

this is HUMBER COLLEGE



PUBLISHED BY HUMBER COLLEGE OF APPLIED ARTS AND TECHNOLOGY

March 1970

HUMBER

HAPPENINGS

MARCH 3 OFFICIAL OPENING of New Phase II building

Hon. WILLIAM DAVIS,
Minister of Education

Mural, designed by students
and staff, will be unveiled

TIME: 8.30 p.m.
PLACE: AUDITORIUM

MARCH 4 FASHION SHOW

BIG STEEL presents preview
of spring and summer
unisex fashions

Commentary by Susie Kosovic

TIME: 8.30 p.m.
PLACE: AUDITORIUM

TICKETS: \$2.00
which include a chance to win
one of three valuable prizes

MARCH 5 BUSINESS answers back

Confrontation between Humber
College students and leading
business executives

TIME: 2 p.m.
PLACE: AUDITORIUM

MARCH 7 GOURMET DINNER

Master Chef Igor Sokur, staff and
students, offer a memorable meal in
the great tradition of haute cuisine

Entertainment: The Racobi Trio with
Blues stylist, Jodie Drake

By special invitation ONLY

MARCH 6 THEATRE

BLACK BOX THEATRE
premiers its new production

TIME: 8.30 p.m.
PLACE: AUDITORIUM

TICKETS: \$3.00

MARCH 5 ROCK FESTIVAL

Featuring Alan J. Ryan,
David and Sally, Michael Cooney,
Cedric Smith, Owen McBride

TIME: 2.30 p.m.
PLACE: CAFETERIA

TIME: 8.30 p.m.
PLACE: AUDITORIUM

Admission Free

HUMBER COLLEGE
of Applied Arts and Technology

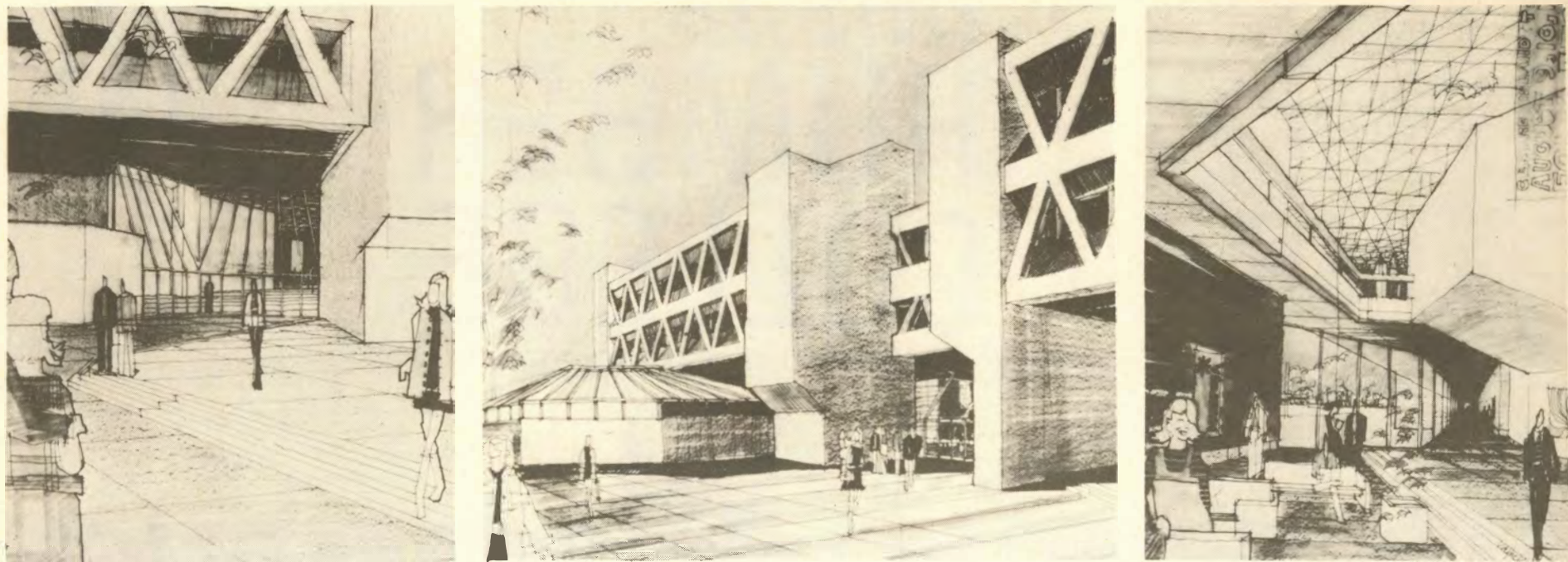
NORTHERN CAMPUS

Highway 27 ~ NORTH OF REXDALE BLVD

FOR FURTHER INFORMATION AND RESERVATIONS, TELEPHONE "HUMBER HAPPENINGS" AT 677-6810, EXTENSION 304

OPEN HOUSE: Exhibits, Live Demonstrations

March 3: 8 p.m. to midnight • March 4-6: 7 p.m. to 11 p.m.



Artists drawings of the exciting new Phase II complex at the Northern Campus of Humber College

Humber College opens Phase Two

The new Phase II building at the Northern Campus will be officially opened by Education Minister William Davis, on Tuesday evening, March 3 at 8.30 p.m.

Local dignitaries attending the opening will include Mayor Edward A. Horton, Etobicoke, and Mayor Philip White, York. The George Harvey Secondary School orchestra will provide music for the opening ceremonies. Flowers and greenery for the foyer and concourse will be donated by both the Etobicoke and York Parks Boards.

Phase II, the second in a planned series of campus buildings, was completed at an estimated cost of \$4.7 million. It represents the gradual expansion of Humber's Northern Campus into a permanent location for the entire staff and student body. Within the next decade, Humber expects to have a total enrolment of 9,500 full-time students, with separate buildings for each of its teaching divisions.

The 150,000 sq. ft. addition will house the college's Business and Applied and Liberal Arts Divisions. Approximately 2,000 day and 1,500 evening students will use the new facilities.

NOT A FIXED PLAN

According to the college architects, Allward and Gouinlock, the projected master plan for the Northern campus is not a fixed plan. While they have established the character and function of this campus, they have also recognized the nature of our changing times. Buildings presently agreed on are, therefore, organized in such a way that, depending on actual needs, future additions can

be made in the most practical, economical fashion without creating disharmony in either the building complex or the total environment.

"We are working towards integrating the whole campus, however large it becomes", points out planning specialist, Phillip Carter. "All the buildings will be physically connected to give the college a sense of unity."

UNIQUE CONCEPTS

Phase II is a long, low modern structure of white stucco, glass and steel. Upper floors are criss-crossed with exterior steel truss, which performs a vital function. The truss eliminates the need for indoor columns on the classroom floors, to give complete freedom for use of the moveable steel wall partitions.

A covered two storey concourse on the main floor is one of the special features of the new building, along with an information centre; special career counselling centre; main library; and exhibit area.

Three upper floors will contain classrooms, seminar rooms and administrative offices.

A career counselling centre with a special careers library will enable students to discover in detail what each career involves before deciding on a specific future.

Heavily peopled activities will be located near the ground level; the concourse, student lounges; the 400-seat lecture theatre (which will serve as a lecture room, theatre or concert hall, according to demand); food services; locker rooms and washrooms; the college's computer centre, and other areas where noise level is high.



Artists model of the planned expansion of Humber College's teaching facilities

Another stage in the growth of Humber College

Since its inception in September 1967, Humber College has increased its initial enrolment of 500 students and one location, to a present-day total of 1,800 day and 1,600 evening students (total at both the Northern and Southern campuses); and 1,100 at the Queensway campus.

Humber College first established a foothold in the community at the former James S. Bell Public School, 3495 Lakeshore Blvd. West (Southern Campus). Instruction was initially given in three divisional areas; Applied and Liberal Arts, Business and Technology, and apprenticeship courses for students registered with the Province's Training Branch.

In April 1968, Humber absorbed the Etobicoke's Adult Training Centre, Queen Elizabeth Blvd., into its structure. This, the Queensway Campus, is responsible for organizing and conducting the Ontario Manpower Retraining and Apprenticeship programs sponsored jointly by the Province of Ontario and the Federal Government. These two programs are specifically designed to enable students to improve both their academic and trade skills.

Phase I building at the 200-acre site of the Northern Campus, was completed in September 1968. It was occupied

by the Business Division, the newly-established Creative Arts Division, and part of the Applied and Liberal Arts Division.

The phased building program as projected by the architects for the next decade, allows for a growth of up to 9,500 students, or approximately 1,000,000 sq. ft. of space in eight stages.

