

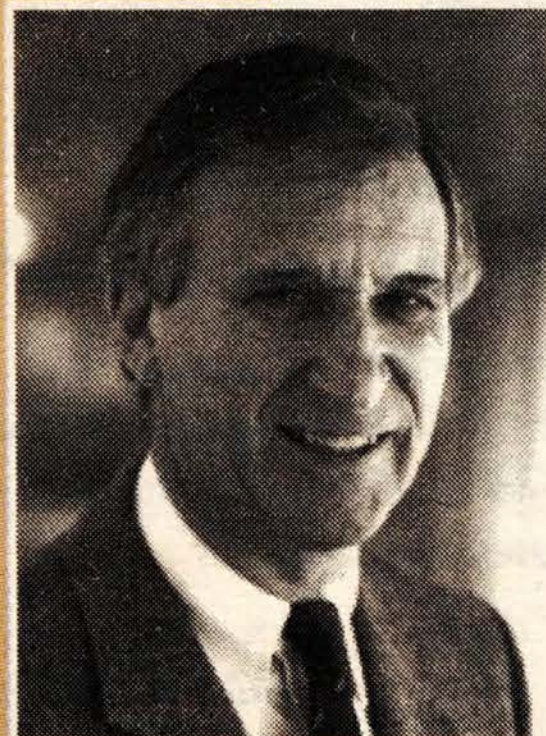
HUMBER A Close Look at Humber College

T O D A Y

FALL 1995

Editorial

Robert A. Gordon



In this, the inaugural edition of *Humber Today*, it seems appropriate to provide a brief overview of some of the key issues currently facing Humber College. This is particularly significant at a time when Ontario is adjusting to a new government.

The recently-elected Conservative government has voiced very firm positions on most issues of public policy, and we can't predict how the financial and academic future of the College will develop over the next few years. However, there are a number of assumptions that can be made.

1. Unprecedented and prolonged change will continue to dominate the environment. This will impact upon College operations. Existing staff will be required to update current proficiencies and new staff will have to be adept at using and imparting workplace relevant technological and human skills.
2. Because calls for more accountability and evaluation will continue to come from both politicians and taxpayers, performance-based funding cannot be too far off.
3. Funding for higher education will continue to be stretched, particularly as it is only one of several government priorities. Therefore, colleges will be forced to concentrate on finding new sources of revenue.
4. Inter-college competition is expected to continue. However, Humber's real competition will come from private trainers, distance education deliverers, cable and courseware specialists, and international organizations hoping to penetrate the Canadian market.
5. Institutional credentials will become less meaningful as employers seek to hire personnel who demonstrate skill sets based on internationally benchmarked standards. These include generic skills, communications, information technology

and specific work-related knowledge.

Certain factors will impact on the above, namely the exit of the Social Contract, renewal of collective bargaining, and the continued lessening of federal government contributions to training. However we must take the initiative and look upon the future as a wonderful opportunity to contribute fully to the development of a highly skilled, motivated and capable workforce - one which contributes to the on-going economic development of Ontario.

At the very least, we must ensure that everyone is computer literate; that the role of the

teacher shifts from that of dispenser of information to that of facilitator of a broad-base of learning resources; that we

develop individualized, independent, modularized course material to be made available via information technology; and, finally, that we make it possible for learners to learn in other than institutionally-based settings.

Humber has already taken several steps to effect this transformation. Last year, for instance, the College was reorganized into schools, and programs were grouped in skill-related clusters to reflect specific market sectors. This year, we completed a review of the College Mission Statement which reflects a mandate more in tune with contemporary and future reality. Also, we hosted a Futures Search Conference involving some 260 stakeholders, both from the College and from business and industry. Participants were asked to help the College formulate a plan for a more flexible and meaningful future.

It is our intention to build on the reputation we've established over the years with students and employers. While we're proud of the fact that some 35,000 students applied this September, we can afford to be neither smug nor complacent. Rather, we must continue to be innovative, market relevant, entrepreneurial and responsive to societal variables. Above all, we must continue, with resolve and enthusiasm, to pursue quality, excellence and commitment to a common goal.

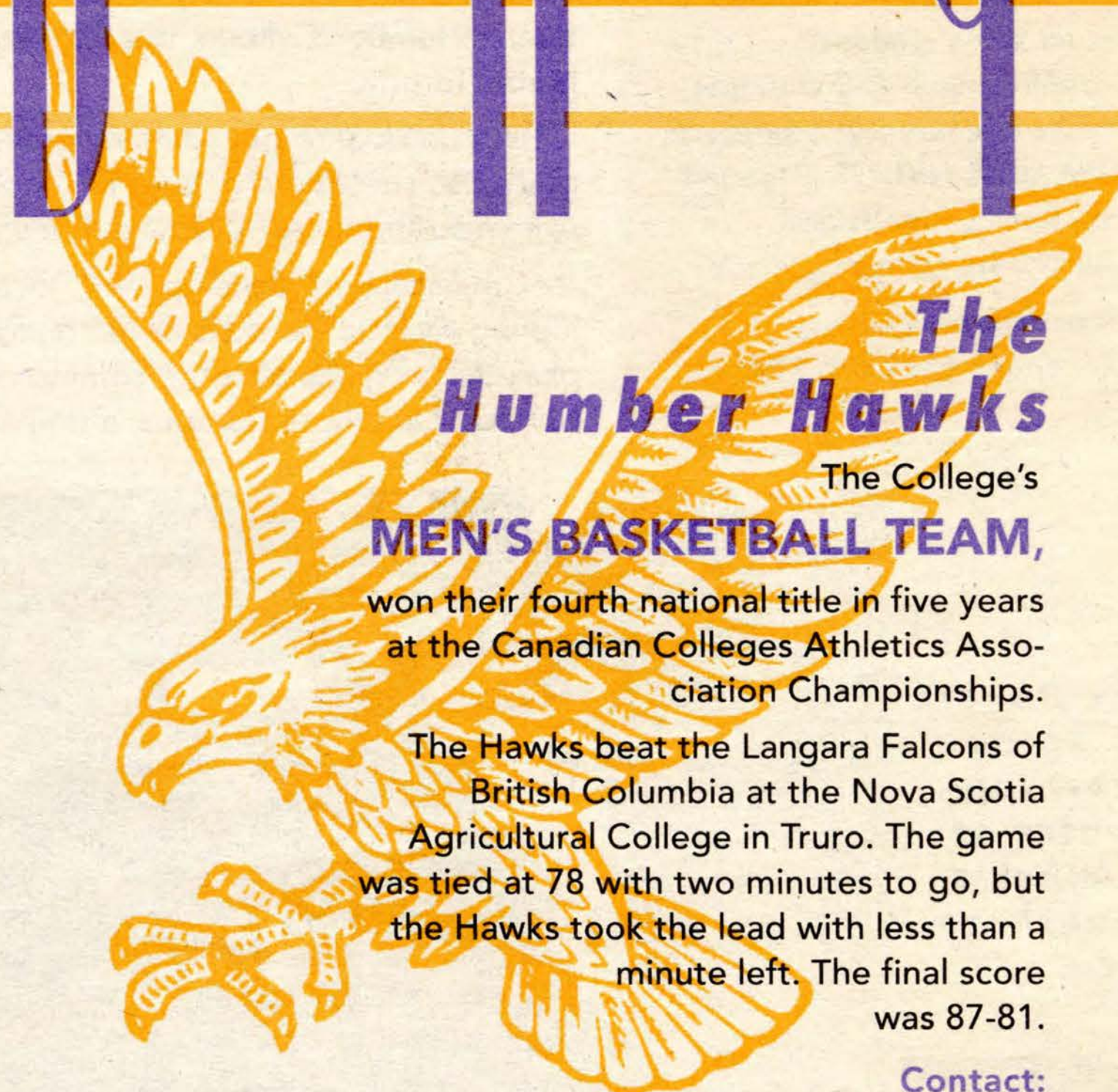
"...change will continue to dominate the environment."

Volume 1, Number 1
HUMBER TODAY

is published in the Fall and Spring by the Public Relations Department, Humber College of Applied Arts & Technology, 205 Humber College Blvd., Etobicoke, Ontario M9W 5L7.

For further information about the articles, please refer to the names and numbers provided, or you may contact the Public Relations Department by phone at: (416) 675-5095, or by FAX at: (416) 675-1249.

Humber
College



The Humber Hawks MEN'S BASKETBALL TEAM,

The College's won their fourth national title in five years at the Canadian Colleges Athletics Association Championships.

The Hawks beat the Langara Falcons of British Columbia at the Nova Scotia Agricultural College in Truro. The game was tied at 78 with two minutes to go, but the Hawks took the lead with less than a minute left. The final score was 87-81.

Contact:
Doug Fox at (416) 675-6622 ext. 4456

Etobicoke's best-kept secret

The Humber Arboretum, a place to celebrate nature and its many wonders, is located at Humber's North Campus in Etobicoke. The 300-acre site is jointly managed by The Metropolitan Toronto and Region Conservation Authority, the Municipality of Metropolitan Toronto, The City of Etobicoke, and Humber College.

The area has always been popular with visiting school children. Recently, a grade two group from York School returned from a nature walk and settled down in the Nature Centre to an environmentally friendly packaged lunch. They'd spent the morning sketching wild flowers and net dipping in the pond.

Their teacher, Barbara Galbraith, has been bringing classes to the Arboretum for ten years. "It's a very good hands-on program. The staff is wonderful at directing the children and responding to their questions. They make it fun - and the children love it."

In addition to the nature studies activities organized for both school children and community groups, staff at the Arboretum, a team of professional nature interpreters who believe in what they do, are kept busy with March break programs, the Nature Summer Camp, Earth Day Celebrations and the Winter Festival.

Christine Fraser has been coordinator of Arboretum events for ten years and has watched the area change and grow. "Our nature studies programs provide hands-on learning activities to stimulate environmental awareness," she says. "They give children an opportunity to learn about nature and the environment by experiencing it."

Operating funds are

raised through revenue from the programs and a number of fundraising events. This year, for example, an Evening With the Artists will be held on November 10 and it's possible to buy leaves for a forest ecosystem display at any time.

The Humber Arboretum is open to the public seven days a week for hiking, birding, photography and, in winter, for skating, cross-country skiing and snowshoeing.

Contact: Christine Fraser at (416) 675-5009



Children enjoying nature at the Arboretum.

Awards Night

Each year, in early November, Humber College recognizes the outstanding academic achievements and leadership skills of its students. In 1994, some 450 students were honoured at a series of **AWARDS NIGHTS** attended by family, friends and corporate sponsors.

Contact: Judy Harvey, (416) 675-6622 ext. 5029

Lakeshore Development

a victory for all

The Lakeshore Psychiatric Hospital and Humber's Lakeshore Campus, buildings once scheduled to see the business-end of a wrecking ball, are in the midst of becoming the heart of a new community. More than a boon for southern Etobicoke, the new Lakeshore Development is a tribute to the art of cooperation.

A case of strange bedfellows, the entire project is the result of an alliance between the City of Etobicoke, the Metro Separate School Board, Humber College, the Ministry of Government Services, and Metro Toronto.

"It's unusual to get so many government bodies working together so successfully," says Rod Rork, Humber's vice-president, Administration. "As it turns out, it's a victory for all of us."

The Lakeshore development, located at Lakeshore Boulevard and Kipling Avenue, consists of ten buildings forming a quadrangle. The plan will progress over the coming decade to include an expanded Humber Lakeshore Campus, a primary and secondary school for the Metro Separate School Board, a recreational complex, and seven more acres of parkland.

As of the summer of '95, three buildings have been renovated to their former glory and now accommodate 20 new classrooms for Humber students.

"We put a lot of energy into making this plan a reality," says Mr. Rork. "Since the mid-eighties, Humber has planned to consolidate its campuses. Instead of having several small locations across south Etobicoke, we wanted one campus

and the cost reductions that would come with it. At the same time, overcrowding at the North Campus was a growing problem."

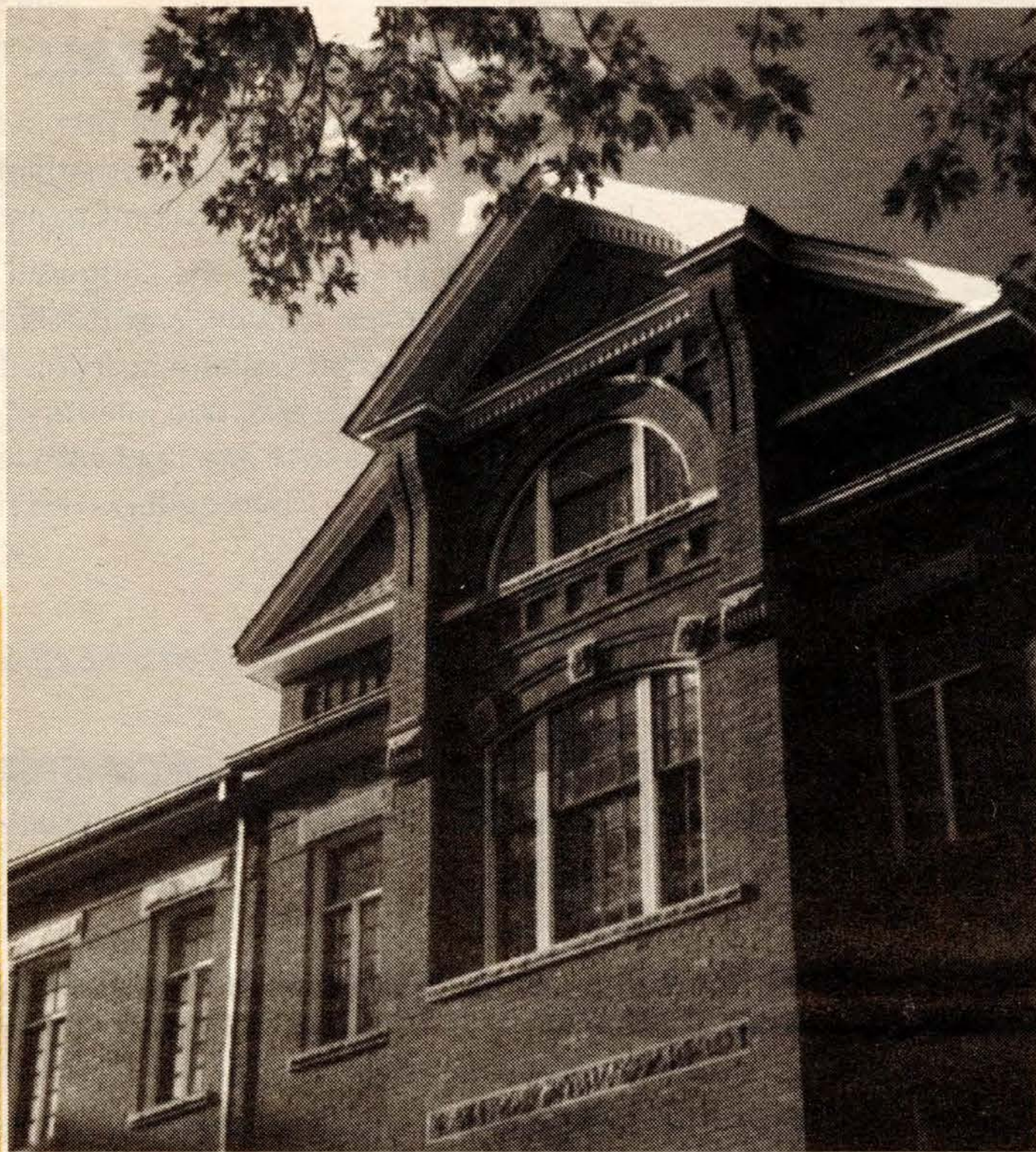
This coming September, the Music program from the North Campus will call the new lakeshore site home. The Theater Arts program, which is being relocated from the Queensway Campus to make way for a major retail outlet, is also moving.

"For Humber, the Lakeshore Campus will be a center for arts programs - a way to develop enthusiasm and spirit," says Mr. Rork. "The facility creates a number of opportunities for the College and students that simply wouldn't have been possible in the past. And, this time, it comes complete with a 99-year lease."

Humber is happy to be sharing the Lakeshore site with a number of public service agencies and institutions.

The synergy that exists at the Lakeshore is impressive. And it can only get better in the future as the site offers more recreational and educational possibilities to students and citizens alike.

Contact: Rod Rork at (416) 675-6622, ext. 4423



The Robert A. Gordon Learning Centre at Humber's Lakeshore Site.

Humber offers **CONTINUING EDUCATION COURSES AND WORKSHOPS** in every conceivable subject including Edible Plants, Computer Aided Estimating, Rock Climbing and Digital Imaging. There is something for everyone. Have fun, learn something new, sign up for a course!

Call (416) 675-5025 to order your free course calendar.

