Management's Part-Time Studies coordinator had previously published the first Canadian edition of the text used in the faculty's Introductory Sales course.

While many would argue that a "text book is a text book," this Marketing text has leading edge educational features including in-chapter note-taking capabilities and the ability to download chapter notes to MP3 players. In 2007, the text will be supplemented with further student remediation and self-assessment technology. This Marketing text has been adopted by 30 colleges and universities from across Canada.

## GRAD LAUNCHES URBAN AGRICULTURE BUSINESS



WARD TEULON

Venture Program graduate Ward Teulon is personally taking on climate change—one backyard at a time. Ward recently launched City Farm Boy, an urban vegetable garden service based in Vancouver, and he is looking forward to making a positive environmental impact through his new business.

City Farm Boy is a full-service garden care program for clients looking to grow produce in their own yards. Ward installs a raised garden bed and offers various services throughout the year including: seeding; fertilizing; soil and pest management; irrigation monitoring; and cleanup. There are several packages to choose from such as: a salad garden, herb garden, kid's garden, and flower garden with flexibility to customize each.

This business is perfectly suited to Ward. Raised on a farm in Saskatchewan, he went on to earn a Bachelor of Science in agriculture with a major in horticulture, and he is also a professional agrologist. He recognized there was an opportunity to reduce the environmental impacts of growing and shipping produce through local, urban agriculture.

"We waste energy and create pollution by transporting food around from different regions. Food we could grow in our own backyards," says Ward. "This is one solution to address climate change. Each individual needs to commit to change their lives—to walk the talk."

Ward joined the Venture Program in 2006 after considering the concept for a few years.

"The Venture Program gave me great contacts—the people, the experts on various issues. And it gave me a good kick in the pants to get me going," he says. "I learned what you need to do to get a business launched. It's lonely getting a business started so it's great to have peers to share your dreams and ideas with. It's good to have the feedback from fellow entrepreneurs."

For more information about City Farm Boy Garden Systems visit [www.cityfarmboy.com](http://www.cityfarmboy.com). To learn more about the Venture Program visit [bcit.ca/venture](http://bcit.ca/venture).

## CLASS MINGLES WITH INDUSTRY LEADERS

The BCIT Professional Sales and Entrepreneurship graduating students attended an industry "mingler" on February 19th at the BCIT campus. It was an incredibly successful event with 55 industry professionals attending, primarily past graduates, and 140 current full-time students. Industry representatives were there and found plenty of potential candidates. Students were given the opportunity to learn more about careers in a wide variety of fields and coordinate internships prior to graduation. In addition, a number of new-grad awards were announced from: Leavitt Machinery, SearchWest, Tri-Mor Sales, and the Allegis Group.



A GROUP OF STUDENTS FROM THE PROFESSIONAL SALES AND ENTREPRENEURSHIP PROGRAM.



## SMART SHOP CARTS ROLLIN' OUT



BRIAN MOORE, DAVE STUART.

The Smart Learning Space Project of the TEK Initiative provides consistent and easy-to-use display technologies to traditional learning spaces such as: classrooms, computer labs, and lecture theatres. However, as many know, a significant portion of instruction at BCIT does not occur in the classroom or lecture theatre, but rather in the demanding environments of labs and shops. Thus, one major issue addressed by the TEK Initiative was how to bring the high quality, professional presentation tools that have become the standard in “Smart Classrooms” at BCIT to various shop environments.

The cart being deployed is the result of many months of collaboration by many departments and staff at BCIT. The concept of the Smart Shop Cart was developed by the Smart Learning Space committee, with input from trades instructors. Design was done in-house by Audio Visual (AV) Services; BCIT Steel Fabrication instructors and students constructed the prototype unit, revised the design, and then manufactured the carts. AV Services was responsible for the custom software programming. Finally, electrical

work was coordinated through Facilities Management. During the conceptual design phase of the Smart Shop Cart, few anticipated the considerable effort required to bring the carts to deployment. It was with the help of students and instructors in trades areas that the final modifications and adjustments to the design of a portable solution—now dubbed the “Smart Shop Cart”—were realized.

With a Smart Shop Cart, outfitted with a large screen LCD monitor, sound system, and computer/video inputs, instructors can now display laptop, DVD/VCR, camcorder, and other displays on the shop floor. Utilizing the wireless network and a laptop computer, instructors and students also have access to online manuals large enough for groups of 18 people. Connections available for document cameras, video cameras, and computers allow instructors to display material never before available on the shop floor.

