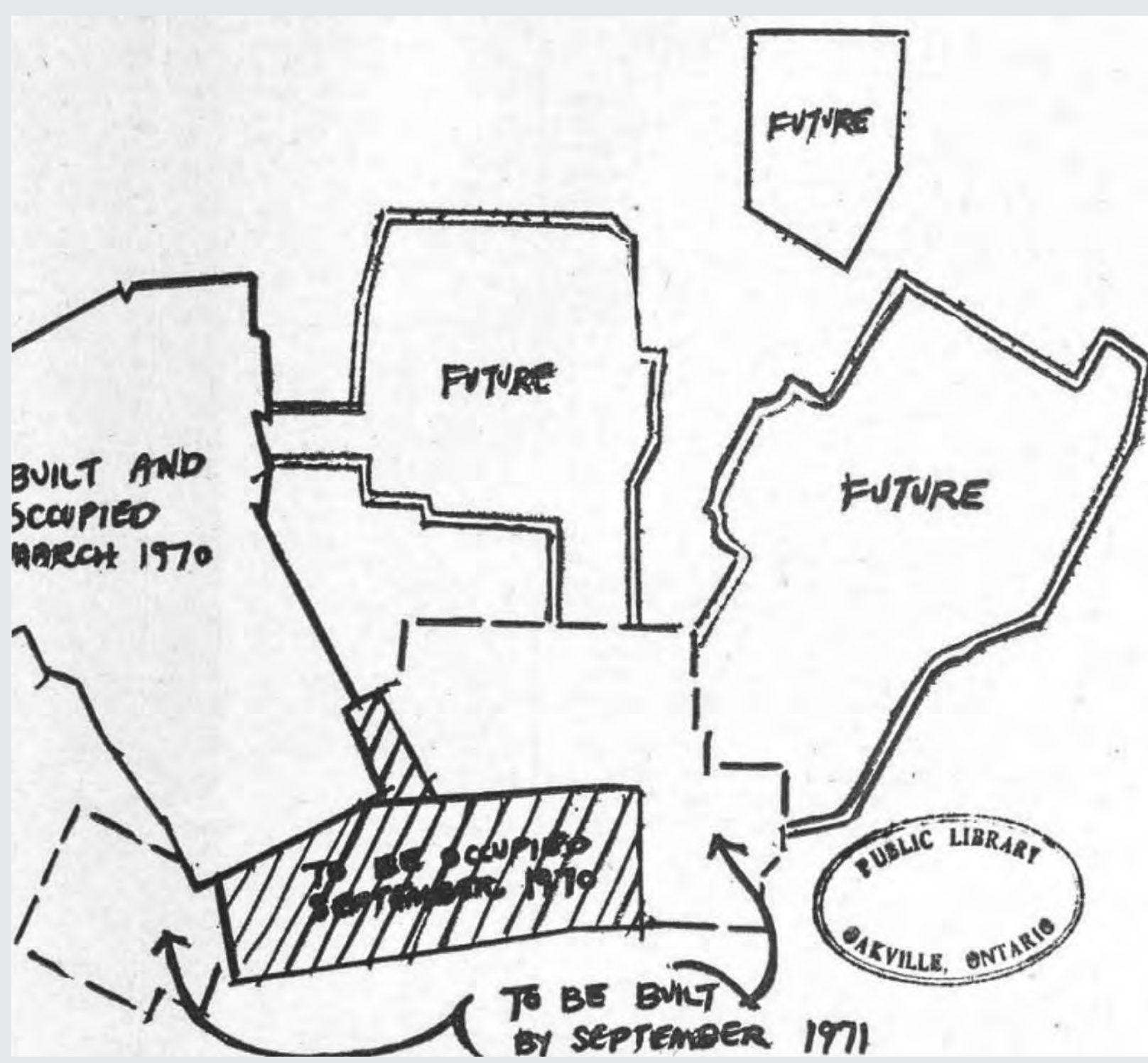


# 1970-1972

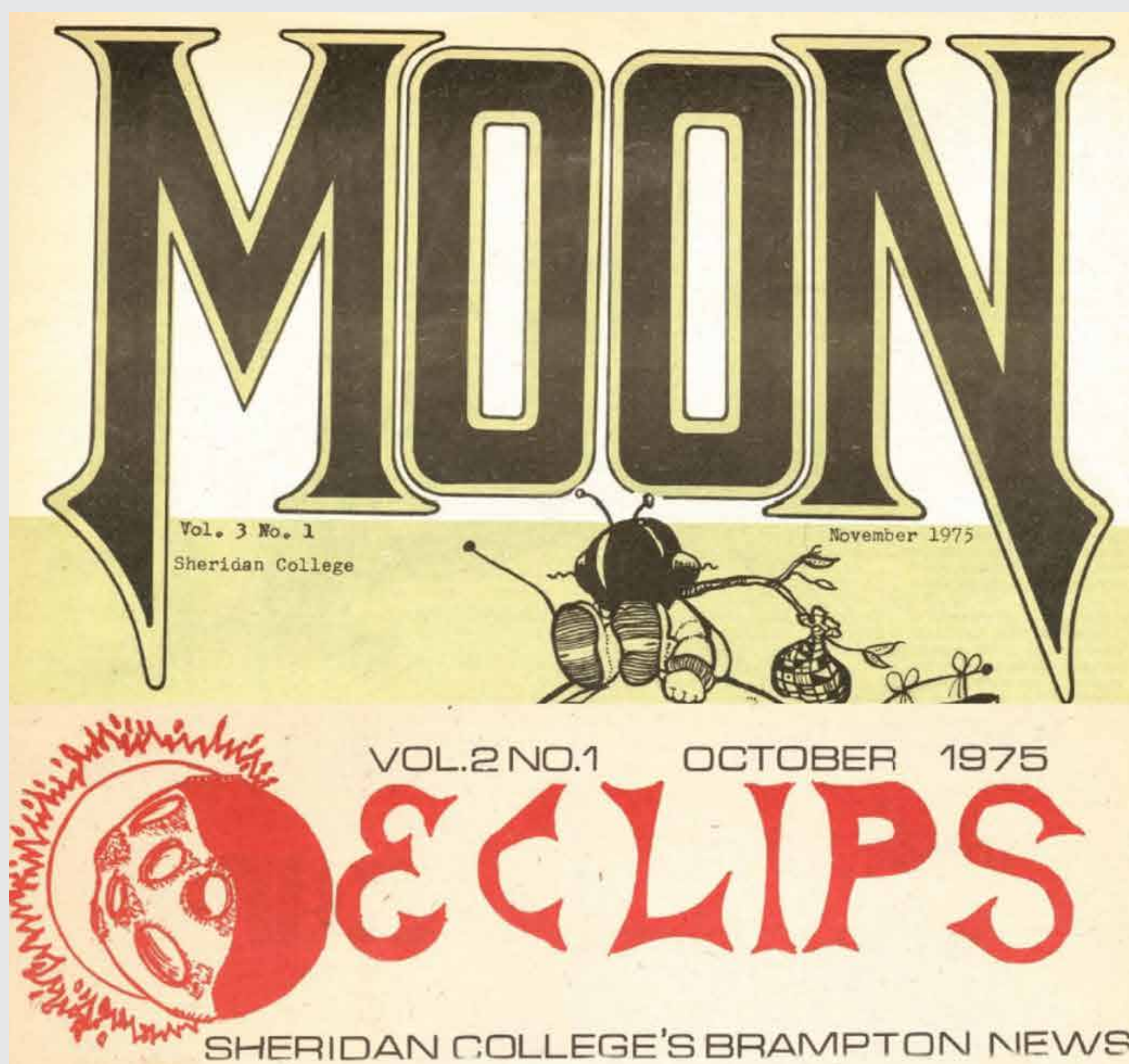
## Proving its Worth, 1970-1978

With its presence firmly established in Oakville, Sheridan College stood ready to expand and evolve in the early 1970s. President Porter and the Board of Governors believed that for the college system to survive the schools had to continuously prove their worth and become "intellectual service centres" for people of all ages and backgrounds. To meet this objective, the faculty at Sheridan experimented with a wide array of educational practices and developed new programs, while the administration tried to embed the college ever more tightly in the community. According to President Porter, the "creative initiative" that had guided faculty and staff at Sheridan from the start, continued to shape the school's development. Faculty member Robert McManus agreed. He characterized Sheridan in the early 1970s as a place of "enthusiastic confusion" as he and his peers continued to invent the college. "That invention was often intuitive rather than informed, and as with most inventions, we had a lot of trial and error."



## 1970-1972:

The Wire (Oakville) and Undercurrent (Brampton) offered alternative student newspapers to those who thought the Sun was in the "pocket of the administration." The papers published a steady stream of student annoyance over the parking situation at Trafalgar, the constant construction, the lack of a campus gym at Oakville, overcrowding, mandatory attendance and non-program specific courses. Despite these complaints, many students continued to praise their specific programs. In future years, students created additional alternative newspapers, including The Hologram, The Moon, 'A' and Eclips.



## September 1971:

Sheridan embarked on its first partnership with a university. Together, Sheridan and Erindale College (now University of Toronto Mississauga) offered an Arts Education Program that mixed studio courses with more theoretical art courses. Almost five decades later, the program still exists in the form of the joint Art and Art History degree.

## October 1971:

Sheridan's Educational Policy Committee completed its first review of the college's teaching practices and philosophies. Its report insisted that Sheridan offer more practical learning experiences, establish concrete objectives for every course, experiment with new teaching techniques and give the students greater control over their own learning process. Supported first by the Educational Services Department and then the Centre for Instructional Development, in the years that followed Sheridan faculty experimented with new audio-tutorial techniques, small group activities, self-directed learning modules, T.V. mini-courses, independent research projects, sound filmstrips, resource centres and much more.

## January 1972:

The winter term of 1972 brought the birth of Sheridan's mobile arts and crafts trailer (47-feet long, 10-feet wide) under the Continuing Education and Community Services department. For years, the trailer visited the towns and elementary schools of the Peel and Halton region to offer children and adults courses on pottery, ceramics, weaving, fashion design and a wide array of other arts and crafts.

"[Through the trailer] people get the idea that the College can work with them to create any sort of program that the community seems to need."

