

1978-1979

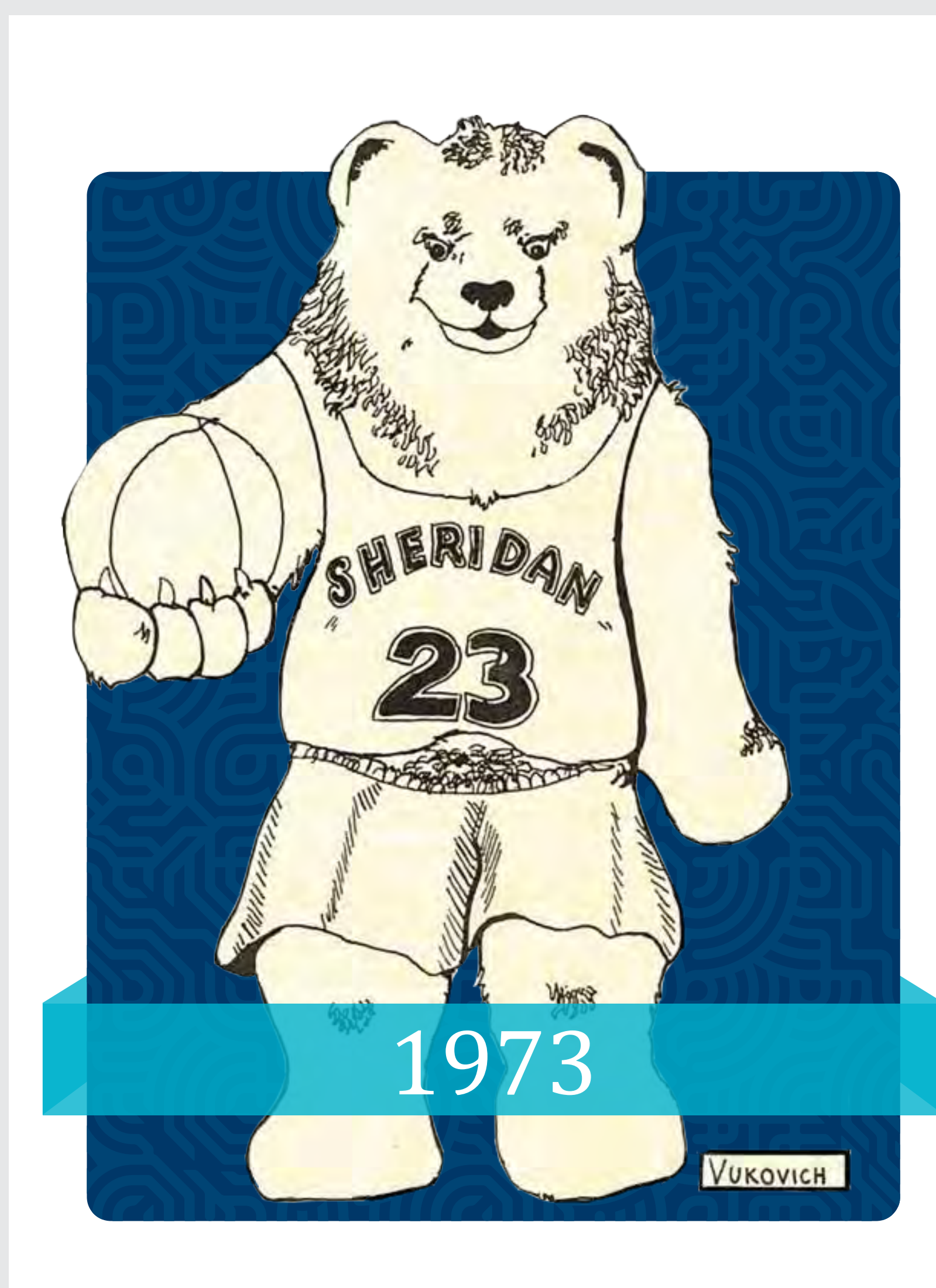
Challenges and Creative Answers, 1978-1981

Upon his retirement in 1981, President Porter was asked what the toughest period had been in Sheridan's first 14 years. Without hesitation, he pointed to the years between 1978 and 1981.

