

INSIDE

3 Quicker switch

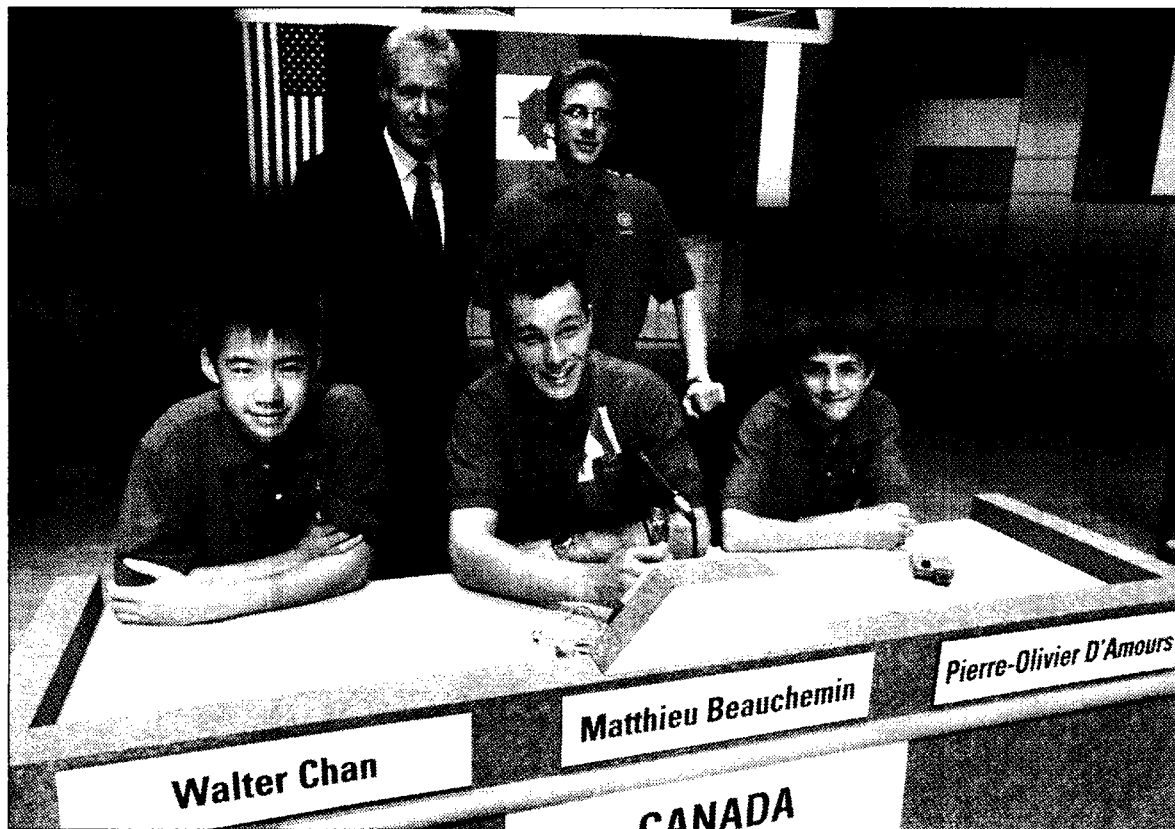
Campus Internet is poised to become speedier

8 Room to move

A new residence links UBC to top Mexican university

ubc reports

THE UNIVERSITY OF BRITISH COLUMBIA



GEO WHIZ The Canadian team who won second place in the fifth International Geographic Olympiad pose with competition moderator and Jeopardy game show host Alex Trebek. Held in the Chan Centre last week, the competition, which was sponsored by the National Geographic Society, featured 12 teams. Canadian team members are (front, l-r) Walter Chan of Toronto, captain Matthieu Beauchemin of Beauport, Que., Pierre-Olivier D'Amours of Saint-Jacques, NB, and (back, right) Jean-François Ouellette of Edmunston, NB. The United States came in first and Hungary took third in the competition. O. Louis Mazzatenta, National Geographic Society photo

Banner year for campus research

Phenomenal growth in funding and recognition

by Hilary Thomson staff writer

OVERALL RESEARCH FUNDING TO UBC has increased by nearly 20 per cent over the previous fiscal year with university researchers attracting \$200 million in the year ending March 31, 2001.

"UBC's leadership in research in Canada is evident in many research successes," says Indira Samarasekera, vice-president, Research. "With federal funding gains made this year and significant new support from the provincial government we are able to expand our ability to create new knowledge that not only benefits society, but also helps fuel the economy."

The provincial government contribution of \$16.3 million, primarily through the Ministry of Advanced Education, accounts for eight per cent of the total and is double the share received last year.

UBC's success in the Canada Research Chairs (CRC) program and Canada Foundation for Innovation competitions contributed to an increase of \$10 million in funding

from the federal government to a total of \$88 million. The largest increase in federal granting agency funding was seen in the Canadian Institutes for Health Research (CIHR) which increased support from \$19 million to \$26 million.

UBC ranked fourth among Canadian universities for CIHR support, earning \$14 million in operating grants for studies in diseases such as arthritis, asthma and diabetes.

UBC earned top spot among Canadian universities for number of faculty recently elected to the Royal Society of Canada with 11 new members named. In addition, UBC now has five faculty in the Royal Society of London, an academy of the world's most eminent researchers.

Forty-seven UBC scientists received \$3.7 million in funding from the Social Sciences and Humanities Research Council (SSHRC) in a recent competition, placing UBC in the top three among Canadian universities for support received from the major federal agency.

UBC gained nine federally funded research positions in a recent allocation of CRC chairs. The CRC program is designed to help Canadian universities attract and retain top researchers.

Ensuring safety new manager's focus

Customer service key, says new security manager

by Hilary Thomson staff writer

FOR JENNIFER BLACK, effective security is all about finding creative ways to solve problems.

Black is Campus Security's new operations manager and directs the 40 patrol and security staff as well as campus emergency response and communications services.

"The UBC community is an interconnected web of needs," says Black who has a background in facility management and was recently the building security manager at the Alma Mater Society Student Union Building. "My job is matching our security teams to the clients' needs."

Clients include faculty, staff and students as well as campus residents, business owners and neighbours. Security activities range from criminal investigations to coordinating security at special events and protecting visiting dignitaries.

Black acknowledges that many people see security personnel as 'lock-checkers.'

"That's only one part of the job — our primary focus is to ensure people's safety and well-being using a variety of measures."

Originally a sculptor and de-



Security manager Jennifer Black

signer, Black took her first security job to help support her artistic career. After working as a dispatcher she was alerted to the job stress experienced by security services employees and created a critical incident stress program at her company.

A specialist in stress arising from hold-ups, Black has taught stress management and other programs for the Justice Institute of B.C.

She advocates coaching rather than enforcement and contends that many safety issues result from making a bad choice at the time. She aims to raise security awareness and build stronger relationships with the UBC community through communication and involvement with client groups.

"A customer service attitude is key — we want successful outcomes for the client and we want people to stay safe."

Agreement awards faculty wage, career advancement increases

Steps will help retain faculty, says association president

UBC'S BOARD OF GOVERNORS has ratified a three-year agreement between the university and the Faculty Association.

Highlights include a general wage increase of two per cent and a Career Advancement Plan (CAP) allocation of 2.5 per cent, both committed in each of the next three years. CAP comprises both career progress increments and performance salary adjustments.

"We are very pleased with the new agreement," says Norma Wieland, president of the Faculty Association. "The CAP provides our members with predictability and stability for the next three years. The improvements to benefits and the monies to address salary inequities will be important in retaining faculty in this time of increasing national and international competition."