H.E. Bud Thomas, Sheridan Intercom | 1976



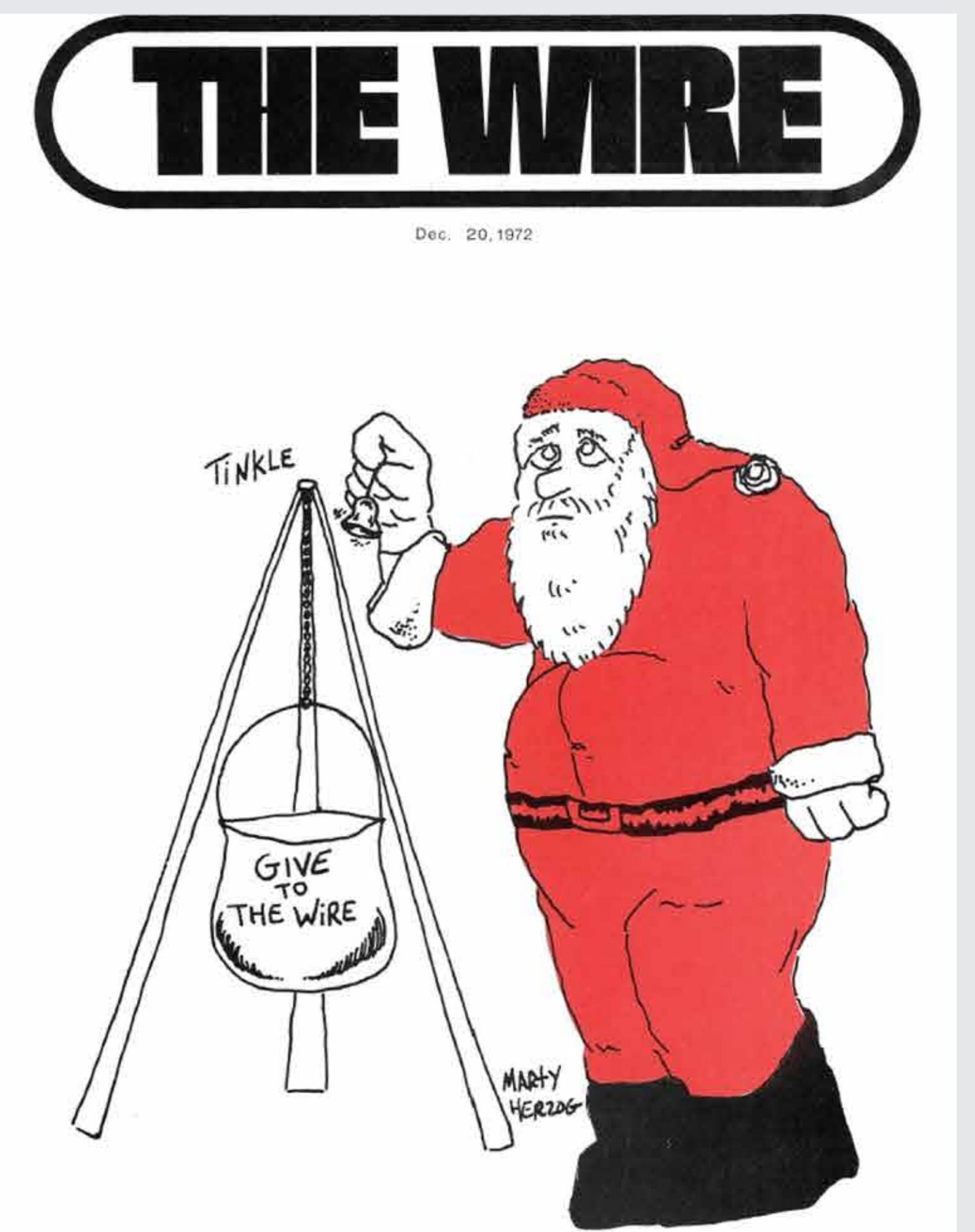
Sheridan's Brampton Campus, 1970

"Images will always be in a state of change and it is suggested that the most important image of Sheridan is that which is held by our past, present and future student bodies."

Education Policy and Philosophy at Sheridan College | November 10, 1972.

"Sheridan students, however, because of certain of the courses available here, might have an easier go of it than the students of other colleges and universities. What I mean is that Sheridan is training many people for entry into jobs where individuality, creativeness and a free-thinking lifestyle are essential ingredients of the job...And consider some of the teachers teaching courses here at Sheridan. No conformity here. Indeed, it's difficult at times to distinguish the students from the teachers."