College closer to finding new home in York

For 20 years, Humber's Keelesdale Campus has been considered temporary. Finally, the College is getting closer to achieving its goal of finding a new home in the City of York.

A proposed \$6.8 million campus will be completed by 1998, if government funding is approved. Plans for the new building, which would be completed in two phases and include a 300-seat auditorium, feature it as part of the new City Centre of York.

"Two or three serious attempts have been made in the past to move the Keelesdale Campus," says its Principal, Ian Smith. "This time, it looks as if we'll be successful."

The Keelesdale Campus on Industry Avenue was never meant to be permanent. "It's inefficient, in the wrong location, and doesn't lend itself to our needs," Mr. Smith explains. "There's no bus service after 6 p.m. and, frankly, it's dark and dingy."

The building was originally a

"The Keelesdale Campus... was never meant to be permanent."

small assembly plant, converted for use by the College in 1975.

The new campus, will be adjacent to 28 acres of parkland and will be accessible by the new Eglinton Avenue West subway line scheduled for

completion by the year 2001.

According to Mr. Smith, building of the new campus will begin in 1996 as the site is currently tied up with subway construction.

The as yet unnamed campus will continue to offer courses that complement, but do not compete with, those offered at

other Humber campuses.

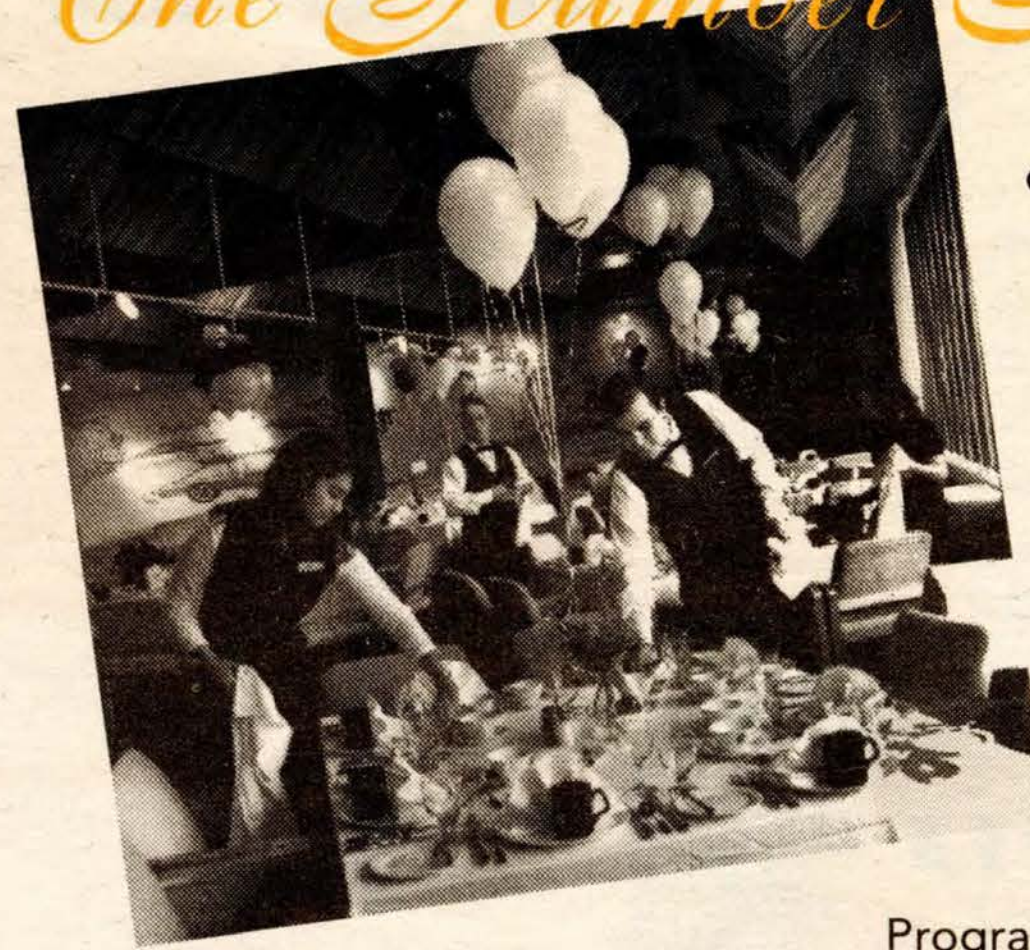
"We want to link up with the educational training needs of the citizens of York and pay attention to bridging and remedial programs," he says. "Employers tell us that shorter, skill-based programs are needed and that's what we'll offer - programs that last three or four evenings or one Saturday. We'll also be able to offer short blasts of modular computer training."

Under consideration is linking the new campus with Humber's other two campuses, North and Lakeshore, by video and computer.

Contact: Ian Smith at (416) 675-6622 ext. 4201.

There's an elegant dining room at the North Campus known as

The Humber Room.



Here guests can enjoy fine cuisine at reasonable prices. It's open to both students and the public. The food is prepared, and the establishment operated, by the Hotel and Restaurant Management

Program students. Beginning

in September, The Humber Room will be open for lunch Tuesday to Friday, and for dinner Tuesday, Wednesday and Thursday. The restaurant is also available for special events, dinners, and meetings. Menus can be designed to meet the special needs of any group.

Contact: Don McCulloch at (416) 675-6622, ext. 4739

"Everyone graduates with their feathers on"

The only academic program in Canada that trains Native Canadians to work with their own people within the federal and provincial justice systems is now in its third year and is being taught at Humber for the first time.

Designed to prepare members of the First Nations for para-professional roles as inmate liaison officers, court workers and/or addiction counsellors, the Aboriginal Justice Counsellor Training Program was set up by Aboriginal Legal Services of Toronto and the Miziwe Biik Aboriginal Management Board. Teachers are aboriginal people who can relate to the issues, values and sensitivities involved.

"Students come from all over Ontario," says Frank Coburn, faculty member in the Centre for Justice Studies. "They are all members of the First Nations and may be sponsored by their bands or come on their own. They feel at home here at the Lakeshore Campus because of the grounds. The Campus is located beside an apple orchard on the shores of Lake Ontario. Every morning, before class, they have a ceremony of burning sweet grass, sage and cedar to purify thoughts, minds and bodies."

The program, offered through an arrangement with

Humber's Law and Security Administration faculty, features work placement and practicum opportunities and includes courses on native culture and history, policy and aboriginal rights, legal issues, and addiction counselling. Graduates receive a Humber College diploma.

According to Mr. Coburn, the addiction issue is one that many of the students have had to face themselves. "The orientation period of the program, when students have to address and relate some of their own personal experiences, can be difficult. Tears are shed, but they get through it."

Mr. Coburn says that many of the students arrive at the College, "uncertain, disheveled, and in crisis. Yet, they leave whole, healed and fully aware of who they are."

Native elder Vern Harper describes the process best, says Mr. Coburn: "Everyone graduates with their feathers on."

Contact: Frank Coburn at (416) 675-6622 ext. 3269

Humber's 1994 Annual Report

INTRODUCTION

The future of post-secondary education and training will be marked by competition and opportunity. By continuing to be responsive to change, open to new ideas and willing to take on new challenges, Humber College has been accorded high approval ratings from students and employers. This recognition has been demonstrated by increased application and enrolment rates.

Humber values the contributions made by students, faculty, administrators and members of the community-at-large. Through conversations, formal and informal, at all levels, strategic directions have been set and future plans for the College have been determined.

INTERNAL ENVIRONMENT

After eight years of negotiation, plans went ahead in 1994 to create a unique college environment on the grounds of the former Lakeshore Psychiatric Hospital. Everyone will benefit from the project: historic, grand old buildings, affectionately known as "cottages", are being restored; the natural environment, including an orchard, will be preserved; and community resources will be integrated. The new campus facility will allow for an increase in student enrolment at Lakeshore to 3,000 from 1,700.

For the past 25 years, Humber has been delivering its Keelesdale Campus programs out of a 'temporary' facility. The College believes a permanent campus, with subway access, will be located at the corner of Black Creek Parkway and Eglinton Avenue as part of the new York City Centre.

EXTERNAL ENVIRONMENT

As Canada continues its transition from an economy dependent on manufacturing and natural resources to one that is high-tech and knowledge-based, community colleges have been forced to examine their traditional roles.

Social, economic and structural consequences have encouraged Humber to plan and implement strategic initiatives in four main areas: how we are managed; how we teach; what we teach; and how we take care of our customers.

"... community Colleges have been forced to examine their traditional roles."

The College has undergone a reorganization to reduce expenses and streamline operations. This process included

creating smaller clusters of programs, setting up sectoral steering committees, and restructuring selected academic divisions and services.

Quality assurance will be monitored by extending the peer evaluation and coaching programs to include part-time instructors, implementing a training program to enhance curriculum development skills, and upgrading the program review process.

In considering course and program content and teaching methodologies, the College is committed to helping students develop and demonstrate the generic skills required in the workplace, to enhancing employability, to improving the quality of the student experience, and to making the best use of academic resources for student learning.

To respond to the rapidly evolving needs of business and industry, Humber links its programs to the corporate customer by teaching what potential employers want their workers to know. The Business and Industry Services unit provides a view of the trends, changes, expectations and demands of the workplace to which the College must be prepared to respond.

Finally, in the belief that learning is for life, Humber College will continue to foster academic opportunities and accreditation for its staff with those universities aligned with Humber's own mission, goals, and values and to make similar links available to students and graduates.

The challenge of developing human resources

Adapting to sweeping changes in the workplace is perhaps the greatest human resource development challenge facing the community college system.

Thanks to Dr. Roy Giroux, vice-president, Educational and Faculty Services, who was asked to provide administrative coordination for the Human Resources Development project, Humber is meeting this challenge by initiating programs that promote and support a learning organization.

The five-year project, begun in 1989, was initiated by the Council of Community College Presidents in response to provincial staff perceptions of the need for developing the human resource pool.

While no college is yet fully prepared to meet the challenges now presented by rapid changes in the workplace, Dr. Giroux admits that "the project is a most effective venture in that it has had a high impact on teachers and staff".

How will changes in the workforce factor into human resource development initiatives at Humber College?

This fall, Humber will have the capability to offer interactive classroom programs between the North and Keelesdale campuses. These new programs, together with recommendations presented by a task force report on information technology, will spawn many staff training activities.

In addition, Humber confirms its commitment to creating a learning environment via such events as the staff recognition and awards programs which kick off each school year during the Annual President's Breakfast.

Other initiatives include support staff appreciation week; campus-based undergraduate, graduate and post-graduate studies; a staff computer facility; and an annual in-house conference. There is also individualized, self-paced instruction and, for new teachers, a mentoring program and orientation sessions.

Contact: Dr. Roy Giroux at (416) 675-6622 ext. 4483

Humber College:

who we are and what we do

Humber is one of 25 Colleges of Applied Arts & Technology established in the Province of Ontario after 1967. Today, it is one of Canada's largest community colleges.

More than 12,000 full-time students enrol in any one of 130

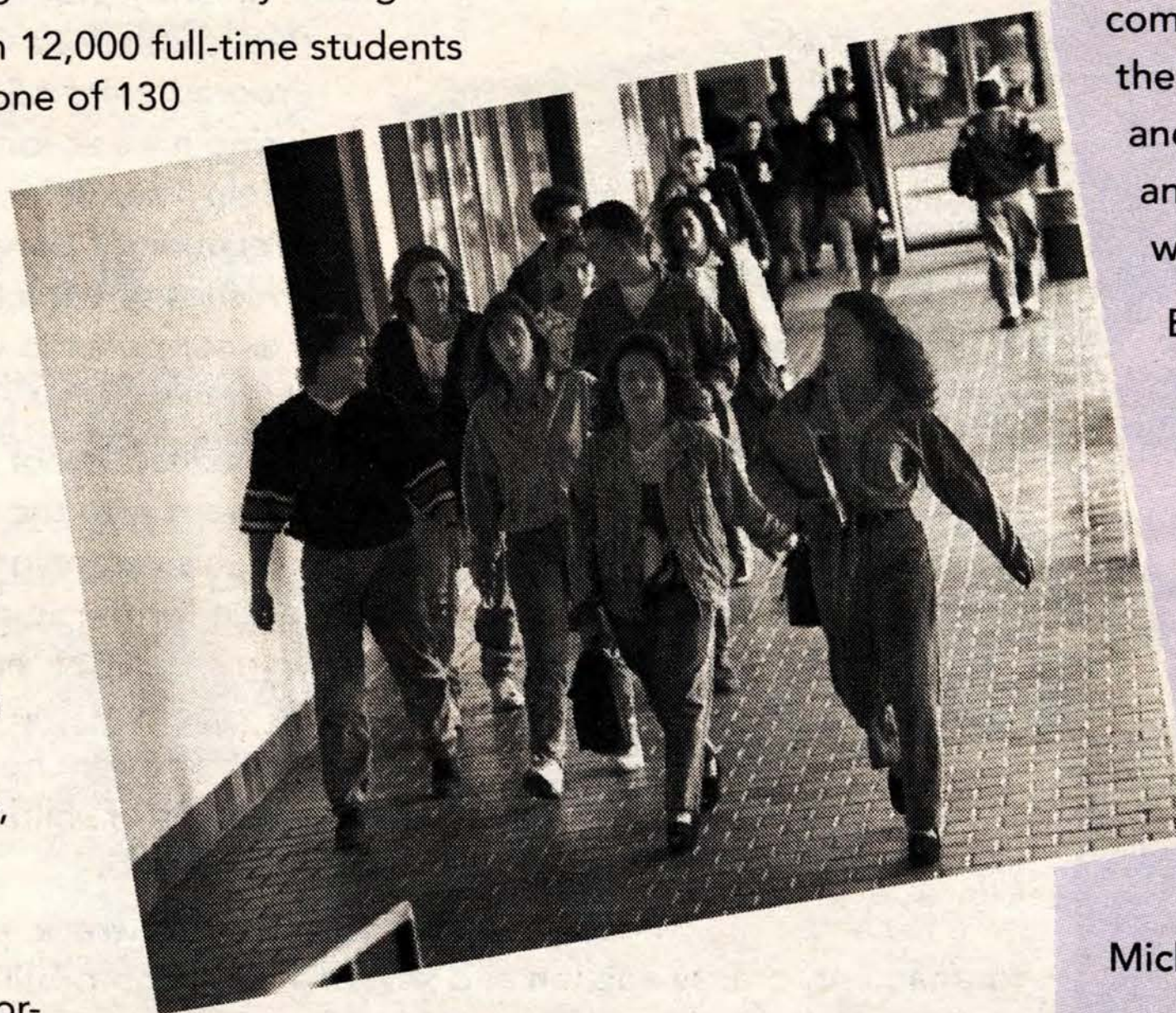
post-secondary, post-diploma and certificate programs. Another 60,000 take advantage of more than 4000 part-time courses, seminars, conferences and client training opportunities.

The College has built its reputation on the quality and diversity of its programs, the expertise of its faculty and staff, its high placement rate and its strategic metropolitan location. Excellent facilities including a historically-relevant, newly-renovated campus on the shores of Lake Ontario, a 300-acre Arboretum, residence facilities for 760 people, a new Learning Resource Centre, a Business & Industry Training Centre, Day Care Centre, and a modern athletic complex contribute to the essence and excitement of college life.

Recognized as a responsible member of the community, Humber, is proud of its aggressive exploration of new fields and opportunities and its strong connections to business, industry, the arts, and a variety of social organizations.

Locally, these links are encouraged and maintained through faculty renewal programs, student field placements, and industry-driven program advisory committees, and serve to keep instructors current with new theories, techniques and technologies.

Humber also develops and manages training projects for national and international clients. In recent years, for example, the College has played a vital role in developing contacts to provide business and health assistance to such far-reaching areas as Bahrain, Brunei, China, India, Kenya, Malaysia, South Africa, St. Vincent, Thailand, and Ukraine.