Phase I building will eventually house gymnasium facilities, pool, handball courts and related dressing and locker room space.

The new Phase II building is designed around a unique main street plan. Located along a central corridor are the lecture theatre for 400 persons, the administrative offices, the bookstore, the library, the computer centre, student lounges and meeting places. The focal point of the street is the 'great space' which is a large two story area visually connected to all the functions around it and to the exterior landscaped courts. This space will likely be the place where many major activities will occur such as, dances, concerts, exhibitions, pep rallies and perhaps even demonstrations and marches.

Construction of Phase III building (Engineering Technology), is expected to commence in the near future.

Open House All Week

Thousands of interested students and parents are expected each evening during the week of March 3rd to 6th, at the Open House of the northern campus of Humber College.

While many parents will be coming out to see the northern campus with a view to enjoying the week of opening facilities, the young people of the community will be coming out to discover what career opportunities are available for the future.

To ensure that both groups have an enjoyable time, the staff and students

of Humber College, after two months of planning and co-operation on a joint committee, have prepared an exciting program of events for their Humber Happening Week.

In order to avoid any interruption in regular classes, the Open House events, exhibits and displays will be open to the public, from 7 p.m. until 10 p.m. each evening.

The northern campus is located on Highway 27 (north), between Rexdale Boulevard and Albion Road.



Humber Happening Week! A program of exciting events

TUESDAY

MARCH 3rd.

The Honourable William G. Davis, Minister of Education for the Province of Ontario, will officially open the new Phase II building at 8:30 p.m. The official ceremonies will be attended by many local officials including Mayor Edward A. Horton, Etobicoke and Mayor Phillip White, York.



The Hon. Wm. G. Davis, Minister of Education

Following the official opening and the unveiling of a mural, selected from a college-wide student and staff competition, the general public is invited to tour the \$4.7 million building and the displays and exhibits of the students and staff.

Throughout the college, in both Phase I and Phase II, visitors will be able to study the displays and exhibits about the programs, careers, campus life and the people of the college.

Each of the College's academic divisions — Business, Technology, Creative Arts, Applied and Liberal Arts, Manpower and Apprenticeship and Continuing Education, will feature new developments in the exciting world of education.

The Business Division will feature applications of the Computer Centre to the needs of industry and society. Also displays on practical investment, marketing, business machines, will be part of an overall accent on Business, as the means for providing people with the services and goods they need.

The Technology Division has prepared an extensive series of displays, movies and exhibits on the different phases of the training program in this division and the careers available to Humber graduates. Visitors will be able to see everything from the most practical technical programs in education to-day to exciting laser beam experiments with theoretical applications and films from man's first landing on the moon.

The Manpower and Apprenticeship Division which is responsible for pro-

viding new opportunities for people seeking new careers, will be very much a part of these times, with a multi-media sound and film show about all of the programs available. Students will present displays on hair-dressing, welding, steamfitting, typing, carpet laying, and a special 45 minute show of ethnic music and songs, created by the participants in the English as a Second Language course.

The Applied and Liberal Arts Division students will greet visitors each evening with displays about film production, theatre arts, journalism, nursing, landscape architecture and their own radio station in full operation.

The Creative Arts Division will feature a program of special showcase exhibits on creative photography, art, sculpture, interior design, ceramics and the exciting, yet demanding, world of the creative artists.

The Continuing Education Division, which presents courses from all divisions during regular evenings, will greet visitors with displays on the various courses available for job improvement or sheer enjoyment.

WEDNESDAY

MARCH 4th

Susie Kosovic, one of Canada's top designers, will preview a spring and summer collection of unisex fashions at the Northern Campus of Humber College on Wednesday, March 4. The show will take place in the auditorium of the new Phase II building at 8.30 p.m.

The young designer's unisex fashions are to be found in Big Steel boutiques located in selected Fairweather's stores across Canada.

The collection features shapely, close-to-the-body lines for both men and women. Pouch belt accessories eliminate the need for pockets so the line stays lithe and shapely. Lengths shown will vary from mini-mini to the new midi length.

The soft suit that combines midi length cardigan with pants is one of the important new trends.

Also featured will be knitted linen co-ordinates and jumpsuits. Finely traced European prints in dusty colors on black and white curve close to the body in body shirts, worn with white pants.

The whole look is understated, pared down and clean. Susie sums it up as "design for the young sophisticate". Admission to this exciting showing of spring fashions will be two dollars, which includes a chance of winning one of the valuable prizes.

THURSDAY

MARCH 5th

Six top folk singers will bring their musical talents to the Northern Campus on Thursday, March 5.

Traditional and modern folk concerts, arranged by members of the student council, will take place in the new Phase II Building at 2.30 p.m. and 8.30 p.m.



Martin & Sally Truss, who will appear Thursday afternoon.

ALAN J. RYAN:

He has achieved a major breakthrough in the recording industry. He is the first Canadian performer to clinch a contract with Columbia Records in New York to cut a double album. The record, due for release this spring, will be produced by John Hammond Sr.

MARTIN AND SALLY (TRUSS)

This talented team arrived on the Toronto scene from Western Canada in 1968. A stint in the sophisticated nightclubs of Ontario, Quebec and the Maritimes followed, but in 1969 they changed their performance image. They have since travelled on the American Coffee House circuits on University Campus; appeared at the famous Bitter End Tuesday Hoot; performed at the Brooklyn Opera House for Seventeen Magazine. Concerts in Toronto include: Toronto Parks Concerts, the Onion and Lakehead University Summer School.

MICHAEL COONEY

This Virginian, with angular features and laughing eyes, has been labelled a "one-man folk festival, who should be heard by every student taking a college course in folklore". His versatility as an instrumentalist is well-known, and enthusiasts claim he is "one of the wildest banjo pickers to come down the pike".

CEDRIC SMITH

He has delighted audiences at the Mariposa Festival in Ontario. Critics point out that: "one doesn't talk about Michael Cooney, one listens to him."

He and his partner, Richard Keenan, are presently negotiating a record contract. They will be dubbed as Perth County.

Cedric has worked in colleges across the U.S.A. Club dates include: Troubadour, London, England; Bitten End, New York; Mother BLUES, Chicago; Chessmate, Detroit and Black Swan, Stratford; The Onion, Toronto. Critics have credited him with "polished versatility, superlative performance".

OWEN McBRIDE

This Irish folk singer has worked most of the major festivals including Mariposa, but singing is a hobby. The result is a very relaxed, informal style that has been the basis for his success.

FRIDAY

MARCH 6th

The Black Box Theatre will premier their new production at the Northern Campus (highway 27, north of Rexdale Blvd.), on February March 6 at 8.30 p.m. in the new 400-seat auditorium.

According to the group's artistic director, Mikulas Kravjansky, two well-known Czechoslovakian writers have collaborated with him on the script for the new production. One of the writers, Jaroslava Blazkova, is the authoress of "The Nylon Moon". She has also written film scripts and material for the National Theatre in Czechoslovakia.

Unlike the first production (presently playing at the Dell Tavern), which offered a mixed bag, the new show is based on a single, unusual theme and, for the first time, background voices will be introduced.

The Black Theatre originated in Czechoslovakia. Like its forbear, the Japanese "Bunraku", it based its illusions on the use of invisible manipulators in black, handling props in a lighted area.

George Srnc, who originally devised "The Black Box" in Prague during the late fifties, experimented further by using fluorescent light on specially-treated props.

The theatrical form of "Black Theatre" began to attract Czechoslovakia's foremost writers and artists. Srnc's group eventually split into three groups, each with its own philosophy.

Mr. Kravjansky, who also teaches in the Creative Arts Division, at Humber College, producer Lubomir Novotny and Florentina Lojekova, choreographer, now resident in Toronto, have adapted the form to their own special talents.



Jodie Drake, sensational vocalist with a varied repertoire of songs.

Canadian Restaurant Assoc. sponsors gourmet dinner

SATURDAY

MARCH 7th

A Gourmet Dinner will be held at Humber College on Saturday March 7, to top off an exciting Week of Happenings.

The dinner, sponsored by the Toronto Branch of the Canadian Restaurant Association, will be prepared by Chef Igor Sokur, Director of Food Technology, and his staff.

After-dinner entertainment will be provided by the RACOBI Trio, with blues stylist, Jodie Drake.

An unusual first draw prize will be

offered to dinner guests. Chef Igor Sokur and Ernst Hofmann, Chef Patisier, will go into the home of the winners to prepare and serve a gourmet dinner.

The winners, who will be allowed to invite a couple of their choice to join them, can indicate the Chef Sokur the type of menu they would prefer. A mutually convenient date will be arranged at the time of the draw.

