

# the insider

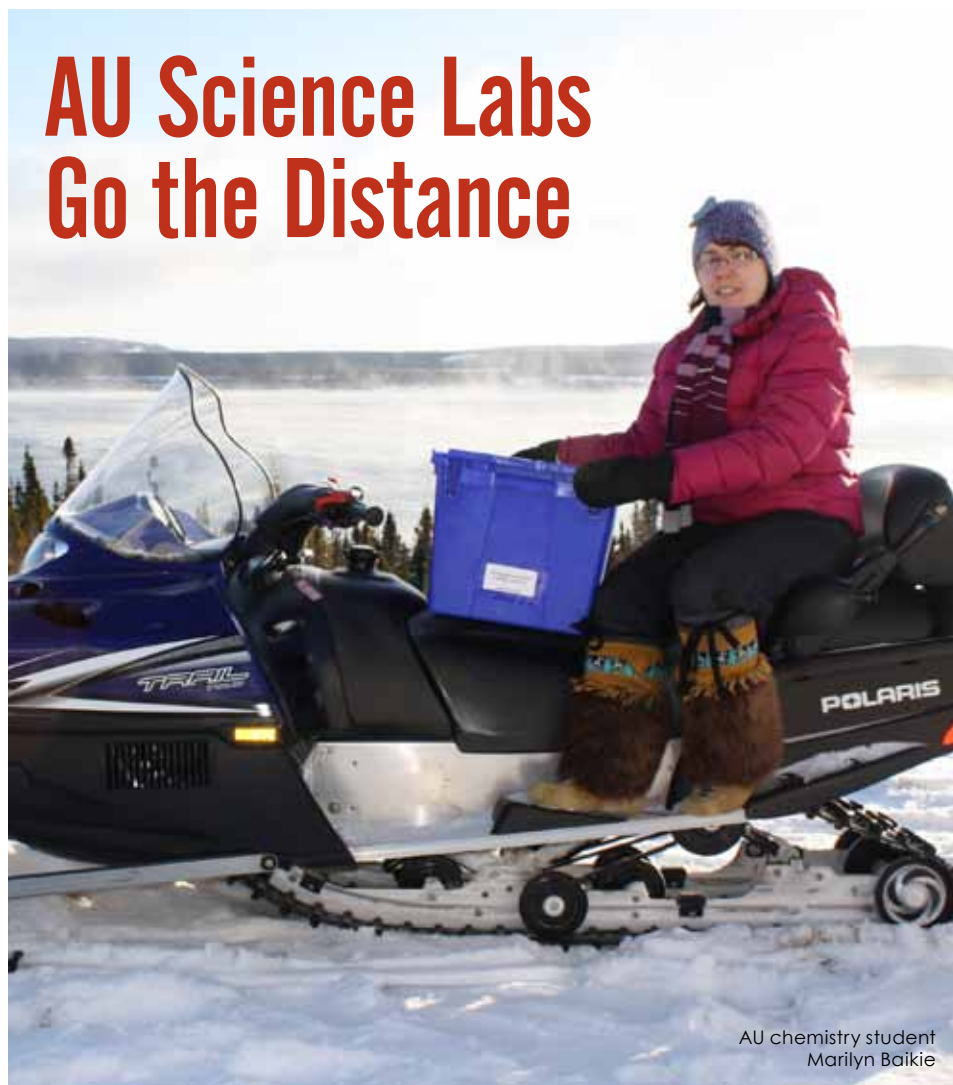
A newsletter published for everyone in the Athabasca University community

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## AU Science Labs Go the Distance



AU chemistry student  
Marilyn Baikie

A GREAT DEAL OF ALMOST ANY SCIENTIFIC STUDY is the hands-on lab component that enables students to experiment, discover, apply and discuss theories and principles in the real world. AU chemistry student Marilyn Baikie received her home study lab kit in **Rigolet**, population 300, the oldest community on Labrador's remote northern coast and the southern-most Inuit community in the world. Learn more about Baikie and her life in Rigolet on [YouTube](#).