There is \$1 million committed to addressing salary inequities and \$500,000 has been earmarked to improve the sessional instructor minimum salary scale.

An allocation of \$2.5 million will be used to increase salaries of faculty members for the purpose of retention.

In addition, there is a \$1 million provision to increase annual base salaries of faculty members in the departments of Computer Science and Electrical and Computer Engineering to better reflect current market salary levels in these fields.

"There is no task more important at this stage of UBC's development than the recruitment and retention of the very best faculty and the provision for a \$2.5 million retention fund over three years will allow us the flexibility to address

this critical challenge," says Derek Atkins, associate vice-president, Academic Planning.

Benefit improvements include a top-up for biological fathers taking parental leave.

The professional development fund is increased to \$500 for all members of the Faculty Association except sessional lecturers without continuing status.

There is also a series of amendments to the Framework Agreement to align it with the Labour Code as well as improvement to 12-month lecturer positions.

There are currently two sessional agreements in force. Next year, negotiators plan to merge them so that all agreements will be integrated.

The Faculty Association represents 2,500 UBC faculty including sessional lecturers, professional librarians, and program directors.

Calling all campus-based UBC graduates
You are invited to attend

The UBC Alumni Association Annual General Meeting

September 12, 2001
11:30 a.m. for 12 noon
Main floor, Cecil Green Park
6251 Cecil Green Park Road
UBC Campus

Lunch provided to the
first 50 alumni to RSVP
604 822 3313

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Board chair Bell to serve second term

LARRY BELL, vice-chair of food services company Shato Holdings Ltd. and chair of its subsidiary White Spot Ltd., has been appointed for a second term as chair of UBC's Board of Governors.

"Our strategic plan clearly defines our challenges," says Bell. "What we have to do as a board and an institution is to stay the course of *Trek 2000*."

Bell was first appointed to the 15-member board in 1997 and named chair in April of 2000. A UBC Arts graduate, he completed a master's degree in California and then served the province as secretary to the BC Treasury Board, and

deputy minister in the Housing and Transit, Lands, Parks and Housing, and Finance ministries.

He has served as chair and CEO of BC Hydro, CEO of VanCity Savings Credit Union and on many boards including the Canadian Chamber of Commerce, the Vancouver Board of Trade and the Conference Board of Canada.

In 1991, Bell's management innovations were recognized with the Vanier Medal from the Institute of Public Administration. He is also currently a director of the Vancouver Hospital Foundation.

His term runs until Aug. 31, 2002.

Olympic Bid committee prefers downtown option

THE VANCOUVER-WHISTLER 2010 Bid Corporation recently announced that a site in central Vancouver is preferred to UBC for the athletes' village for the proposed 2010 Winter Olympics.

As a result, the UBC Board of Governors no longer needed to make a decision on whether to accept an invitation to serve as the site at its July 19 meeting.

While the bid corporation

hasn't ruled out UBC as a potential site to accommodate some 2,400 athletes and officials, it indicated it will focus its efforts on securing a location closer to venues such as GM Place and the Pacific Coliseum.

Bid corporation officials are currently negotiating with the City of Vancouver on a more central location, possibly in southeast False Creek.

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LETTERS POLICY

Letters must be signed and include an address and phone number for verification. Please limit letters, which may be edited for length, style, and clarity, to 300 words. Deadline is 10 days before publication date. Submit letters to the UBC Public Affairs Office (address above); by fax to 822-2684; or by e-mail to janet.ansell@ubc.ca

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THE UNIVERSITY OF BRITISH COLUMBIA

Public Information Meeting on

Faculty and Staff Rental Housing, Phase II

Monday, Aug. 13, 2001

12:30 - 2 p.m.

Maple Room, Ponderosa Bldg.,
2071 West Mall

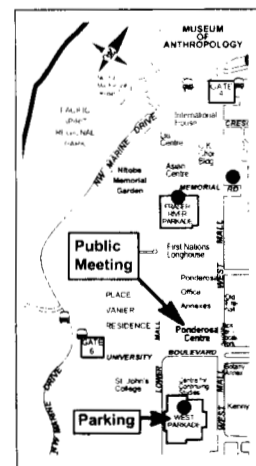
To present and review the schematic design, Faculty & Staff Rental Housing (Phase II), to be constructed on Parking Lot B-6, south of Thunderbird Boulevard east of West Mall. The proposal is for a 36-unit residential project which is the second phase of a two-phase, 89-unit project for this site. Construction is anticipated to be completed with occupancy in 2002.

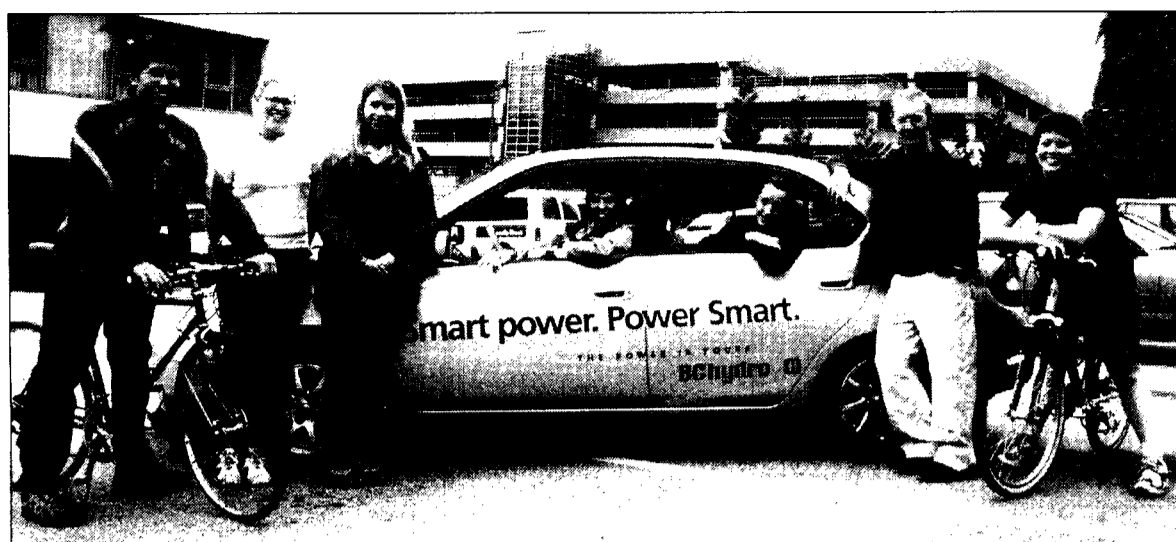


This event is wheelchair accessible. Individuals needing assistive listening devices, captioning, or information on alternate media should contact Deborah MacDonald at 604-822-0463 one week in advance of the meeting.

FREE PARKING will be available in the West Parkade. Please pick up a parking pass after the meeting in order to exit the parkade without charge.

Questions or for further information: Jas Sahota, UBC Properties Trust, 604-731-3103 or Jim Carruthers, UBC Campus Planning & Development, 604-822-0469.





SUSTAINING STEPS Students working in Land and Building Service's Student Training and Employment Program (STEP) take a break to pose with a Toyota Prius hybrid gasoline-electric car on loan from BC Hydro. (l-r) Aaron Mercredi, Sarah Mackenzie, Pamela Germann, Charles Morand, Christina Komorski, Matt Smith and Sara Sandwith are part of an 18-member group working on sustainability and transportation management projects. *Don Wells photo*

Students' efforts make for two-way learning experience

Eighteen learn as they earn while moving the university forward in achieving its goals for a sustainable campus

by Don Wells staff writer

A NEW PROGRAM LAUNCHED by Land and Building Services is helping the university to make great strides in its efforts to promote both sustainability and experiential learning.