Chef Sokur and his staff will take to the winner's home all ingredients, utensils, cutlery and linen. The meal will be prepared in the winner's kitchen and served with appropriate wines and liqueurs.



The Rocabi Trio, who have performed throughout Canada, will present an evening of fine entertainment.



"an exciting place to be"

At Humber College, our aim is to develop a "whole citizen" rather than a person who is merely trained for a specific money-earning role. As we continue to develop, we shall build upon the challenges of the first three years and governed by a philosophy of pragmatism and flexibility towards the needs of everyone we serve, we will attempt to develop new programs of interest to all members of the community.

As may already be evident, Humber College is an open community of people interested in education, and we welcome the participation of the citizens of York and Etobicoke in the programs, events and plans of the College.

Through the co-operation of literally thousands of citizens, the talented and imaginative contributions of governors, staff and faculty, and the interest and initiative of our students, Humber College has become an exciting place to be. As a recognized source of the new, and creative type of post-secondary education now available in Ontario, we are extremely proud of the close co-operation and support we have received from the community.

All of our programs are oriented towards the eventual gainful employment of the student, and are carefully researched and developed on a continuing basis with the aid of our advisory committees representing the finest talents in the respective fields.

Beginning Tuesday March 3rd, we are celebrating our Humber Happening Week and I hope that you will come out and take a look at the exciting programs and careers available, for all the community, at Humber College. We shall be most pleased to welcome you and make you feel part of the new educational community.



Gordon Wragg, President

Humber's admission policy is aimed to assist students

The Admissions Board of the College deals with all applications on a first come, first served basis. Students are advised to apply as early as possible after February 1st, as several courses have limited enrollments.

The policy of the Admissions Board is that it attempts to allow each student to enroll in the program of the student's choice, and where necessary, the student is assisted by faculty counsellors to en-

sure a sound decision. When the occasion arises that the qualifications of a student in any particular area need to be discussed, for a variety of reasons, then the student is invited to come to the Admissions Office for an interview.

The Registrar, Mr. H. P. Edmunds, recently discussed this policy. "No student should be turned down for a particular program without having first had an interview. At the time of the interview each student is counselled as to the best possible ap-

proaches that are reasonable for the student to follow, in reaching the end goal in mind" he said.

"There are a number of methods", Mr. Edmunds added, "by which a student may upgrade his qualifications for a program offered at the College. There are short-term remedial courses and upgrading programs — at longer intervals — for persons needing secondary school subjects, and skills programs."

The prospective student should

feel free to consult his high school guidance teacher for details about Humber and to arrange through him a visit to the College for special counselling in any of the programs available.

A College Calendar, detailing all of the programs offered is available in most high schools and on request from the College. If you are interested in details on programs, contact the Information Services section of the Registrars Office at 677-6810 Extensions 305 and 306.

Humber College Bus Service

Students attending the northern campus of Humber College will find that the College provides its own bus service.

This service, which is free to all students of the college, provides a convenient source of transportation. There are several routes, covering large areas of Etobicoke and York, from the Lakeshore in the South, to Dufferin and Eglinton in the East, to Albion Road in the North.

The first bus arrives on campus shortly after 8:30 in the morning and the last bus leaves the campus just after 10 p.m.

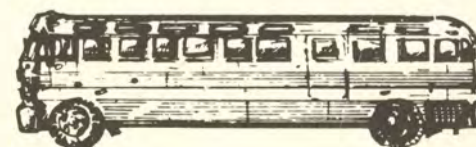
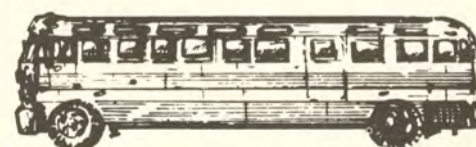
In all there are six major routes, including a shuttle service between the campuses of the College, and the regular routes are run four times a day,

twice in the morning, and twice in the late afternoon.

One of the most popular of the buses is a large black bus with 'Humber College' painted in super-graphics on the sides. It even comes equipped with a racing stripe.

Whether you're in a hurry or not, the Humber College bus service provides safe, inexpensive and reliable transportation to all major areas of the boroughs of York and Etobicoke. If your home is not on the Humber route, you will be able to obtain public transportation at most of the stops along the Humber bus route.

If you wish to obtain a brochure on the bus routes or information on times and routes, call 677-6810, Extension 305 and 306, and we'll be pleased to assist you.





S. BARAVALLE student, "I take my role as a mother and parent very seriously. But being a parent does not mean that housekeeping, cooking, budgeting and taking care of children is the only responsibility you have. A mother also has the responsibility to the family and to herself to take care of herself, both physically and mentally.

I had been at home for some years and didn't realize how much I had neglected myself. My children were far ahead of me, and I had lost interest in what was going on outside my house.

The jobs I could take in order to get out and away from my situation at that time were neither very stimulating mentally, nor satisfactory financially. The main reason for this was, of course, the lack of education or training I had. I did know vaguely that some people went back to school, but could not see how I would ever be able to manage that financially.

Then one day, I met a friend of mine, who had come to Toronto from British Columbia, unknown to me, and was teaching at Humber College. When I discussed my restlessness and dissatisfaction with her, she suggested that I come to see her at the school, and also talk to some of the students there. I followed her advice, and all of the sudden a whole new world opened up to me.

I decided then that I would give anything a try in order to gain entrance into the school. I went to a Canada Manpower office and applied for their support, and I was accepted. I was informed that I would be able to start school within four days. This created a tremendous upheaval of everything. In those four days I changed address, registered my children in a day-care centre, and bought some school clothes. Exhausted and broke, but very excited, I entered Humber College.

The school atmosphere helped me enormously. Everyone I met was friendly. Everyone seemed to care and be concerned for each other. Everyone seemed to encourage each other not to give up, but to go on, and give it all you've got. The staff was also tremendous. When anyone needed extra help they tried their utmost to give it.

Humber College has given me hope and confidence that I can achieve, and will be able to go on achieving in the future, both in the home and in society.



C. Walkey student, What motivates a man to return to the educational system at twenty-six years of age after an absence of ten years in any kind of school? Is it simply the desire for a more rounded education? Is it the hope that a piece of paper can lead to a position in the business world offering a greater monetary reward? Both of these reasons may have played a part in my decision but I believe in my own case, and it is surprisingly difficult to gauge your own ideals from an unbiased point of view, it was mainly the challenge of proving to myself I could accomplish something with the hope of giving a more definite pattern to my life.

Ten years ago I vowed I would never see the inside of another school-room and for three or four years afterwards never regretted that decision. To compile a list of my accomplishments during the preceding six years would require little or no effort on my part. A succession of low-paying jobs, without any future; and frequent intervals of even lower paying Unemployment Insurance Benefits, finally began to drive into my rather thick skull that perhaps my decision, made as a much less mature person had, in fact contributed to my unproductive state of affairs. The good life in Canada does not refer to the uneducated.

Having made my decision to return to school I was faced with numerous apprehensions. How much had I forgotten during my period of freedom? I came to classes that first day with the conception that I had remembered nothing, had not an idea in my head and would cringe at the sight of an algebraic equation. I quickly found this to be the truth.

A few weeks is a short span of time to place final judgement on a project (such as I am now engaged in): however it has been a good few weeks, not spectacular but at least, somewhat encouraging. I lay no claims to being a genius, and Math and Physics have proven to be no cinch but at the same time I am beginning to feel more self assured, and more hopeful of a new and promising future."



Student Services. "to meet the needs of students"

One of the most succinct yet comprehensive statements on the aims of education is Sir Richard Livingstone's assertion that its real business is to help the student to find out what the world is really like and what he should be and do in it.

The Colleges of Applied Arts and Technology with their combination of vocationally and humanistically oriented curricula seem ideally suited in concept and practice to realize these aims. Students can be offered assistance in understanding the worlds of business, industry, and contemporary society, and in choosing and preparing themselves for productive vocational roles. They can be helped to arrive at a moral and ethical understanding of their behaviour and social interaction with other people.

The concept of a non-academic student services function in the Colleges arises out of a recognition that not all education growth finds its stimulus inside classrooms, and that there are worthwhile services that the College can provide in addition to those which are academic and subject

oriented. This concept acknowledges the invisible curriculum which exists outside the courses of studies and the subject descriptions contained in instructors' outlines or in the College Calendar.

The brief descriptions of the various services suggest how the Student Services area at Humber College attempts to meet the needs of students and to assist them towards their personal, educational, and vocational goals through personal and career counselling, placement service, the awards program, health services, athletics, and liaison with student government and other student activities.