This week marks the launch of nine of the first-generation Shop Carts. For more information on Smart Learning Spaces please visit [bcit.ca/tek/portfolios/support/sls](http://bcit.ca/tek/portfolios/support/sls)

## A SUCCESS STORY AT AGE FOUR

Bachelor of Business Administration (BBA) is a relatively new program to BCIT. But for its four year history, the program has plenty to be proud of—from student success stories to alumni achievements. Since 2003, the BCIT Student Association’s president was elected from the BBA students: Samantha Yeung '03, Erin Smith '04, Ashley Steier '05, and Jennifer Leaman '06. BBA graduates have gone on to complete MBA programs at both UBC and Queens while others have earned Law degrees and professional designations including CFPs, CGAs, and CMAs.

“I owe my solid academic training to BCIT’s intensive and comprehensive Bachelor of Business Administration program in meeting UBC Sauder School’s stringent entrance requirements,” says Irene Leung, BBA Alumna, MBA.

BBA Program Head, Kevin Wainwright initiated the First BBA Alumni Reunion where graduates were given the opportunity to share their post-BCIT experiences and celebrate their successes. Held November 23, 2006 at the Burnaby campus, the reunion was an opportunity for the 200 BBA graduates from 2003–2006 to reconnect with friends, colleagues, faculty, and current students; and network with other BBA alumni. It also gave them the opportunity to learn about current developments in the BBA, plans for future developments, and mentorship opportunities.

The 80-person turnout exceeded expectations. Also initiated during the event, was the BBA Alumni Committee—“thanks” go out to 15 members who signed on to work on future BBA events and fundraising activities for the BBA Scholarship fund.

“The BBA program at BCIT—for me—is really the next step towards building a successful career,” says Carly Handel, BBA student and staff member of the BCIT Biotechnology program.

For more information, visit the new BBA program website at [bcit.ca/business/bba](http://bcit.ca/business/bba)

# ENTERTAINING POSSIBILITIES THROUGH EDUCATIONAL MEDIA CASTING

Have you ever been speaking to a student who doesn't hear you because their iPod earphones are drowning you out? Instead of seeing this technology as yet another distraction to learning, you might be surprised to learn that this is the future of educational media casting.



## What is Educational Media Casting?

Educational media casting (also commonly known as podcasting) enables learners to access sound files or video files at their convenience through mobile devices. These files are not limited to music files, but can include recordings of lectures, educational videos, and other audio-visual content used for instruction. In this way, users can watch or listen while they are walking, on the bus, or away from their computer.

BCIT, with the support of the Learning and Teaching Centre (LTC), is developing an infrastructure for delivering educational media casting to its faculty, staff, and students. This infrastructure will help identify users' needs, guide the development of educational media, and deliver it to the BCIT community in flexible and convenient ways.

## How does it work?

An instructor posts media on a hosting website to which visitors (students) can subscribe. When an instructor uploads new media, the hosting site automatically downloads it to a subscriber's personal computer or mobile device that is ready for access at the user's convenience. In an educational setting, casting is a useful supplement to the classroom experience as it makes education more portable, flexible, and accessible to millennial students.

## How do I get started?

First, faculty can visit the educational media casting page on the LTC website: [bcit.ca/ltc/casting](http://bcit.ca/ltc/casting). Faculty can decide which technological approaches will aid in content/course delivery. Next, faculty must identify the tools that will assist them in building enriched course material, and receive training on these

tools. Faculty will then need to develop their course/supplemental material, and deliver it to their learner groups.

## When will I find the time to do this?

There are challenges to embracing innovation and adapting your teaching and learning to be inclusive of new technologies. The LTC has alleviated this seemingly daunting task by providing new tools as well as self-support documents for the academic application of educational media casting, creation of media content, and upload/access of educational media. A Casting Studio will be built and pilot projects will test the support system as well as the academic impact of casting/mobilizing educational media.

