

NOTES FROM:

10th ANNIVERSARY CO-ORDINATING COMMITTEE - April 17th 4:30 NB 101

Present:

Paul Gallagher
Valerie Giles

Jim MacDonald
Alan Smith

Bill Little
Bill McPhee

Bob Gallacher

The Principal announced that a request to the Hon. Grace McCarthy for a \$5,000.00 donation to our special projects was turned down. It was resolved that other sources would be attempted by the Principal's office.

A series of suggestions was entertained as listed below. Written submissions (*) are attached for complete details.

- * 1. Symposia series on eight contemporary issues pertinent to local, national and universal concerns; to take the form of panel discussions.
- * 2. Science Division Lecture Series; ten public lectures presented by faculty.
- * 3. Science project competition for high school students.
- * 4. Basketball Tournament.
- * 5. Early Childhood Education/Developmentally Handicapped graduate student reunion and open house, March 1979. + revised proposal.
- * 6. AUCE #4 - CAP COMMUNICATOR - special September 1978 issue to recognize staff contribution to the growth of the college.
- 7. Evenings at Capilano - cultural flavour, open to the public and mounted through Community Services.
- * 8. Counselling Division - production of a tape/slide presentation to convey to the college community and to the public what the nature and scope of our counselling services are. Media students to be hired to produce it.
- 9. Special issue of THE CAPILANO COURIER - to be released in conjunction with open house - and sent by mail drop to all North Shore homes. This is to be essentially an historical issue, produced with the help of our archivist, Mr. Bill McPhee.
- A 10. College Report - a formal document on the college's first 10 years, to be sent to college alumni and the college community.
- 11. Visit to King Tut exhibit in Seattle - background lecture series to be organized by Anne Rosenberg and to include lectures by an Egyptologist.
- * 12. OPEN HOUSE - MARCH 10th and 11th, 1979. College administrators, faculty and staff will be asked to donate their time to make this special occasion a real success.
- 13. 1979 Graduation. Special advertising to the public for this event, and 10th Anniversary mementos to be presented to the graduates.
- 14. Retail Fashion program - college crest/motto - ^{government} ~~design~~ design competition. - \$50 + reunion _{on college fashion}

For the next meeting : APRIL 25th - 5:00 p.m. - 7:00 p.m. the group will consider the costs of the proposed projects and suggest possible co-ordinators for each one. Meeting place will be in NB 101.

- 15. Interdisciplinary symposium - Helary
- 16. Display travelling - \$2500
- 17. Several poster advertising - \$400

The following is a proposal for a series of symposia on topical-contemporary issues that would be sponsored by Capilano College as part of the college's tenth anniversary celebration. The symposia would have a number of objectives:

1. to provide an educational forum whereby members of the public would be introduced to the respective issues.
2. to provide Cap with considerable publicity both for its tenth anniversary and for the college as a whole.
3. to provide a vehicle for college personnel to gain experience in this type of forum and, as well, to gain further experience in the area of publicity.
4. to provide A-V material which would become part of the college's permanent A-V collection.
5. to provide an opportunity for college staff, faculty and students to participate jointly in a major function that would add to college pride and would demonstrate college interaction especially with students.

Content and Focus:

In all eight symposia would be planned, each one at the end of the month. The symposia would include topics on local issues (with special emphasis on the North Shore), national issues (with relevance to the North Shore and Vancouver areas) and universal issues (relevance to everyone). The following is a list of possible topics and are presented to give an idea of the kinds of issues that could be handled.

Possible topics:

1. medical ethics: cloning, abortion, genetics, euthenasia.
guests: M.D., theologian, college staff or faculty or a student from Capilano.
2. Vancouver harbor: future development and public access.
guests: harbour representatives, North Shore mayor, college staff or faculty and a student.
3. Native land claims:
guests: Justice Berger, Native Indian representative, college staff or faculty and a student.
4. Rapid transit:
guests: consulting engineer, GVRD spokesperson, college staff or faculty and a student.