The Wire | 4 February 1971

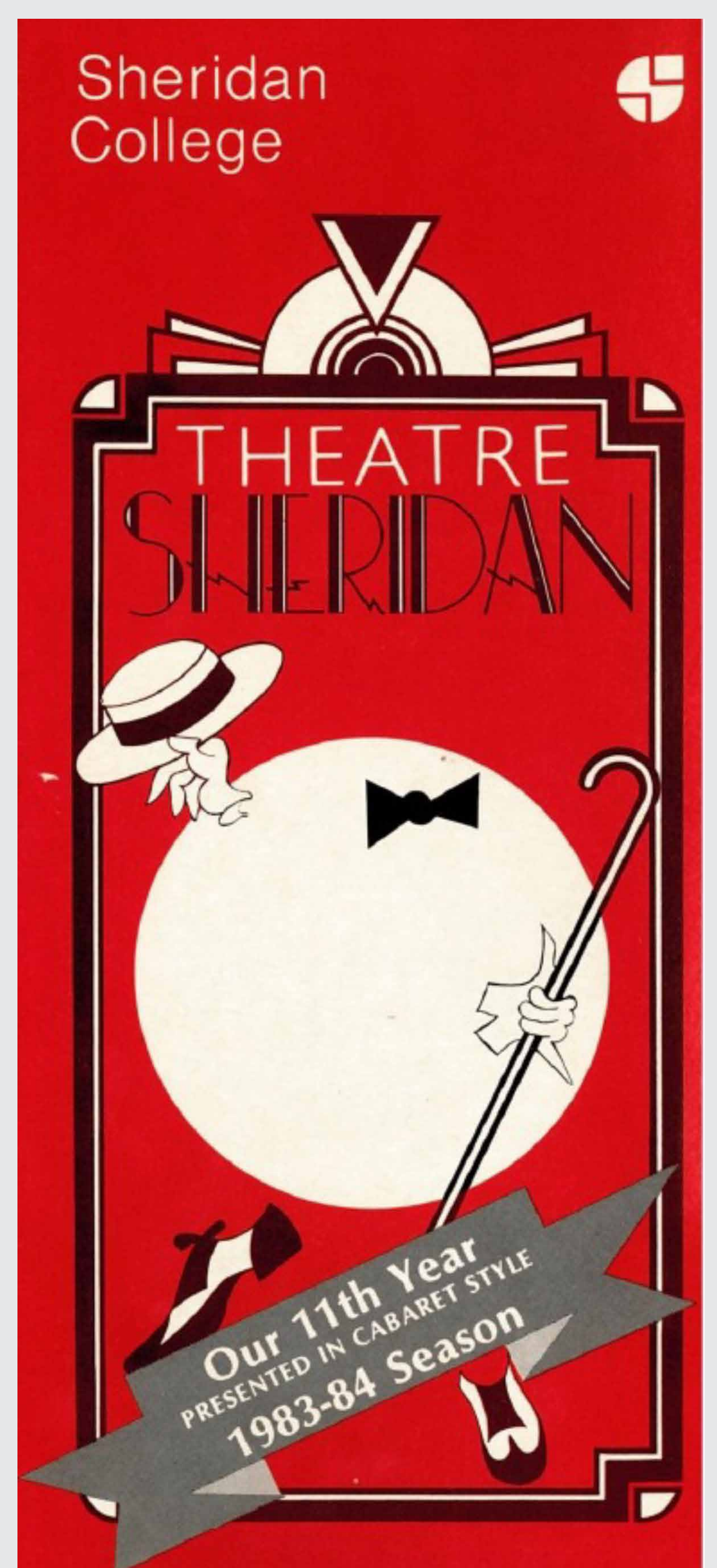


"It is stimulating to be one of the few educational institutions (as compared to elementary and secondary schools and universities) that is able to experiment, evaluate and implement new and dynamic teaching methods which will not only bring about economies, but will, hopefully, improve the quality of learning."

The Multi-Year Plan of Sheridan College of Applied Arts and Technology | December 1971

## 1972-1973:

In the fall, Radio Sheridan started to broadcast to the Sheridan community and work began on the very first production of Theatre Sheridan.





# 1972-1974

“If you have never been, we suggest you take a trip to the Oakville campus and see what they are doing with your tax money. It is fantastic.”

Acton Free Press | 17 May 1972.



“This year is different, more students, more buildings, more ‘flexibility’ (confusion). But it’s not necessarily better. Success is great, but let’s not allow that to ruin us. We have more students here now than we have managed to graduate in six years. [If the school suffers because of this] whatever reputation we have earned in the past thanks to our students will be negated...We are bigger because we are better. But can we maintain our good work now that we are bigger?”

Anonymous, The Wire | October 1972.



Sheridan's new logo in 1973. The concept was based on the inter-relationship of Sheridan's three basic elements: 1. Student 2. Teacher 3. Environment (College Facilities).

## September 1, 1973:

Sheridan took over responsibility for the Credit Valley School of Nursing, which first opened in 1965.



“We will bring together experts with a wide range of specializations, scientists, artists, futurists, technologists, designers, educators, social scientists and researchers in the creative process. The environment will be one of self-discovery and interaction.”

Creativity and the Future Advertisement | 1974

## June 1974:

In cooperation with York University, Sheridan hosted the workshop section of the first ever Arctic Women's Workshop, which brought 85 Inuit women into the College's studios. A few months later, the Heavy Equipment School in Milton designed and implemented a hands-on education program for a group of Inuit from the Northwest Territories who spoke little to no English. A few years later, Sheridan invited the Inuk artist Pudlo Pudlat to work at the School of Craft and Design.

## Summer 1974:

Sheridan held its first Summer School and Festival of the Arts, which put student work on display and tried to engage the broader community in arts and crafts.