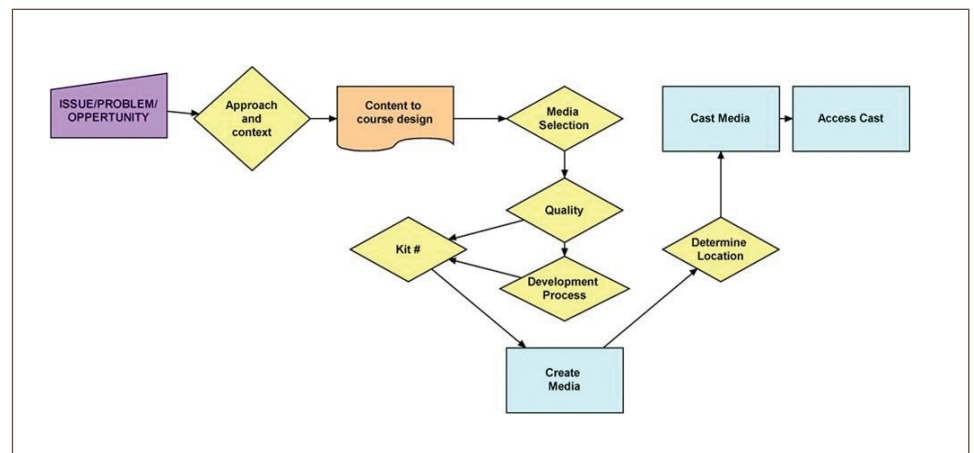
## What is an example of Educational Media Casting at BCIT?

Dawn Swift, an instructor and program assistant in Broadcast Communications, has enhanced one of her online courses with educational media casting.

In the Fall of 2006, Dawn approached the LTC and requested assistance in redesigning her course for online delivery using WebCT. In consultation with an Instructional Development Consultants (IDC), the course design was completed with ease; however, one challenge remained: the delivery of a very valuable assignment involving an investigative interview with an industry expert that concluded with each learner returning to class and reporting back on their experience.

By incorporating student-developed educational media through iTunes University, the course not only overcame this challenge, but it enhanced learning for the entire learner group. Each interview conducted by each student was recorded and posted to their online course page, and each student was asked to listen to these posted interviews. All the students had the opportunity to interview an industry expert or potential employer, and could attend other industry interviews by listening to the audio file of that interview. Students were then asked to participate in an online discussion by sharing what they gained from attending these other interviews.

Dawn Swift's project is an example of how educational media casting can enhance opportunities for applied learning in flexible and convenient ways using technologies that our students like and already know how to use.



# BUSINESS PROCESS MANAGEMENT FOR ITS



JUDY SHANDLER, BUSINESS ANALYST, STRATEGIC PRACTICES, INFORMATION TECHNOLOGY SERVICES.

For over twenty years, Judy Shandler has paddled competitively in outrigger, dragonboat, and marathon canoes. Back in the early years of training, she remembers her coach constantly reminding the team that it was the process that was important, not the outcome. To Judy, that meant not concerning herself with winning the race, because if the training and techniques were all aligned, winning would simply be a by-product of the process.

As she raced down the 500 meter course, her lungs exploding, it was an incredible challenge to focus only on the process. “Process shmocess” was her pet name for it; however it was definitely the process that, in the end, saw her acquire numerous medals.

In May, 2006, Judy started a Business Process Management initiative for Information Technology Services (ITS) at BCIT. Judy

notes that processes are the responsibility of everyone, for which we should all take ownership. She says, “the end result is common knowledge. It’s getting there efficiently, and understanding how and why things work the way they do that is the challenge. In addition, it is also an opportunity to review, update and make changes to improve historically engrained processes.”

The technological needs at BCIT continue to grow rapidly, and Judy feels this is making it necessary to improve our current method of identifying and mapping processes. “This is an ongoing exercise which would allow us to stay on top of BCIT’s growing needs and the ability to optimize future planning,” she says. “Our business is changing constantly, so should our processes that support that business.”

Like ITS, many organizations find that by identifying their processes and pushing for continuous improvement, their businesses eventually transform. Peter Drucker, management guru of Management Challenges for the 21st Century claims that “business process management leads to innovation.” Something that Judy says “BCIT is all about.”

When Judy began working on this process management initiative, she identified the top five to eight processes from each area within ITS, all deemed top priority. All these were processes that crossed ITS domain areas (Client Services, Business Applications, Technology Infrastructure, Web Services and Strategic Practices) and/or shouldered other BCIT departments.

The Process Management Initiative is ongoing and as processes have been mapped, it has become very obvious to those involved that there are improvements that must be considered.

Moving ahead would mean applying these disciplines and methodologies to help ITS clients and stakeholders better understand and improve their processes, all with the similar goal of improving the teaching, learning, researching, business interactions, and activities of our faculty, staff and students.