The main aim of the Director of Placement is to co-ordinate or bring together the employers and the students. The final selection of personnel rests entirely with the employer as the placement office is only the point of contact. The responsibility for securing employment rests with the individual student and not with Humber College, which is simply the assisting agency.

Counselling Services are available

to prospective students, to students who are enrolled at Humber College, and to individuals in the community. Students may talk freely and in complete confidence about such matters as choices and decisions regarding courses and options, plans for the future, financial or social problems and other personal matters.

College students are encouraged to make use of counselling services which are available at each of the four campuses, without prior notice or appointment. However, interviews for weekdays, for Thursday evenings, or for special occasions may be arranged by telephoning the counselling secretary at 677-6810.

The primary purpose of the Athletics Program is to develop a positive attitude towards participation in athletics. The involvement in Athletics would satisfy two intrinsic needs; namely physical activity and creative development. Programs are planned by the Director in consultation with the student Athletic Executive comprising male and female representa-

tives from each year of each College division.

Health Services

The College also provides a program of health services to help and advise staff and students in all matters concerning health. Emergency care for illness or injury, referrals for more complex problems, and counselling service for matters involving health are provided.

Health teaching and preventative action to maintain health is stressed. Brief talks or discussions with classes can be arranged. Health literature is available and a close liaison is maintained with Community, Health and Social Agencies, and with the Student Union. The services of a Medical Consultant are available to the Students and Nurses.

Through these services, the College attempts to ensure that each student is able to receive individual attention about his interests and concerns, and to assist each student in fully developing as a whole citizen of the community.



Business

“to involve you in a vital experience”

Student-oriented, the Business division has designed its varied program in the interests of sound professional training. Graduates from these programs, which have been developed through a close liaison with all facets of industry, are finding challenging, responsible careers in a variety of fields.

Recognizing that the success of any organization depends upon qualified personnel, Humber's business programs provide students with an opportunity to develop to their full potential.

The world of business, which makes so dynamic a contribution to Canada's growth and world status, needs a steady flow of young people who can combine an aptitude for hard work with the imagination and creativity to understand its changing nature and adapt to that change.

The revolution in administrative systems in industry has created an increasing demand for qualified executive personnel in all fields. To meet this growing need, the Business Division offers 3 year programs in Business Administration, with Financial, Institutional, and Marketing Options; 2 year programs in Accountancy, Data Processing, Marketing (Graphic Arts option), Executive, Legal or Medical Secretary, and the special 52-week Computer Programmer course.

In addition to these regular daytime programs, and among the most exciting opportunities offered, are the 2 year Co-operative Programs. Students entering the Co-op Programs are taking part in a new kind of education program, designed to provide students with the opportunity to further their studies both in the classroom and on the job. These programs provide unlimited futures for a variety of careers in several industries. Co-operative programs are available in Accountancy, Merchandising Management, Retail Supermarket Management, Wholesale Administration.

Students in these programs alternate four 4-month semesters of the Business Program with three 4-month salaried work periods with a participating company. The work sessions are carried out in the offices of the student employer and salary arrangements are agreed upon by the student and the company. The list of participating companies presents an impressive showing of the co-operation between Humber College and the major local industries of this community.

The graduates of the Co-opera-

tive Programs have received an excellent business education and a thorough knowledge of the operation of their sponsoring company. These two attributes provide the graduates with the ability to fulfill the responsibilities of supervisory positions. The large number of companies which are involved in the co-operative programs offer an almost limitless number of employment opportunities in a wide number of educational fields.

Another exciting and growing career opportunity for business-oriented students is the world of computers. With the introduction of low cost computer systems for use in small businesses as well as the massive computer installations of big operations, the need for competent operators, programmers, and systems personnel is of vital importance to all sectors of industry.

In order to meet this demand Humber College has undertaken a series of programs designed to provide competent personnel to operate the expanding installations of government and industry.

The first of these programs is a full one year training course which provides programmer operators with a detailed background in data processing, computer languages, an appreciation of computer software and an understanding of systems analysis and computer methods. In addition to this the students in this program receive a thorough grounding in accounting, economics, business methods and elements of business management.

Students may enter this 52 week tri-semester program at 3 times during the year and graduates from the program are available to indus-

try at 4 month intervals during the year. This arrangement provides a balanced flow of graduates to meet the needs of industry throughout the year instead of putting an entire graduating class into the labour market at one point in the year. Since the inception of this program the College has experienced a tremendous reception by industry and has received extensive support in the design and development of courses for the students. As a result the courses are geared directly to the needs and expectations that industry will have of the Humber graduates.

Another of Humber's training programs is the 2 year Data Processing Diploma Course. This program is of two 'academic' years duration and is designed to meet the growing needs for computer operators and junior programmers. The students receive extensive training in all phases of business operation including accounting, marketing, business law, economics, communications and administrative practices in addition to a

thorough training in data processing, computer software and systems analysis. The graduates from the two year program are capable of beginning as Junior members of data processing teams for the operation of data processing centres in business, government or education.

The third area in which Humber College is serving the community in the training and upgrading of personnel for computer operations is in the area of Continuing Education. Some 10 programs are offered each





semester to the community. These programs cover an introduction to data processing, advanced levels of applied electronic processing, beginning and advanced programs in language training, assembly and system development.

As well, Humber College will be presenting a series of seminars for people in industry which will service, upgrade or up-date, personnel in industry to the revolution in administrative systems and applications for their own companies. All of these programs at Humber College are based on the IBM.360-30 Computer System which is operated by highly skilled and talented staff and by students in all programs. The computer centre at Humber College operates on a 24 hour basis and serves both the instructional and administrative needs of the College. Many of the senior students in these programs have been employed to write the college's own administrative computer programs.

The cost for the full 52 week program is just \$200.00. The two year program will cost \$370.00 and provide a background in business training as well. Either one is a small price to pay for a secure future in one of North America's fastest growing careers.

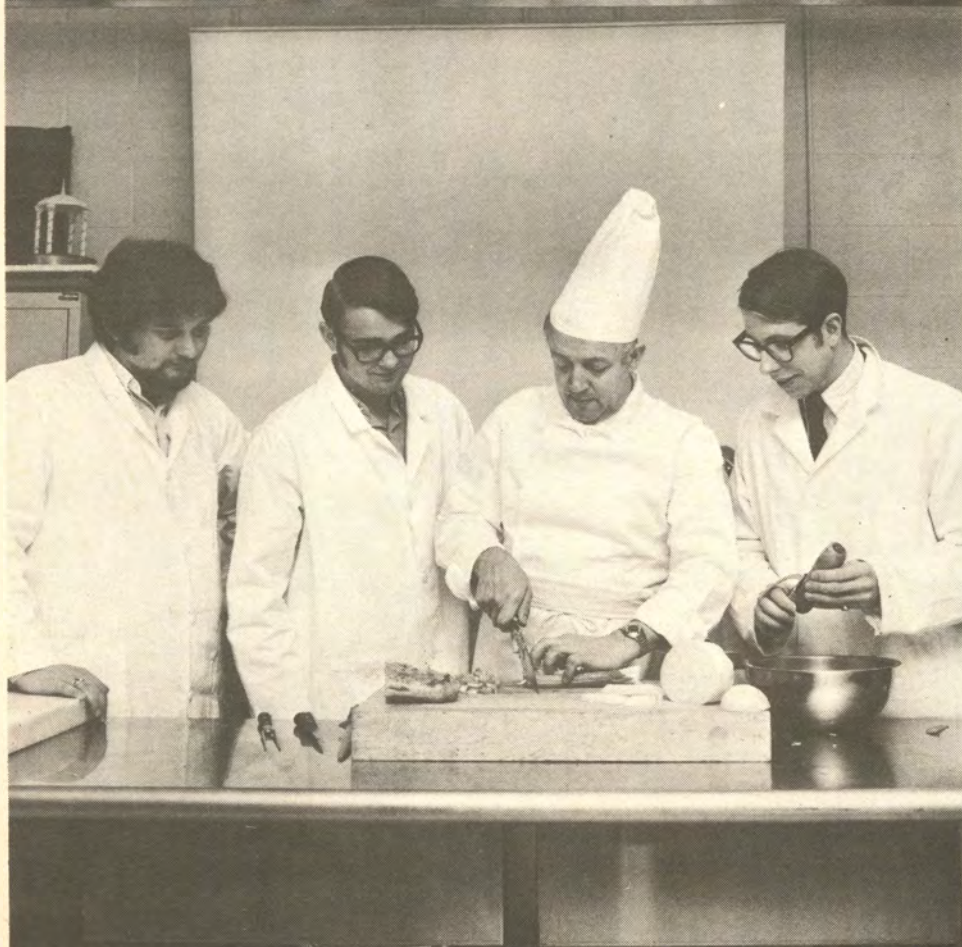
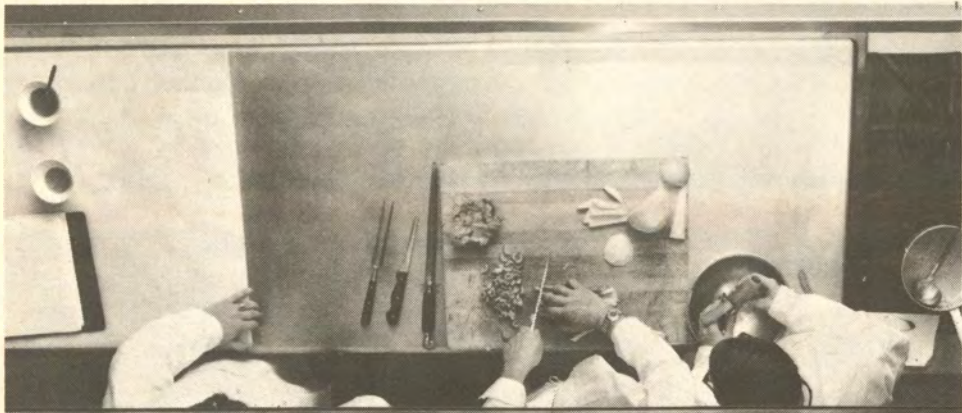
At Humber College, the Business division has planned programs of study that are concerned with current practices and future trends, rather than with outworn concepts. The emphasis is on the practical and during each student's term at the College, he is provided with as much exposure to actual business conditions as possible.