## 1974:

At the International Animation Festival in New York, Sheridan students displayed several films, and won several awards, including Gerry Brown's first place finish for the film Intermission. The festival awarded Sheridan a special Certificate of Merit for the high general quality of the work produced by its students.

## January 1973:

Sheridan's Computer Systems division functioned as a one-person, one-computer department. Eventually it would become the College's central nervous system.

## Fall 1973:

A brand new residence opened for the School of Design at Lorne Park. The new facility made waves at the time because of its co-ed floors and washrooms. By this point, the School of Design had 135 students and 17 instructors.



## September 1972:

The Applied Arts Wing opened at Trafalgar, home to the School of Applied and Liberal Studies. At this point, Sheridan had 2,670 full-time students, 200 teachers, 65-plus programs, and over 10,000 Continuing Education students. Full-time students paid a tuition fee of \$150 and a \$35 activity fee. While the new wing alleviated some of the pressures caused by Sheridan's growing population, students continued to express concern about overcrowded conditions.



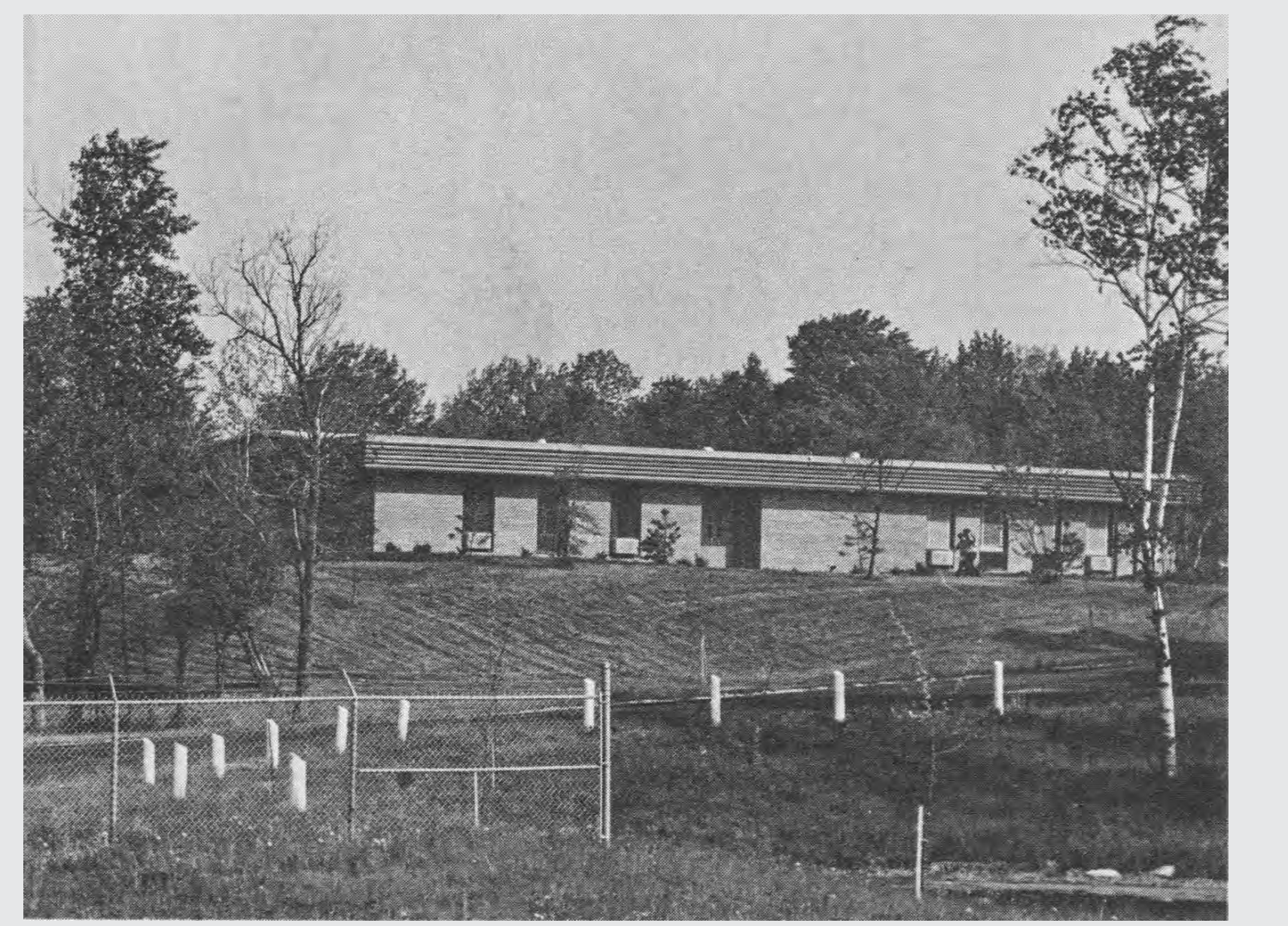
## Fall 1972:

A Women's Committee formed in the College with the goal of enhancing the position of women in the college. The committee developed several women's studies courses and started a well-attended lecture series. In September 1973, the committee held the In-Sight Conference at Sheridan, which brought 1,100 women to the College to discuss the issues facing Ontario's women. Sheridan quickly became known as a provincial leader in women's studies.