Posted on The Landing:  
<https://landing.athabascau.ca>

Athabasca University 

# 2012 Honorary Degrees Recipients Announced

HONORARY DOCTORATES will be presented to three outstanding achievers at Convocation 2012.

On June 7, an honorary Doctor of Laws will be conferred on Dr. Nyameko Barney Pityana in recognition of his ongoing commitment to human rights. Pityana chaired the South African Human Rights Commission from 1995 to 2001 and served on the African Commission on Human and Peoples' Rights at the Organisation of African Unity in 1997. His human rights work has been widely recognized. In December 2002, he received an honourable mention for the 2002 UNESCO Prize for Human Rights Education.

On June 8, an honorary Doctor of Laws will be conferred on Jack Brink in recognition of his contributions to the field of archaeology, specifically the pre-contact archaeology of Alberta and the Northern Plains of North America. Brink has published extensively, principally on plains archaeology and particularly that of Head-Smashed-in Buffalo Jump, but also on the Arctic. His book, *Imagining Head Smashed In: Aboriginal Buffalo Hunting on the Northern Plains*, published by Athabasca University Press,

won the 2012 Felicia A. Holton Book Award from the Archaeological Institute of America.

On June 9, an honorary Doctor of Athabasca University will be conferred on Dr. John Willinsky in recognition of his advocacy of open access, particularly the free and widespread dissemination of knowledge through open educational resources. Willinsky has published extensively and has actively advocated for the open access community at numerous scholarly conferences. He has distinguished himself throughout his career, attaining appointments at Stanford University's School of Education and as Pacific Press Professor, Literacy and Technology, and Distinguished University Scholar at the University of British Columbia.

The Honorary Awards Committee is also pleased to announce the 2012 inductees to the Order of Athabasca University. On June 8, members of the RAIC Centre for Architecture Development Group will be inducted into the order in recognition of their efforts in advocating for, promoting and supporting the development of the AU post-baccalaureate diploma in architecture, Canada's first online architecture program.

## Approved SUP a Plan for Action

AU'S PLAN FOR THE NEXT FIVE YEARS is in place. The *Strategic University Plan: 2011-16* was approved by the Board of Governors on October 21.

**Over the next five years, AU will focus on realizing five strategic goals:**

- to be the leader in quality distance and open education
- to ensure sustainability and foster adaptability
- to recruit and retain excellent people
- to promote excellence in research
- to build communities

Each goal includes strategic objectives, priority actions and measurable performance indicators to ensure that progress is clear, accountable and on target throughout the five-year period covered by the plan.

According to Jasper Buys, the consultant who facilitated the SUP development process (now director of operations in the Office of the President), the plan is more evolutionary than revolutionary. "This current plan takes the previous SUP and moves those goals forward

by putting them into action," he said.

Unlike the Comprehensive Institutional Plan, which is required by government, the SUP is AU's own planning document, developed through extensive community consultation including two full rounds of open forums at all AU locations, focus groups, written input and feedback on both the first and second drafts.

The strategic planning process on which the SUP is based began in 2009-10 with a comprehensive institutional self-study, undertaken to prepare AU for important upcoming planning initiatives, including renewal of the university's accreditation with the Middle States Commission on Higher Education. The community-based, participatory approach used in developing the plan emphasized inclusiveness and collaborative decision-making, Buys said. It ensured that every member of the AU community had an opportunity to participate in the planning process.

Another important step in SUP's development was a joint AUGC/Academic Council scenario creation workshop, facilitated by Alberta Innovates. The conclusions of this workshop, together with the findings of the institutional

self-study and the *Strategic University Plan: 2006-11* were the primary background documents used in developing the new SUP.

The new strategic plan represents "our vision, what we are about, how we will differentiate ourselves, where we are headed, the main direction to be taken for the next five years," Buys said. Other planning documents and initiatives will now flow out of the SUP and must link clearly and directly to the five goals it identifies.