Initiatives in the Student Training and Employment Program, or TREK STEP, are designed to provide meaningful employment and mentoring opportunities.

Two initiatives were implemented in April and currently employ 18 students. Four students are working as student sustainability co-ordinators within a program supported by funding from BC Hydro.

The student sustainability co-ordinators are helping faculty and staff in various departments to set up recycling bins, promote energy conservation, and recruit volunteer sustainability co-ordinators.

In addition, they are working with the undergraduate student societies and custodial staff to raise awareness of the need for energy conservation and encourage them to implement their own initiatives to reduce consumption.

Another 14 students are working on Transportation Demand Management, an initiative to support UBC's Strategic Transportation Plan to reduce single occupancy vehicle trips to the campus by 20 per cent.

They co-ordinate campus and community outreach, on- and off-campus shuttle systems, incentive programs for car-poolers and transit users, bicycle facilities and bike carts, and transportation demand audits.

"This kind of work is changing the way students think," says Sean Pander, Campus Sustainability Office liaison officer. "Not only does it help them understand that change is possible, it also expands the scope of their vision about what can be achieved."

Most of the students are working on a full-time basis throughout the summer, and will switch to a part-time schedule in the fall to

effectively execute their strategies.

"This job has totally inspired me," says Arts student Sarah Mackenzie, an avid cyclist working in the transportation demand group. "I would like to pursue a career in urban transportation and planning, especially one that enables me to continue educating others about the importance of transportation issues in sustainable development."

All TREK STEP students are being given opportunities to develop technical, marketing and communications skills. Examples include formal and informal presentations, organizing special events, fieldwork, as well as program development and implementation.

Other TREK STEP programs being planned include community building and community service initiatives, litter control, fundrais-

ing, communications and marketing, and workplace ergonomics and wellness.

Steps toward sustainability at UBC

During the 2000-01 fiscal year:

- Paper towel usage decreased eight per cent
- Copy paper usage decreased eight per cent (nearly eight million fewer sheets)
- Use of non-disposable mugs increased 150 per cent at food outlets
- UBC's ride-share database for carpools had more participants than all other universities in Canada combined
- During the quarter following the sustainability co-ordinators' focus on electricity, usage decreased seven per cent

MORE INFORMATION
Visit www.sustain.ubc.ca.

UBC at Robson Square campus taking shape

Commerce Prof. Stanley Hamilton heads a team working to make Robson Square a reality



Commerce Prof. Stanley Hamilton

IN HIS 33 YEARS on campus, Commerce and Business Administration Prof. Stanley Hamilton has worn many hats. But lately, the one he wears most often is a hard hat.

As chair of the UBC at Robson Square transition team, Hamilton can often be found, blueprints in hand, in the midst of the renovations to the 6,000 square metres that are to become UBC's new downtown campus this fall.

But designs, drawings and dry-wall aren't the only thing on his mind. Programs need to be constructed too.

"We are working on a wide range of programs designed specifically to meet the needs and interests of the downtown community," says Hamilton.

He quickly lists a dozen or so topics — art appreciation, history, and health and wellness to name a few — that will be the focus of seminars, public lectures, exhibits and forums when the campus opens this fall.

Classroom courses are also being planned in e-business, information technology, public policy, architecture, landscape architecture and interdisciplinary themes such as entrepreneurship and the arts.

"The work we're doing includes a great deal of consultation with community partners to identify innovative ways to showcase the outstanding research resources of UBC," says Hamilton between a seemingly endless schedule of meetings, including those with designer Sally Emmerson and other

members of the transition team.

With the design work and demolition now complete, construction has begun on classrooms, computer labs, meeting and seminar rooms, an information centre and offices.

The major renovations, which also include improvements to the existing 140-seat theatre and provisions for satellite outlets of the library and UBC Bookstore, are targeted for completion by the end of September.

A faculty member since 1968 and an associate dean since 1975, Hamilton stepped down as senior associate dean last June to head the transition team and oversee the construction of UBC at Robson Square.

Other members of the transition team include Al Poettcker, president and CEO of UBC Properties Trust; Jane Hutton, associate vice-president, Continuing Studies; Derek Atkins, associate vice-president, Academic Planning; Dana Merritt, director, Budget Office and Doug McArthur, senior fellow in Public Policy in the Office of the Vice-President, Academic.

Bits, bytes to move faster on campus

Initiative aimed at addressing fundamental need for speedier technological infrastructure

by Don Wells staff writer

CAMPUS INTERNET USERS will soon be able to fulfil their need for speed, thanks to the long awaited implementation of the University Networking Program (UNP).

Initiated in 1997 as the Campus Connectivity Project by IT services and identified as a goal in *Trek 2000*, the university's vision document, the UNP will deliver state-of-the-art high-speed Internet capability throughout the campus by the end of 2003.

Occupants of the Lasserre Building, one of the first to undergo upgrading and installation of new ports, say that high-speed Internet capability is no longer an option, but a necessity. According

to Assoc. Prof. Chris Macdonald, director of the School of Architecture, the ability to transmit large volumes of high-resolution drawings, for example, is a fundamental necessity.

"As a professional school, we have an external examination every five years," says Macdonald. "Quite frankly, if we didn't make this great step forward, I think the program would be put in jeopardy."

School of Community and Regional Planning director Prof. Tony Dorsey adds that increased access and high-speed transmission capabilities are essential to attracting top-calibre faculty.

"I'm waiting to hear a decision from a prospective faculty member who made it very clear that this was

TREK 2000

one of the prerequisites," he says.

While some buildings on campus already have relatively high-speed service that can rapidly send and receive large data files, others are still using antiquated equipment including, in the most extreme cases, 56 KB dial-up modems.

The network switches — the active components of the network — currently being installed in the buildings will be able to move up to 100 MB per second.

"Completing the UNP is a vital step for the University to fulfil its academic and research mandate," says UNP manager Susan Mair. "It's an enormous and complicated task, but ultimately a vital one if we are to maintain a competitive edge."

By all accounts, the short-term disruption during the course of the upgrading process is insignificant compared to the long-term benefits. Still, Mair is committed to doing everything possible to minimize both disruption and costs.

"We're trying to find synergies with other projects to avoid disrupting occupants more than once," she says.

Implementation of the project officially began last summer after a lengthy planning process and an eight-building pilot project. In total, the UNP will affect 150 buildings and will involve installing 18,000 new and upgraded ports, including 1,500 in affiliated teaching hospitals.

MORE INFORMATION
For more information on the UNP, including a schedule for building upgrades, visit www.unp.ubc.ca.



THE UNIVERSITY OF BRITISH COLUMBIA

Public Affairs Office Annual Communications Report 2000/01

Highlights summary

The past year has seen an increase in communication activities that reflect and support the continued recognition of UBC's reputation nationally and internationally.