College Officers

ROBERT A. GORDON
President

KRIS GATAVECKAS
Vice-President,
Business Development

ROY F. GIROUX
Vice-President,
Educational & Faculty
Services

RICHARD HOOK
Vice-President,
Academic

ROD RORK
Vice-President,
Administration

DORIS TALLON
Executive Assistant
to the President

MARTHA CASSON
College Registrar

Board of Governors 1995-1996

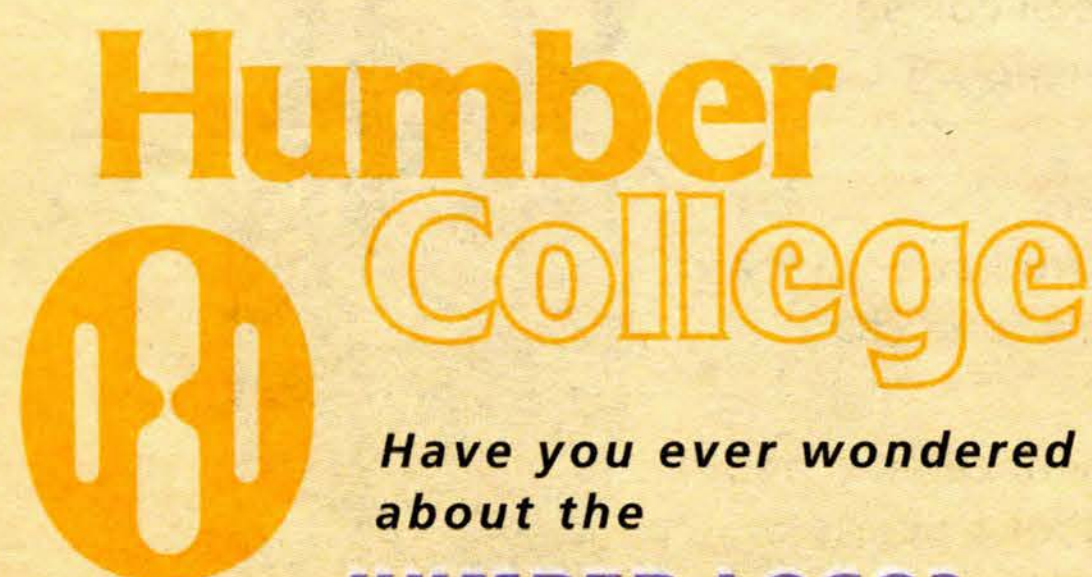
Humber College is governed by a conscientious group of community members whose mandate is to define College purpose and direction, maintain effective communication with the College community, ensure that the College is capably and efficiently managed, and establish College-wide policies.

Barbara Brewster
Mark S. Dockstator
Avis Glaze
Janice Godfrey
Robert A. Gordon
John A. Gribben
Helen Ko
Mark Krakowski

Michael Lishnak
Paul Pieper
E. Gay Mitchell
Ratna B. Ray
Catherine H. Rhinelander
Margaret Risk
Barrie Saxton
Ben L. Sennik
Rhea Toomer

Please Note:
This list is accurate as of
July 31, 1995

Contact: Michael Harper at (416) 675-6622, ext. 3223



Have you ever wondered about the

HUMBER LOGO?

It was designed by Dean Charters, one of Toronto's finest designers, and is meant to represent an 'H' in a stylized sandglass motif. The sandglass, one of the oldest scientific measuring devices known to man - Aristotle used a sandglass, as did Columbus - is meant to suggest timelessness and a link between ancient learning and modern technology.

Centre molds workforce for industry

Employing over 60,000 people in Ontario, the plastics industry is thought to be the most successful manufacturing sector in the province.

Yet dramatic advancements in plastics technology over the last 20 years mean that many employees need new skills. And the move toward international standards of quality, as well as new practices and philosophies, means that it's tougher than ever to compete in the international marketplace.

To stay ahead in the plastics game, more and more businesses are turning to the Canadian Plastics Training Centre (CPTC).

A cooperative partnership between Humber College, the Society of the Plastics Industry of Canada, the Ontario Federation of Labour and the Canadian federal and Ontario provincial governments, the CPTC was established in 1993 to supply retraining and support to the industry. Participants of training programs at the CPTC receive up-to-date hands-on technical instruction using the latest

production equipment combined with classroom instruction.

The CPTC works closely with Humber College which provides a broad range of expertise in related areas such as electronics, computer-aided design (CAD), mathematics and robotics. But the relationship is mutually beneficial. The students in Humber's recently established diploma program in Plastics Engineering Technology get the opportunity to work in the CPTC's state-of-the-art labs.

"Humber is a technology-driven college," says David Alcock, director of the Canadian Plastics Training Centre. "So, it's a good fit. We're equal partners. Humber contributes expertise and the credibility of an academic institution, and the CPTC contributes state-of-the-art technology and expertise specific to plastics."

For individual plastics companies, the critical element of the training provided by the CPTC lies in having a program

that's custom designed to solve their unique problems.

"The training was high calibre," says Dave Salisbury, manufacturing manager of Plastomer, a division of Industrial Devices Inc. "What impressed us most was the willingness of the CPTC to tailor the training to our specific needs. In fact, the program was designed for the machines we use. They took manuals from the machines and based the training on them."

The positive response from customers is overwhelming.

David McQueen, executive vice president of Toronto Plastics, says: "The CPTC enabled us to retrain employees whose positions were

becoming obsolete. In the past, if training was needed, the company had to do it themselves. And, it could take years. Now, at the CPTC, the training is completed in months. It's an excellent resource and the best possible way to keep employees current."

In only two years of existence, the CPTC has already had a great deal of success. Funded by government and industry, it originally planned to be self-sufficient in five years.

"We're well ahead of our target," says Mr. Alcock. "Within two years we'll be breaking even and our government grants will be replaced by operating revenue. And, since our revenue has grown faster than forecasted, we'll be able to complete our five-year plan in four years."

So far, more than 600 people, 48 new employees for the industry through the Injection Moulder Certificate Program, and approximately 40 students from the Plastics Engineering Technology Program at Humber have been trained

The future? "There's certainly the demand for retraining out there," says Mr. Alcock. "Our goal is to continue doing as much of it as possible."

Contact: David Alcock at (416) 675-6622, ext. 4909

"...we'll be able to complete our five year plan in four years."

There are two licensed CHILD CARE CENTRES

at Humber. The centres, for children ages birth to six years, are designed to meet the intellectual, physical, social and emotional needs of all children.

Contact: Loreena Seabourn at (416) 675-5057

Making dreams come true

Public Relations students at Humber College have raised over \$500,000. - that's half-a-million dollars - for various charities as part of the 'hands-on' portion of their special events fundraising course.



Having a smashing good time raising funds for charity.

Most recently, students in the Public Relations Certificate Program raised \$23,000 during a week-long campaign to help The Children's Wish Foundation of Canada fulfill the wishes of two children, as well as support the wishes of others.

"The execution of a fundraising event with the size and scope of this campaign is indeed a challenge for the students," said Doug Shirra, chair of the project at Humber. "However, the sense of accomplishment from helping to fulfill the dreams of children with

life-threatening illnesses is a heart-warming reward."

The campaign, which included a bus race, car wreck, pool tournament, charity auction and several other high-profile events, while organized, coordinated and executed by the students, began in the classroom.

"If students hear about projects, they forget. If they see them, they can speak about them. If, however, students work on them, they will own the knowledge they acquire," says Tom Browne, program faculty member and campaign advisor.

"When students take ownership, they take responsibility and this drives them from mediocrity to excellence."

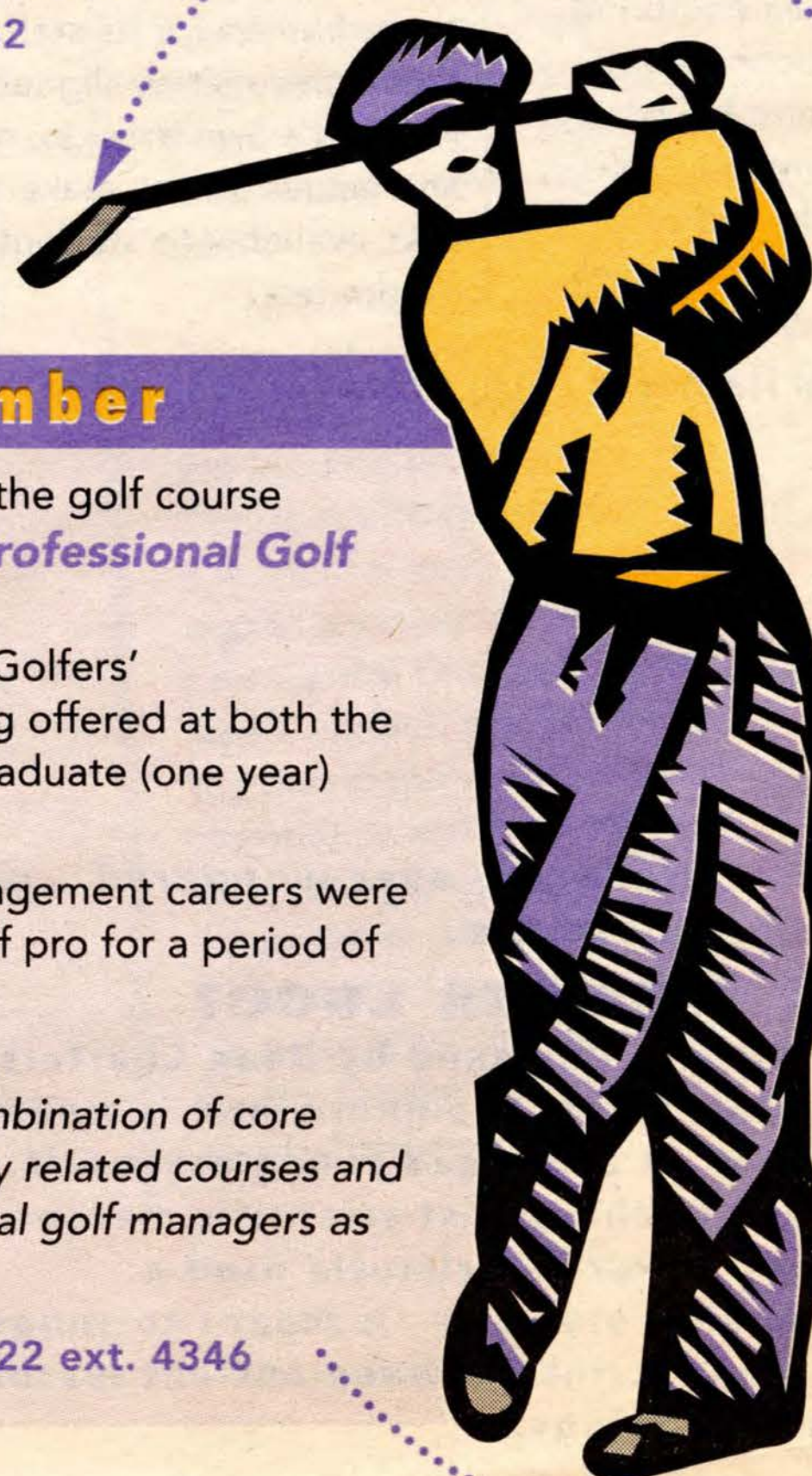
Meredith Fuller, an executive in the campaign, agrees. "Over the planning and execution of the campaign, mistakes are made and these often prove to be at least as instructive as what went well," she says. "Anxiety and excitement come with pulling together in a cause that will make a real difference in the lives of others. It shows us what enthusiasm can do if it is channeled correctly."

The Children's Wish Foundation of Canada is dedicated to fulfilling the once-in-a-lifetime dreams of children suffering from high-risk, life-threatening illnesses.

Wishes are as individual as the children who make them - a desire to meet a famous celebrity, a request for a computer, a chance to travel to a special place - and each provides a brief escape from the harsh reality of life.

To date, the Foundation has granted more than 3400 wishes.

Contact: Tom Browne at (416) 675-6622 ext. 4662



On course with Humber

To keep pace with the current growth in the golf course industry, Humber is offering a full-time **Professional Golf Management Program**.

Endorsed by The Canadian Professional Golfers' Association (CPGA), the program is being offered at both the post-secondary (three years) and post-graduate (one year) levels.

In the past, those interested in golf management careers were expected to apprentice with a CPGA golf pro for a period of five years.

Program Coordinator, Grant Fraser, says: "Our program provides an excellent combination of core business administration and golf industry related courses and will train students to become professional golf managers as well as golf professionals."

Contact: Grant Fraser at (416) 675-6622 ext. 4346

Humber College employs approximately 1200 people. Of these, about 145 are administrators, 575 are faculty members, and 480 are support staff.

Enrolment trends reflect employer needs

Who comes to Humber and what do they study?

Ten years ago, the typical Humber student was between 16 and 19 years old, enrolled full-time in a two-year program, and had completed Grade 12 with an average of 70 per cent. Males and females were enrolled in about equal numbers. The number one reason for attending college was: to meet the education requirements of a chosen occupation.

Today, that profile is changing because the workplace has changed. The range of courses offered at Humber reflects the new demands of business and industry and the student profile includes older people with university degrees and workplace experience.

"The world has changed so rapidly in the past two or three years," says Registrar Martha Casson, "that statistics from a few years ago can't really help us to project enrolment trends."

"Those we pay attention to are reflected in applicants' interests and in what business and industry tell us they need, because this drives our program development."

College programs are expanding in two main areas, Ms. Casson says: the fast-track, post-graduate certificate field and new ventures with industrial partners.

To be considered for admission into a post-graduate certificate program, students must have a university degree or college diploma or have extensive work experience — or a combination of all three — before they begin an intensive, focused one-year program. Post-graduate programs include Public Relations, International Marketing, Advanced Journalism, and Advertising - Media Sales. Fourteen are now available; just a few years ago, there were five.

Contact: Martha Casson at (416) 675-6622, ext. 4297

The recession of the early 1990s changed the way prospective employers view new workers, explains Ms Casson.

"We are responding to market needs with these programs. Employers are no longer willing to train university graduates. They want their new employees to have a broad-based education, plus the communication skills and the job training that colleges deliver. Employers expect their workers to be able to hit the ground running."

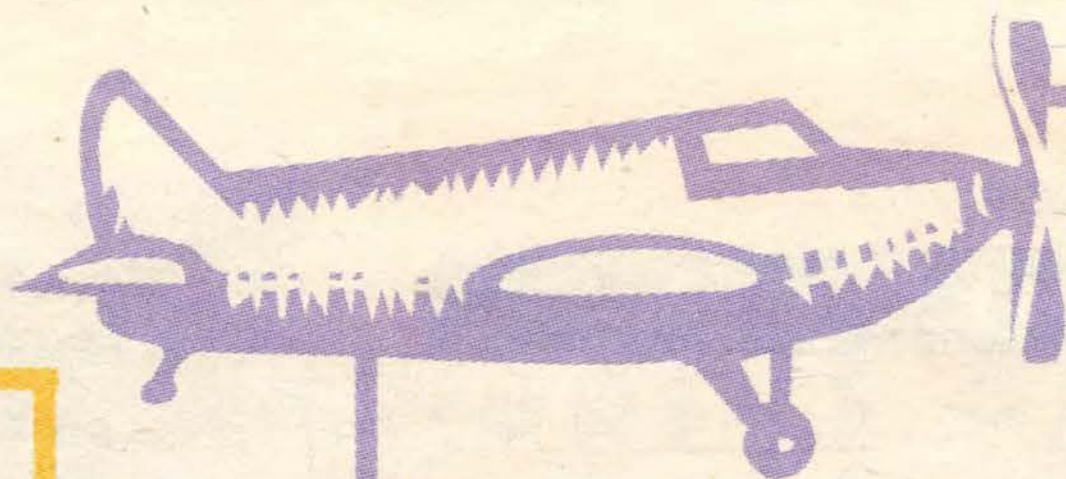
The second area of program development — partnership with industry — is an innovative, cost-effective way to provide specialized courses to a committed group of students.

"We don't have the government funds to mount new initiatives at will and tuition fees don't cover the cost of a program. So, one alternative to new development is to provide highly specific and highly marketable programs on a cost recovery/profit basis. In other words, the program must pay its own way. This is a way of developing a course of study outside the constraints of government funding without compromising the number and variety of programs that we offer to the general public."

An example of this type of activity is the Flight and Aviation Management Program, offered jointly by Humber College and its partner, The Toronto Flight Centre, a private flight training school. Graduates of the two-year program will earn a commercial pilot's license and a business diploma.

"So in looking at enrolment, we not only forecast the number of students in our programs, we deliver to students in a variety of new ways," says Ms Casson.

"The recession of the early 1990s changed the way prospective employers view new workers."



Aviation program a national first

Humber's first aviation venture got off to a flying start this past summer when a group of aspiring pilots signed on for the two-year program that combines flight training with a focused business curriculum.

Flight and Aviation Management, offered by the College and its partner, The Toronto Flight Centre, a private flight training school, is a Canada first.

"We recognized the need for a program that offers real-world opportunities in the aviation industry," says Skip Fox, marketing manager for the Toronto Flight Centre. "This program goes beyond anything that's currently being offered anywhere in Canada and we believe our graduates will have the skills and qualifications they need to achieve their employment goals."

Graduates will earn a Commercial Pilot License and Multi-Engine Instrument Rating or Instructor Rating plus a Humber diploma in Business.

John Riccio, chair of Humber's School of Business, shares Mr. Fox's enthusiasm.

"This venture is an example of a college working with a private organization to combine the strengths of both to meet the needs of a new workplace," he said, adding that the program is very intense and that students are expected to make a serious commitment.