All other AU planning documents should take their direction from the SUP and focus on putting into practice the strategic objectives and priority actions it lays out. The planned outcomes and indicators listed in the SUP will be used in other institutional plans to ensure measurable progress towards the SUP goals. The president will also report on progress toward achieving the SUP goals at each Board of Governors meeting.

Two versions of the new strategic plan are available to the AU community, the full SUP and a shorter **highlights version**.

# DegreeWorks Coming to AU

AU ADVISORS AND EVALUATORS are testing DegreeWorks, a comprehensive academic advising and degree audit solution that works with Banner, AU's student information system. DegreeWorks automatically retrieves a student's academic record from Banner and organizes it into an educational plan on the web, identifying program requirements, courses completed and courses still needed to complete a degree.

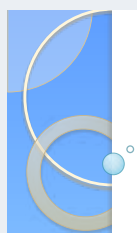
Because DegreeWorks is a web-based product with a familiar navigation process, project manager Richard MacLeod said, learning to use it is relatively easy. Once publicly launched, the new tool will provide students with a self-serve information system, allowing advisors to spend more time on in-depth program advising for those students who need it.

"Over the past year and a half, technical staff has been making this off-the-shelf product work for AU's needs," MacLeod said. Since the internal launch in early December, advisors and evaluators have been familiarizing themselves with the features of the new tool and using it daily to compare it to the existing tool and to send feedback to the project team on problems and needed changes. "Advisors and evaluators have given the team useful information to make the program more responsive and more effective," he said. Additional training session will be scheduled for advisors if needed.

Adoption of DegreeWorks is a major project for AU, and MacLeod predicts that many people will use it on a daily basis. Though total project costs are around \$750,000 with staff time included, the university will recover costs by no longer having to mail out compliance reports to students, who will have online access to information.

More usability studies and hands-on practice are scheduled before the public launch later this year, and help files and demonstration videos for students will be created. When DegreeWorks is launched, it will be available to program students who have registered since September 2010. That means that 14,000 students, 65 per cent of current program students, will be in the system, and all new students will be added.

Once DegreeWorks is live, program students and their advisers will be able to



## PRESENTATION TO GRADUATE STUDENTS

Deb Fraser

Associate Professor, Faculty of Health Disciplines

Wednesday, February 15, 2012

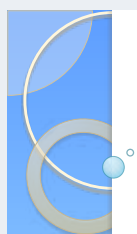
11:30 am – 12:45 pm MT

Adobe Connect

Contact [fgs@athabascau.ca](mailto:fgs@athabascau.ca) to register, Adobe Connect Link will be emailed.

Deadline for registration: **February 13, 2012**

Topic: **Writing for Publications**



## PRESENTATION TO GRADUATE STUDENTS

Dr. Marti Cleveland-Innes

Professor, Centre for Distance Education

Monday, February 27, 2012

11:00 am – 12:00 pm MT

Adobe Connect

Contact [fgs@athabascau.ca](mailto:fgs@athabascau.ca) to register, Adobe Connect link will be emailed.

Deadline for registration (**February 23, 2012**)

Topic: **Writing a Proposal for a Thesis or Dissertation**

- track their progress toward degree completion
- create detailed educational plans
- explore "What if" scenarios to measure the effects of changing programs or adding majors or minors
- calculate their GPAs based on current and future courses and grades

Besides MacLeod, core project team members are Cheryl Christensen, Carole Mason, Karie Chambers, Amber Yusep, Jocelyn Schmitke, Helen Salzl. Many others have contributed time and effort to make the project a success.

More information on DegreeWorks is available on the [project website](#).

You can provide feedback by emailing the [project team](#).



Tololwa Mollé  
in *Lands of the Night*.

It is my  
fascination with  
that cultural  
and spiritual mix  
that led me to  
create this story.

”

## Bringing Writing to Life

A CELEBRATION OF THE AU WRITER In Residence Program in Edmonton on January 26 offered a taste of the kind of project that current writer in residence **Tololwa M. Mollé** will be working on over the coming year. The work involves bringing stories to life on stage using music, narrative and other performance elements.