From the secretarial programs to the three year business administration options, the College has main-

tained a policy of staffing the classrooms with instructors who, besides their academic qualifications, have had years of actual business experience. The Business division has evolved a system of practical assignments which follow closely the methods used in business.

Mr. A. J. Almond, chairman of the Business division, in discussing the

philosophy behind the various programs has said "Our belief is that by ourselves adapting to the changing needs of business, we can help students graduate into a world in which they can make a distinctive contribution to the mutual benefit of themselves and their employers." He has often told his students that the business programs are designed, "to involve you in a vital experience."





Technology

'a need that will multiply a thousand fold'

In this age of increasing specialization young people are looking for futures that will provide challenge, opportunity, and a significant role in the development of their world.

The programs in the Technology division at Humber are designed to provide students with the opportunity to develop the practical skills needed for our ever-progressive industrial growth. In the past few months man has walked the face of the moon, and in the years to come he may colonize its surface. But this is just the beginning of the advances man is about to make.

With each new development of scientific technology, we are reminded that the continuance of man's progress depends on his being able to train sufficient numbers of people with the appropriate skills needed to meet the demands of his growing complex technology.

There is little doubt that this need will multiply a thousand fold as the world's industries move to catch up with the great scientific discoveries and developments of the last decade.

If you are a young man or woman with an aptitude for science, technology offers you a promising and exciting future and Humber College is the place to start it.

It's Your Choice!

At Humber College the choice is left to the student. Around the basic program of studies, each student is given the opportunity to select elective subjects in order to develop a program suited to his own individual interests and abilities.

How Do I Choose?

A number of programs for both technicians and technologists are available at Humber College, and students can look forward to a professional counselling service and technology staff that will assist them in making the best choice for their future career. Our counsellors advise students who relate well to hands-on coverage of specialty material to enroll in the technician programs. If mathematics is of interest to you and you can couple this with an aptitude for hands-on coverage, then you should consider a technologist program. Students who enjoy mathematics but find that their grades haven't been spectacular are advised to spend one year in the Technician program, developing their mathematics aptitude, and then transfer into the

Technologist program . . . without having to take an extra year.

The technician is trained in methods and techniques which concern the building, installation, and servicing of equipment. The technologist has a training which stresses theory and its use in problem solving but performs functions of a more practical nature than the engineer or scientist.

What's Special About Humber Technology?

It's a slow process for industry to train technologists and technicians. At Humber College, we can do it faster and better, with the co-operation of our strong and enthusiastic advisory committees and local industries who provide in-plant experience and exposure to contemporary production problems for the students in these programs.

"Community college graduates can do the bulk of the technical work equally as well as university grads," stated Dermid McCallum, assistant personnel director at DOFASCO in a recent interview. "Community college education is more practical, more in-tune with industry needs. It's pointed at the job".

If you're interested in experience while attending college then you should join one of the co-operative programs. It is a good way to help

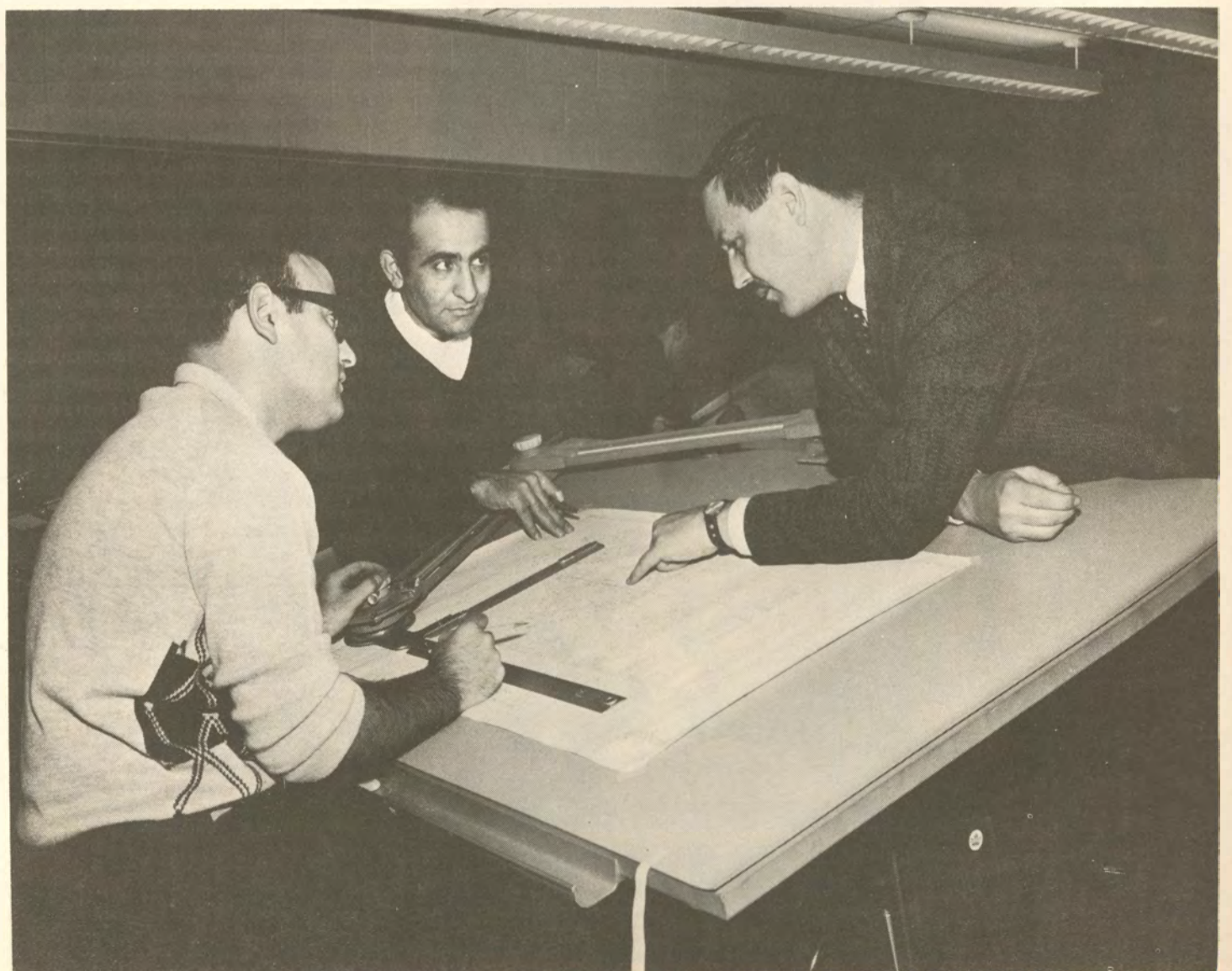
with those money problems. Another advantage is that students in the co-operative programs graduate in January or September when there are fewer people entering the labour force. A regular day time program is available for students who don't want to wait the additional time to graduate from the co-operative programs.