5. Civil liberties: why are we losing them?
 guests: B.C. Civil Liberties spokesperson, college staff or faculty and a college student.
6. Media manipulation:
 guests: media executive, CRTC official, college staff or faculty and a college student.
7. Education: classes down, costs rising:
 guests: education, demographer, college staff or faculty and a college student.
8. The sociology of sport:
 guests: Jim Taylor, Vancouver Sun, Erwin Swangard, college staff or faculty and a college student.

Hence a combination of specialized outsiders and college representatives would make up each panel. Hopefully, staff and faculty would be willing to participate as panel members. Student participation would also be sought since it would add to the entire format and major objective of the series. Moreover, students volunteering to participate could be given any help necessary in their presentations. Student participation is essential.

Format

Each symposium would be in panel form. Guests would be encouraged to bring any audio-visual materials they wished to increase their effectiveness. A typical symposium may look like this:

Introduction to topic and introduction of guests	5 minutes
Talks by panel members	80 minutes
Coffee break	15 minutes
Question and answers	30 minutes

Publicity

A significant part of the project would be directed to publicity. This could take two forms, introducing the series as a whole and the follow-up month-by-month publicity. Hence, if the initial symposium is scheduled for late September, the publicity would have to be finalized by mid-August.

Areas of publicity that would be concentrated upon are:

A. External-Media

1. non print

- a. radio appearances of guests, college personnel, callboard announcements, spot ads.
- b. television appearances of guests and college personnel.

2. print

- a. articles in large daily papers.
- b. articles in North Shore and Vancouver weekly locals.
- c. ads in Sun and Province.
- d. magazines, e.g. Vancouver, Vancouver Calendar.

- B. Internal
 - a. posters
 - b. college student newspaper
 - c. announcements to staff and faculty

One possibility regarding television would be to approach a local TV station (CKVU or CHAN ?) to live tape the symposia as part of its local coverage. On a once per month basis this may be possible especially considering the "name" guests we may attract as well as the unique student participation component.

Personnel Duties

- A. College faculty and staff -
 - a. select an ad hoc committee to discuss possible topics, guests and ways of increasing publicity.
 - b. participate in symposia through volunteering panel members and of attending sessions.
 - c. faculty participation through invitation to their students in symposia relevant to their classes.
- B. Director -
 - a. chair ad hoc committee meeting.
 - b. work with Tenth Anniversary Committee in doing all publicity.
 - c. arrange for media interviews of college personnel and guest panelists.
 - d. arrange guests for panels.
 - e. book room (All College Lounge) for each session and arrange coffee.
 - f. moderate each panel.
 - g. write an evaluation, send to Tenth Anniversary Committee at the series' completion.

Costs

Director's salary - 1 session per term.
 Ads - spot adds on radio and Sun and Province ads. The latter could be part of larger Capilano College Tapes - video and audio.
 Coffee
 Posters
 Total costs should be under \$6000

We would have to depend on the good graces of guests to participate gratis as honoraria would be very expensive for same.

Schedule

- May ... Director to meet with Tenth Anniversary Committee.
 Ad Hoc committee to meet for selection of topics, guests etc.
 Selection of 8 evenings.
 Book All-College Lounge
 Begin lining up outside guests, meet with television station reps to arrange tapings, and finalize this.

Mid-August	All publicity for series as a whole.
September-May	Monthly publicity.
June	Evaluation by Director. Report sent to Tenth Anniversary Committee.
September	Second form of publicity to media. Internal publicity.
September-April	Symposia. Publicity out each month.
May, 1979.	Evaluation by director.

Benefits to Capilano

Essentially five benefits could be realized by Capilano.

1. pull college personnel together to stimulate pride and cohesiveness.
2. benefit of student participation.
3. publicity for college.
4. college involvement by students and college personnel - bringing all college together.
5. experience gained by all college participants.