Mollé, an award-winning children’s author, playwright, actor and storyteller, and 10-year-old actor Maya Parkins performed *Lands of the Night*, a story about a family’s struggle to save their baby boy. The performance was directed by Jan Selman.

“We weren’t quite sure how the performance would pan out and how it would jell with the rest of the program,” Mollé said, “but the AU staff and the technicians were very supportive, providing all the requirements to make the performance and the event a success.”

The story involves baby Samson. When he falls ill and only an appeal to the ancestors can save him, his parents hold a ceremony to ask for their help. During the ceremony, the music is so loud it keeps God – Mola – from having a well needed rest and peace of mind to think. After angels have failed to bring the disturbing but enchanting music to a stop Mola, less than pleased, makes a dramatic appearance before the startled multitude of guests at the ceremony. The narrator of the story is Samson’s older sister, a little girl named Ra-Eli.

“Traditional spirituality, including ancestral beliefs, often co-exists with other belief systems like Christianity and Islam,” Mollé

said. “Such is the case in much of Africa and in countries in the western hemisphere with significant African-descended populations: Haiti, Cuba, Brazil, Guyana and others. Such, too, is the case in Tanzania, my country of origin. It is my fascination with that cultural and spiritual mix that led me to create this story.”

AU’s 2011-12 Writer in Residence Program is funded by the Canada Council for the Arts, the Alberta Foundation for the Arts and ZoomerMedia. The program enables a writer to work on his or her own writing as well as to provide mentoring for AU students and staff and for CARP members.

The program will enable Mollé to help writers determine what form of writing best suits their subject matter and their literary preference and capability, to help them set and complete objectives and to encourage students to share their work through online forums in order to learn from each other’s feedback. “I also encourage students to learn, in the midst of creating their work, from insights through readings

in which writers, Canadian and non-Canadian, contemporary and old, have commented about the writing process and craft,” he said.

The program will also support Mollé with several writing and creative projects he has underway. “The first project,” he said, “continuing from last year, consists of stories for children but stories that, like *From Lands of the Night*, also have potential resonance for adults. *From Lands of the Night* constitutes the cornerstone for this first body of stories. By the end of this year, stories for this phase will have taken shape as productions for theatrical performance with music.”

The second phase, planned to begin next year, will consist of stories for adults, but stories that children could also get something from. “I’ll work on both phases of the project, as story maker and writer as well as performer, with various collaborators,” Mollé said, “including director Jan Selman, marketing and networking professional Leo Campos, musicians, a multimedia technician and possibly a producer.”



Welcome

to the Website of Tololwa Mollé – Children’s Author,  
Writer & Editor, Dramatist, Storyteller and  
Performer, and Presenter



Martin Connors (above) and an image from his presentation, from the Adobe Connect recording

# Earth's Trojan Asteroid

IN JANUARY, Dr. Martin Connors, Canada Research Chair in space science, instrumentation and networking and professor in the Faculty of Science and Technology, gave an engaging presentation on his 2010 discovery of the Earth's first Trojan asteroid as part of the Arts and Science Research Talks series. Connors' findings were published in the prestigious weekly science journal *Nature* in July of last year.

Connors began by discussing the types of asteroids and the method first proposed by Lagrange in 1772 to solve the relative

movement problem of three cosmic bodies. Although thousands of Trojan asteroids have been discovered since 1906, none have been found to be associated with earth until Connors' discovery in 2010.

He noted that the data associated with 2010 TK7, the official name of the asteroid, initially stood out as an unexplained anomaly and that his 'aha' moment came later as he tried to reconcile the anomaly with other data. With these preliminary findings in place and a specific place in space to observe, Connors' colleague was able to use telescope time on

the Canada-France-Hawaii telescope to prove his discovery.

Further details on Connors' presentation can be accessed through the [Centre for Research website](#), where a link to the recorded Adobe Connect session can be found.