Since the provincial government's institution of a capital spending freeze in 1972, Sheridan had faced growing budgetary constraints. These issues only grew worse in the late 1970s, when the world entered a global economic recession, which led to high interest rates and inflation, increased unemployment and poor economic productivity throughout Canada. With a slow job growth rate in most fields, worries grew that college enrolment would decline. Sheridan faced these challenges by developing new programs, expanding into new areas and embracing creativity more than ever before.

“No matter how well the colleges do in competition with the universities or one another, they are all competing for a declining market, so that an increase of the market share by one has to be offset by a decline in another – presumably the colleges with the greatest skill in gauging the needs and interests of young people, and the flexibility to develop new programs to meet them, should have the advantage.”

Dean D.E. Hamilton | 1978



Fall 1978:

Sheridan Bruins won their sixth straight Ontario College's Football Championship.



Spring 1978:

Sheridan held a community exhibition to showcase the brand new microcomputers it had just purchased. The college accepted that the technology would change the world and wanted to capitalize on its potential. By 1980, the college had a lab of 30 microprocessors.

“Sheridan College could become the centre for this new wave of technology that is revolutionizing the worlds of business, industry and education.”

Sheridan Focus | May 1978

1978-1979:

Sheridan's animation program continued to gain acclaim. In 1978, five 3rd year animation students (David Carson, Dianne Ferry, Rob Hutton, Norm Roen and Peter Worona) captured the top prize in the student category at the 14th Chicago International Film Festival for their film *Little Miss Muffet*. That summer, Sheridan opened its International Summer School of Animation, which allowed students from around the world to spend three months every summer working on their diploma. Sheridan's students became much sought-after commodities. As Mark Simon later recalled,

“Hanna-Barbera hired virtually the entire graduating class of 1979... It was the beginning of the Canadian invasion in California.”

Sheridan Animation History

“Sheridan College has an obligation to the business communities in Peel and Halton to ensure that no company and no employee suffers from inadequate training. Education is our business and we are pretty good at it.”

Training and Leadership Development Division | 1979

February 1979:

Ollen Urquhart and five other students formed Sheridan's first multicultural club.

Summer 1979:

Sheridan opened Enercon at its Brampton Campus, a solar-powered education centre designed, drafted and even partially built by Sheridan students.

September 1979:

While some colleges experienced a decline in enrolment in the late 1970s, in 1979 Sheridan enjoyed an enrolment increase of 10%, the largest in its history. The largest growth area was the School of Visual Arts, with additional enrolment in Animation, Art Fundamentals, Bookbinding (paper making part of the Bookbinding program), and the Art and Art History programs.

November 1979:

On November 10, a 106-car Canadian Pacific freight train carrying chemicals and explosives derailed near the intersection of Mavis Road and Dundas Street in Mississauga, Ontario. The accident led to the evacuation of 200,000 people, 1,100 of which ended up at Sheridan's Brampton and Oakville campuses. College staff, faculty and students earned praise for the assistance they rendered.