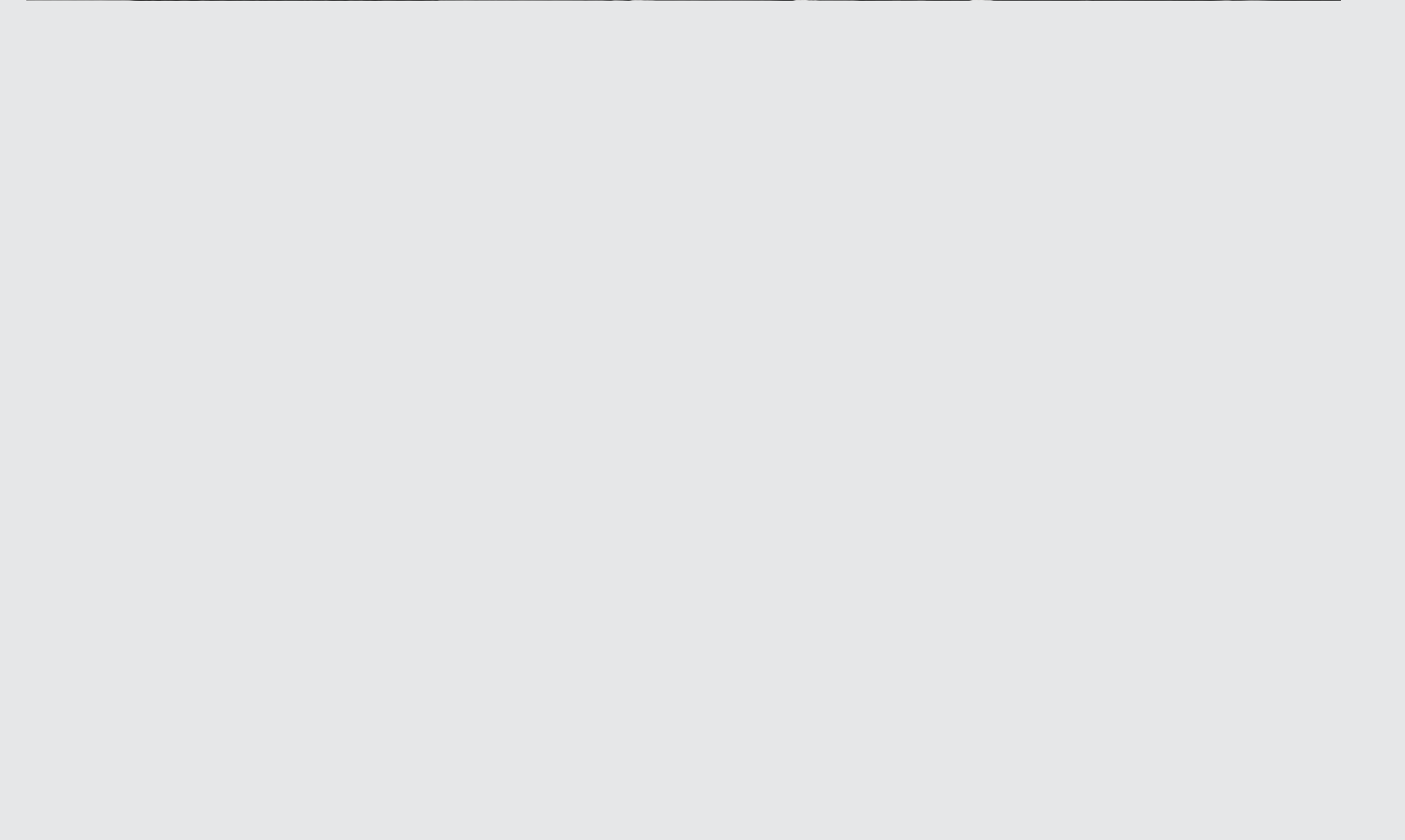
## Spring and Summer 1974:

In a flurry of activity, Sheridan opened new campuses in Burlington (though the college had a presence in the community since 1972), Mississauga (the Port Street Campus) and Port Credit (where you could sign up for a 10-week sailing course). By 1975, Sheridan was running these three campuses, along with Oakville, Brampton, Lorne Park, Credit Valley, Milton and Oakville South.



## March 1974:

From the beginning, creativity had been an important and acknowledged part of Sheridan's DNA. In the 1970s, faculty and the administration took steps to explore the concept more thoroughly and in the spring of 1974 held a "Creativity and the Future" conference.





# 1975-1977

## January 1975:

In a landmark moment in Sheridan's history, the work of the Women's Committee led to the creation of the Centre for Women at Trafalgar. The Centre acted as a resource for students, staff, faculty and the wider community and a safe space where women could organize and coordinate. It hosted events, put on the Herizon lecture series, started to publish the Women's News, which soon had 4,500 subscribers, and initiated a formal Status of Women at Sheridan report, the first community college to do so.

