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**Scott McAlpine**

**March 2011**

### **Douglas Instructor Donates Royalties to Students in Need**

A Douglas College instructor is donating his book royalties to a new bursary to help accounting students in financial need continue their studies.

**George Fisher**, an Accounting Instructor and co-author of the textbook *Intermediate Accounting*, says he will donate \$1,000 a year to the George Fisher Accounting Bursary, established this year.

The annual fund will provide bursaries to Douglas College students enrolled in either the Accounting Management Diploma or the Bachelor of Business Administration - Accounting Stream.

"This is an inspiring gesture from one of our instructors," says Hazel Postma, Associate Vice President, External Relations, Douglas College. "It demonstrates a commitment that goes far beyond the classroom walls."

### **Faculty Emeritus Recipients**

The Faculty Emeritus award was established in 2004 as a way to recognize the excellence of retiring faculty. As well as having made an outstanding contribution to the College community, faculty who receive this award remain committed to and engaged in Douglas College. These outstanding people have been nominated by their peers for their excellence in teaching and related work, outstanding contribution to their discipline or area, and for their contribution to the College.

Since 2005, 26 faculty have received the Faculty Emeritus award. I am pleased to report that a further two deserving faculty will be honoured in 2011:

- **Susan McCaslin**, English Department, Faculty of Language, Literature and Performing Arts
- **Susan Wasserman**, English Department, Faculty of Language, Literature and Performing Arts

Please join me in congratulating both of these exemplary faculty. We appreciate their willingness to remain engaged in College activities such as mentorship, scholarship and strategic academic planning.

### **Year of Science**

During the month of February the Faculty of Science and Technology hosted a highly successful "Year of Science" Lecture Series in the Performing Arts Theatre at the New Westminster campus. Lecture topics covered areas of neurobiology, carbon capture, nanotechnology, and concluded with a highly entertaining Chemistry demonstration entitled "Stinks and Bangs." Held on Fridays, these public lectures attracted over 900 people, including roughly 300 Grade 9-11 students who came to the "Stinks and Bangs" finale. Underscoring the success of the events, the majority of participants had never been to Douglas College before. Thanks to **Thor Borgford**, Dean of Science & Technology, for spearheading this very successful lecture series, and to all the organizers for their efforts.

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### **Douglas Wins Gold in Marketing Awards**

Congratulations to the **Marketing & Communications team** for their recent success in the Higher Education Advertising Awards competition, the largest competition for post-secondary marketing in the U.S. and Canada. This year's competition attracted over 2,500 entries from more than 1,000 colleges, universities and secondary schools. The two awards won include a gold in the Outdoor Transit/Billboards category, and silver in the Television Advertising/single category.

For the gold award, judges were impressed by the epic-scale installations that Douglas ran in the Granville and Burrard Skytrain stations from mid-October to the beginning of January. The silver award recognizes the quality of Douglas' new television commercial, which debuted on Glee and on Survivor in December, and was also shown on Cineplex screens in December and January.

Douglas was also cited for "merit" in the Direct Mail category for a campaign that used geo-targeted direct mail to bring 60 prospective university transfer students to a special information session (a typical information session draws about 6-10 UT students).

These awards follow the gold, silver and bronze awards that Douglas received in November from the National Council for Marketing and Public Relations, in recognition of our social media efforts, our Viewbook, and our video contest.

### **NCMPR Conference and Paragon Awards**

**Al Hyland**, Media Buyer for Douglas College, will be presenting at the National Council for Marketing & Public Relations (NCMPR) Annual Conference being held from March 13-16 in Philadelphia. This premier organization exclusively represents marketing professionals from more than 650 community and technical colleges across the United States, Canada and other countries. Al's presentation will examine effective online educational marketing tools, relating to the key players in search engine advertising: Google, YouTube, Bing and Yahoo. While in Philadelphia, Al will be attending the 2011 NCMPR Paragon Awards on behalf of Student Services at Douglas, whose interactive video has been nominated for the Online Services category. Let's keep our fingers crossed as they go for the gold!

### **College Identity and Rebranding**

The Douglas College Identity Committee, in conjunction with the Marketing and Communications Office, has completed its randomly chosen focus groups with employees and is now conducting similar focus groups with students. Information gleaned from these groups will help build the foundation for an upcoming College-wide survey and continue to sharpen the College identity.

An online feedback forum to provide students and employees with another opportunity to discuss the College identity is also under construction. *Imagine Douglas* poses five questions to guide the conversation and build on feedback obtained in the random focus groups. Look for an email linking to *Imagine Douglas* in your inbox soon. I encourage everyone to participate.

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### **Mental Health in the Workplace**

External Relations/Douglas College Foundation partnered with New View Society to present a seminar on Mental Health in the Workplace for employers in the TriCities. Port Coquitlam Mayor Greg Moore emceed the February 11<sup>th</sup> afternoon workshop and participants learned of Douglas College's leadership role in providing education about, and implementing strategies to support, people with mental illnesses.

The workshop covered issues such as what a mental illness is, how to recognize signs, and how it affects the person, their employer and the community. The 55 participants represented large and small employers in the TriCities, many of whom had never visited the David Lam Campus before. They were impressed with the facilities and our community outreach.

### **College Orientation and Welcome Event**

A total of 14 new employees attended the College Orientation and Welcome Event on February 16<sup>th</sup>.