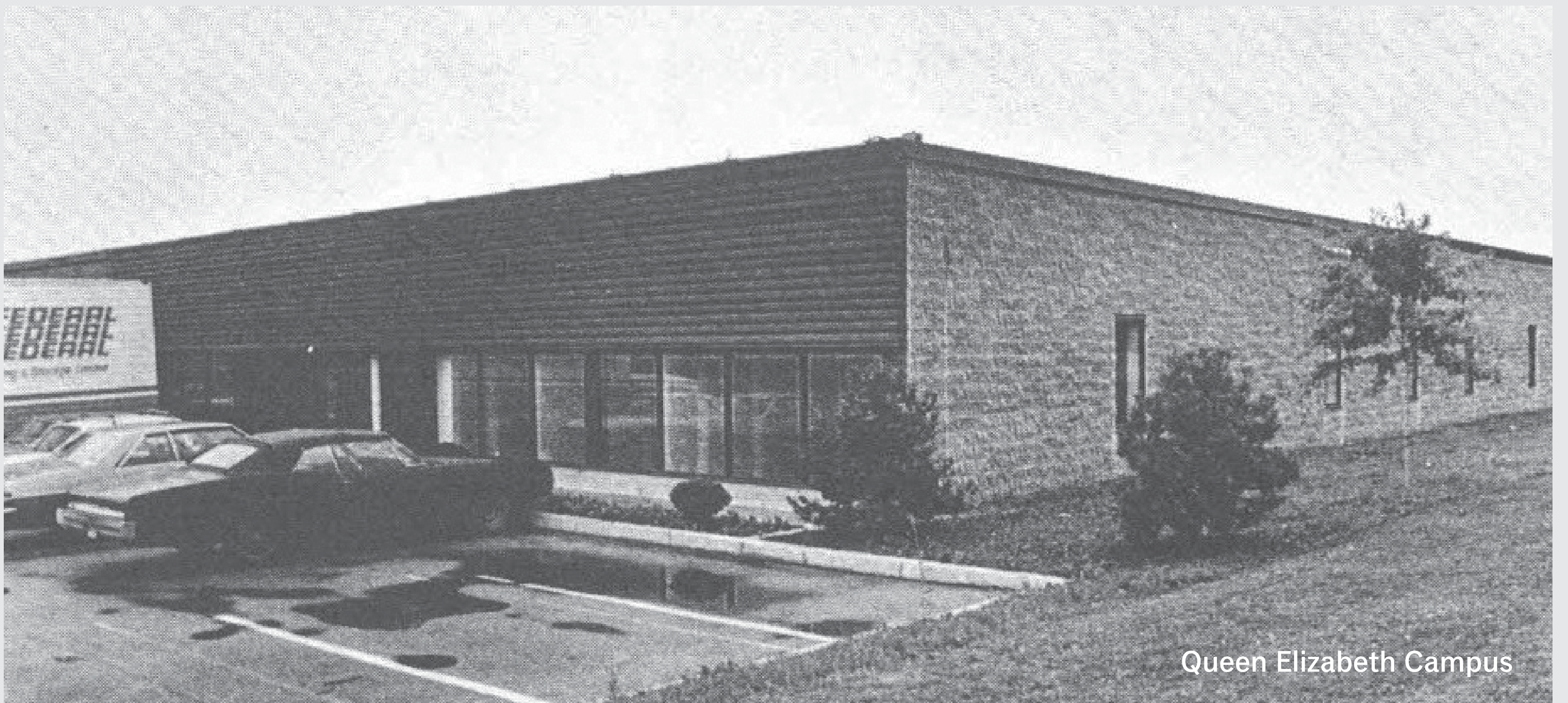


October 1979:

The Queen Elizabeth Campus opened, Sheridan's response to the Ontario government's sponsorship of new re-training programs. A few months later, Oakville South closed its doors. In 1979 and 1980, more than 40,000 Halton and Peel residents took advantage of 500 continuing education courses offered by Sheridan.

December 1979:

Students in the Home Appliance Service Technician at the Brampton Campus decided to put their skills to good use in the community, starting a new program repairing stoves, washers and dryers for newly arrived Vietnamese refugees.



Queen Elizabeth Campus

1980-1981

“Many adults have had the creativity socialized right out of them. It’s like muscular power. You either use it or lose it...Creative behaviour is the source of all change in society. It’s the way society evolves. And one of the most important components is showing the validity of all possible ideas...respecting diversity. There’s so much emphasis on stress management these days. But if we were more creative, we’d be more effective and innovative people, and we wouldn’t be under so much stress... Creativity leads to new forms of organization and knowledge. We can do this through the development of new and innovative techniques for encouraging both analytical, rational and local problem solving, together with intuitive, holistic, imagery-based creative behaviour.”

Robin King, Director of Sheridan's Centre for Creativity Studies | 1981

September 1980:

After months of planning by its director, Robin King, the Centre for Creativity Studies opened in time for fall term 1980. The centre encouraged staff, faculty and students to exchange models for creative problem solving and provided technical help and encouragement to faculty that wanted to integrate creative studies techniques into their courses. In April 1981, the centre held Sheridan's first Creativity Festival, which aimed to promote creative thought.