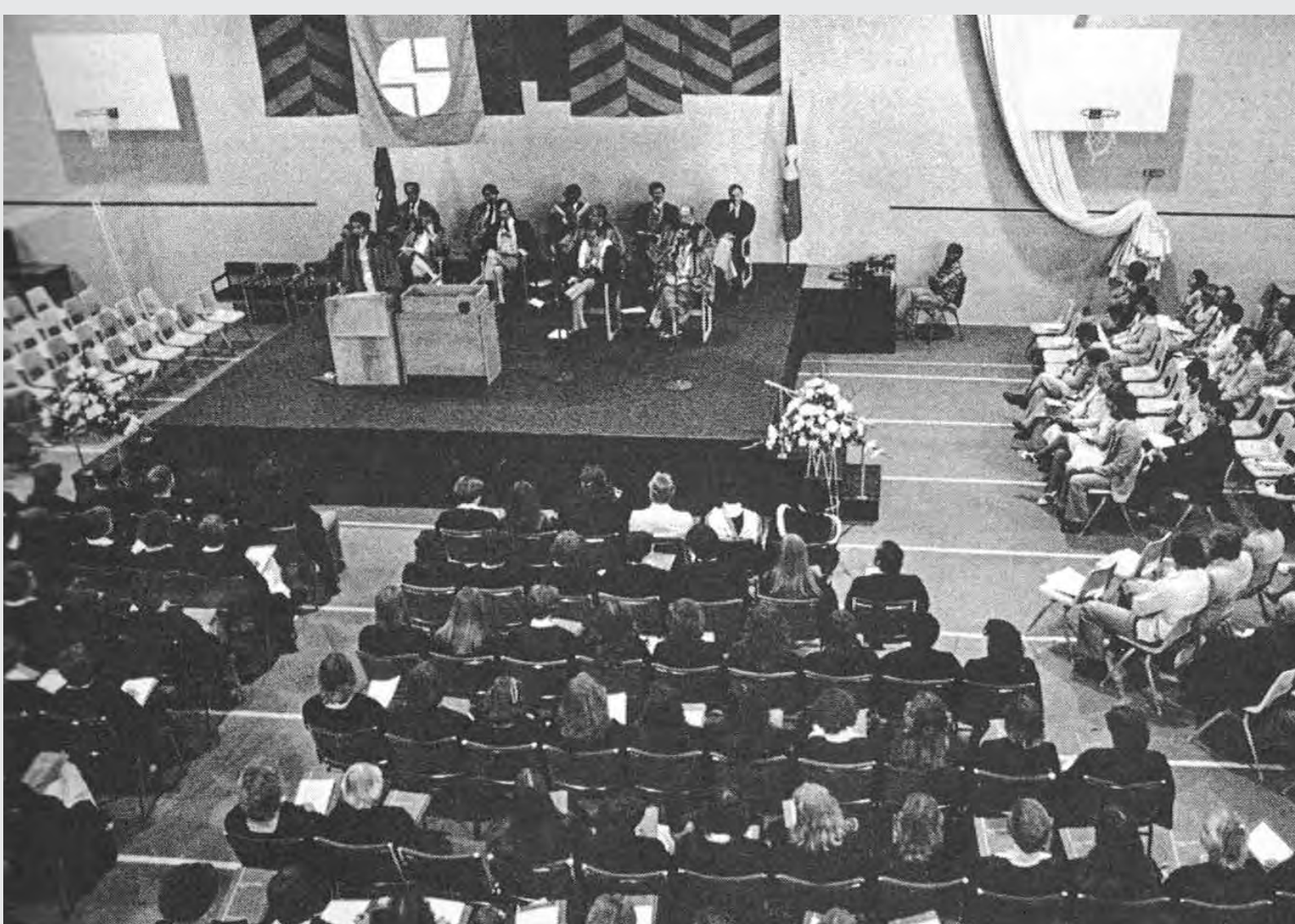


“Sheridan’s Centre for Women is unique in that it is the first of its kind to serve both the needs of the College and the community... The Centre is designed as a resource, referral and personal development area for women of all ages, backgrounds and occupations, in the community as well as in the College. It’s a place to be with other women, a place for counselling referral and support and a place to share skills and experience. One of the main objectives of the Centre is to tap the woman power resource, that may be latent in Peel and Halton communities, in schools, at work and in the home. The Centre makes available courses in self-awareness and self-discovery for community women at all the Sheridan campuses...Sheridan is already acknowledged as a leader in the area of women’s studies.”

Report on the Centre for Women | February 1977

## March 1975:

The annual graduate placement reports published by Sheridan represented a key part of Sheridan's strategy to prove its worth. In March 1975, the Student Services Department determined that an impressive 96.5% of all Sheridan graduates had found employment.