Because we are mostly from industry and work summers in industry, our staff at Humber College have good contacts in their own specialty. We have placed all of our graduates every year in their field where their performance was at all reasonable.

In Summary

As a trainee technologist or technician, you can direct your efforts towards a career with unlimited possibilities for persons capable of

accepting the challenge. Under the Technology division's system of electives, you may choose your own areas of study, develop your interests, and explore new pathways. Never before have students had so many fields to choose from and these can only multiply with the growth of industry and the advances yet to come. The technology field is on the move. The sky is no longer the limit.





*“you may choose your own
area of study, develop your
interests and explore
new pathways”*





Creative Arts

“to stimulate a young person’s creative ability”

A fresh mind, new ideas, and sincere effort are the foundation of the creative artist. The students at Humber’s Creative Arts division are guided to realize the full potential of their creative abilities and to develop a full and comprehensive artistic talent.

The future of the young person with a flair for figure and form may vary from design work for advertising agencies, in every form of media — television, film, or print, — to other exciting careers in graphics, stage design, photography, painting or sculpture.

The careers open to the creative artist are gratifying not only because of the satisfaction of designing artistic forms, new products, and new settings for old ideas, but the creative artist also provides the whole of society with a new environment. It is his designs which serve to give our everyday products a sense of beauty and designs that are both practical and pleasing to the eye. The artist contributes a great deal to our society — his paintings adorn our offices and homes, his lively patterns put life into our textiles for home and industry, and his choice of colours is apparent in all our products. All these make life more visually exciting, more compatible with our particular mood, and each serves to make our own life more personal and satisfying.

The traditional portrait of the starving artist has no value at Humber College. The accent for today’s aspiring artist is on the young person with an enquiring mind. The developing artists are given exciting and varied opportunities in which they can satisfy their hunger for knowledge. These opportunities at

Humber College are presented in seven major fields of interest through a program of courses which will provide each student with a solid foundation in the skills of his future profession.

The seven basic areas of development for students in the creative arts division are: Advertising & Graphic Design, Creative Photography, Environmental Metal Arts, Industrial Design, Interior Design, Painting and Sculpture.

Each student develops his two year program from a selection of courses that have been developed in close co-operation with representatives from all facets of industry in which graduates will eventually work.

First year students begin their studies with a foundation semester during which the language and technology of art and design in relation to studio practice, is thoroughly studied. Students concentrate in one of two areas — one leaning towards the commercial design options, — Advertising and Graphic Design and Environmental Metal Arts or the other which covers the fine art options, — Painting, Sculpture Creative Photography and Cinematography.

Students in both areas receive special lectures from the related options to provide a full introduction to the nature and scope of the special fields of study. This foundation semester is aimed at developing the creative thinking and ability of the young artist through the study of the language of creativity in the areas of drawing, design elements,

design theory, and the history of art and design.

After the first year of study each student selects his specialized area of study and the future career he wishes to follow.

Advertising and Graphic Design

Students entering this course of study will find that the Humber College program provides a complete working studio experience. The program covers advertising design, packaging, illustration, television graphics, cartoon, assembly-typography, layout and finished art. Advertising campaigns are developed in client-presentation form for all media: newspaper, magazine, television, outdoor posters, direct mail and point-of-purchase displays. The

professional studio procedures accent creative concept, technique and presentation by the students.

Graduates from this program will be prepared for careers with graphic design studios, advertising agencies, marketing departments of various industries, television production studios or be self employed as a free-lance artist.

Creative Photography and Cinematography

This two year program teaches the creative approach to the uses of still and motion picture cameras. An optional post-graduate year is devoted entirely to creative field and studio work. Students study basic theory and special applications of film for industrial and portrait pho-





tography and for documentary and feature films.

In this continually expanding area of industry commercial photography, television, motion pictures), there is an increasing demand for well-trained creative personnel.

Environmental Metal Arts

The design and production of creative metal work for public buildings, churches, universities, stores, private homes, and parks is the basic concern of this two-year program. An optional post-graduate year is available to outstanding students, and is devoted entirely to studio projects.

Industrial Design

As a fully qualified technician, graduates will be involved in solving design problems, drawing, drafting and model building.

Promising futures in many manufacturing industries, and in industrial design and architectural offices will be the starting point for many graduates.

Interior Design

This two year program provides students with an in-depth study in the analysis of living space and environment. Students become familiar with all materials used in interior design including textiles, metals, woods and ceramics.

An optional third year devoted to studio work is also available.

Painting

This two-year program teaches the basic fundamentals of painting, with an optional post-graduate year devoted entirely to creative studio work. Students are instructed in the use of various media such as acrylics, casein polymers and collage materials and the program takes in studies of techniques such as lithography, etching, woodblock and linoleum printing. The key idea in the

program is the emphasis on the development of the student's own creative initiative.

Sculpture

The opportunity for study and practice of sculpture as a vehicle for serious creative expression is provided to students in this two-year program. Students gain expression is provided to students in this two-year program. Students gain experience in various materials as they develop the techniques of modelling, casting, carving, construction and welding.

Graduates will find creative futures in specialized areas of interior, architectural and exhibition work.

Mr. H. H. Kielman, Chairman of the Creative Arts Division, feels that these programs "have been designed to stimulate a young person's creative ability, to encourage artistic discrimination and to inspire each person to become a functioning creative artist and a well-rounded citizen."



*"to inspire each person
to become a functioning
creative artist and
a well rounded citizen"*





Applied and Liberal Arts

“where theory, imagination and experience combine”

The largest program in the Applied and Liberal Arts Division is General Arts and Science, with two hundred and fifty students. September, 1970 will likely see a significant increase in this enrollment studying at some level or other of this three-year program. The question that comes most readily to mind, is why so many students would select a general course, rather than registering at the College for training in one of the multiplicity of specific courses offered. The answer is flexibility.

Each student is able to set-up his personal program of studies from a great variety of courses offered. Besides college courses in regular academic subjects, the student can also elect to study options that will

lead to employment in specific occupations. By next September, General Arts students will have the opportunity to prepare themselves for careers in Journalism, Public Relations, Communications, Human Relations, Travel Tourism, Fashion Design, Law Enforcement, Sales or general careers in business and at the same time receive a liberal education in such diversified academic areas as Psychology, English, History, Languages, Sociology, Political Science, Economics, Anthropology and Philosophy. In addition to aiming at specific careers there is the opportunity for students in General Arts to prepare themselves for further educational opportunities in University, or provincial Teacher's

Colleges. This aspect of the program has proved to be a very realistic goal for a number of four-year high school graduates and for mature students, who have come to Humber with an incomplete secondary school education.

A number of students come to Humber to study on a part-time basis and the flexible, individual timetables available in General Arts and Science are ideally suited for citizens in the community who have one or two hours a day to spend on education for education's sake, or who would like to prepare themselves to re-enter the work force. Our present students range in age from seventeen to seventy-three, and include people who are single,

married and widowed. The welcome mat is out, to study on a full-time or a part-time basis, not only for the young student finishing high school but also for those who are retired, or find themselves in a dead-end job or want to escape the routine of keeping house.

Among several other programs offered in the Applied and Liberal Arts Division is the Social Service Assistant course. Students entering this field will be exposed to a thorough training designed to prepare personnel for work in health, educational and community projects.

In particular, students will be given a background in contemporary social problems, the mechanics of existing social service programs,



community resources, interviewing, current welfare problems and conditions and general administration. A career in this field offers students a most rewarding and challenging future.

A closely related program offering similar career satisfaction is the Residential-Counsellor-Mental Retardation course. Offered in co-operation with the Board of Health this program prepares students for the creative and understanding role needed in the personal, social and educational development of handicapped children.

A home economics course is offered to students interested in the art and science of homemaking in order to stimulate habits of scientific thought, to promote development of the students, and to increase the satisfactions of personal, family and community life. A wide choice of electives is available during the second and third years to accommodate students wishing to specialize in a specific area of home economics. Food electives are designed for students interested in foods and services. Emphasis is placed on nutrition and diet, meal management, consumer education, and the principles of food preparation. For individuals wishing to enter the world of fashion and textiles, clothing electives are developed with emphasis on fabric sciences, advanced clothing techniques, consumer education, design fundamentals and fashion art.

The Nursing program has attracted a large number of students who wish to begin a career concerned with helping other people. The emphasis in this program is on acquainting students with practical experience in surgery, medicine, long-term illness, obstetrics, pediatrics and psychiatry. With the expanding services of Provincial sponsored health plans, the demand for qualified nurses will continue to increase.