As we can see this would be an ambitious project and one that would require significant time, energy and commitment by those involved. It could be the major project in the anniversary celebration and, as mentioned above, bring the college considerable benefits. The symposia would have to be well planned and well organized. Publicity must be extensive and effective. In a word, the project would have to be of professional quality if it is to be undertaken. Anything less would be a waste of time.

date: April 17, 1978

APR 17 1978

from: R.R. Rennie, Science Division Chairperson

to: P. Gallagher, Principal

re: 10th Anniversary Celebrations

An ad hoc subcommittee within the Natural Science Division was convened to recommend 10th Anniversary projects for our division. Their recommendations (not prioritized) are:

1. Science Division Lecture Series

It is proposed that faculty members within our division present interesting public lectures on their areas of expertise. We feel that this would raise the College's image in the public's mind, and provide a service to the community. Ten talks would be organized on a one per month basis with an expected total cost of \$1,000 (series brochure, advertising and coffee).

2. Science Project Competition for High School Students

The committee also proposed a prize-oriented competition for home built science projects. This project would require advertising and communication with the high schools - two side effects that will benefit the college.

Basically, guidelines would be circulated to the high schools in the Fall with an on-campus competition in the Spring. Promotion and prizes should cost about \$1,000. If we subsidize the cost of student materials then another \$1,000 should be budgeted. (The latter \$1,000 is not essential.)



RRR:lvk

CAPILANO COLLEGE 10TH ANNIVERSARY - PROGRAM PROPOSAL

The following is a brief outline of a proposed basketball tournament which I am submitting for consideration as one of the special events celebrating Capilano College's 10th Anniversary.

The Tournament Format:

- Single elimination tourney with consolation event.
- Total number of games is 18.
- Seven men's teams and seven women's. Each of the men's and women's divisions would include 2 Alberta teams, 2 U.S. teams, and 3 Totem Conference teams.

Proposed Date:

- Late November or very early December.
- Tournament would commence on a Thursday night and terminate with the consolation and championship finals on Saturday night.

Projected Costs:

1. Referees.....	\$460.00
2. Scorers, timers, statistician.....	\$270.00
3. Salaried student assistants (6).....	\$150.00
4. Programs and tickets.....	\$100.00
5. Advertisements and Promotion.....	\$400.00
- newspaper ads	
- posters	
- radio	
6. Transportation.....	\$200.00
- 2 - 15 passenger vans for transporting visiting teams between hotel, gym and airport	
7. T-Shirts.....	\$600.00
- to be presented to each member of participating teams. The shirts will be imprinted with Cap College logo and appropriate wording.	
8. Trophies.....	\$100.00
- Plaques to be awarded to the top three teams in the men's and women's division.	
 TOTAL	 \$2,280.00

460
270
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-780 →
2230

- Items 1 and 2 could be paid for out of the Athletics budget since hosting a tournament would constitute not having to travel to one elsewhere at that time of the year.
- Estimated revenue from the gate is \$200.00 for tournament tickets sold at \$2.00 each.
- Costs could be further offset by assessing non-travelling team an entry fee.

Benefits of Hosting a Tournament:

A tournament with the above format would generate a good deal of positive publicity for the College. Local newspapers will definitely give us good coverage of the event, and there is an excellent chance that CKVU-T.V. Sports will do video tape highlights on their evening sports show.

In addition, we plan to place printed posters advertising the tourney, in windows of North Shore businesses which will further focus public attention on our institution.

APR 14 1978

date: April 13, 1978

from: Eleanor Worman, Coordinator - E.C.E.

to: Paul Gallagher, Principal

re: Proposal for a 10th Anniversary Project

PROPOSAL

In our meeting last week the E.C.E./D.H. instructors formulated the following proposal:

1. A reunion of graduates, to be held in association with,
2. An open house in the E.C.E. and Day Care Centre.

AUDIENCE

The target audience for the open house would include Early Childhood Education and other professionals interested in young children, but not limited to them.

Advertising would be geared to the general public and our focus would be on information relating to a theme not yet defined specifically, but depicting Quality Programs for Young Children.

DATE

We propose March 1979 as our target date.