Students are trained on Canadian-built KATANA 20 aircraft and fly out of Toronto City Centre Airport (formerly Toronto Island Airport). Business courses, which include marketing, computers and small business applications, have an aviation focus and are taught at Humber.

Career opportunities for graduates might include positions in corporate aviation, government service, scheduled air carriers, charter and bush operations, or self-employment within the industry.

Contact: John Riccio at (416) 675-6622 ext. 4388



John Riccio, Humber College (left) and Rick Kloepper, Toronto Flight Centre.

Banking \$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

on the future

If business and education partnerships designed for targeted audiences are indeed a big part of the future of post-secondary education, then Humber College is again out in front.

The Lakeshore Campus has just graduated its first cohort of Teller Training graduates, a group of persons with disabilities who were hand-picked by the banks to undertake this program.

The program is unique in that its success relies upon the strong partnership between the banks, the College, and the project liaison agency - the Canadian Council on Rehabilitation and Work.

Planning for the project started a full year before students were in class, and focused on the kinds of skills and aptitudes these students needed in order

to be successful in a retail branch environment. Unique to the project, however, was the promise by The Bank of Montreal, CIBC, Scotiabank and Royal Bank, to hire the graduates permanently, on a part-time basis, upon completion of the program.

"The program at Humber is very special because it really is a collaborative effort," says Nicolette Klemoff, staffing consultant with the CIBC. "The comprehensive curriculum has been tailored to the needs of the students and of the banks, and provides the pre-employment skills these students need."

The strong commitment on the part of the banks means that Humber has to ensure the right students are in the class and that the curriculum is tailored to their specific needs.

The Lakeshore Campus was chosen for this role in part because it already offers the

full-time Business Management-Financial Services Program developed in conjunction with the Institute of Canadian Bankers.

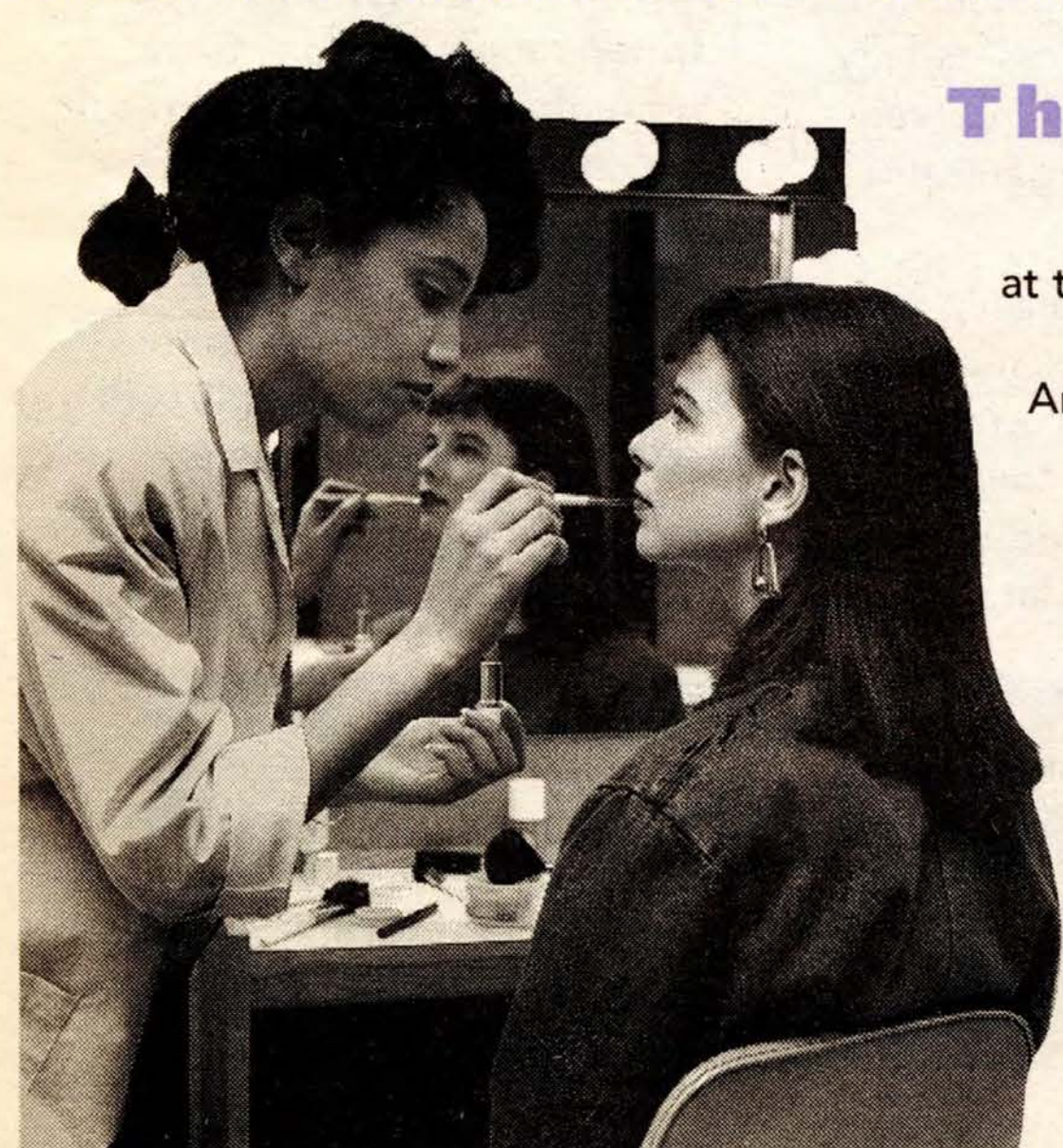
The Teller Training Program was designed so that the students spent 16 weeks on campus and eight weeks in a bank branch. These placements allow them to practice and hone the skills they acquire at Humber. Once students complete the program, they are trained, oriented, and ready to excel as customer service professionals.

The banks and the students are proud of this program. Just ask student, John Ezekiel: "The career opportunities in banking are great, and this program will help us get a foot in the door. From there, it's really up to us."

The Make Up Lab

at the North Campus, run by the Fashion Arts students, offers makeovers, manicures, pedicures, and color assessment services at a reasonable cost. The lab opens in October.

Call (416) 675-6622 ext. 4849 for an appointment.



**School for Writers
attracts the best**

In August 1992, Humber College launched what was to become one of the foremost creative writing schools in North America.

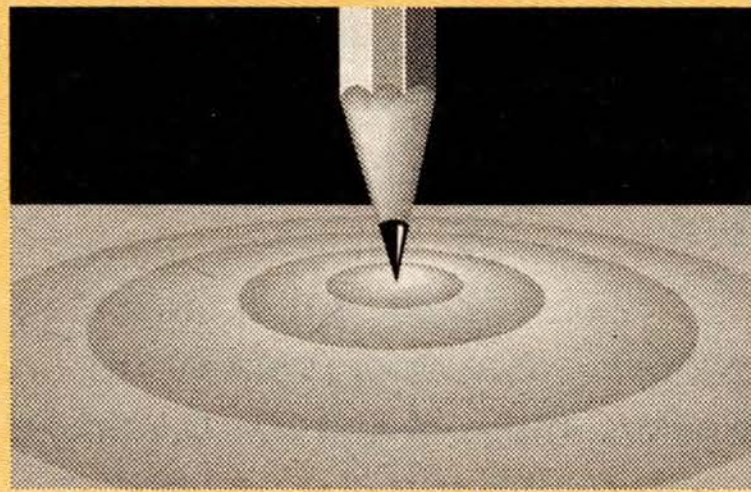
The reason for its success and notoriety is the calibre and fame of its faculty which has featured such renowned authors as Margaret Atwood, Ann Beattie, Peter Carey, Richard Ford, D.M. Thomas, and Marianne Wiggins.

The Humber School for Writers has not only added the likes of Carol Shields, Timothy Findley, Tim O'Brien and Paul Quarrington to its faculty lists, but also an extra program to complement the week-long summer workshop. The reason was that many of the student participants wanted more. They were so inspired by the intensive workshop that they wanted to keep working with a writer.

So, the correspondence program was born. Student writers now have the opportunity to spend 30 weeks corresponding back and forth with an established author until they have completed a novel, a volume of short stories, or a book of poetry.

"The best news is that many of the students have gone on to distinguish themselves."

THE HUMBER
SCHOOL FOR
WRITERS



Only in its second year, the correspondence program has already won the Conny Award for Best Continuing Education Program - Alternate Delivery, in the province, and its reputation has spread so far that its students hail from Japan, Great Britain, New Zealand, the United States and from all of Canada's ten

provinces and two territories.

The best news of all, though, is that many of the students have gone on to distinguish themselves.

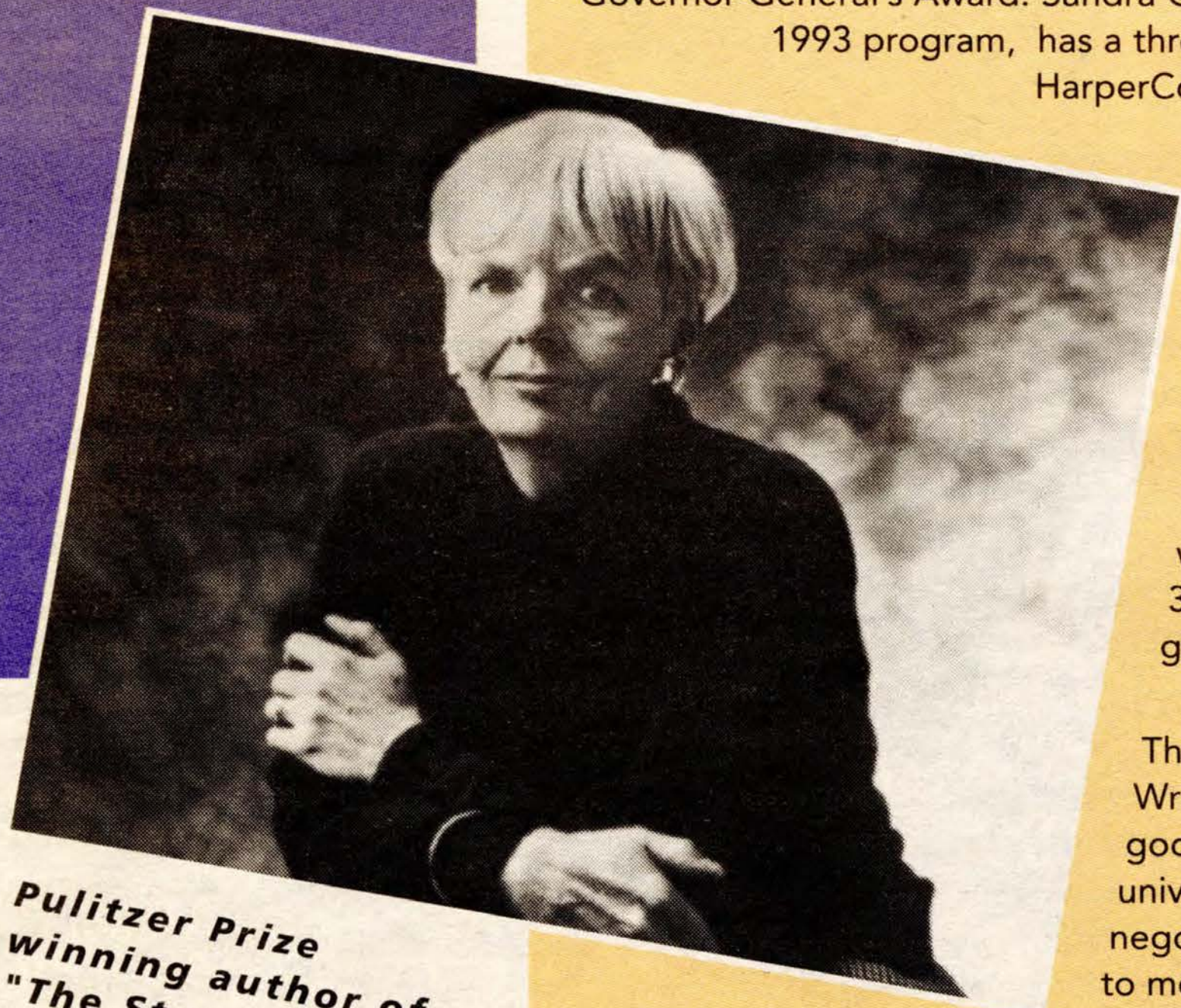
For example, Donna McFarlane, who started a novel back in 1992, not only had her book, *Division of Surgery*, accepted for publication, but she also went on to be short-listed for the Governor-General's Award. Sandra Gulland, a student in the 1993 program, has a three book contract with HarperCollins. Kids Can Press

picked up a children's novel by Gillian Chan who studied with Paul Quarrington. Diane Mason, twice a student with us, sent a short story to the venerable *Story* magazine short fiction competition and won first prize out of 30,000 entries. The list goes on.

Because the programs of The Humber School for Writers have attracted such good attention, several universities have entered into negotiations with the College to mount a joint venture so that students can earn a Fine Arts Degree in addition to

getting the usual help from authors and the School.

Contact: Joe Kertes at (416) 675-6622 ext. 4436



Pulitzer Prize winning author of "The Stone Diaries", Carol Shields.

THE HUMBER ATHLETIC FACILITY, KNOWN AS THE GORDON WRAGG STUDENT CENTRE, can be rented by groups for athletic functions, trade shows, music festivals, and special events. It is also possible to purchase a membership to the facility. The membership provides access to the gyms, squash courts, saunas, change rooms, tournaments, seminars, and day-time exercise classes.

Contact: Jim Bialek at (416) 675-5097

The Career Education Resource Centre (CERC),

a partnership project between Humber College and the Etobicoke Board of Education and sponsored by the Toronto West Canada Employment Centre, Human Resources Development Canada, provides a comprehensive assessment service for adults in employment or career transition. Group workshops include career planning, labour market information, goal setting and job search strategy sessions. The service is available to adults who are unemployed and eligible to work in Canada. Participants must be referred by a Canada Employment Centre and attend an information session with CERC staff prior to starting.

Contact: Cindy Niemi at (416) 675-6622 ext. 3276

Courses tailored to fit corporate goals

Most progressive organizations today recognize the importance continuous learning plays in gaining and maintaining a leg up on the competition.

In capitalizing on market needs and its own tremendous resources, Humber's Business & Industry Services Division is able to offer "value-added" corporate training.

This means going beyond simply offering so-called "off-the-shelf programs" to actually developing and delivering programs that meet the unique and evolving needs of business and industry.

"As much as possible, we work in collaboration with our clients for mutual benefit," says Kris Gataveckas, vice president of Business Development for Humber's Business & Industry Services Division. "We treat learning as a process, not a one-time event. The result is a win-win partnership."

Since officially opening in 1990, Humber's Business & Industry Services Division has acquired a reputation for being an important training partner for such major organizations as Kodak Canada, Inc., Honeywell Ltd. (Canada), Royal Bank, IBM Canada and the Society of the Plastics Industry of Canada.

"We've been told that we really listen to what organizations want," says Janis Miller, director of Operations for the Division. "Clients may require anything from a one-day seminar in Business Writing to a two-year consortium approach to Total Quality Management, and Humber always tailors its fully guaranteed training interventions to meet an organization's desired outcome."

Humber's relationship with Kodak is a prime example of how the College's corporate training specialists collaborate with business and industry for mutual gain. In the late 80's,

Kodak looked to Humber to assess, upgrade and retrain some of its technical workforce. As employees became more skilled and productive, the relationship grew. Over the years, Humber has provided Kodak's technical staff with "multi-skill" and advanced mechanical skills training, as well as trouble-shooting, electrical-electronic and information systems training.

Humber has become such an important training partner, in fact, that Kodak has donated state-of-the-art equipment to the College's Digital Imaging Centre where both Kodak employees and Humber students benefit from using the latest technology.

"Digital is coming upon us so quickly that it was very important for Kodak to be partnered with an organization that is able to support the training of our employees," says Doug Stephens, director of Education and Development for Kodak Canada, Inc. "I fully endorse Humber as a corporate training partner."

In forging long-term relationships with its clients, Humber draws upon what Ms Gataveckas describes as the organization's competitive advantages: "Humber's core business is learning — we've been in the business of educating and training people in a broad range of subjects for more than 25 years. As a result, we can offer clients one-stop shopping, drawing upon the College's tremendous resources. And, our customers can earn credits towards college certificates and diplomas."

Contact: Kris Gataveckas at (416) 675-6622, ext. 4274

Humber College
Business & Industry Services

Continuous Learning for Constant Improvement®

From a different perspective:

President Gordon evaluates British colleges

Sir William Stubbs understands the value of an objective opinion. As chief executive officer of the Further Education Funding Council (FEFC), which oversees and evaluates close to 500 colleges in England, a lot can be riding on a little honesty.