Among the year's communications highlights:

- In June 2000, UBC's 1999 Annual Report: *Define a University* received the Prix d'Excellence Gold Medal from the Canadian Council for the Advancement of Education for Best Institutional Annual Report, as well as an Award of Merit from the International Association of Business Communicators' BC Chapter Blue Wave Awards.
- Statistics show remarkable growth in the use of UBC's Web site, www.ubc.ca, as a vital source of information about the university's initiatives. The total number of visits to the site from June 2000 to March 2001 numbered 55,086,464. UBC.ca has been housed in the Public Affairs Office since April of last year.
- The use of the Public Affairs Web site, which displays all the office's publications, more than doubled to 2,105,992 from 857,152 the previous year.
- The search for a new director of Public Affairs, launched in April 2000, concluded in December 2000.
- A new vice-president, External and Legal Affairs (formerly External Affairs), was appointed in January 2001. The appointment followed an extensive national search which began in January 2000. At the same time, the university's fund-raising functions, which include development, business relations and advancement services were moved from the External Affairs portfolio to the portfolio of the vice-president, Administration and Finance.

UBC's fourth annual general meeting for the campus community is planned for September 2001. Communications initiatives, including a mini-AGM at the new UBC at Robson Square campus, are also planned in order to provide accountability to external communities.

Public Affairs Office overview

UBC's Public Affairs Office is responsible for communicating UBC's Trek 2000 vision along with key university messages and values to both the internal community of students, faculty, and staff, and to the broader external community of diverse audiences.

Public Affairs is a part of the External and Legal Affairs Division, and is located in Cecil Green Park House. The office co-ordinates programs and messages with External and Legal Affairs units, UBC administration, the Development Office, faculties, departments, and other service units.

Programs are built on a layer of communications policies and practices, including the *Policy on Communications*, approved by the Board of Governors in May 1994, which formally acknowledges UBC's responsibility to keep its many communities informed and ensure two-way dialogue. Programs are also built on the *UBC Communications Plan* that was developed in 1995 with widespread campus input and designed to respond to the ever-changing environment in which UBC operates. The communications plan is currently being revised with presentation to the Board of Governors planned for fall 2001.

2000/2001 initiatives and issues in review

In 2000/2001, the following initiatives and issues were at the forefront of UBC's communications and stressed UBC's relationships with the larger community:

UBC Downtown Presence Initiative: In November, UBC announced plans for a downtown campus at Robson Square. Public Affairs is providing leadership to a communications advisory team of campus program providers to create coherent messages and vehicles (events, newsletters, advertisements) about UBC's new downtown presence.

UBC's Learning Exchange in the Downtown Eastside opened in July 2000 as the city and region continue to focus on the pressing problems facing this urban area. Communications have emphasized student volunteer initiatives.

Annual General Meeting: UBC's third Annual General Meeting on Oct. 26 in the Chan Centre for the Performing Arts was attended by about 400 people from the university community. Through speakers, video presentations and a printed annual report titled *Innovators Change Everything*, UBC's achievements over the previous year and aspirations for the coming year were presented, with a focus on the innovative work of UBC faculty,

staff and students.

The annual report theme, "Innovators change everything," was applied to the provincial economy as the focus of a presentation given by the president and university computer scientist Gregor Kiczales to the Vancouver Board of Trade.

UBC Visual Identity: A new visual identity for the university was launched in February 2001 after extensive consultation with key stakeholders in the university community. The identity is now housed within the Public Affairs Office and freely available to all members of the university community through the Public Affairs Web site. A series of workshops were held and a visual identity strategist was hired to assist in encouraging adoption of the new visual identity. The number of visits to the visual identity Web site has numbered more than 2,800 since February.

Maclean's Ranking Brochure: UBC attained standing as the number two university in Canada according to the *Maclean's* magazine annual survey of medical-doctoral institutions. Public Affairs prepared a brochure detailing the accomplishment.

Destination marketing: Public Affairs participated with other campus units including the Chan Centre, Museum of Anthropology and the Botanical Gardens to devise strategies that promote the campus as an attractive destination for Lower Mainland residents and tourists.

Research successes: The office provided communications direction for events around the awarding of the prestigious Japan Prize to UBC Prof. Emeritus Timothy Parsons, and for outstanding university representation in government research programs such as CRC, CFI, and the Michael Smith Foundation. The office provided media and Web site support to the successful launch of an annual Research Awareness Week initiative.

APRU: The president hosted a meeting of the presidents of the premier research universities in the Pacific Rim. The focus of the meeting of the Association of Pacific Rim Universities (APRU) was to stimulate teaching and research co-operation and accelerate a global research agenda, one of the strategies outlined in *Trek 2000*.

Communications means

UBC has a variety of means to communicate with—and hear from—its various stakeholders. Major vehicles include:

Annual Report

UBC's 1999/2000 *Annual Report: Innovators Change Everything*, a complement to its Annual General Meeting, was published in the fall of 2000 and distributed to 8,000 key stakeholders, business leaders, university presidents, alumni, donors, government officials, media, and those attending the AGM. The report outlined UBC's accomplishments during the previous year, highlighted faculty, staff and students whose innovations in research, learning, and the community are contributing internationally, nationally and locally, and summarized the university's financial position. The report is also available on the Public Affairs Web site and about 1,701 people browsed the report between October 2000 and March 2001.

Some 247,000 copies of UBC's *Annual Report* were distributed through *The Vancouver Sun* in October 2000.

UBC Reports

UBC's main vehicle for communicating with its internal audience on an ongoing basis is the bi-weekly newspaper *UBC Reports*. Promoting the people of UBC—students, faculty and staff—and their achievements in learning, research and service is a priority of the newspaper. *UBC Reports* is published 20 times annually, with 12,000 copies distributed on campus. Our Web site showed the number of requests for the current issue of *UBC Reports* in 2000/2001 totalled 7,775.

Public Affairs launched an e-mail version of *UBC Reports* in the fall of 2000. A summary of all stories in *UBC Reports* with links to complete stories on the Web, is now delivered to subscribers electronically.

Media Relations

In 2000/2001, the Public Affairs Office researched, wrote and released 105 news releases for distribution to media in the Lower Mainland, B.C. and across the country. The focus of these releases included outstanding teaching, research and service initiatives; notable contributions from granting agencies and donors; on-campus conferences and events; updates on university policy; and support of other major UBC initiatives. Public Affairs staff also liaised directly with select journalists to place UBC experts in stories for a wide variety of news media. Requests for the media releases home page on our Web site totalled 6,476.

A complete version of this report is available at www.publicaffairs.ubc.ca. Your comments are welcome. Call 604-822-UBC-INFO or e-mail public.affairs@ubc.ca

Public Affairs also launched a new e-mail service for media releases. Media releases are now delivered to key media subscribers electronically to complement broadcast fax delivery.

Experts Guide

Public Affairs regularly solicits faculty members to participate in the online Experts Guide on the Public Affairs Web site. The guide has 169 main topic areas, with some areas subdivided into as many as 45 special interest topics. The guide is a key means by which Public Affairs staff and journalists are able to quickly satisfy media information requests.

Public Information Centre

UBC's Public Information Centre and information line, UBC-INFO (822-4636), are housed in the Public Affairs Office. The centre is staffed on a full-time basis and provides a wide range of information about UBC programs, services and facilities, as well as offering directions to campus and information about events. The information line handles an average of 1,090 calls a month, with the bulk of the calls from journalists seeking information about UBC. Miscellaneous inquiries about UBC, information about *UBC Reports* and university attractions, directions, and referrals to other departments comprise the bulk of the remaining calls. Approximate total calls for the year was 13,080.

World Wide Web

In April 2000 a Web strategist was hired to manage UBC's top-level Web presence (www.ubc.ca) and to develop a strategic plan and supporting creative direction. This important communications vehicle is now housed in Public Affairs and the Web strategist has begun to improve navigation and usability of the top-level www.ubc.ca site and work with creators of the more than 400 university Web sites to improve the university's presence on the Web.