November 2, 1980:

William Davis, now the Premier of Ontario, attended the official opening of “Phase II” at Brampton – a 35,000 square foot wing housing classroom space, studios, faculty offices and a language development Centre. While students welcomed the extra space, they continued to complain about inadequate parking, the lack of a coffee shop and the fact the whole campus shut down after 5 p.m.

1980-1981:

As it planned for the 1980s, Sheridan anticipated that new opportunities in high technology would arise – even in the midst of a global recession. In September 1980, the college introduced a new program, Microcomputing Management, which taught students how to design record keeping and accounting systems – the first program of its kind in North America. The next year, Sheridan launched its Computer Animation program.



Fall 1980:

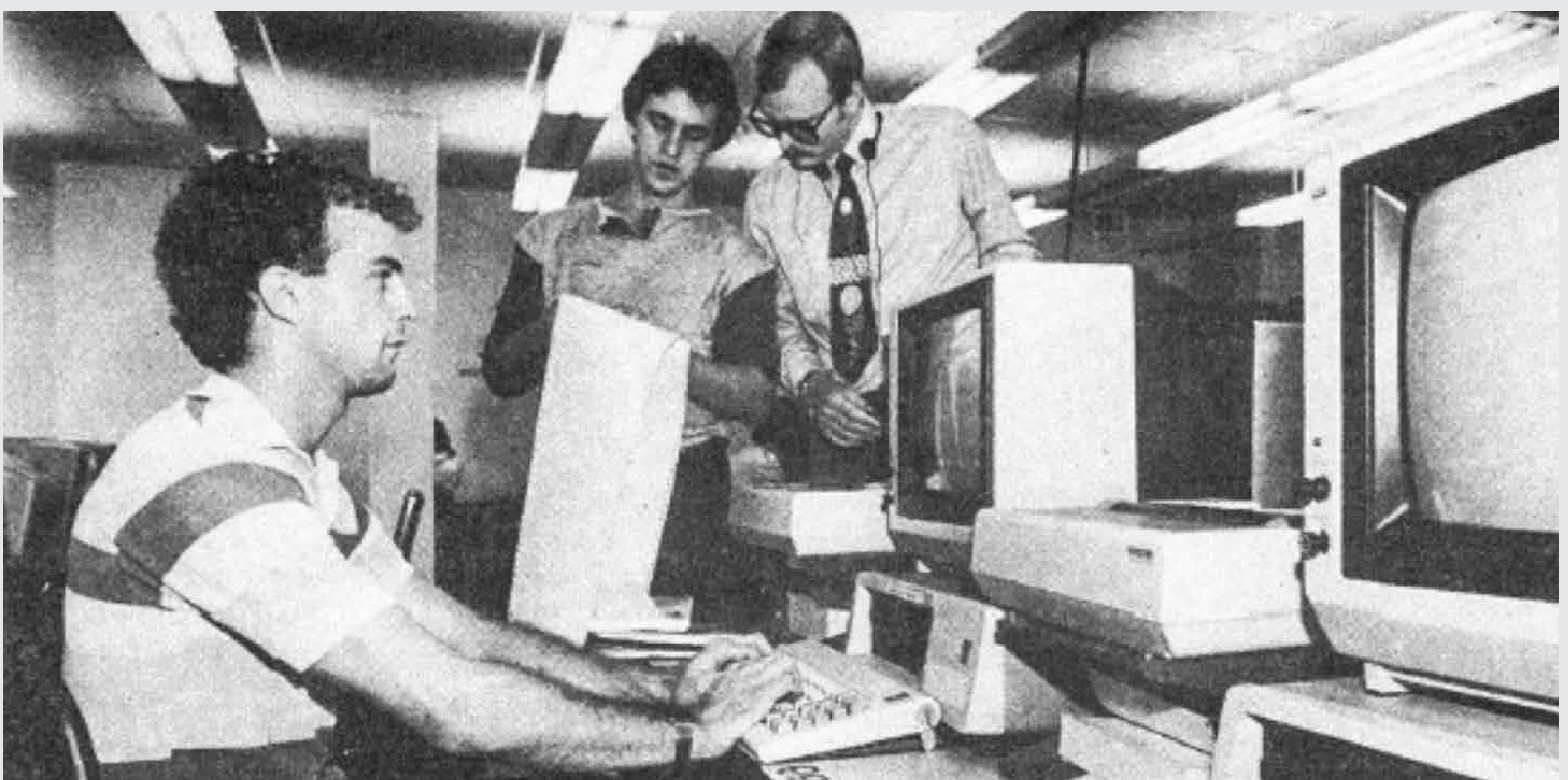
Sheridan put on several events to support Terry Fox. Oakville's students raised \$800, while the Queen Elizabeth Campus held a hay ride that raised \$2,000. These events culminated in the visit of Terry Fox at Trafalgar.