Perhaps that's why, during a visit to Humber College in 1994, he asked Humber President Dr. Robert Gordon to take a fresh, untethered look at the FEFC.

As it turns out, it wasn't such a small request. It took Dr. Gordon three months in England and a study of over 20 colleges, including innumerable meetings and interviews with senior government officials, to form opinions about the British college system and the FEFC's system of inspection. In the end he presented a comprehensive report encompassing his views on everything from bureaucracy and elitism to management information systems and staff development.

"It was a marvellous opportunity for me to analyze a different

college system," says Dr. Gordon. "It allowed me to reflect on our own activities here in Canada and gain fresh insight into what's working and what isn't."

The British believe that the North American model, focused as it is on the global economy and the personal success of individual students, may have something to offer the British system, which seems to be devoutly nationalistic and geared to full-time education.

The differences — historical, constitutional, geographical and cultural — are significant. While Ontario's college system is designed for adults over 18-years old, theirs includes students 16 to 19 years of age as well as adults. Our colleges are large and community based, while theirs are of varying sizes and mandates.

British community colleges are very much under the control of the national government. In fact, to ensure each college is living up to the national stand-

ards it must undergo thorough regular inspections — hence, the existence of the FEFC.

In North America, our credit system and college-based credentialing aim to meet the needs of the community and the individual student. Plus, our boards of directors and internal staff are more empowered, so our colleges have a greater degree of independence.

"Their system tends to be more paternalistic and focused on a national goal," says Dr. Gordon. "Ours is more autonomous — more like an honour system. We trust that our students will work hard to achieve their goals rather than enforcing nation-wide qualifications. As long as we do our jobs well, I think ours is a better system because it allows for independence."

On the other hand, the British and North American systems share many of the same problems: low literacy rates, job market mismatch with available skills, and a growing underclass.

According to Dr. Gordon's report, we use many of the same solutions, including more accountability, increased productivity, efficiency and alternate methods of education.

He adds: "One of the benefits of a study visit to a completely different jurisdiction is the opportunity to observe what we're doing well, and that things aren't always greener somewhere else. The greater benefit is to see issues handled differently or more successfully."

There are areas, too, in which each of the systems is especially strong. For instance, the British can take a page out of our book when it comes to information technology, the incorporation of

mature institutions and our strong connections with industry.

At home, we can learn about quality assurance and national qualifications. The British are also very creative at individual approaches to teaching. Because the English don't have the capital we do, and therefore the teaching aids, they're forced to be more inventive.

Although Dr. Gordon values the North American independence, at the same time he believes that "we're going to have to move toward a competency based system where outcomes are tied to public funding. I think we need tightened accountability."

"Because the English don't have the capital we do... they're forced to be more inventive."

Contact: Dr. Robert Gordon at (416) 675-6622, ext. 4235

Making a difference in the decision-making process

For the last few years, Humber has attracted more applicants than any other college in the system and it's the Student Recruitment (Liaison) staff who bear the ultimate responsibility for this task.

Why visit schools when enrolment is so high? Good question. Personal contact with potential students has more of an impact than any printed material. In areas like Northern Ontario, for instance, it can mean the difference between choosing Humber or a local college. For mature students, the personal contact can alleviate the kind of concerns and worries that a calendar or brochure cannot hope to achieve. For guidance counsellors, talking to an expert about admission issues means that students get accurate information.

There are dozens of ways to provide information to potential applicants. As opposed to 'sales calls', the intent of the Student Recruitment staff has always been to inform and advise students about the best place for them, even if that's not Humber. The honesty seems to be paying off. In fact, people requesting return visits have often cited the objectivity of the information as a reason for their interest.

The ways in which information is provided varies and, depending on the market and time of year, any of the following may occur:

College Information Program: College reps from Ontario travel together around the province and students are bused to a central location to visit information booths and/or to attend classroom visits.

Individual College Visits: Between October and March, Humber liaison staff visit some 350 schools.

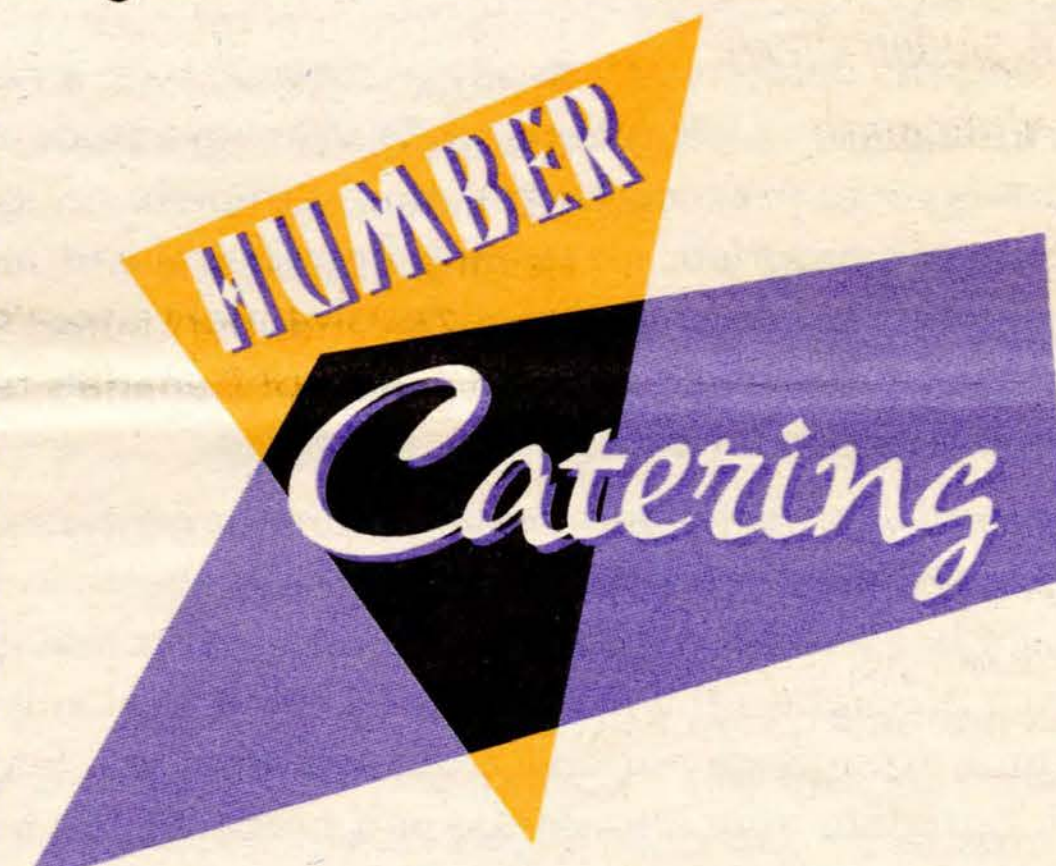
Grade 7 and 8 Program: Held in the spring, these events center on career preparation and awareness for students who are about to enter secondary school.

In addition, the staff of two participates in parents' nights, on college and university panels, organizes the Discover Humber series of program information days, as well as group and individual visits for potential applicants. Numerous special events, and career and professional development days are also part of their agenda.

With so full a schedule, determining priorities can be a daunting process. Even though Humber has the highest number of unique programs in the province, liaison staff can't say 'yes' to everything. Therefore, each year, every visit is analyzed for its effectiveness and then market-share and enrolment reports are compiled and compared to determine the most effective use of time. Based on this research, staff may decide to visit an area every second year, or to forgo visits entirely.

No recruitment department works in a vacuum. Faculty, staff and community involvement is crucial. While the department does what it does well, none of it happens without the direct cooperation of everyone at the College.

Contact: Kathy Rowlands at (416) 675-6622 ext. 4163



Humber has a full range of CATERING SERVICES

to suit special requirements. These include receptions, weddings, outdoor barbecues, business meetings, box lunches, take home catering, and breakfast, lunch and dinner.

Contact: Mary Ann Hinchliffe at (416) 675-5069

Humber students contribute to Habitat for Humanity project

Working drawings, featuring three designs for both one and two-storey houses and prepared by a team of Humber College survey and architectural students, were presented this past spring to Habitat for Humanity officials.

The project began in 1993, when Humber was invited to involve students in a six-acre residential project being organized by Dufferin-Caledon Habitat for Humanity in Orangeville.

Habitat for Humanity, an international not-for-profit organization, uses volunteer labour, donated materials, and no-

appreciative of everything we've done for them."

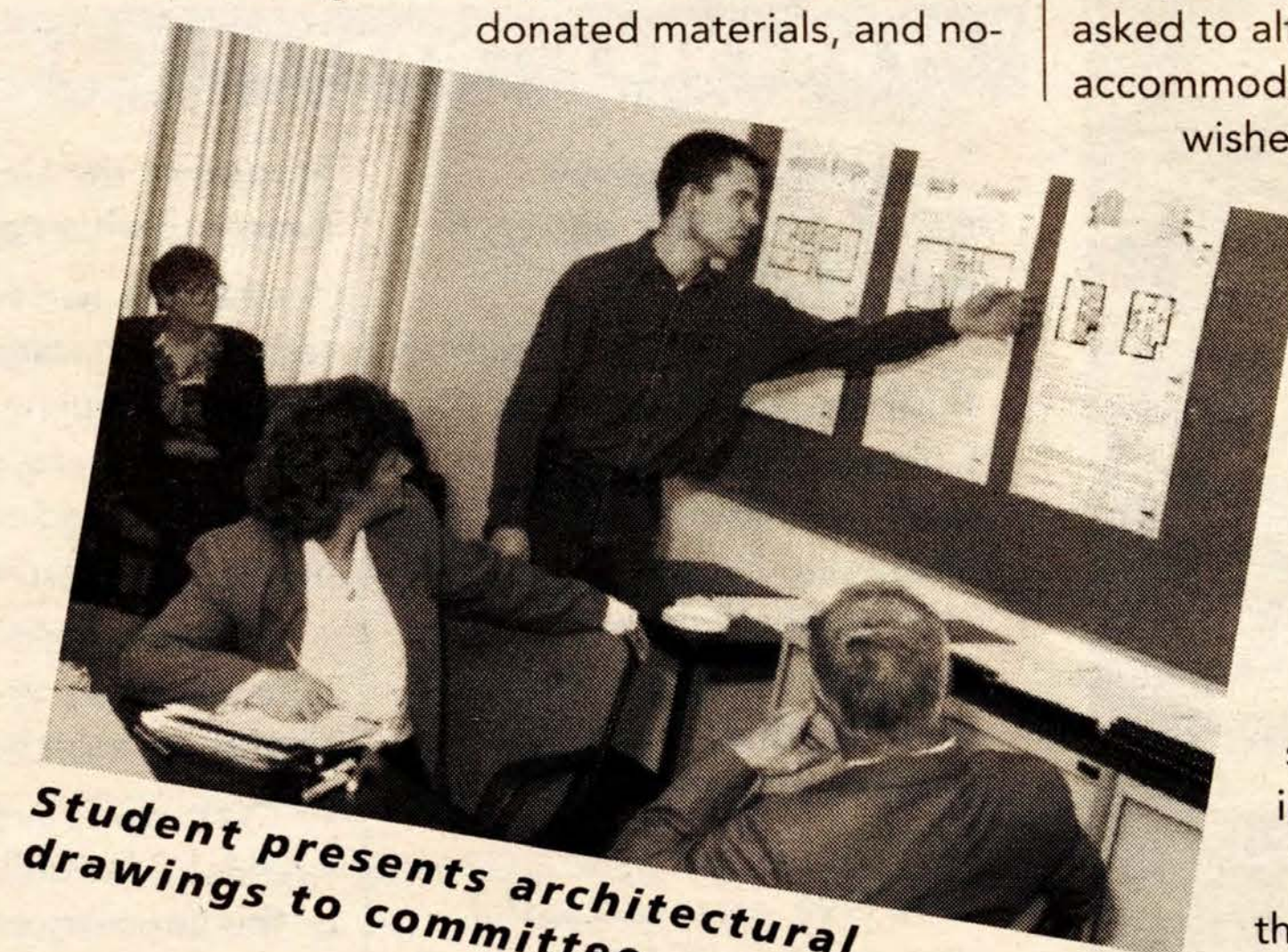
The drawings are available for use on any Habitat project in Canada. Although the students who created them have graduated, current students could be asked to alter a design to accommodate the lifestyle

wishes of the family who will occupy the house.

Construction has not yet begun on the Orangeville site but, when work gets underway, Mr. Lawson hopes that other Humber students will be involved.

"We'd like to see the Humber apprentice trades, like carpentry, come and do the actual construction. Habitat encourages self-contained groups to construct one house. Ours, of course, would be known as the Humber House."

Contact: Richard Lawson at (416) 675-6622 ext. 4415



Student presents architectural drawings to committee

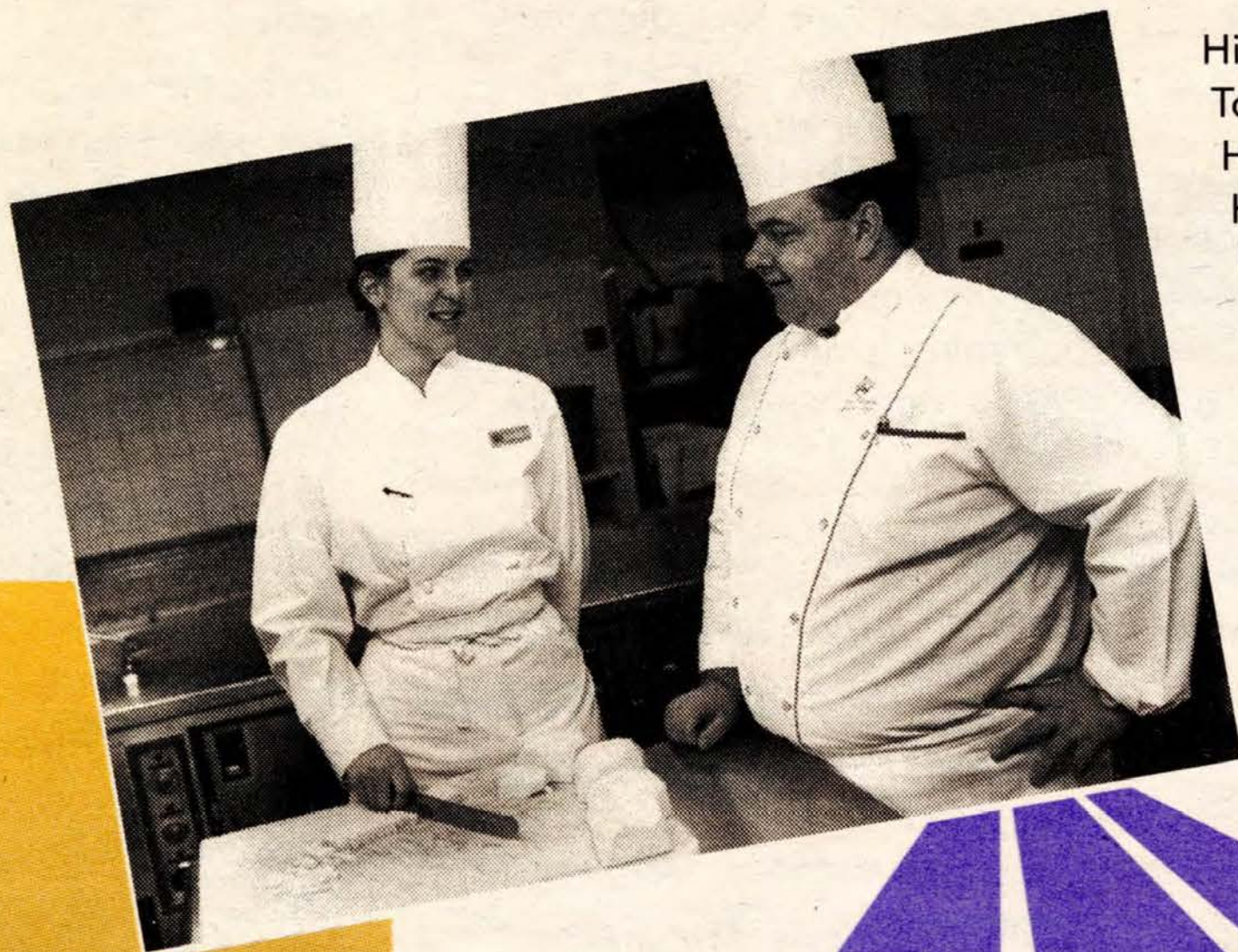
interest financing to build houses for people who could not normally afford to own their own homes.