**Please join us on February 17**, when Dr. Linda Chmiliar of the Centre for Social Sciences will present on self-regulation in the post-secondary distance learner.

# New Bibliography Aids Women's and Gender History Research



The **Alberta Women's Memory Project** has released *Publications in Western Canadian Women's and Gender History*, an online bibliography of western Canadian women's and gender history.

The keyword searchable bibliography, with over 680 entries, is the most comprehensive ever compiled on the subject. It was compiled by Dr. Allan Rowe, a professor of humanities at Keyano College and is being made available to the public by AU.

The new bibliography will be an excellent

resource for course assignments in western Canadian history and for research in women's history and western North American history.

Western Canadian women's history is an expanding area of inquiry. Over the past few decades, a range of writers, historians and artists have investigated the lives of women in Manitoba, Saskatchewan, Alberta and British Columbia. Their research findings, many of which have been published in magazines, journals and books, represent a valuable contribution to understanding western Canada.



Participants in the wellness app pilot project run through the exercises demonstrated by Lisa Stocking on the new app.

## Wellness While You Work

THIRTY-FIVE AU STAFF MEMBERS have volunteered to take part in a 21-day trial of a new wellness app for iPad and iPhone developed by Nichole Collins, AU's occupational health and safety advisor, the library's mobile learning research team (Tony Tin, Colin Elliott, Tracey Woodburn and Bill Geng) and Dr. Evelyn Ellerman of the AU eLab.

The pilot project was launched on January 30 at AU Athabasca. Fitness expert Lisa Stocking demonstrated the app's functions and the exercises included. The goal is to help users increase their daily physical activity.

The application not only reminds users to take regular breaks during the work day but provides three- and four-minute exercise videos tailored to the workplace. It also enables users to track the amount of physical activity they do each week. By doing a four-minute exercise set every hour at work (seven hours a day, five days a week), users will increase their physical activity by over two and a half hours a week.

Given the overwhelming response to the pilot project, another session may be offered. The pilot program is for staff only.

For more information about the project, and the health benefits of getting regular exercise, go to the [Mobile Wellness App Pilot Project website](#).

For more information on the many benefits of exercise, watch an entertaining presentation with Dr. Mike Evans, associate professor of family medicine and public health at the University of Toronto, on [YouTube](#).

## Learning about Learning Analytics

TWO UPCOMING LEARNING ANALYTICS conferences and an online course may be of interest to faculty and staff members.

[Analytics, Big Data and the Cloud](#), co-hosted by AU, will be held in Edmonton April 23 to 25. A registration discount is available to AU employees. Those interested in

attending should contact [George Siemens](#).

[Learning Analytics and Knowledge](#), sponsored by the Technology Enhanced Knowledge Research Institute, will be held in Vancouver from April 28 to May 2. Dr. Dragan Gasevic of the School of Computing and Information Systems is program co-chair. The conference

program will be posted soon.

Finally, for those who yearn to take an open online course in learning analytics (and really, who doesn't?) TEKRI is running [Learning Analytics and Knowledge 2012](#). Those who are interested can [register](#) online.

# Research Buzz

## Engage Aggregation

Dr. Ebrahim Bagheri (project lead) and Dr. Dragan Gasevic of the School of Computing and Information Systems, along with adjunct professor Dr. Rodger Lea of the University of British Columbia, were awarded an NSERC Engage grant for their project Structured Knowledge Aggregation from the Web. The \$24,507 in funding, awarded in October, is for one year.

Bagheri and his team will work with a technology company that specializes in information aggregation in electronic commerce to extend its Intelligent Crawler System so that it is able to structurally understand new websites and to extract information from unstructured sources of data (HTML) based on specified metadata.

A major limitation of the existing system is that it is web page structure dependent and requires prior knowledge of the syntactical form of data in the web pages that it crawls. It is therefore unable to explore, identify or retrieve structured information from unknown unstructured sources of information over the Internet.