“So fellow students if you know someone whose life has been boring them and they’re looking for a challenge, tell them to forget the Armed Forces, and for a real challenge, try to find a parking space at 8:50 a.m. on a Monday morning.”

Paul O'Brien, Eclips, November | 1981

“We were training students for jobs that did not yet exist.”

Robin King, Sheridan Animation History



“The Board is proud of Sheridan’s leadership position in the field of microcomputers and the exciting advances it is making in skill training. It is determined to continue to pursue fields of endeavor which reflect the ever-increasing needs of the province for high technology and high skill personnel. However, it is equally determined to continue and to improve the non-traditional but valid career programs which, as well as meeting valid economic needs, add colour and diversity to the college’s environment.”

Sheridan College of Applied Arts and Technology: Multi-Year Plan | 1981

1981-1982

“There’s going to be a greater need for people who don’t have tunnel vision, who can face change without fear, and think creatively.”

Mike Boam, Dean of the School of General Studies | 1982

June 30, 1981:

The end of an era at Sheridan College with the retirement of President Porter.

Summer 1981:

Seniors' Life Centre opened at Oakville to serve educational and social needs of seniors.

September 1981:

The Women's Centre expanded with a new facility on Brampton Campus. Its director, Wendy Vermeersch, also initiated special programs to encourage women to engage with technology: Introduction to Non-Traditional Occupations, Women in Trades and Technology, Computer Challenge for Women and Focus on Change. That spring, Jene Hong became the first woman to graduate from the Home Appliance Service Technician program, alongside 23 male classmates.



“The computer divisions at the Oakville and Brampton campuses have been extremely supportive in offering programs in cooperation with the Centres for Women that have successfully launched community women into the computer age.”

Status of Women Update | 1984

October 29, 1981:

Hundreds of Sheridan students marched to Gage Park to protest the changes to post-secondary education proposed by Premier Davis, which included funding cuts, increased tuition, fewer faculty and bigger classes.

November 1981:

Don A. Shields took over as President. Shields had been one of the first hires made by Porter in 1967, and had been academic dean for much of Sheridan's existence.

*Here we come justa marchin' down the street
Singing do wa did dee, di dee do did dee do
Stopping the cut backs
As we walk down the street
Singing do wa did dee, di dee do did dee do
You bet we'll fight
Cause the students have the right
Singing do wa did dee, di dee do did dee do
Yes, Mr. Davis, we're really going to fight
Singing do wa did dee, di dee do did dee do*

*We need an education,
It's the taxpayers right
Singing do wa did dee, di dee do did dee do
Education money
Shouldn't be so tight
Singing do wa did dee, di dee do did dee do
What about our children
Don't they have the right?
Singing do wa did dee, di dee do did dee do*

Sheridan Student Protest Song, Eclips, December | 1981

1981-1982:

Sheridan reached 5,737 full-time students. Tuition now stood at \$440, with a recreation and activity fee of \$45. Sheridan could celebrate the opening of the Argus Road Campus in Oakville and the skills training wing at Brampton. At the same time, the year's graduates faced a terrible job market and Sheridan experienced its worst graduate placement rate to date.

“In the past 10 years Sheridan has come of age. What was a new experiment has now become a significant force in education in Ontario. We had new people, new ideas and new facilities sponsored by a government that had more dollars than controls. In the 80s we will see more controls by government...the inertia of the age... We will need imagination, aggressiveness and creativity in the coming years.”

George Farrow, Chairman of Board of Governors | n.d.

“Society changes very fast and it seems to keep changing faster every year. Sheridan must be aware of these changes and stay up to date.”

President Porter