- total # of visits to the site from June 2000 to March 2001: 55,086,464
- average # of visits per day: 197,939
- total # of visits to prospective students information site: 615,515
- total # of visits to current students information site: 888,019
- total # of requests for downloadable campus map: 71,938
- total # of visits to www.ubc.ca spotlight story (the stories which accompany the changing photos featured daily on the www.ubc.ca site): 43,901

The Public Affairs Office Web site, which provides on-line access to *UBC Reports*, media releases, Annual Report, *Facts and Figures*, and other communications vehicles, was launched in August 1996. A snapshot of Public Affairs Web site statistics from April 2000 to March 31, 2001 shows a significant increase in Web use from the previous year's numbers, which are shown in brackets where available.

- total # of visits to the site from April 2000 to March 2001: 2,105,992 (857,152)
- average # of visits per day: 5,785 (2,354)
- total # of visits to Fact and Figures: 3,722
- total # of visits to Media Releases homepage: 6,476
- total # of visits to *UBC Reports* current issue homepage: 7,775
- total # of visits to *UBC Reports* current Calendar homepage: 7,982
- total # of visits to UBC Experts homepage: 4,287
- total # of visits to Daily Media Summaries: 5,824
- total # of visits to UBC's Annual Report since it went live late October: 1,701
- total # of visits to UBC Speakers Bureau homepage: 1,784
- total # of visits to UBC Visual Identity page: 2,841

(Please note, the number of requests for *UBC Reports* and media releases reflects access to homepages only. A doubling of the number would more accurately reflect actual requests.)

Looking ahead to 2001-2002

Undertaking initial phases of UBC's new communication plan will be a focal point of our work in the coming year. The new plan, to be presented to the Board of Governors in the fall of 2001, will define precise messages and means to communicate with, and receive input from, the university's diverse constituents. Key UBC initiatives that will be supported through strategic communications in the next year include:

- Ongoing effort to place key stories about UBC's role as a leading Canadian university with national and international broadcast and print media.
- A proposal to ensure adequate resources are dedicated on an on-going basis to develop the www.ubc.ca Web site into a dynamic global communications tool that embodies the spirit of *Trek 2000*.
- The acceleration of communications activities (newsletters, advertisements, media relations) as UBC's Downtown Presence initiative continues with the Fall 2001 opening of UBC at Robson Square.
- Assistance articulating a vision of a University Town which will be the result of UBC Community and Neighbourhood Planning activities.
- Creation of a video highlighting UBC's unique and distinctive attributes as a leading Canadian university will be undertaken collaboratively with faculties and service units. Compelling images and sounds can be communicated via videotape, computer presentation or Web site to audiences anywhere in the world.
- Development of media monitoring service delivered via e-mail to key university decision-makers.

THURSDAY, AUG. 16

UBC Faculty Workshop

Faculty Instructional Skills Workshop. David Lam basement seminar room from 8:30am-5pm. Continues Aug. 23, 30. To register, visit www.cstudies.ubc.ca/facdev/. Call 604-822-6827.

MONDAY, AUG. 20

Peter Wall Institute

Exploratory Workshop

Stars As Dark Matter. Various speakers. University Centre 307 from 9am-12:45pm. To register, e-mail richer@astro.ubc.ca. Call 604-822-4134.

WEDNESDAY, AUG. 29

Walking Tour And Reception

New Faculty Orientation. David Lam basement seminar room from 11:30am-5:30pm. To register, visit www.cstudies.ubc.ca/facdev/. Call 604-822-6827.

WEDNESDAY, SEP. 5

Grand Rounds Lecture

Spine Regional Evaluation Of Surgical Indications And Outcomes: The Results Are In: Good News For Some. Dr. Charles Wright. VGH Eye Care Centre Aud. from 7-8am. Call 604-875-5555 ext. 6-2806.

cultural Communication. Carr Hall conference room from 9am-5pm. \$645. Refreshments. To register, visit cic.cstudies.ubc.ca/ intercultural_studies@cstudies.ubc.ca. Call 604-822-1437.

calendar

AUGUST 12 THROUGH SEPTEMBER 8

Certificate Program

Orientation Immigration Practitioner. Margaret Landstrom, director, Advanced Studies. SFU Harbour Centre 1415 from 6-9pm. Refreshments. To register, visit cic.cstudies.ubc.ca. E-mail christine.connell@ubc.ca. Call 604-822-1437.

SUNDAY, AUG. 26

Peter Wall Institute Exploratory Workshop

Canadian Historical Consciousness In A Historical Context: Theoretical Frameworks. Various speakers. University Centre 307 at 9am. Continues to Aug. 28. To register, visit www.pwias.ubc.ca. Call 604-822-5277.

FRIDAY, AUG. 17

Workshop

Learn To Compost With Worms. Gillian Allan, UBC Waste Management. Waste Management Warehouse from 12noon-1pm. \$25 materials. To register, e-mail gillian.allan@ubc.ca. Call 604-822-9456.

MONDAY, AUG. 27

International Conference

Putting Fishers' Knowledge To Work. Various speakers. ForSciences 1005 from 8am-5pm. \$400; \$100 students. To register, visit www.fisheries.ubc.ca. E-mail events@fisheries.ubc.ca. Call 604-822-0618.

THURSDAY, AUG. 30

WebCT Workshop

End Of Summer Camp - Basic Training In WebCT And Learning Technologies. WebCT trainers, WebCT Institute. Buchanan B Arts 151T Computer Lab from 9am-4:30pm. \$35. Refreshments/lunch. To register, visit www.science.ubc.ca/edtech/camp. E-mail uli@arts.ubc.ca. Call 604-822-0978.

TUESDAY, SEP. 4

Lectures In Modern Chemistry

Prof. Rainer Streubel, Institute of Inorganic and Analytical Chemistry, Technical U Chemistry B-250 from 1-2pm. Refreshments. Call 604-822-3341.

THURSDAY, SEP. 6

Physics Colloquium

The History Of Dark Matter. Sidney van den Bergh, National Research Council, Herzberg Institute of Astrophysics, Dominion Astrophysical Observatory. Hennings 201 from 4-5pm. Refreshments Hennings 325 at 3:30pm. Call 604-822-2432 or 604-822-3853.

SATURDAY, SEP. 8

Health Together 2001

UBC Health And Human Service Programs Orientation. Various speakers. War Memorial Gym from 9:30am-2:30pm. Refreshments. To register, visit <http://www.health-sciences.ubc.ca/hssa>. E-mail admin@hhsपो.ubc.ca. Call 604-822-8085.

FRIDAY, SEP. 7

Workshop

Foundations of Intercultural Studies Certificate. Certificate in Intercultural Studies offered by the Centre for Inter-



PLEASE
RECYCLE

CALENDAR POLICY AND DEADLINES

The *UBC Reports* Calendar lists university-related or university-sponsored events on campus and off campus within the Lower Mainland. Calendar items must be submitted on forms available from the UBC Public Affairs Office, 310 - 6251 Cecil Green Park Road, Vancouver BC, V6T 1Z1. Phone: 604-UBC-info (604-822-4636). Fax: 604-822-2684. An electronic form is available at www.publicaffairs.ubc.ca. Please limit to 35 words. Submissions for the Calendar's Notices section may be limited due to space. Deadline for the Sept. 6 issue of *UBC Reports*—which covers the period Sept. 9 to Sept. 22—is noon, Aug. 27.

Want to make a difference?