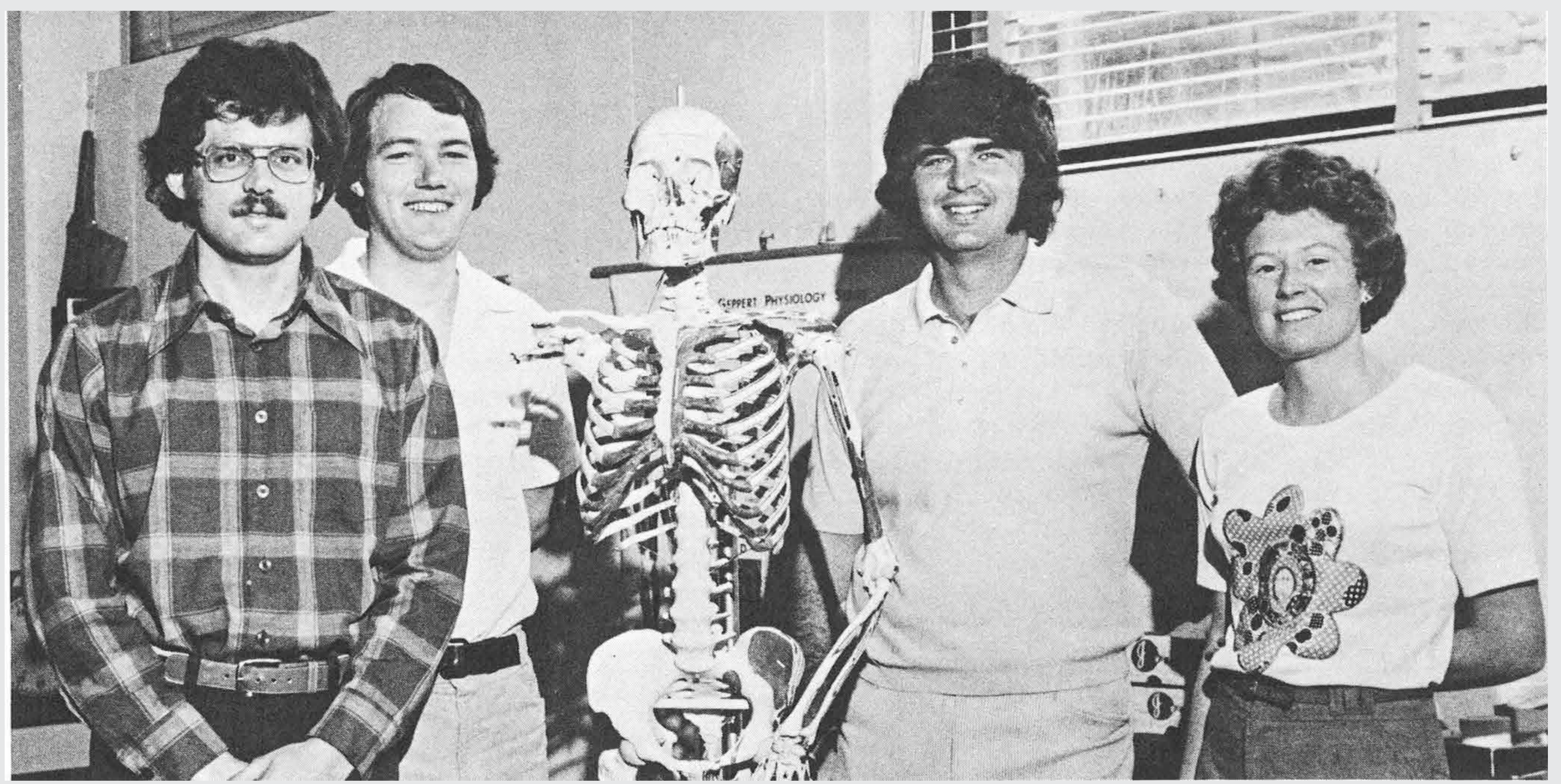
## May 1975:

Based on Sheridan's rapid enrollment growth, which reached 4,000 full-time students by 1975, the provincial government gave Sheridan permission to construct a 30,000-square foot multipurpose building at Oakville. Trafalgar's D-Wing opened in time for graduation in 1975 and held the Registrar's Office, Student Services and Sheridan Hall.



## Summer 1976:

Sheridan's Athletic Training and Management Division, the first program of its kind in Canada, was asked to participate in the 1976 Montreal Summer Olympics. The program's faculty and students would work in many of the Olympics that followed.



## January 1977:

After construction began in April 1975, Brampton Campus finally opened in 1977, offering programs in the Visual Arts, Technology, Applied Arts, Business and Secretarial Studies. A year and a half later, the old Church Street Brampton High School site was torn down to make way for houses.

## April 1977:

Sheridan held Springboard '77 – the first public display of graphic design, illustration, animation and fashion design work at the Toronto Dominion Centre. The quality of the student work surprised and impressed many observers and Springboard became an annual event.

## Spring 1977:

Faculty member Steve Rauchman started Portico, a monthly magazine to showcase student work, especially writing, animation and photography. Students and community members could pick up a copy for 25 cents.

## September 1977:

Sheridan reached 4,131 full-time students. Tuition rose to \$325 a year, with a \$30 fee for recreation and student activities.

“It was almost deliciously shocking the kind of talent that Sheridan has housed out there...I think the animation coming out of Sheridan is some of the best in the world.”

Elwy Yost, TVO Host, Saturday Night at the Movies | 1977

By its 10th anniversary in 1977, Sheridan had graduated 7,500 students. The College's students and programs were gaining national and international acclaim. Sheridan's surrounding community continued to be incredibly supportive and the College's footprint steadily grew. Trying times, however, were ahead.



“A year has passed since I rode a rattling bus up McLaughlin Road to Sheridan Brampton, praying that no cattle would stumble along our path, for no one wants to be late on their first day.”

Heather Smith, Eclips | October 1979