COST

The estimated cost of this two part proposal would be:

a) Advertising - is there a general fund?	\$ <u> ?</u>
b) Postage to contact graduates	\$ <u> 40.00</u>
c) Refreshments - graduates reception, open house	\$ <u> 200.00</u>
d) Slide Tape or other A.V. presentation, display materials etc.	\$ <u> 160.00</u>

Eleanor Worman

EW:sam

APR 13 1978

2055 PURCELL WAY, NORTH VANCOUVER, B.C. V7J 3H5 TEL: 986-1911

April 13, 1978

Dr. Paul Gallagher
Principal
Capilano College

Dear Dr. Gallagher:

In reply to your memorandum of 2 February 1978 wherein you ask for proposals in support of CAP.10, the undersigned submit the following proposal on behalf of AUCE #4:

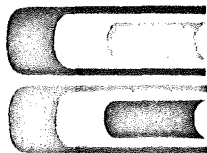
That the September 1978 issue of THE CAP COMMUNICATOR be a special issue devoted to the staff's recognition and salute to the tenth anniversary of Capilano College.

This special issue will be enlarged as follows:

1. ten pages of photographs relating to the ten years of growth and progress
2. twenty-five pages of historical material, written by staff members, past and present. To include reports on all aspects of college activity since the day the first college car parked in the sacred West Vancouver Secondary School parking lot.
3. five pages of material relating to regular Communicator information.

It is estimated that this Special Issue of the CAP COMMUNICATOR will cost a minimum of \$575.00 and a possible maximum of \$700.00. This will produce an issue with a special front cover (and back) and an enlarged distribution to include:

Faculty	230
Administrators	10
College Council	13
Student Society Exec.	9
Staff	160



A community College serving North Vancouver, West Vancouver, and Howe Sound.

capilano
college

It is anticipated (and there is already evidence to support this idea) that a great deal of research and preparation of the dummy issue will or can be commenced immediately by members of AUCE #4.

Therefore, this committee, on behalf of the members of AUCE #4, requests that the sum of Five Hundred Dollars be allocated as a special budget to partially cover the cost of producing this Anniversary issue of THE CAP COMMUNICATOR.

In closing, the members of the committee are unanimous in their enthusiasm for this Special Issue and are grateful for the opportunity to produce a publication that will reflect the results of ten years of growing up as a mature and responsible post-secondary institution.

Respectfully submitted

Pat Gallaher

(Pat Gallaher)

Lynne Kroetlinger

(Lynne Kroetlinger)

Bill Little

(Bill Little)

Bill McPhee

(Bill McPhee)

SUBMISSION FOR CAPILANO COLLEGE'S 10th ANNIVERSARY PROJECT IN COUNSELLING

- Joanne Mah

PROPOSAL:

To hire a Capilano College student(s) to produce a slide-tape presentation on Counselling which could be used as an educational and public relations tool.

PURPOSE:

A slide-tape could illustrate and highlight the nature of counselling services to clarify its role and function within the College setting and out in the community. It could demonstrate counselling accessibility to students, staff, faculty and citizens outside the college.

It could demonstrate our integral role with other support and instructional services of the college, and would be used to demonstrate how the student's needs are multidimensional and multidisciplinary; i.e. personal--social--emotional--educational needs.

METHOD AND PROCEDURE:

We would demonstrate the referral process, how to make appointments, location of the counsellors and receptionists, and the nature of our service:

- Group Programs
- Testing
- Personal, Career and Academic Counselling
- Faculty Consultation
- Referral to Community Services

COST OF PRODUCING A 10 MINUTE SLIDE-TAPE:

(These estimates were obtained from the Media Resources Co-ordinator).

Time:	13 hours of production per minute of slide-tape 13 x 10 minutes = 130 hrs. Wage Rate?	\$
Film:	20 rolls of Film @ \$5.00 per roll	\$ 100.00
Tape:	5 hours of 1/4 audio tape (10 rolls @ \$3.50 per roll)	\$ 35.00
	One cassette tape @ \$1.35	\$ 1.35

Total cost can be determined once the student wage rate is set.

April 25th, 1978