The UBC Campus Sustainability Office is looking for staff and faculty to inspire sustainable choices in their departments.

If you are interested in volunteering as a sustainability co-ordinator:

Contact Kara Ko at 822-0273 or kara.ko@ubc.ca



For more information on the program visit www.sustain.ubc.ca



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Accommodation

WEST COAST SUITES An affordable fully-equipped suite right on campus. Spacious one BR suites with kitchen, balcony, TV and telephone. Ideal for visiting lecturers, colleagues and families. 2001 rates from \$119/night. UBC discounts available. Visit www.westcoastsuites.com. Call 604-822-1000.

ST. JOHN'S COLLEGE GUEST ROOMS Private rooms on campus for visitors to UBC on academic business. Private bath, double bed, telephone, TV, fridge, in-room coffee. Dinner five days per week. Breakfast seven days per week. Competitive rates. Call for information and availability 604-822-8788.

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VANCOUVER SCHOOL OF THEOLOGY Affordable accommodation or meeting space near the Chan Centre and MOA. 17 modestly furnished rooms with hall bath are avail. Daily rates starting at \$36. Meals or meal plans are avail. in the school cafeteria. Call 604-822-9031 or 604-822-9490.

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NEW LUXURY CONCRETE APARTMENTS now renting UBC area. Presentation centre open daily. Seven appliances, granite counters, flexible interiors and more. Visit www.universitymarketplace.net. Call 604-221-5900.

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Accommodation

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W. 15TH/DUNBAR HOUSE 1,600 sq. ft. plus basement. 4 BR/2 bath. Living, dining and family rooms. Eat-in kitchen, garage, south-facing deck/yard. DW, WD. Quiet neighbourhood. Schools nearby. On UBC bus route. Ideal for faculty and/or families. \$2,000/mo. plus utilities. Avail. Aug. 15. E-mail tmatsuza@interchange.ubc.ca. Call 604-685-3117.

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B & B BY LOCARNO BEACH Walk to UBC along the ocean. Quiet exclusive neighbourhood. Near buses and restaurants. Comfortable rooms with TV and private bath. Full breakfast. Reasonable rates. N/S only please. Web site www.bbcanada.com/locarnobeach. Call 604-341-4975.

Accommodation

Wanted

SENIOR REPRESENTATIVES OF KOREAN TELECOM and their families are seeking one or two BR suites for a one-year period starting Sept. 1. Semi-furnished suites on transit routes near schools preferred. These senior executives are attending a one-year executive development program at UBC. Call Marg 604-822-8269.

For Sale

HAMPTON PLACE, UBC, the Regency. Two BR condo, two bath, 1,122 s.f. All appliances, two parking spaces, pets allowed. NE corner faces Pacific Spirit Park. \$344,000. Call 604-221-5747.

Housesitting

N/S PROFESSIONAL COUPLE with daughter (14) and son (12) without pets seek house on or near University Endowment Lands starting Aug. 15, 2001. Dates, price flexible or will swap home in Whistler? Call Dr. Winter (604) 938-0030 (day) or (604) 932-0474 (eve.)

Services

UBC FACULTY AND STAFF Retirement income and financial planning. Edwin Jackson, Certified Financial Planner. Ascot Financial Services Limited. Investments, life insurance, annuities, know-how. Call 604-224-3540.

TRAVEL-TEACH ENGLISH Job guarantee. 5 day/40 hr. (Oct. 24-28; Dec. 5-9) TESOL teacher certification course (or by correspondence). Web www.canadianglobal.net. FREE information package, (888) 270-2941.

MEDICAL DENTAL CLINIC Located in the University Village, #207 - 5728 University Blvd. Dr. Chris Hodgson (physician), for appointment call 604-222-2273 (222-CARE). Dr. Charles Borton (dentist), please call 604-838-6684 (83-TOOTH).

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"Frank and Don made me feel very comfortable with their advice and long range planning. Their knowledge of the faculty pension plan is also a plus for UBC professors."

Dr. J. H. McNeill, Professor, Pharmaceutical Sciences, UBC

Call or e-mail to be put on our campus seminar invitation list!

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HONOURS AND AWARDS DEADLINES

- KNOWLEDGE BROKER AWARD, www.policyresearch.gc.ca/awards-prix/broker-e.html: SEPT. 15
- JOHN SIMON GUGGENHEIM MEMORIAL FOUNDATION FELLOWSHIPS, www.gf.org/broch.html: OCT. 1
- GAIRDNER AWARDS, www.gairdner.org: OCT. 5

For assistance with applications, call the Office of the Vice-President, Research, at 604-822-0234.

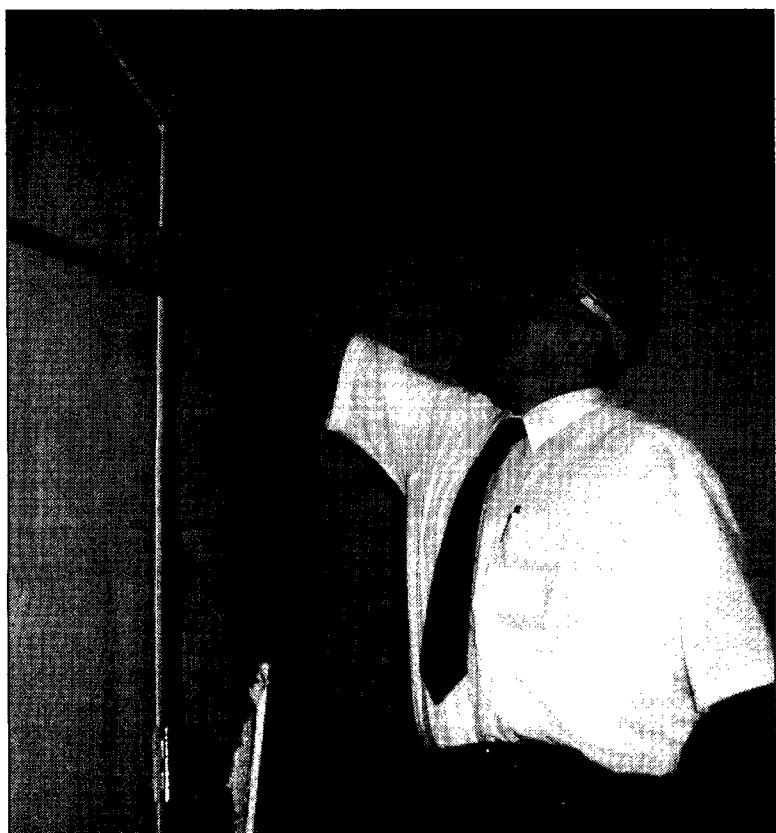
PLACING CLASSIFIED ADS

Deadline: for the Sept. 6 issue: 12 noon, Aug. 27.

Enquiries: 604-UBC-INFO (604-822-4636) • Rate: \$16.50 for 35 words or less.

Additional words: 50 cents each. Rate includes GST.

Submission guidelines: Ads must be submitted in writing 10 days before publication date to: UBC Public Affairs Office, 310 - 6251 Cecil Green Park Road, Vancouver BC, V6T 1Z1. Ads must be accompanied by payment in cash, cheque (made out to UBC Reports) or journal voucher.



SHAKE UP Civil Engineering Prof. Carlos Ventura checks damage to a full-scale house at UBC's Earthquake Engineering Research Facility after subjecting it to a 6.9-magnitude quake. Through shake tests, Ventura and his team hope to highlight how a typical B.C.-built home would perform in an earthquake. Results from this round of tests, performed during July and August, will be used to recommend improvements in earthquake safety for B.C. homes. *Laurie Dawkins photo*

Honour Roll

Lisa Castle, director, Human Resources (Employee Relations), has assumed the position of acting associate vice-president, Human Resources.