"Working with Habitat for Humanity is a wonderful opportunity for the students," says Richard Lawson, coordinator, Facility Management Program. "Habitat people are very

Hands-on work shapes graduates

To ensure its graduates are well prepared to meet the demands of the growing tourism-related field, Humber's School of Hospitality, Tourism and Recreation has formed strong alliances with industry representatives, involving them in everything from curriculum development to on-the-job training.

"Our approach is based on doing instead of waiting to be told," says John Walker, chair of the School. "We have a lot of autonomy, and we use it in the best interests of our students and the industries that ultimately employ them."



Chef Higgins shares his expertise with Humber students.

Program advisor John Higgins, Executive Chef for Toronto's King Edward Hotel, says working with Humber is mutually beneficial for students and industry. Chef Higgins likens the importance of industry involvement to stocking a pond: "You only get out what you put in. If you don't stock the pond with fish, you'll always be eating meat and potatoes."

Through ongoing networking, the School is able to anticipate industry needs, and develop or change program curriculum to meet those needs. For example, industry advisory committees were instrumental in altering program curriculum to include broader "on-the-job" experience.

Using the analogy of actually getting up with a newborn at 3 a.m. versus just *reading* about it, Walker says students need to put theory into practice for the most complete education. All of the School's programs — ranging from Travel and Tourism to Recreational Leadership — now involve more extensive traineeships, and each student is assigned an advisor to help with the transition from classroom to workforce.

Second year Hotel and Restaurant Management diploma student Dianne Fenton believes Humber's strong industry ties will prepare her well for a career in catering and conventions. "The alliance program is the main reason I came to Humber. The practical experience not only enhances what you learn in class but it broadens your knowledge and prepares you for what it's like in industry. It also gives you a chance to make sure it's what you really want to do with your life."

And the School's cooperation with industry extends well beyond traditional college boundaries. For six years now, students enrolled in a variety of programs, have had the opportunity to participate in a unique, four-month work-study program at the Kawaba Ski Resort in Japan.

"The program is a tremendous opportunity for students because it takes them through the process of applying for a job, learning another language and working in their chosen field," says Rosemarie Grivich, chair of Humber's Hospitality Programs.

Contact: John Walker at (416) 675-6622, ext. 4550

HOSPITALITY ALLIANCE

PARTNERS IN TRAINING

Michael Horwood, an instructor in the Liberal Arts & Sciences Division, received funding from both the Canada Council and the Laidlaw Foundation to compose *Symphony No. 4, Visions of Planetary Mortality*, a large-scale choral symphony. The work was co-commissioned by The International Symphony Orchestra of Sarnia & Port Huron, The Kitchener Waterloo Philharmonic Choir, The Kingston Symphony, The Northumberland Orchestra Society, and The Okanagan Symphony. The first of the five co-premieres is set for November 1995 with The International Symphony Orchestra of Sarnia and Port Huron.

Contact: Michael Horwood, (416) 675-6622 ext. 4030

Graduates 'market' their skills in Europe

As the world grows smaller, Humber's outreach grows larger.

Since 1993, the School of Business, which oversees the College's one-year post-graduate International Marketing Program, has been establishing links with learning institutions in Europe, Asia, South America and Mexico. This story is about Europe.

In 1994, after successful discussions with European facilitators and contacts, an opportunity was established for graduates of the International Marketing and Marketing Management programs to earn a Master of Arts Degree in Advanced European

Studies at the University of Basel in Switzerland.

The first two Humber grads to take advantage of the program, Pauline Wait and Wendy Williams, have successfully completed the requirements for the advanced degree.

These include the ability to take courses and tests in English, French and German.

"Yes, we're proud of them," says John McColl, coordinator of the International Marketing Program. "But, we're proud of all our graduates. The year at Humber gave Pauline and Wendy confidence in their own abilities and prepared them to be successful abroad. They learned time management skills, cultural appreciation of other

people - and that's not counting the technical skills of marketing concepts and practices."

Wendy plans to continue studying at Basel, working towards a Ph.D., and Pauline is expected to work in Germany for the next year and then return to Canada.

The two have paved the way for another student.

Lisa Krien, who earned a certificate in Marketing Management in spring 1995, spent the summer working in Munich, Germany, before beginning her studies at the University of Basel.

Contact: John McColl at (416) 675-6622 ext. 4519

Program sends students 'up a tree'

Visitors to the Humber Arboretum last March may have been surprised to see adults climbing trees and behaving in a peculiar manner. They may have wondered if this is what people are trained to do at Humber College.

Tree climbing is, in fact, part of the curriculum for students enrolled in the Urban Arboriculture (Tree Care) Program and what those casual visitors witnessed was a competition meant to be both a team building exercise and a showcase for student skills.

Thirty-five participants were divided into groups of seven. Each group competed in a number of skill-testing events. These included spur climb, two person cross-cut, chainsaw cut, working climb, log haul, and an obstacle course.

Ron Wammes, member of the winning team, TAKITEEZ, says, "The event went over well and we were pleased to have had an opportunity to try out what we'd learned in the classroom."

Over 80 people turned out to watch the competition, the prizes for which were donated by various companies.

"It was nice for students and faculty to become involved in a project like this and to have the support of family and friends," says Juanita Baxter, horticulture technician and organizer.

The Urban Arboriculture Program is one of the few certificate programs in the country for urban tree workers. It originated in response to industry demands for well-trained people.

Contact: Ian Bruce at (416) 675-6622 ext. 4731

Recognizing prior learning and experience

Increasing numbers of Humber students are seeking college credit for the learning that they acquired outside of traditional classrooms - through work, informal training, volunteer and other activities. Prior Learning Assessment (PLA) is being implemented to address this need and to help learners reduce unnecessarily repetitive study, possibly decreasing the length of time it will take to complete a college program.

PLA does not give credit for the actual work or other experiences, but for the learning that resulted. It provides an opportunity for learners to demonstrate to college teachers what they have learned in one or more specific courses. This can be done through "challenge processes" such as a test, demonstration of skill, or performance. Or, depending on the learning experience

and the courses for which credit is sought, students might choose to develop a prior learning portfolio in which they describe their learning as it relates to specific college courses. They then must provide documentation that verifies that the learning did, in fact, take place.

In order to decide if learning matches a Humber College course, PLA candidates need to know the skills and knowledge required in order to get a credit in that course. College faculty are reviewing all courses to ensure that learning outcomes are clear and to decide on the best methods to determine if these have been achieved.

Contact: Pamela Mitchell at (416) 675-6622, ext. 4775

Thinking and acting globally

In its 25 years of operation, Humber has never lost sight of the fact that Canada, despite its economic ups-and-downs, is a privileged nation. Over the years, the College's work in the area of international education has reflected this.

"Our primary objectives have always been to help those less fortunate than ourselves and to offer Humber faculty the opportunity for personal and professional development," says Michael Harper, dean, Planning and International Projects.

As altruistic as this sounds, Mr. Harper and colleague, Frank Franklin, chair of International Projects, are quick to point out the mutual and far-reaching benefits of the College's global initiatives.

"The fact that Humber has international students on campus and our faculty has been exposed to different cultures when teaching overseas is reflected in the curriculum and the classroom," says Mr. Franklin.

Humber's involvement with Micro Industries Development and Services (MIDAS), an organization that assists entrepreneurs and small businesses in Bangladesh is a case in point.

Katherine Heneault, program coordinator and instructor in Humber's Financial Services

Program, was in Bangladesh to set up workshops for MIDAS. "Bangladesh is so vastly different from Bay Street. But even though the scale of the businesses is micro — buying a goat or setting up a root stand — they still need to understand the same business principles as the Edper Group and Chrysler," she says.

But the educational expertise Humber can offer is only half the picture. Like her colleagues, Ms Heneault believes Humber students back home also benefit.

"I now have a much better idea of South Asia and its culture. It's helped me understand many of my students more clearly," she says.

Humber's international projects vary in their scope. This past school year alone the College was involved in:

- Hosting 135 people from 13 different nations at an Asia Pacific Economic Cooperation (APEC) conference on technology;

- Graduating 22 Malaysian students from Humber's Technologist Diploma Program,
- Sharing teaching techniques and curriculum ideas with MIDAS educators who visited Humber from Bangladesh.

Those visiting Humber from Bangladesh support the notion that working with developing nations can be mutually beneficial.

"We came to Humber to look for training techniques to use in our country, but we're also exchanging ideas about how to work with industry," says Lutfar Rhamann, a trainer with MIDAS.

His colleague Sabina Chouchowdhuri concurs: "Although our economy is labour intensive, I think both countries have much to benefit from the process," she adds.

Humber takes pride in working with developing nations. "We don't see our roles as consultants. We see ourselves as partners. We learn as much from them as they do from us, and we grow as an institution because of it," Mr. Franklin concludes.

Contact: Michael Harper at (416) 675-6622, ext 3223



is one of Toronto's most comprehensive training facilities. The Centre, in operation year-round, offers on-the-water keelboat and dinghy training courses as well as classroom instruction.

Contact: Scott Hughes at (416) 252-7291.

Links forged in Humber-Ukraine chain

Two industrial engineers, who are forging another link in a business chain that extends from Humber to Ukraine, arrived in Canada recently from the National Productivity Centre in Kramatorsk.

While here, according to Toby Fletcher, chair of the Management Studies Department in Humber's School of Business, the two men, Jurri Polikarpov and Sergey Louchaninov, will learn to become better trainers in practical business methods and other areas such as finance, operations, human resources, and marketing.

"The Ukrainians told us that they don't want university graduates with MBAs going over there telling them how to do things," Mr. Fletcher says. "They practical, economy

tions to as-transition socialism to market system. It's but it's new

"They were taught to fear the evils of capitalism and now they're expected to be part of it."

Fletcher want market-business applica-sist their from a free-economy basic to us, to them.

"We have to remember that for the past 70 years, as part of the old Soviet Union, the business climate in Ukraine was based on the socialist-style economy. They were taught to fear the evils of capitalism and now, suddenly, they're expected to be part of it."

Since 1990, Mr. Fletcher has represented the College in negotiations with several levels of Ukrainian bureaucracy (both before and after independence), Ukrainian educational institutions, and the Canadian government.

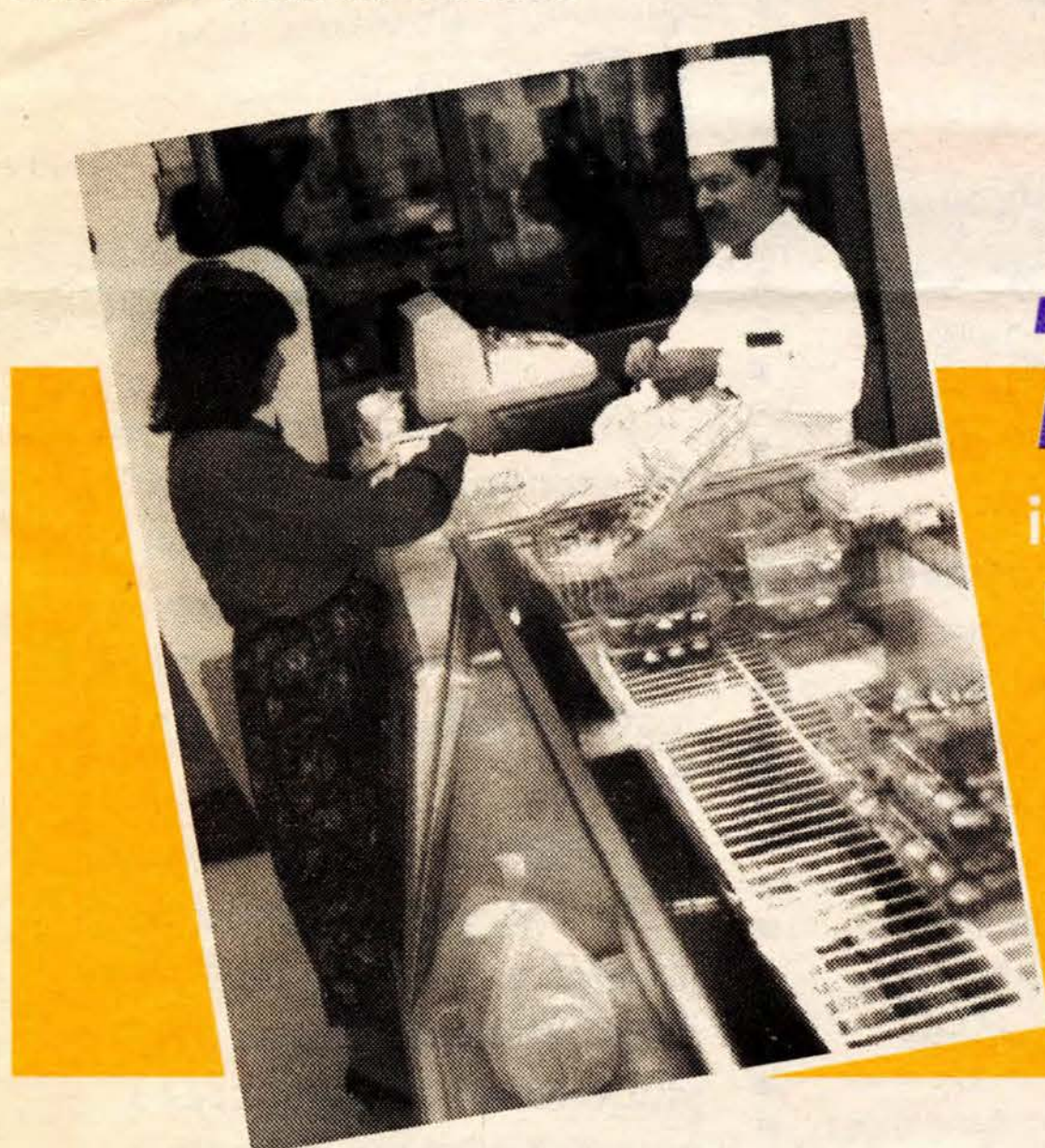
In 1991, Humber signed an agreement with Kyiv State University of Economics to create a Business Enterprise Resource Centre and since then, its involvement in Ukraine has increased.

Earlier this year, on behalf of Humber College, Mr. Fletcher signed a letter of intent to form a long-term partnership with a third Ukrainian institution, The International Centre of Privatization, Investment and Management.

Mr. Fletcher credits College President, Dr. Robert Gordon, with making it all possible. "He showed leadership and understood how important the initiatives were - both to Humber and to Canada," he adds.

Eventually, the College hopes to establish educational exchange opportunities for students and staff and to expand contracts for Canadian business.

Contact: Toby Fletcher at (416) 675-6622 ext. 4644.



Tall Hats

is a retail outlet where take-out meals and baked goods can be purchased at reasonable prices. The store, at the North Campus, is open Monday to Friday.

Contact: Jeffrey Dunn at (416) 675-6622, ext. 4474.

The Humber Institute of Language & Culture: A modern department in a modern college

While contemporary issues continue to be a subject of debate among scholars, for Humber's Institute of Language & Culture being current simply means keeping pace with the times.

The definition also describes the general strategy of the College and testifies to the fact that, in an age when significant developments in global trade patterns are evolving, the ability to speak more than one language is no longer a luxury. It has, in fact, become a valuable working tool.

Approximately 80% of working Canadians will be faced with international responsibilities during their careers. Asia, Latin America and Europe are now the business markets of English and French speaking Canadians and, whether dealing with issues of marketing, managing, buying or selling,

Canada's success depends upon how effectively it can demonstrate its skills in new locations while, at the same time, responding to new cultural environments.

The Institute's goal is to help clients and students master a foreign language and to help them to be functional in a broader sense. This includes familiarity with cultural norms. For example, many of the programs geared to business professionals include cultural etiquette as an essential component.

"In developing courses, we strive to consolidate the most popular programs and to cover an ever larger linguistic and cultural spectrum," says Institute Chair, Kathryn Barber. "Arabic, German, Italian, Japanese, Portuguese and Mandarin are currently listed among our courses and, as a

result, enrolment has tripled over the last two years. We are also offering, in September, certificate programs in French and Spanish."

Being current also means exploring those avenues traditionally given little consideration by colleges. Ms. Barber explains: "Contract French and foreign language and culture training have become an important area for the Humber Institute. Currently, we're delivering customized in-house programs for a number of corporations including, Gordon Food Service, SmithKline Beecham Pharmaceuticals Inc., Woodbridge Foam Corporation, Guardian Insurance Company of Canada, Citibank Canada, Ericson Communications Canada, Levi Strauss & Co. (Canada) Inc., and others."

Contact: Kathryn Barber at (416) 675-6622 ext.

**THERE IS NOW A
Pizza Pizza, Mr. Sub,
Manchu Wok, & Java
Jazz (a huge coffee shop),**

AT THE NORTH CAMPUS.

Cafeterias serve char-broiled burgers and fast & fun foods. Fresh entrees and a salad bar are available in the licensed lounge. The College residence cafeteria is open Monday to Friday from 6:45 p.m. to midnight and has a salad bar, muffins, snacks, entrees and gourmet coffee. All of the cafeterias are open to the public.