During the course of the event the employees were greeted by members of the Senior Management Team and given an informational tour of the New Westminster campus. New employees also learned about Health and Safety and had an opportunity to meet their union representatives.

### **Professional Training and Development Workshop: Bullying in the Workplace**

Twenty-seven employees attended two sessions of Bullying in the Workplace in support of BC's 4<sup>th</sup> annual Pink Shirt Day. Employees learned about issues around bullying in the workplace and how to stop it. The workshop was facilitated by Anita Braha who specializes in legal advice and customized education on topics such as bullying, human rights, and duty to accommodate.

### **Douglas College Participation in Co-operative Education Workprep Bootcamp**

In keeping with the Strategic plan, the Douglas College Employee Relations department joined with other employers (such as Canada Revenue Agency and WorkSafe) to assist over thirty Douglas College co-operative education students in preparing to enter the work force. The students heard directly from job recruitment experts on how to focus their job search and potential career paths for their areas of study. The students and recruiters engaged in "speed interviewing" to give the students real examples of interview questions, as well as feedback on their responses.

### **Douglas College Royals Athletic Re-Cap**

It has been a season of athletic success for the Royals who have intentionally set the bar high for themselves this year. Some highlights from the year so far include:

**Men's Soccer** finished third in the province after a heartbreaking loss in the semi-finals. They look to return stronger and hungrier next year as they seek national acclaim.

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**Golf:** Michaela Stoller took home the provincial silver with a couple of very strong rounds late in the season.

**Men's Volleyball** came out very strong this year and challenged the league to keep up. Coach Brad Hudson will be returning the majority of his starters, and with new recruits they will look to better their performance next year.

**Badminton:** Ruilin Huang captured the Women's Singles National title, Stephanie Ko and Melody Liang won the Women's Doubles National title and Rey Luo and Darren Hong took home the Men's Doubles National title. Melody's national championship was her fifth, setting a new CCAA record for most national titles by a single athlete. Stephanie Ko is close behind her with four National titles to her name. With the winning of three of five potential titles at the national level, Douglas retains its domination in the realm of Canadian Collegiate badminton.

**Wrestling** had two athletes compete and qualify for the national competition in Macon, Georgia and at the time of this writing, Daniel Swain had qualified for the national final.

As the teams wrap up their seasons, plans are already underway for next year and the students are into their off-season training programs and academic support programs to make sure that everyone has a strong first step in the classroom and on their field of competition. You can follow the Royals at [www.douglascollegeroyals.com](http://www.douglascollegeroyals.com).

### **Renovations to the New Westminster Concourse**

At their February meeting, the College Board approved \$1,500,000 to fund much needed renovations to the concourse at the New Westminster Campus. This approval is the culmination of several consultation processes that have taken place at the College over the past 5 years and included input from a variety of employees and students. In all cases the feedback was much the same: increased collaboration space for students, soft seating, a more colourful and welcoming environment, a performance stage and improvement to heating and cooling, as well as sound transfer to the nearby classrooms.

The plan the College has come up with will meet many of these expectations and will involve changes not only to the concourse itself, but also to the 3<sup>rd</sup> and 4<sup>th</sup> floor walkways between the north and south buildings. The renovations will include the construction of a temperature controlled multi-purpose center within a portion of the concourse itself, a stage area, a large screen to show events, new flooring, soft seating, student group work stations, sound proofing, new double pane windows for the adjacent classrooms, and plants and color enhancements. The intent is to have the work completed over the summer semester in the 10:00 p.m. to 7:00 a.m. time slot to minimize disruption to students and employees. Stay tuned for updates as the work progresses over the next few months.

### **Douglas College Emergency Notification System**

Implementation is well underway on the Douglas College emergency notification system. This system is designed to keep the Douglas College Community connected to key information regarding an emergency situation in order to ensure the continued safety of students and employees at the College.

The Douglas College Emergency Notification System is comprised of three parts:

1. **DC Announce**

DC Announce is a public announce system capable of broadcasting announcements into classrooms, labs, gymnasium, meeting rooms, office areas, corridors, stairwells, parkades and washrooms at both the David Lam and New Westminster campuses. The DC Announce system was used during the January 2011 Great BC Shake Out Earthquake drill, providing an opportunity for employees and students to experience the system and for the College to test the system and follow up as needed.

2. **DC InfoLine**

DC InfoLine is a toll free (1 – 877) information telephone line for students, employees and users to contact the College for important messages and updates. The InfoLine will be updated whenever there is important information for the College community during an emergency or urgent situation. During normal operations the InfoLine provides a welcome message to any callers confirming that they have reached the Douglas College Emergency Notification information line. Details of this service will be provided in the near future.

3. **DC Alerts**

DC Alerts sends messages via voice/text/e-mail. Individuals must subscribe to DC Alerts to receive messages. In late March we will be conducting testing on the DC Alerts system with a small test group. After evaluating the test results and confirming system functionality there will be a phased communication roll-out inviting employees and students to subscribe to DC Alerts. Following this there will again be testing of the DC Alerts system; prior to testing employees and students will be notified by e-mail and the College website.

Watch for more information coming your way this spring and summer via e-mail, the College website and pamphlets explaining when and how to subscribe to DC Alerts!