Castle, who joined the university in 1994, will be responsible for all components of the portfolio except Faculty Relations. Prof. **Sharon Kahn**, associate vice-president, Equity, will assume responsibility for Faculty Relations in the interim.

The search for an associate vice-president, Human Resources to replace **Jim Horn**, who recently resigned his term contract position, will take place in the fall.

Prof. **Kenneth Carty**, head of the Political Science Dept., has been elected president of the Canadian Political Science Association.

Founded in 1913, the association is composed of some 1,250 individuals from Political Science departments across Canada as well as politicians and bureaucrats from federal and provincial governments, and members of the private sector.

Carty also currently serves as chair of the Board of Governors of the Vancouver School of Theology. In that role, he will be actively involved in the planning and development of the theological precinct as part of the larger development reshaping the UBC campus.

Laurie Dawkins, communications officer in the Faculty of Applied Science, has received an award of merit from the B.C. chapter of the International Association of Business Communicators.

Dawkins received the award for "Inside Applied Science — a guide for prospective faculty members." The 18-page document is intended to assist in faculty recruitment.

The award, in the special publications category, is given for excellence in concept, editorial content and effectiveness in communicating to a target audience. Entries were assessed by colleagues in Western Canada.

The Web version of the guide can be found at www.apsc.ubc.ca/careers.

K.D. Srivastava, professor emeritus of Electrical and Computer Engineering, has been named director pro tem of the Office of Research Services until Dec. 31.

His responsibilities include leading a task force to review services provided to researchers and determining how UBC can build the competitiveness of its research community.

The task force will also seek to co-ordinate service between the office and other service units that provide research support.

Srivastava, a former vice-president, Student and Academic Services, joined UBC's Dept. of Electrical Engineering in 1983.

He was instrumental in establishing the Centre for Integrated Systems Research and was one of the founding directors of the BC Advanced Systems Institute.

Srivastava succeeds **Ric Spratley** who retired July 1.

Pharmaceutical Sciences Assoc. Prof. **Kishor Wasan** has been awarded the 2001 New Investigator Grant in Pharmaceuticals and Pharmaceutical Technology from the American Association of Pharmaceutical Scientists (AAPS).

The one-time award of \$25,000 US is given annually to recognize outstanding new academic researchers actively engaged in the research area of pharmaceuticals and pharmaceutical technologies.

Nominees must have less than seven years of academic experience and less than 10 years of total postdoctoral experience.

The award recognizes Wasan's work in lipid-based drug delivery and with plant sterols, natural compounds found in wood pulp and other vegetation, which can be effective in preventing the absorption of cholesterol in the body.

Lipids are fats or fat-like substances that are insoluble in water.

AAPS, founded in 1986, is a professional, scientific society of more than 11,000 members employed in academia, industry, government and research institutes worldwide.

Remember, dial 604-

Please **START NOW** to dial 9+ (604) + 7 DIGITS for all off-UBC campus local calls.

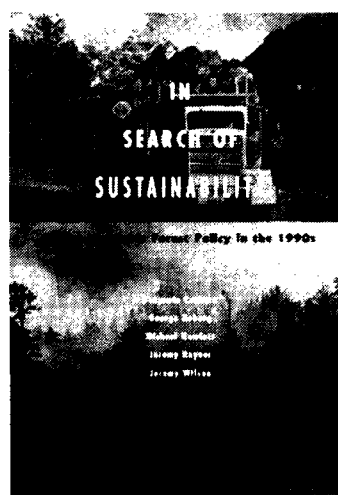
All modems, fax machines and programmed speed dialers/buttons should be changed now to dial the number "9" + 10 Digits to off-UBC campus local numbers.

ON AUGUST 11, 2001, a message reminding you to dial 10 digits the next time you make a local call could disrupt data calls, and the seven-digit call may not go through. As the network is ready to accept 10-digit dialing now, you are encouraged to update your equipment as soon as possible.

911, 411, long distance and on-UBC campus calls (5 digit dialing) **DO NOT CHANGE**.

For more information visit www.itservices.ubc.ca

THE STORY BEHIND THE HEADLINES



In Search of Sustainability

British Columbia Forest Policy in the 1990s

Benjamin Cashore, George Hoberg, Michael Howlett, Jeremy Rayner, and Jeremy Wilson

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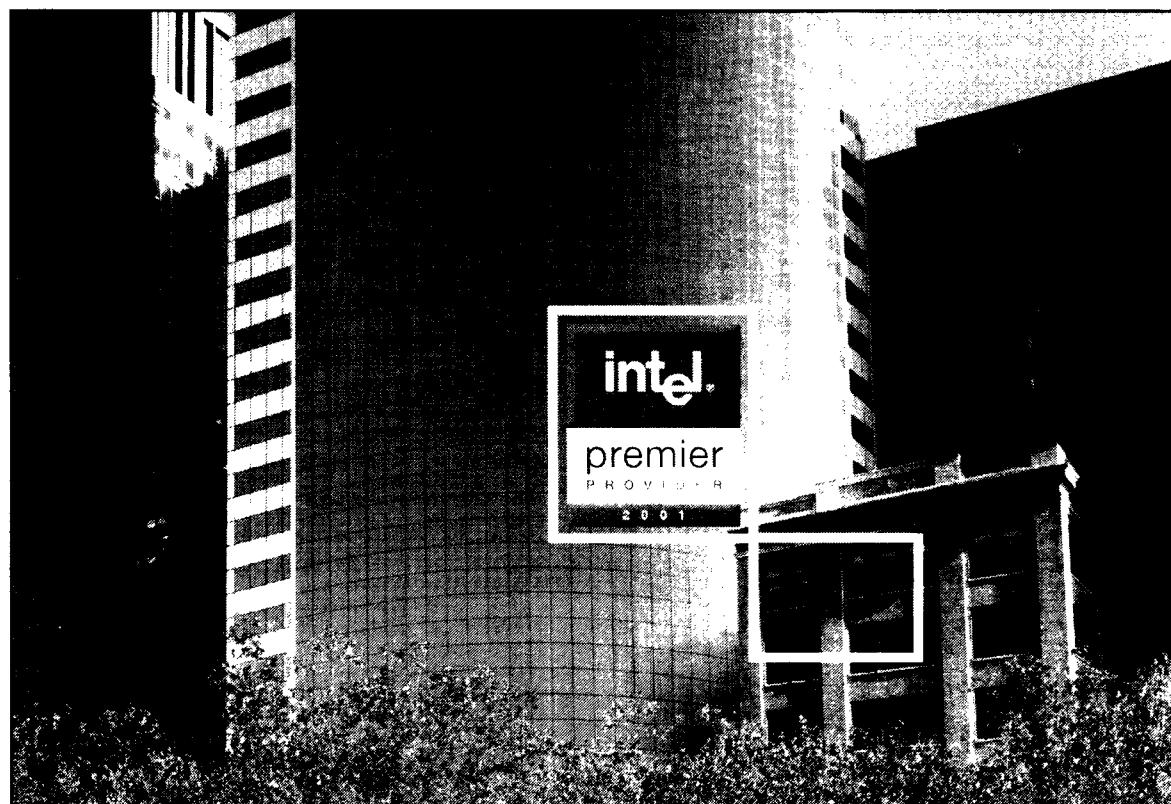
In Search of Sustainability offers a timely examination of a critical decade in which the forests of BC were a battleground. With softwood lumber wars looming and a new Liberal government in power, the future seems just as uncertain. This book is

essential reading for anyone who wants to understand both the NDP forest policy legacy and the challenges BC will face in the years ahead.