For further information, call:
(416) 675-6622 ext. 4250

Taking care of caretakers

This past winter, Humber engaged in a partnership with the Scarborough Board of Education to provide training for handyperson employees within the public school system.

The program involved 261 caretakers who enrolled in various classes during a four month period and earned a certificate at the end of their studies. Their retraining courses included classes in personnel and power tool safety, installation of equipment, and the theory behind interior wall systems.

The program is one of many progressive new initiatives put forward by Business & Industry Services at Humber - each of which services the needs of the community with specialized training programs.

According to Nick Charlton, program coordinator of Apprenticeship and Skills at the College, the upgrading that goes on in programs like this is vital. "The re-skilling, or re-tooling, is very positive," he says. "The caretakers found that they came away with completely new ways to do things, using the new skills they'd learned."

Feedback from the partner has also been positive. Melanie Stoughton, resource manager at the Scarborough Board, said that the program was very successful. "The 'students' loved it and wanted more."

With the increasing number of people becoming involved in this trade, training is becoming more recognized by the Board. "The status of caretakers in the school system has been raised," notes Mr. Charlton. "And more job security is created because of the additional training."

Contact: Nick Charlton at (416) 675-6622 ext. 4886

Accommodations are available for groups and individuals at The **North Campus Residence** from May until late August. The cost per person per night is \$20. for a single, air conditioned, furnished room. Each floor has washrooms, laundry facilities, a lounge with cable TV, fridge and microwave. There is a full service cafeteria featuring hot and cold food choices. On-site parking is available for an extra fee. Visitors are welcome to use the College's recreational facilities including gyms, squash courts, swimming pool, and weight rooms. The 720-room facility is situated beside a 300 acre Arboretum and is within walking distance of the Woodbine Shopping Centre. Contact: Erin Hamilton, 675-3413

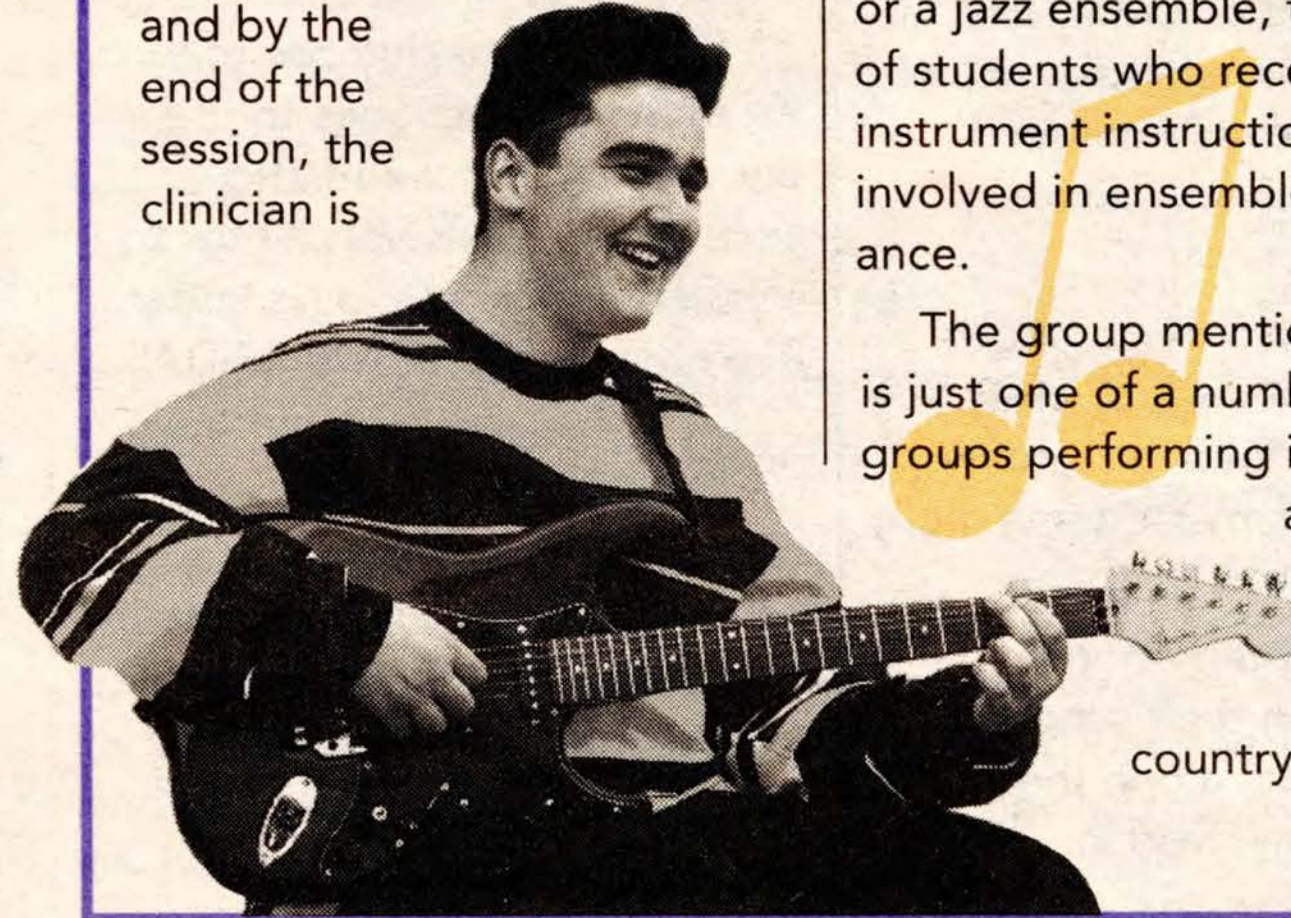


Music is the medium at Community Music School

The adjudicator arrived to present a clinic to a jazz combo. He glances at the group, shuffles his papers, clears his throat, and asks the ensemble director, "How old did you say these students were?"

The director responds that the group is between nine and 11 years old.

The clinician shakes his head and says, "So, you guys like to play jazz, eh?" The answer is a resounding "yes" and by the end of the session, the clinician is



convinced. They not only play jazz, they think jazz. Packing up his materials, he asks the director, "How do you folk manage to teach jazz to children so young?"

Structured as an outreach program, the Community Music School at Humber offers instruction to nearly 300 students between the ages of three and 18 years. One of its unique features is the ensemble component. Whether in a performing Orff ensemble, a pop ensemble, or a jazz ensemble, the majority of students who receive private instrument instruction are also involved in ensemble performance.

The group mentioned above is just one of a number of groups performing in festivals and competitions around the country. For in-

stance, this past May, a group of 13 year olds travelled to Calgary where they captured two Gold Standard Awards and a Silver Standard for their performances at Musicfest Canada, a national jazz festival.

Humber's program has three-year-olds hopping about like squirrels, four-year-olds imitating the sound of thunder on bass drums, five-year-olds improvising in jazz ensembles. All of these students are learning to express their understanding of the world through music. This is what the Community Music School is all about: the belief in each individuals right to explore and assert his or her own unique perspective. In other words, the belief in music as the medium.

Contact: Cathy Mitro at (416) 675-6622 ext. 4847

Colleges give credit where credit is due

"Thanks to a Humber and Sheridan program...mature students can consider returning to college..."

He's got a family, a university education, and several years experience in the food industry, but what he's lacking are the practical skills he needs to fulfil a dream — starting his own business. While returning to college might seem the obvious solution, for someone like James Ley, it's not that easy.

"I think a college diploma would give me the skills I need to get a specialty food distribution business off the ground, but with a family to help support, I'm not sure how I'd be able to afford the time or the tuition," says the 34 year old. "Besides, I think my work history and academic background should count for something."

Thanks to a Humber and Sheridan College program initiative that acknowledges prior learning and the unique hurdles that face mature students, people like Mr. Ley can consider returning to college for a diploma.

"There are a large number of mature people looking to come back to school or change careers," says Richard Hook, Humber's vice-president, Academic. "We want to give these people maximum credit for their life experiences and work with them to design flexible study plans that fulfil their goals while meeting our academic requirements."

Working in cooperation with Sheridan means that both colleges can offer mature students the opportunity to draw upon the particular strengths of each college. And being able to take courses at any campus at either college means students can choose the most convenient.

For some, like Mr. Ley, this means fitting the courses he needs like marketing, public relations and computing into the realities of life. For example, he might take an evening course at Humber near his home and a daytime course at Sheridan near his work.

"It's an access and service issue," says Peter Brown, Sheridan's vice president, Academic. "This cooperative initiative quite clearly provides a broader array of courses for students and the opportunity for customized development as to what they're taking, how they're packaging it and where they're taking it — it's a user friendly approach in that sense."

Students who have a good deal of life experience, a clear set of goals, and a strong need for flexibility will be able to sit down with a program advisor to discuss customizing a program to suit their needs.

"We've clearly identified a demand for more flexible programs," says PLA Consultant Pamela Mitchell. "And by having two colleges involved — day and evening — we think we'll be able to put together unique diploma programs while maintaining our high standards."

Contact: Pamela Mitchell at (416) 675-6622, ext. 4775

Made in Canada

In their graduating semester, students from Humber's Fashion Arts Program put on a spectacular fashion show which featured an expansive roster of Canadian designer talent.

Using the likes of such well-known names as Comrags, Loucas, and Damzels in This Dress, the event gave the students an opportunity to network with the Toronto fashion community and, because the show was featured on City TV's 'Ooh-La-La!', they received the kind of media exposure that dreams are made of.

Held in the Humber College gym, the fashion show was completely produced and executed by students enrolled in the second year of the promotions and special events management class - one of the three areas of specialization in the Fashion Arts program.

According to Program Coordinator Linda Reader, the students who staged the event have been very successful in finding jobs after graduation. "That show made a real impact on the industry in Toronto," she says. "Considering that we're on the outskirts of the City, it was great exposure for the students and many found employment right away. We're very proud of them."

Contact: Linda Reader at (416) 675-6622 ext. 4398

Hollywood North at Humber's North

Hollywood North came to Humber North early this spring when a Canadian production company used one of the College's control rooms for a scene in an upcoming feature.

The film, called 'No Exit', is being produced by The Richmond House, a film production company, and will be released early next year by Canadian Famous Players.

The exterior of Humber's North Campus was used in some scenes, but the crew filmed mainly inside the control room which served as the set for the futuristic action thriller.

According to Rory Cummings, program coordinator of the College's Film and Television Arts Program, they worked over two nights, between 4 p.m. and two in the morning, and after regular school hours when students were not in class.

"When a film crew comes to the College, our program gets a bit of profile," says Mr. Cummings. "It keeps the industry in touch with us and gives any grads on the crew a chance to touch base with current students. It's good for those in the program to see that graduates actually do get work."

Contact: Rory Cummings at (416) 675-6622 ext. 4426

Humber wins two "Connys"

Humber College was recognized recently with two awards of excellence at the 1995 Conny Awards, a showcase of continuing education exemplary achievements. Humber is the only college in Ontario's 25-college system to score a double win.

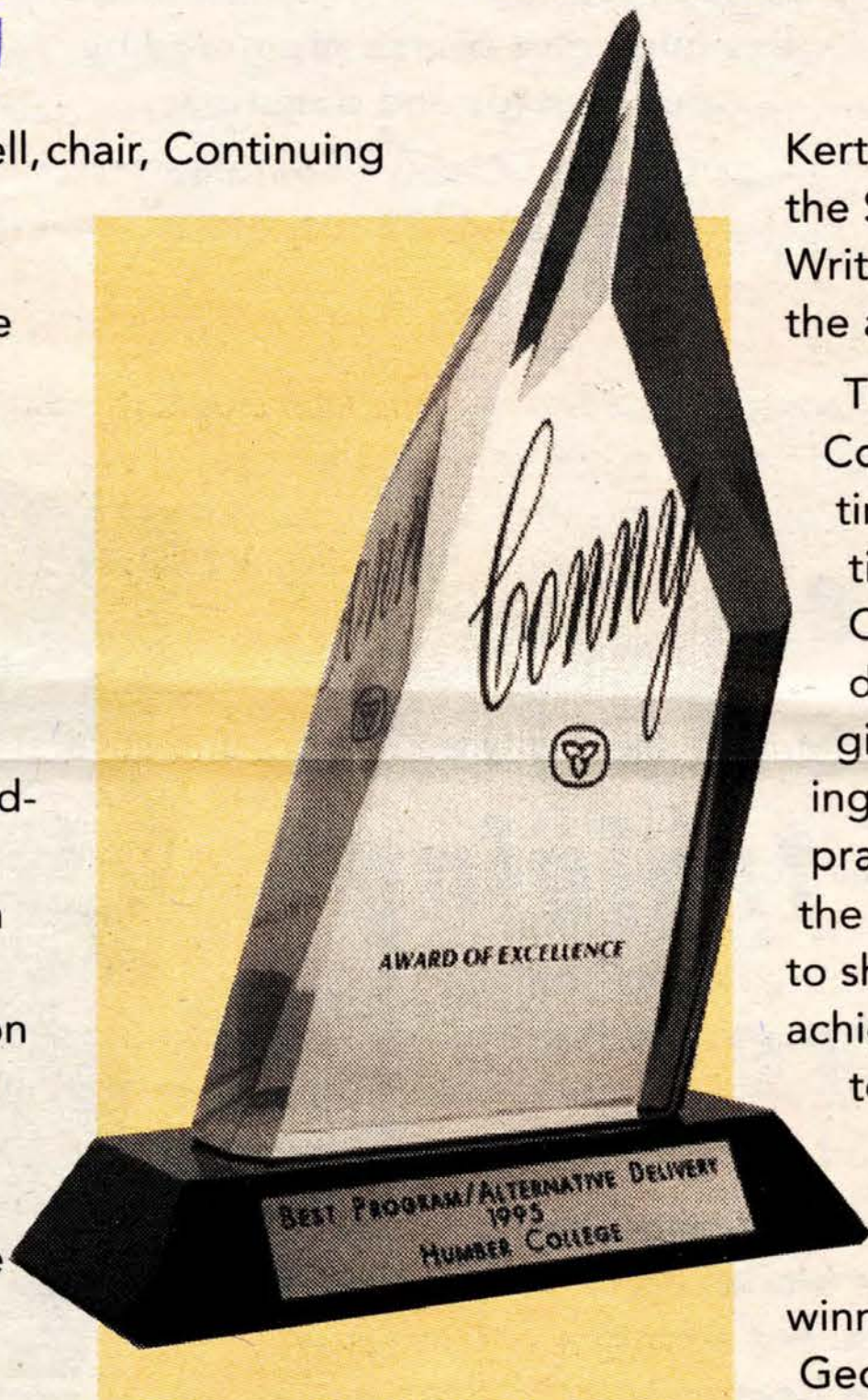
Awards are judged based on proposals submitted in any one or more of a total of seven categories. These are: Best Calendar, Best Certificate/Diploma Program, Best Program, Best Course or Program - Alternative Delivery, Best Faculty Development, Best Student Services, and Best Partnership Collaboration.

Humber's Digital Imaging Training Centre won in the Best Certificate/Diploma Program category. Judges said that the Centre is "a good example of a college responding to the needs of the business world. A good model of a self-funding centre." The Conny was presented to

Nancy Abell, chair, Continuing Education, who is responsible for operation of the Centre.

The Humber School for Writers Correspondence Program in Creative Writing won in the Best Course or Program - Alternative Delivery category.

According to the judges, the program "is a remarkable accomplishment. Brings together some of the world's best authors as well as students from Japan, the U.S., England and Canada." Joe



Kertes, director of the School for Writers, accepted the award.

The Ontario College's Continuing Education Awards Competition is designed to give continuing education practitioners the opportunity to showcase their achievements and to be recognized by colleagues.

Other winners were George Brown College, St.

Lawrence College, Sheridan College, Fanshawe College, and Conestoga College.

Contact: Public Relations Office at (416) 675-5095

Partnership with ski centre a positive move

While it's expected to be a positive experience for all concerned, students will be the big winners as a result of the recently negotiated partnership between Humber College and the North York Ski Centre (NYSC).

Beginning this fall, students enrolled in the Ski Area Management Program will be able to avail themselves of first-rate placement opportunities at the NYSC - a facility complete with lifts, snowmaking and grooming equipment, rental shop and patrol. During the mandatory four-month placement period, students will be trained by NYSC supervisors in all aspects of ski operations and management, including

job skills, customer service skills, safety skills, WHMIS, and harassment training. This will enable students to gain the crucial hands-on experience necessary for successful completion of the two-year, post-secondary program.

In addition to providing placement, one day each week, the Ski Centre will make the chalet available for classroom/lab use. Here courses in ski lift operation and maintenance and ski electrical systems will be taught. In turn, the Centre will have access to personnel and relevant training programs at the College.