The very topical "Freedom-security" conflict within our society forms the basis of the Law Enforcement program. This program, grounded in the behavioural sciences has been developed to provide a college program of a preparatory nature for students anticipating a career in law enforcement. Students study the function of the police within the existing legal framework of society and the development of new techniques for coping with police-community problems.

The education of pre-school children provides an interesting challenge and is another of the successful programs of the College. Students are trained in the skills necessary for working with pre-school children, to insure the total development and creative stimulus of each child with whom they will work.

If you wish to find out more about yourself and the society you live in, prepare yourself for a meaningful job or for further educational opportunities, the Applied and Liberal Arts Division at Humber College has a place for you.





Continuing Education

In to-day's exciting world of new developments at home and in industry adults are becoming increasingly aware of the need for continuing education. As a result the growing attendance figures at adult education centres have served to ensure that a constantly expanding and varied program of studies is offered in all areas of interest.

At Humber College each of the academic divisions is providing courses which have been formulated in close co-operation with community groups and local industry. These programs are organized and presented through the offices for continuing education and are designed to serve many objectives. In particular, the programs attempt to serve the needs of the community through a promotion of self-development and increase an individual's productivity through training, to increase understanding of family or community relationships and to duplicate credit courses offered in the day-time.

Occupationally oriented courses have been developed in conjunction with industry to complement in-plant training. Liberal Arts programs

have evolved from consultation with concerned community leaders to provide opportunity to broaden interests. Technology programs, through professional associations, enhance competence in technical skills and balance the artistic offerings of the Creative Arts Division.

Such a broad program will provide you with a full opportunity for involvement and experience-sharing in an area of your choice. Special events, educational tours, guest speakers, film, drama, exhibitions and teach-ins will be sponsored wherever these educational techniques can be used to provide a meaningful learning experience.

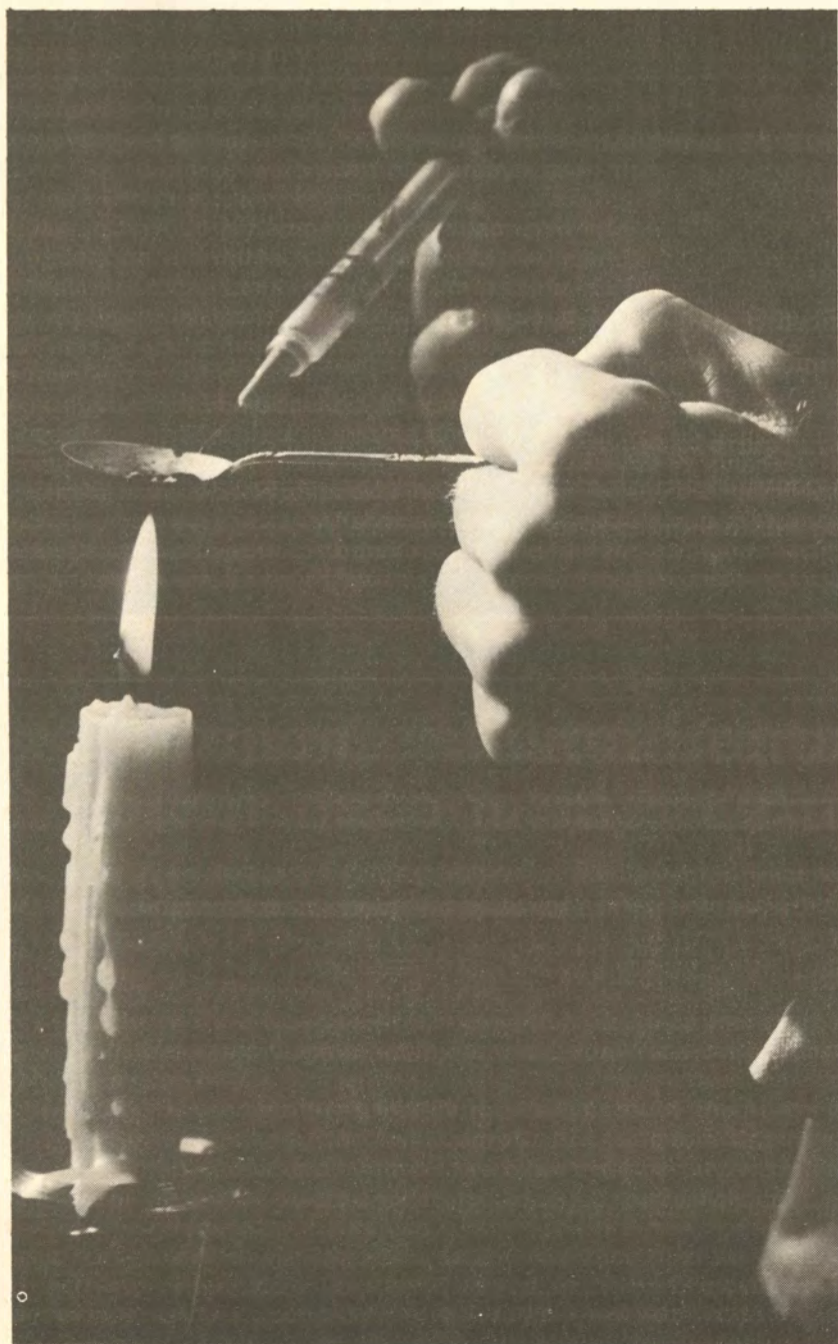
The motto of the office for continuing education has been "Continuing Education — the community thing." This motto has been based upon the belief that Humber College should provide programs to meet the specific needs and interests of the members of the community. To serve these interests, continuing education programs have recently covered topics ranging from family and business relationships, the hidden issues in campus conflicts, crime and rehabilitation in society,

business courses in data processing marketing, accounting and taxation, communications, credit and collections, labour relations, to such socially responsive courses as the operation and safety of snowmobiles.

In the present semester of winter evening programs more than 55 different subjects were offered in addition to those courses which were already in operation since September. More than 800 students were taking part in these new programs at the college and in many cases husbands and wives attended classes together. In one case an entire family enrolled for continuing education programs with the younger members of the family enrolling in the special interest creative arts courses. So you can see that for some people, joining the night crowd at continuing education courses is more than a Community Thing — for them it's a "family affair."

Whatever your interests the evening courses at Humber will likely serve to provide you with the specific training required for advancement in your position, a fuller development of your skills, or an evening of personal interests.

"continuing education - the community thing"



The Kingsway Kiwanis Club and Humber College want adults in our community to have an opportunity to obtain factual information about drug use, and to understand what makes people want to take drugs. A group experienced in drug information programs is planning a local program to answer your questions and meet your needs. You can help by completing the questionnaire.

Drug Information Project,
P.O. Box 1900, Rexdale, Ont.

Yes, I would like a better understanding of drugs in our society and how they are used and abused.

Information about you that would help us.

I would be interested in having literature sent to my home.

And—or attending a series of information programs (films, seminars, small group workshops, etc.

Age Male Female

- 14

15 - 19

20 - 24

25 - 29

30 - 34

35 - 44

45 - 54

55 -

Name

Street address

City

Comments or suggestions welcomed

All replies will be kept confidential.



Manpower and Apprenticeship Queensway Campus

“the assurance of a secure and rewarding future”

What will you be doing in 1975? — same job, same pay? No job, no pay? — Or perhaps an entirely new type of work with wages you're just dreaming of now. The choice is yours and Queensway is here to help you make it. Here over 3,000 adults are trained each year to meet the ever increasing needs for skilled personnel. Never before has industry required so many highly trained graduates and this need can only multiply in coming years. The complexity of modern industrial machines and office procedures is such that an extensive and complete training program is necessary for skilled workers and Humber College provides the required education.

Technical programs are offered in co-operation with the Federal Government under the Ontario Manpower Retraining Program. They are especially developed to meet the guidelines set down by industrial and professional associations. The

courses include carpet installation, drafting, electronics (radio and TV servicing), instrumentation, welding, machine shop, automatic screw machine setter-operator as well as nurses' aide and last from 4 to 12 months. During this time, students receive extensive academic instruction along with the necessary technical training so that upon completion of a course, students achieve an upgraded academic standing as well as a marketable skill of immediate value to industry. If the graduates from these programs wish to go on even further, the college provides two or three year technology programs into which they can transfer.