This research collaboration is crucial for the industry partner as it will enable it to investigate and possibly integrate leading research results in this area into its structured information aggregation component and to strengthen its ICS component, which is critical to the company's commercial success. To accomplish the objectives of the project, research will be carried out in three main areas: information source identification, semantic content annotation, and instance extraction and ontology population.

## Research Funding for Scholarly Journals

AU was awarded two SSHRC Aid to Scholarly Journal grants this past fall.

*The International Review of Research in Open and Distance Learning*, edited by Dr. Terry Anderson of the Centre for Distance Education, received \$90,000 over three years. The funding will be used to further internationalize IRRODL.

*Labour/Le Travail*, edited by Dr. Bryan Palmer of Trent University and published by AU Press, received \$70,800 over three years. The journal aims to build on past strengths, chart new territories and consolidate on a new footing, particularly in terms of the move to Athabasca and the transition to online publication.

The objective of the SSHRC Aid to Scholarly Journal Program is to increase access to and readership for original research results in the social sciences and humanities through Canadian scholarly journals. The funding can also assist journals as they seek to take advantage of advances in communication technologies. Funds are awarded to help defray the costs of publishing scholarly articles, to assist with distribution costs and to support journal organizations in their transition to digital media.

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## Funding Opportunities

Need funding to do your research? Check out the Tri-Council funding opportunities listed on the [SSHRC](#), [CIHR](#) and [NSERC](#) websites.

If you are interested in applying for research funding, please contact [Jill Calliou](#) to discuss programs, the application process, AU's Faculty Mentor Program and deadlines.

The Research Office disseminates information regarding funding opportunities and events through two email alias's, [research\_academic] and [research\_professional]. Please contact [Linda Littlechilds](#) if you are interested in being added to one of these mailing lists.

## Open Access Week October 2011

For the third year in a row, AU participated in Open Access Week, an international event, during the week of October 24 to 28, 2011.

To celebrate the appointment of Dr. Rory McGreal as the UNESCO/Commonwealth of Learning Chair in Open Educational Resources, AU presented a series of five noon-hour webcasts exploring major issues and opportunities presented by OER. Each session featured an internationally known promoter and developer of open educational resources, research or ideas.

**October 24: Fun and Fear in Open Spaces**  
Presenters: Dr. Terry Anderson, Dr. Jon Dron

**October 25: Post Secondary Leadership in the OER Movement**  
Presenter: Dr. Frits Pannekoek

**October 26: Making Sense of Complexity in Open Information Environments**  
Presenter: George Siemens

**October 27: Panel on Moving to Open Educational Resources at Athabasca University**  
Presenters: Dr. Lisa Carter, Dr. Cindy Ives, Tony Tin, Colin Elliott

**October 28: OER's and Sustainable Innovation: Low Cost, Low Risk but High Impact**  
Presenters: Dr. Rory McGreal, Dr. Wayne Mackintosh

These presentations were among many events that took place internationally to highlight [Open Access Week](#).

# Research Buzz

## Mobile Learning Awards

Last September, Athabasca University Mobile Learning Project was awarded a 2011 International E-Learning Award, Academic Division, in the Mobile Learning category. The results of the award competition were announced in Piestanky, Slovakia, at the International Conference on Interactive Collaborative Learning.

The team members that contributed to AU's award winning project included Dr. Rory McGreal, Dr. Mohamed Ally, Dr. James O'Driscoll, Dr. Vina Tirven-Gadum, Steve Schafer, Tony Tin, Colin Elliott, Hongxing Geng and Tracey Woodburn.

