

OFFICE OF THE SECRETARY-TREASURER  
BOARD OF SCHOOL TRUSTEES  
SCHOOL DISTRICT No. 46  
(SECHLT)

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December 19, 1966

Mr. Les Brooks,  
Adult Education Director,  
School District #44,  
North Vancouver, B.C.

Dear Mr. Brooks:

This will be a brief summary of what I recall of my day-long conversations with Dennis Franklin of the Academic Board on Thursday, December 15, 1966.

Dennis suggested:

That a lot more time and care should be taken in the preparation of the proposed questionnaire. He felt that at least one or two months was necessary and suggested that perhaps it could be sent out in February. He would be interested in helping with the content of the questionnaire. He suggested including the Grade 10 children and possibly the parents too. He felt that it was essential that the children be given adequate background information on the college before they could give intelligent and reliable answers.

To this end, he suggested that the publicity campaign be stepped up so that parents and children understand fully what the college will be and what it won't be, what it will offer that they cannot get elsewhere, etc. He felt that the timing of the publicity was important and that it should not "peak" prematurely; he recommended obtaining expert public relations assistance on a consultative basis.

He stressed that the Academic Board wanted details of proposed curriculum, particularly the technical courses, including information showing how the curriculum would "mesh" with that offered by other institutes of higher learning - no unnecessary duplication, etc.

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He suggested that business elements in the area be consulted and that an occupational distribution study be made.

He suggested not over-selling the Carson Graham aspect, indicating that he (and perhaps the Board) felt that the students from there did have places they could go (e.g., he claimed, Vancouver College) and that they had been "over-stimulated" by Jim Inkster, that the various secondary streams concerned were intended to be terminal and not everyone could expect to become a technician.

He felt that indications of support from the community would be helpful (not just "me too" letters from the mayor).

He said that if we wrote a letter asking precisely what further information the Board would like from us, they would detail it in writing for our guidance.

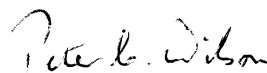
He would be glad to hear from you and to meet with you.

I feel that the day's discussions were extremely useful to both of us as we swapped arguments and points of view quite freely. This sort of informal contact is very valuable and can only help to dispose them favourably towards the college.

I shall be happy to elaborate upon these notes at any time you wish.

I am also enclosing a copy of the summary of the talk Dennis gave to the Secretary Treasurers. I would feel that similar talks to groups of District Superintendents and of Trustees could be very helpful.

Yours truly,



Peter C. Wilson  
Secretary-Treasurer

Enclosures