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President Martha Piper (left), collector Victor Shaw and MOA director Ruth Phillips study a few of the rare artworks featured in the 388-piece Shaw Collection. Selected pieces from the world-class collection of Asian antiquities, recently donated by Shaw to the museum, are currently on view at the Museum of Anthropology until Dec. 31. Don Wells photo

Priceless Chinese art finds permanent home at MOA

Treasures span close to 7,000 years of Chinese history

by Michelle Cook staff writer

THE MUSEUM OF ANTHROPOLOGY (MOA) is now home to a world-class collection of Chinese antiquities thanks to the generous donation of prominent collector Victor Shaw.

A delicate jade bird carved from a single piece of stone, a writhing dragon pendant and ancient funeral jars fired in brilliant jewel-coloured glazes are just a few of the artifacts in the 388-piece Shaw Collection.

The gift contains jade, gold, bronze and ceramic pieces dating from the Neolithic Age and spanning almost 7,000 years of Chinese history.

"The hundreds of treasures that Mr. Shaw has assembled are a val-

uable teaching and research resource that will attract China scholars from around the world," says UBC President Martha Piper.

"As the museum undertakes its expansion and renovation, the collection represents our commitment to building a prominence in the study of Asian arts and culture. It will also form a firm foundation for the university's planned Research Centre for Asian Art."

UBC's new acquisition is considered unequalled in North America for both artistic and cultural reasons. The pieces — human and animal figurines, jewelry, household objects, and burial vessels — were central to many historical and pre-historical periods of China, making

them a dynamic resource for deepening the understanding of Chinese civilization.

Shaw, originally from Hong Kong, is a lifelong collector of Chinese art who now resides in Vancouver with his family.

He had considered donating his collection to museums in the U.S. and Britain before choosing UBC to house his priceless and unique collection of artifacts.

A portion of the Shaw Collection is currently on display at MOA. The 75-piece exhibit, entitled "A Connoisseur's Collection: Chinese Ceramics from the Victor Shaw Donation," runs through Dec. 31.

Museum hours in the summer are daily 10 a.m. to 5 p.m., and to 9 p.m. on Tuesdays. Admission is free Tuesdays from 5 to 9 p.m.

Partnership saves school costs, researcher finds

Abbotsford school built for 10 per cent less

CANADA HAS FEW public dollars for the pressing need to build more schools. Now, a promising option has emerged according to a UBC researcher. A public-private partnership (P3) has built a school in Abbotsford at savings of slightly more than 10 per cent compared to conventional procurement methods.

"Since 1991, a total of \$4 billion was spent on school construction in B.C. alone and this P3 project proves schools can be built at lower cost, freeing public dollars for other uses," says Education Prof. Daniel Brown.

With three UBC Education graduate students — Katherine Babiak, Brenda Ball and Glen Overgaard — he conducted interviews and analyzed the finances in an inquiry funded by the Society for the Advancement of Excellence in Education, a research organization based in Kelowna, B.C.

The elementary school for 250 students in the Auguston housing development opened its doors last September. Major partners in the initiative were the B.C. Ministry of Finance, Abbotsford School Board, Beautiworld Development Corp. and the project managers, Field & Marten Associates.

In a P3 relationship, private and public sectors share the responsibilities, rewards and risks for the success of a project. In this case, the real estate developer, concerned with slumping sales in the development, provided a catalyst of \$500,000.

The school was built to ministry specifications, took only 12 months to complete and provides enhanced facilities for neighbourhood use.

For Brown, the novel experiment provided an opportunity to determine which elements enhanced success and how difficulties can be avoided in the future.

High legal costs for the lease agreement originally planned resulted in the purchase of the school by the ministry. According to all parties, the most significant downside was the extra time taken to meet with various partners. However, educators and community members were pleased with the enhanced facilities, including a larger library, a built-in daycare and exterior access to washrooms for outdoor sports events.

"The demonstrated efficiency of this successful P3 offers exciting options for building more schools and even for decentralization of construction from ministries to school districts," Brown concludes.



Education Prof. Daniel Brown

Centre to train young cancer researchers

Facility aimed at attracting the best and brightest

GRADUATE STUDENTS and post-doctoral fellows interested in prostate cancer research now have greater opportunity, thanks to a three-year \$600,000 grant for a new training and education centre.

Awarded by the Canadian Prostate Cancer Research Initiative, the grant will help create a comprehensive training program at the Prostate Centre at Vancouver General Hospital (VGH). It will be one of only two such centres in Canada.

"This funding is a testament to the excellence of prostate research in B.C.," says dean of Medicine Dr. John Cairns. "Our young researchers will benefit enormously from the opportunity of working with world-class investigators."

Over the next three years, the centre will train five clinical research fellows, three post-doctoral fellows, three graduate students and will provide funding for four medical student summer fellow-

ships. Funding for the new centre will be matched by various sources and by the Vancouver Hospital and Health Sciences Centre, creating a total of \$1.2 million in support.

"Many of our best and brightest move to the U.S. because of the perceived superiority of facilities there," says Martin Gleave, a professor of Surgery who will co-direct the new training centre with Dr. Michael Cox, an assistant professor of Surgery. "This centre is a significant step in encouraging scientists to develop their education and careers in Canada."

About 17,000 new cases of prostate cancer are diagnosed in Canada annually, making it the most frequently diagnosed cancer in Canadian men and the second leading cause of male cancer death after lung cancer.

The Prostate Centre at VGH investigates new procedures and technologies aimed at prevention, diagnosis, treatment and education.

MORE INFORMATION
www.prostatecentre.com

Residence builds international links

Joint undergraduate program will accommodate 175 students from leading Mexican university

by Hilary Thomson staff writer

UBC AND TEC DE MONTERREY — Mexico's leading private university — marked the establishment of a joint undergraduate academic program and student residence at a recent groundbreaking ceremony.

"We have enjoyed a mutually beneficial relationship of academic and intellectual co-operation with Tec de Monterrey for some years," says UBC President Martha Piper. "This new residence symbolizes the sustainability of our partnership."

"One of the areas that really attracts us to British Columbia is the relationship it has with the Pacific Rim countries," says Raphael Rangel, president of Tec de Monterrey,

formerly known as the Monterrey Institute of Technology (ITESM). "That and NAFTA make it very important for us to be here."

Increasing numbers of international students and building international scholarship and research, especially with Pacific Rim countries, are key goals of *Trek 2000*, the university's vision document.

Planning, design and location of the residence is under way.

Starting this September, 40-50 Tec students in their third and fourth years of study will be coming to campus.

Staying in existing campus accommodation, students will be able to take a range of regular credit courses. Curriculum will be based

TREK 2000

in the faculties of Agricultural Sciences, Arts and Commerce and Business Administration.

The program is expected to be fully operational by 2003-04 with the planned residence, called Tec de Monterrey-UBC House, expected to accommodate 175 students. Tec de Monterrey students will not be restricted to staying in the house and will be encouraged to stay in any UBC residence.

Funding for the academic program will come from tuition fees and both universities will share the cost of residence construction.

UBC signed its initial letter of intent with the Mexican university in 1996. Other successful collaborative programs include an award-winning distance education and technology post-graduate certificate.