Since 2007, through the Athabasca University Mobile Learning Project, AU has been doing cutting edge research in mobile learning, focusing on using mobile devices to deliver language training. The project was carried out in four stages:

- **Mobile ESL (2007):** This first part of the project involved the conversion of 86 text-based grammar lessons into interactive learning modules with text-based, interactive content designed for basic mobile devices. It was designed especially for new Canadians needing ESL training to enter the workforce, adult learners needing upgraded skills and others who might want free and easy access to grammar lessons.
- **Workplace English (2008):** Mobile ESL with content fine-tuned for use in the workplace plus multimedia content (audio and video lessons) works with basic mobile devices and smart phones. Using feedback from the first phase of the project, AU designed a site with workplace specific situations and vocabulary. Comprehension through video and audio exercises based on situations that could be encountered daily were added to increase the usability of the content.
- **Accent Reduction (2009):** Workplace English content was developed into lessons to help with spoken English and improve pronunciation, and further multimedia content (Canadian phonetic alphabet with animations, interactive games, video clips) was added. Learning to speak a language in an m-learning environment provides flexibility, but the program is challenging to develop. The third phase of this project offered a range of speaking and listening activities to assist learners to improve their English pronunciation.
- **Mobile French (2010):** This five-lesson module was the first designed especially for the iPhone. It offered French Language instruction for beginners, including grammar lessons and audio exercises. Listening and sentence structure exercises were designed to improve comprehension in beginners.

Dr. Cindy Ives and her research team received an honorable mention at International E-Learning Awards for their project E-Learning: Bacterial Taxonomy Learning Tree.

## Introducing the New Tri-Agency Framework: Responsible Conduct of Research

In December 2011, Canada's research granting agencies, the Canadian Institutes of Health Research, the Natural Sciences and Engineering Research Council of Canada and the Social Sciences and Humanities Research Council of Canada, officially launched the new **Tri-Agency Framework on Responsible Conduct of Research**.

This new framework is an umbrella document that describes agency policies and requirements related to applying for and managing agency funds, performing research and disseminating results. It also outlines the process that institutions and agencies follow in the event of an allegation of a breach of agency policy.

More information about the new framework and a message from the Tri-Agency presidents, is available on the [Panel on Responsible Conduct of Research website](#).

# AU Still Best Hope for Ontario Online Learners

THE ONTARIO ONLINE INSTITUTE announced by the Government of Ontario in the 2010 Speech from the Throne and touted on a government website as coming "in late summer 2011" still has not materialized. A 150-page feasibility report on the proposed institute was delivered to Queen's Park last spring.

According to Maxim Jean-Louis, chief executive officer of the Contact North distance learning network, quoted in a report in the *Toronto Star*, "It is still difficult for a student in an Ontario college or university to take online courses from other institutions, either outside or inside the province, and count these credits towards their degree at their home

institution. This is a particular challenge for students wishing to take online courses, especially lifelong learners, who often want to 'mix and match' courses from different institutions. This partly explains why more than 40 per cent of Alberta's (completely online) Athabasca University students come from Ontario."



# AU People In the News

## Virtual and Real Wars

Research by Dr. Jayne Gackenbach and Dr. Evelyn Ellerman, both of the Centre for State and Legal Studies, and AU graduate Christie Hall was recently reported in the *Wall Street Journal*. Their work demonstrates that video games may inoculate soldiers against nightmares.

The article, “**Video Game Play as Nightmare Protection**,” describes how participants in the research project, all former or current members of the United States or Canadian armed forces, recounted the most recent dream they could remember and a dream about military life that affected them strongly. Low-frequency gamers played passive, victimized roles in their military dreams, which were more threatening than those of frequent players. The hard-core gamers were active participants in their dreams.

The power of videogames to numb players to violence, often cited as a negative quality, may be beneficial for soldiers, the researchers said. The habit of fighting back and winning may translate from the virtual world to the real world.

## Volunteer Medal

According to a report in the Woodstock *Sentinel Review*, AU student Ian Heikoop, 19, has been nominated for the Ontario Medal for Young Volunteers.

Each year, the province of Ontario recognizes youth who have become role models in their community by volunteering their time and inspiring others to do the same. Heikoop has been an active volunteer in his community for the past 10 years.

In January 2011, *The Insider* reported that Heikoop's comments on online education had been featured in the *Financial Post*.