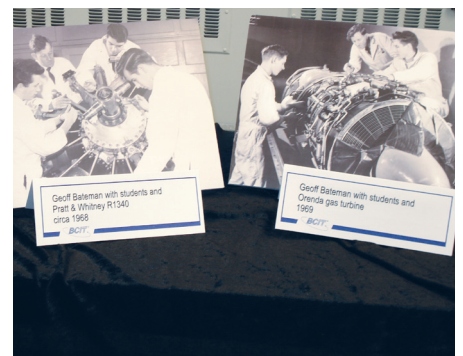
As a competitor, Judy admits “winning is great, however remembering that ‘the processes are what get us there’ is fundamental, and creating that experience was about the quality of the processes.”

## A FIRST FOR BCIT

BCIT’s first digital archive, *Aircraft Maintenance Training: The First Fifty Years*, was successfully launched on February 22 at the Aerospace Technology Campus (ATC). In attendance were friends and family of the aviation maintenance pioneers whose stories are the essence of the project. Members of the Archives community in the lower mainland and ATC’s own Liz MacFarlane, the first woman to enter and graduate from the aircraft maintenance training program were also present.

The archive tells the story, in digital form, of aircraft maintenance training in British Columbia between 1936 and 1986. The collection adds a new dimension of training history to the aviation industry in BC; conveys a sense of the excitement and challenge in belonging to an industry like aerospace and communicates an appreciation for where the industry has come from.

This archive project was generously sponsored through funding from the Vancouver Foundation. Check it out at <http://archives.bcit.ca/project.aspx>



ARCHIVAL PHOTOS OF BCIT INSTRUCTORS AND STUDENTS IN 1968/69

# SIXTH ANNUAL ALL-STAFF PD DAY — THE LARGEST YET

Nearly 1,200 staff participated in BCIT's Professional Development Day on February 28. The event began with a bang—or rather, lots of banging—as Ron Stelting's interactive drumming kicked off the morning plenary. Participants selected to attend sessions throughout the day from more than 60 offerings in the themes of technology, wellness, teaching and learning, and workplace development.

More than 180 staff volunteered their time to plan and coordinate the day and teach sessions. Visit [bcit.ca/pdday](http://bcit.ca/pdday) to view the complete list of contributors, and take a moment to thank those you know.

Dr. Sandy Shugart, president of Florida's Valencia Community College, wove music, song, storytelling and poetry into an inspirational and memorable keynote.

"It's time to stop telling students that they're customers," said Shugart. "They aren't."

Shugart illustrated core differences in how the current, post-modern generation of students views the world and their role at a post-secondary institution. "What this generation of students values above everything else is authentic relationships. Real relationships, they don't want to be just customers. They want to be connected to other

human beings in real ways. That's what they're looking for when they come to a college like this. Not from everybody, but from somebody. They want a deep connection. They want to be traveling with companions."

How are they tackling this at Valencia? Shugart explained, "We need to stop being a part of the problem. We scan the institution thoroughly and frequently and look for all the ways we dehumanize students by treating them as F.U.s (funding units), and make a radical commitment to the personhood of every student."

"An institution this old has accumulated layer upon layer of rules that are worth re-examining in order to put students at the centre of our attention, and put them at the centre of our care and concern. Rules are essential, but they are a means to an end."

New this year was *A Day in the Life of BCIT: Then and Now*, an exhibit in Town Square D, which featured archival displays of our rich history. In case you missed it go to <http://online.bcit.ca/hiddenpassions/index.html> to view a digital story of the exhibit.

If you have comments or suggestions, or if you would like to be involved in planning next year's event, the PD Day Steering Committee would like to hear from you. Visit [bcit.ca/pdday](http://bcit.ca/pdday).

L-R: SANDY SHUGART GIVES A MUSICAL KEYNOTE; STAFF BANG THE DRUMS TO KICK OFF DAY; AND VISITORS AND STAFF ENJOY A GLIMPSE INTO BCIT'S PAST AT *THEN AND NOW* DISPLAY.



## publishing information

The BCIT *Update* is published throughout the school year by the Marketing and Communications department.

Submissions are welcome, and should be forwarded to the editor by *Update* deadlines. While every effort will be made to accommodate all submissions, please note that inclusion depends on the amount of space available. To ensure your story is included, book your space with the editor.

Submission deadlines:  
Mar. 26 for Apr. 24 issue  
May 4 for May 29 issue  
June 8 for June 29 issue

The editor reserves the right to edit for brevity, libel and accuracy.

*Update* is available on the web by going to [bcit.ca/update](http://bcit.ca/update).

*Update* is produced on InDesign CS2 publishing software and printed on recycled paper.

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