Apprenticeship programs are offered in co-operation with the Ontario Department of Labour. Not only is the training free of charge to registered Apprentices but living allowances to cover the cost of room and board are paid by the Department of Labour or the Feder-

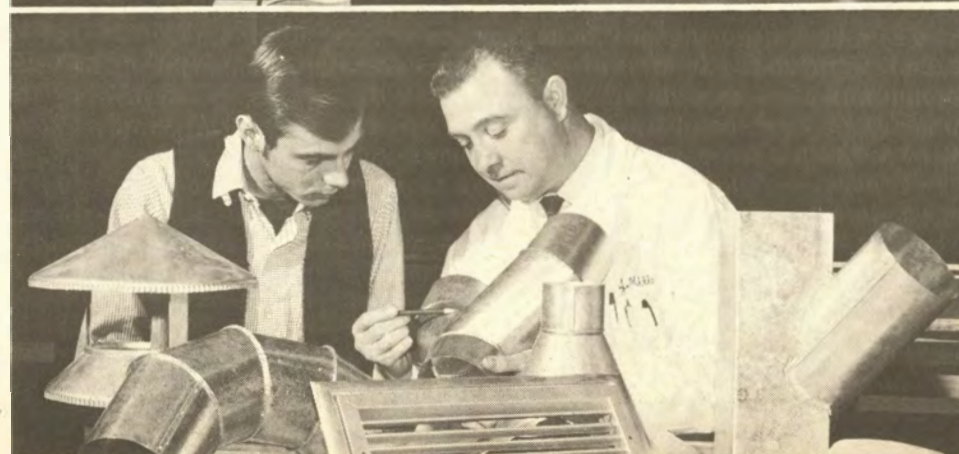
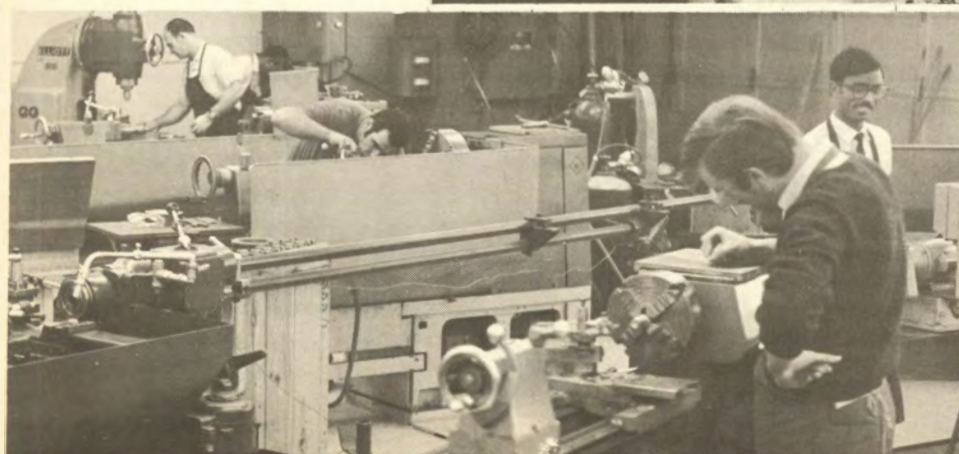
al Department of Manpower. The apprenticeship courses include electrical construction, horticulture, plumbing, sheet metal, steamfitting and hairdressing. A special course on funeral service is also offered.

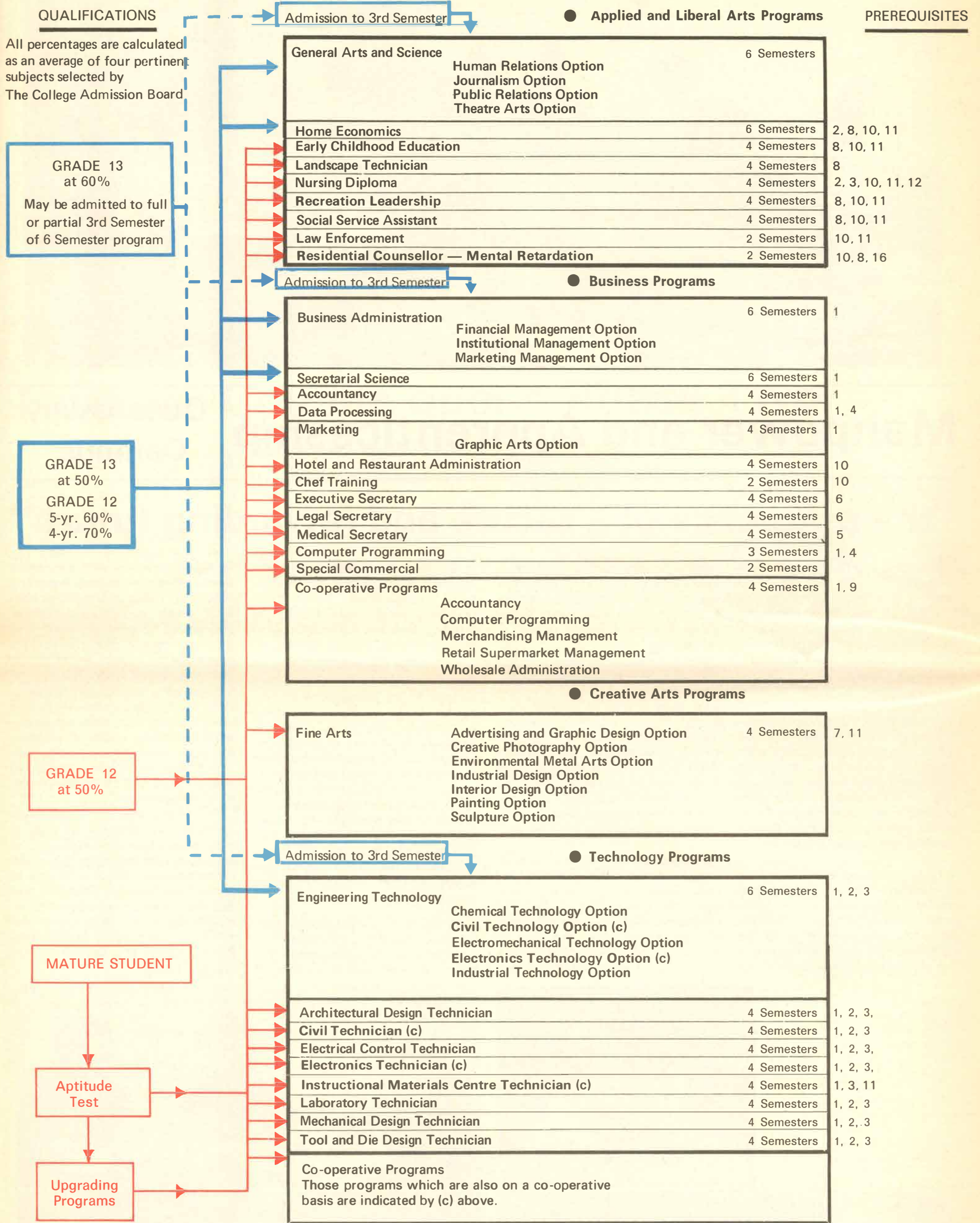
As well as the technical division, the Queensway Campus offers courses in the academic and commercial fields. A College preparatory/academic upgrading course is available for mature students who require special preparation before entering the technical and commercial courses or regular 1, 2 or 3 year Arts, Science and Business programs of the Colleges. For those who wish to learn English as a second language, a course to provide an introduction to the English language and the Canadian culture has been developed.

In the commercial division, special skills are taught using the newest methods and equipment by a highly qualified staff in an attempt

to supply business with the skilled personnel needed to keep it running efficiently. The programs range from a 3 week supermarket-checker course to a 52 week computer-programmer course. Secretarial skills are taught for a wide variety of jobs including clerical work, clerk-typists, stenography, or accountability positions. If you once worked in this area, but feel your skills are somewhat rusty, then a 20 week program has been carefully designed to polish up your secretarial skills and to help you get into to-day's dynamic business systems.

For those who complete these programs, the rewards are high. It may mean a new start in life for the individual with few skills. Education is the necessary factor to be able to compete in to-day's economy and Humber College provides the required programs. With these new skills you can re-enter society with the assurance of a secure and rewarding future.





Applicants for all programs must have a Grade 12 Ontario Secondary School Graduation Diploma with English, or the equivalent certificate from another Province or Country, or qualify as a Mature Student.*In addition the following qualifications are required for the programs indicated by the number. All percentages are calculated as an average of four pertinent subjects.

- | | |
|--|--|
| 1. Grade 12 Mathematics | 7. Art Aptitude Test and/or Art Portfolio |
| 2. Chemistry | 8. Additional Fees are required for this program |
| 3. Physics | 9. Employment by a Participating Firm |
| 4. Programmer Aptitude Test | 10. Compulsory Medical |
| 5. Typing — 40 w.p.m. allows entry into 3rd Semester | 11. Personal Interview |
| 6. Typing — 40 w.p.m. and Shorthand, 80 w.p.m., allows entry into 3rd Semester | 12. Grade 10 Mathematics |