Humber's responsibility will be to furnish the NYSC with competent, highly motivated 'employees' prepared to excel in their placement situations. Ski

Area Management Program faculty will supply the pre-training support to ensure that students are familiar with what is expected of them during their work term.

Student placement performance evaluations will be carried out by both Humber and NYSC.

"Our affiliation with the North York Ski Centre is very much a strategic partnership appropriate to learning and training," says Paul Suda, coordinator of the ski program at the College. "And, it will add a whole new professional dimension to the training of our students."

Contact: Paul Suda at (416) 675-6622 ext. 4437

The Humber College Music Program

has moved to the Lakeshore Campus.

Each school year students enrolled in the world-renowned program present a wonderful series of concerts.

Guests can enjoy top-notch entertainment at reasonable prices. This year's schedule is as follows:

November 22, Fall Showcase

January 24, Fusion Ensemble

February 7, Small Band Night

February 28, Vocal/Latin Night

March 20, Acoustic Jazz Night

and April 17, Spring Showcase

ALL CONCERTS BEGIN AT 7:30 P.M.

Contact:

Music Department at
(416) 675-6622, ext. 4427

Summer language program generates international interest

As the world grows smaller, fluency in a second language has come to be regarded as essential. And, for many non-English speaking people, English is the first choice for a second language.

Twenty years ago, Humber became involved with a federally-funded immersion program for students from Quebec who wanted to learn English. Language students from Quebec are still coming, but so are students from the rest of the world.

"It's so exciting," says Mary Benedetti, director of Humber's English Summer Language School. "Word of our program is spreading in a big way. Yesterday, for example, I had a call from a parent in Jakarta, Indonesia and received a fax from a Rome travel agent inquiring about the school."

A comprehensive brochure printed in three languages and distributed at education fairs, ads in ethnic community directories, and a developing network of consultants help to spread the word.

The curriculum includes five weeks of intensive English classes that emphasize listening and comprehension, academic reading and writing, pronunciation and grammar. To complement the classroom efforts, workshops in computers, theatre, art and sports are offered. English is spoken 24 hours a day.

"We certainly keep them busy," smiles Ms. Benedetti, who emphasizes that this is not a summer camp but rather a boarding school with serious expectations of attendance, punctuality and achievement.

Although many institutions in Ontario offer similar programs for older students, Humber is the only college to accept younger ones. The students range in age from 12 to 35.

While here, students live in Humber's residences under the watchful eyes of the residence/activity coordinators. This year, students have come from Italy, Taiwan, Mexico, Korea, Chile, as well as from Quebec.

Contact: Mary Benedetti at (416) 675-6622 ext. 4933

Humber College

Summer
LANGUAGE

Toronto, Canada

"...this is not a summer camp but rather a boarding school with serious expectations...."

League for Innovation keeps College current

According to research conducted by Dr. Lee Betts, renowned U.S. community college president, the League for Innovation is one of the most influential educational organizations in North America for its role in changing the direction of the community college movement.

And, as its only Canadian member, Humber College is riding the wave of the latest in educational practices and technologies.

The purpose of the League for Innovation is to encourage experimentation and innovation. To do so, it sponsors conferences, workshops and seminars for faculty, as well as implementing a wide variety of special projects. The focus is most often on crucial issues like leadership development, computer applications, teaching and learning, and serving special clientele.

"...the League tends to be particular about who it asks to join."

A not-for-profit educational consortium founded in 1968, the League keeps its membership small in order to function as an elective group of working colleges. It currently consists of just 18 community colleges across North America. Although it receives about 35 applications for membership every year, the League tends to be particular about

who it asks to join.

"Before an invitation is extended," says Dr. Roy Giroux, vice-president, Educational and Faculty Services at Humber, "a college must show that it has innovative programs and practices not only for the students and staff, but also to share with the other member colleges. Nothing is concrete until a visiting team of representatives from the League sees the kind of innovation displayed on site every day."

But why is it so important to be a member? In one word: students.

"The open exchange of information between the League colleges is what benefits students the most," says Dr. Giroux. "If we were starting a new program, we'd ask League colleges for policy statements, job descriptions or whatever was available. We'd automatically get feedback and information from some of the best colleges in North America."

The League recently showcased a computerized adaptive testing system designed to find a student's level of knowledge and Humber has replicated the system for language skills testing. This has proven to be an effective way to determine how much pre-testing the student needs before classes - saving time for both the student and the College.

But it's not just for Humber students - the League for Innovation is a boost to students across the province. In 1992, the League offered 10 scholarships to prepare staff in the college system to become college presidents. It was attended by 10 Canadians, and five are now college presidents. Plus, in 1987, Humber hosted the League's annual conference in Toronto, allowing more than 1000 Ontario community college staff and faculty members to attend and share information.

Needless to say, membership has its advantages.

Contact: Roy Giroux at (416) 675-6622, ext. 4483

Sectoral committees ensure program relevance and contribute to regional economy

Recognizing that success will go to innovators prepared to take risks and to those willing to take full advantage of intellectual capacity and the rapid advancement of technological developments, Humber College is enhancing its ties to numerous sectors of business, industry, labour, the arts, and professional organizations.

There are two reasons for this: first, to ensure that graduates of Humber programs continue to be constructively effective in meeting the demands

of the workforce and, second, to ensure that the College continues in its role as a vibrant educational institution well into the 21st century.

This is being achieved by eliminating weak programs, supporting areas of expansion and, most importantly, by focusing College learning resources on the task of developing the human resources of sectors which are critical to the country's economy - and Sectoral Steering Committees are being established to help the College

do just that.

"Sectoral Steering Committees will play a crucial role in the development of Humber's future," says Richard Hook, Humber's vice-president, Academic. "The establishment of partnerships with senior leaders in the areas of manufacturing, telecommunications, health, architecture, construction, media services, hospitality and tourism will help the College contribute to the regional economy through the development of a productive workforce."

The committees will also serve the mutual interests of all partners in terms of future employment needs, emerging trends, and competitiveness. Members will advise the College about the establishment and implementation of effective strategic priorities and directions as well as quality and standards, and will provide Humber with a broad consultative network.

Contact: Richard Hook at (416) 675-6622 ext. 4438

The Humber community funded the cost of sending 11 children with cancer to Camp Oochigeas

for two weeks by raising a total of \$14,140 through the annual Ooch-A-Thon. Active staff and faculty were encouraged to walk, jog and run around a five-kilometre course prompted by sponsorships and donations.

Contact: Carolyn Smith at (416) 675-6622 ext. 4371

Rave reviews for new training centre

Have you ever wanted to touch up the Mona Lisa's smile? How about adding a guitar solo to Beethoven's Fifth? Perhaps even changing the ending of *Casablanca*? With advanced computer imaging technology, all this and more is possible. So, is it any wonder Humber College's Digital Imaging Training Centre is attracting everyone from post-secondary students to CEOs?

In operation for less than a year, the \$600,000 facility, developed together with Kodak Canada Inc. and Apple Canada Inc., has attracted so much interest that the College is considering round-the-clock operation.

"Not only is the Centre a successful model from an enrolment standpoint, but the funding program for the Centre is also being used as a model for institutions of higher learning in the U.S.," says Centre Director, Nancy Abell. In fact, the Centre is the first major initiative by Humber to self-fund revenue-generating projects with interest-free start-up capital to be repaid over four years. To date, revenues generated by the Centre have surpassed projections.

The Centre is touted by industry leaders as one of the most advanced labs of its kind in Canada. It houses the kind of state-of-the-art technology that allows students to create and manipulate images and sound directly on their computer screens and then transfer them to thermal paper, compact disk, film or video.

Alan Hrabinski of Apple Canada Inc., a partner in the Humber initiative, explains: "The advantage of computer-based design and photography is that you have all sorts of electronic processes at your fingertips and this allows you to explore, experiment, and save time. Computer imaging tools also allow you to do electronically what is often extremely difficult, if not impossible, by hand. This includes editing and screening a film before finalizing edits."

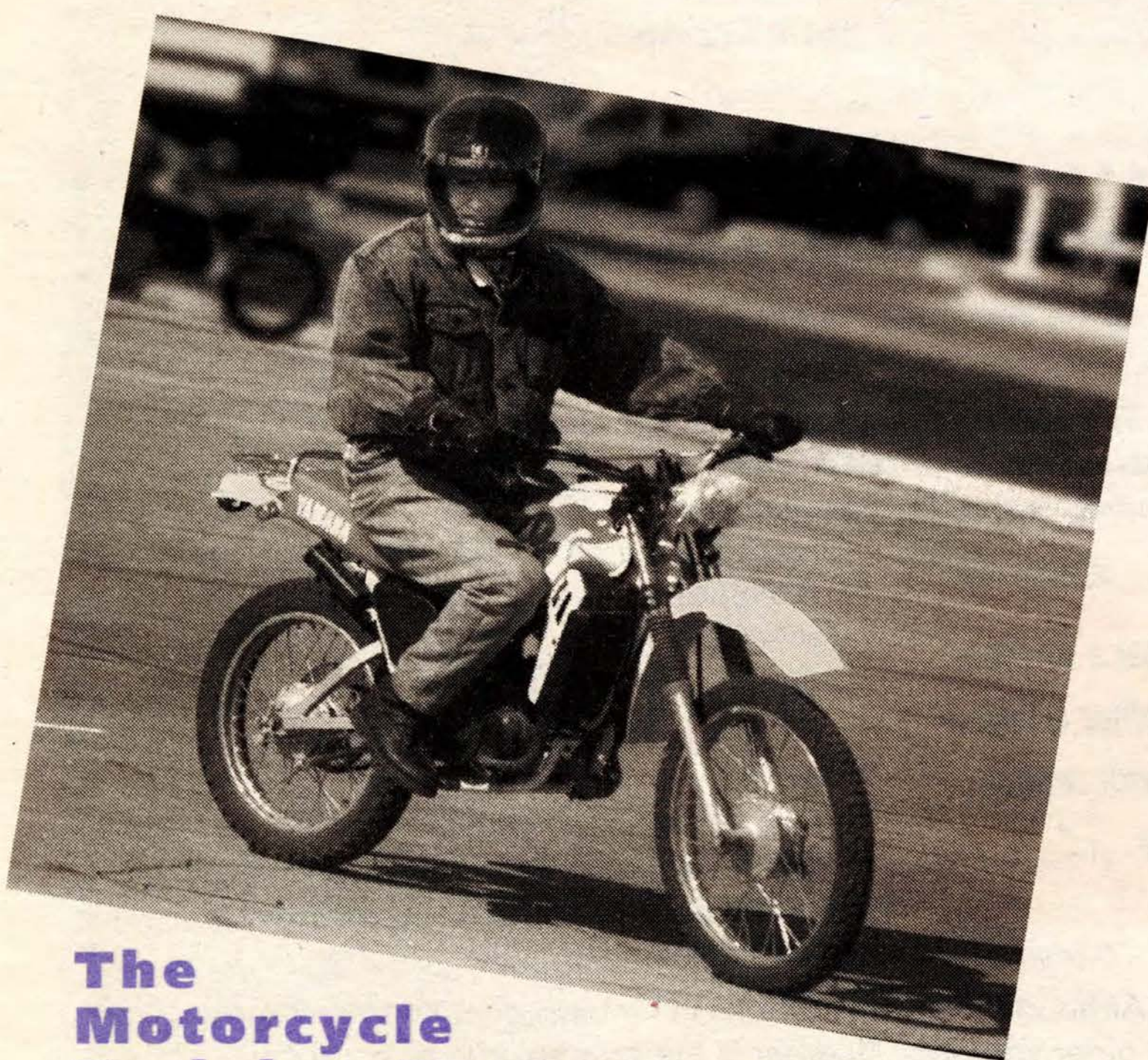
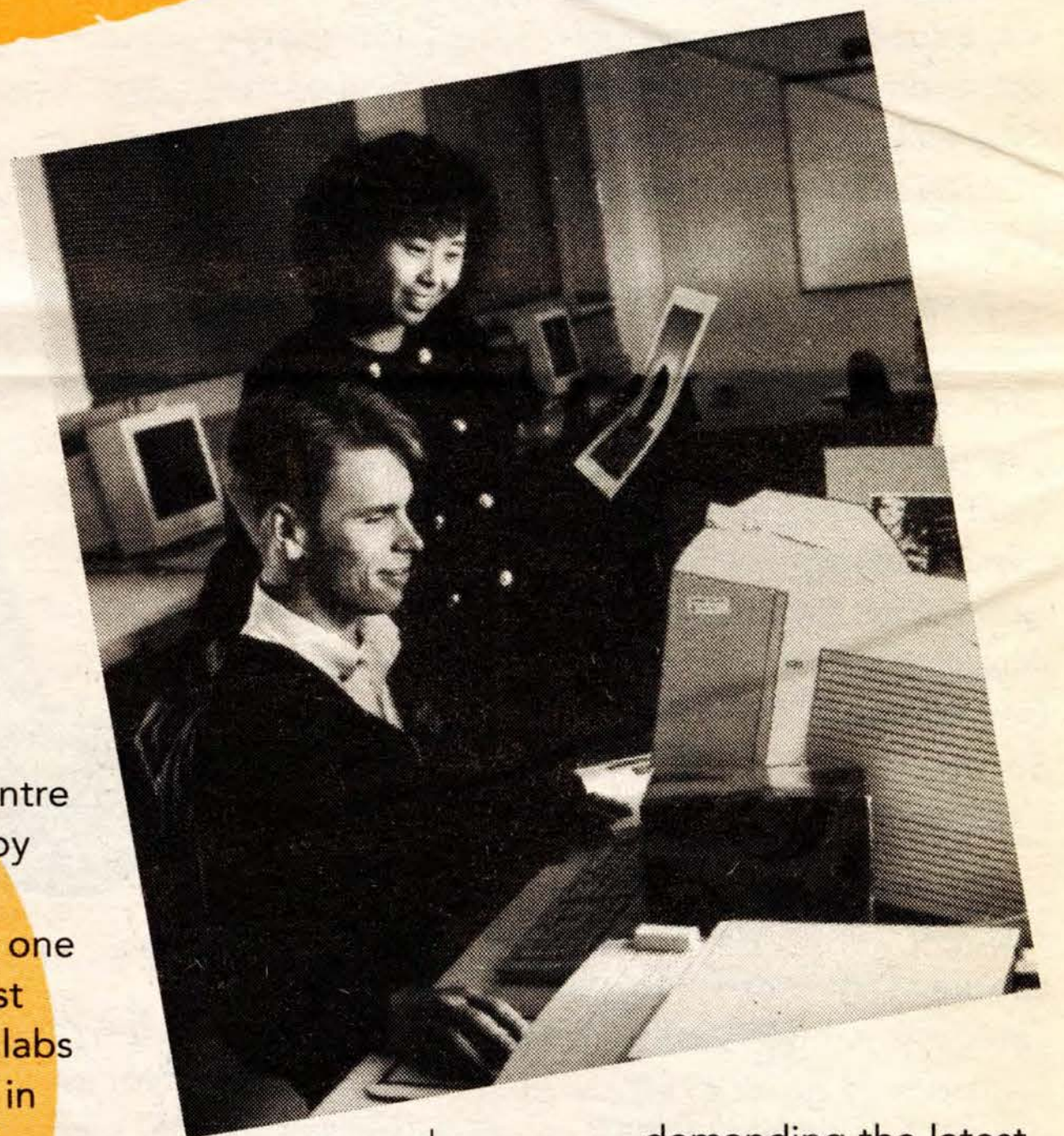
According to Ed Berry, Kodak Canada's executive director of education markets, the timing was right for Humber to take a leadership position by enhancing its established design and audio-video programs with the latest in creative imaging technology. "Students today are

demanding the latest, greatest and fastest technology so that when they graduate they can approach potential employers with highly marketable skills. Without question, Humber now has the most current and innovative technologies from Kodak, leading computer platforms from Apple, and tremendous hardware and software support."

Students, who range in age from 17 to 60 years, agree that the "hands-on" experience, programming, and reasonable course fees make the Centre an inspiring setting for innovative thinking and learning.

"The program is fascinating both from a personal and corporate perspective," says Michael McKean, CEO of Wrigley Canada, and a student enrolled in Digital Imaging for Audio-Video Production. "Our company does a lot of advertising, so I'm interested in learning how this technology can both enhance the creative process and save us money."

Contact: Nancy Abell at (416) 675-6622 ext. 4412



The Motorcycle Training Program

at Humber College is the largest motorcycle rider training facility outside Japan. In 1994, approximately 2300 students learned not only how to ride a motorcycle, but more importantly, how to do it safely. The youngest student enrolled in the program was 16 and the oldest, 73!

Contact: Wendy Ewington at (416) 798-0300