## Spectacularly Aggrieved

Dr. Bob Barnetson, professor of labour relations in the Centre for Work and Community Studies, told the *Ottawa Citizen* that the large number of outstanding grievances filed by the faculty union at Algonquin College in Ontario suggests that there is a problem.

The Ontario Public Sector Employees' Union Local 415 has more than 450 outstanding grievances against the college, while similarly-sized unions at other Ontario colleges have fewer than two dozen, a handful of which are sent to arbitration. “For the size of the college, this is a spectacular level of grievance,” Barnetson told reporter Matthew Pearson. “You don't often see labour relations that are this bad.”

Barnetson's research on child labour was also referenced in a story published in *The Hook* about a B.C. child labour survey. Reporter Katie Hyslop referred to Barnetson's Alberta research, published in the spring 2009 issue of *Just Labour: A Canadian Journal of Work and Society*, which concluded that over 11,000 children between the ages of nine and 11 and about 39,500 children between the ages of 12 and 14 were employed in Alberta, many illegally.

Child and labour advocates have been worried about youth workers in B.C. since 2003, when the provincial government lowered the legal age for employment from 14 to 12, provided children can produce a letter of parental or guardian consent. Even younger children can work with specific permission from the department of employment standards.

## Relic Worship

Dr. Marc Cels, a professor of history in the Centre for Global and Social Analysis, reviewed *Holy Bones, Holy Dust* by Charles Freeman in the *Catholic Register*. The book looks at how relics shaped the history of medieval Europe. Cels says Freeman offers a history of medieval relic worship that is both intriguing and engaging but not, in the end, sympathetic to its subject.

## Rural Health Care

Dean of graduate studies Dr. Pamela Hawranik is co-author of one chapter in the recently published *Health in Rural Canada*.

Hawranik, with Dr. Dorothy Forbes, an associate professor in the Faculty of Nursing at the University of Alberta, contributed the chapter “Looming Dementia Care Crisis: Are Canadian Rural and Remote Settings Ready?”

Health research in Canada has mostly focused on urban areas, often overlooking the unique issues faced by Canadians living in rural and remote areas. This book provides the first comprehensive overview of the state of rural health and health care in Canada, from coast to coast and in northern communities.

## The IP enigma

James Swanson, an AU business law lecturer and a partner, specializing in intellectual property, at Burnet, Duckworth and Palmer LLP in Calgary, was recently quoted in a *Financial Post* article about intellectual property and copyright. Reporter Alexandra Lopez-Pacheco looks at examples of entrepreneurial thinking that might play a key strategic role in protecting IP, even in the case of copyright. “If you unbundle the content and sell the individual pieces online at a reasonable price, people are more inclined to pay than to go for a pirated version, for example,” Swanson said.

## Taggart Named VP

MBA graduate Jacqueline Taggart has been named vice-president of communication with Aon Hewitt, a global human resource consulting and outsourcing business. Taggart will be responsible for the strategic development and implementation of communication programs for a diverse range of clients. The announcement of Taggart's appointment appeared in *4-traders*.

## Ramming and Cramming

AU student Adrian Charles, 25, who spent the past two Canada West football seasons as a tailback with the University of Regina Rams, has been invited to work out in Florida in preparation for the CFL evaluation camp, to be held in Toronto in early March.

Though Charles played just two seasons with the Rams, Ian Hamilton of the *Regina Leader-Post* says the name of the 5-foot-9, 190-pound back is all over the U of R's record book in a number of single-season and career rushing categories.

Charles still plans to continue to work toward an arts degree, with an eye on getting into child and youth work.

## Director of Nursing

*TC Palm* reports that AU Master of Nursing graduate Jason Dunn has been appointed director of nursing for the Port St. Lucie campus of MedVance Institute, a healthcare career-training provider.

In his new role, Dunne will oversee and supervise student coursework, facilitate development of new programs and work with community clinical partners to expand campus relationships within the healthcare industry.

## NFL Hopeful

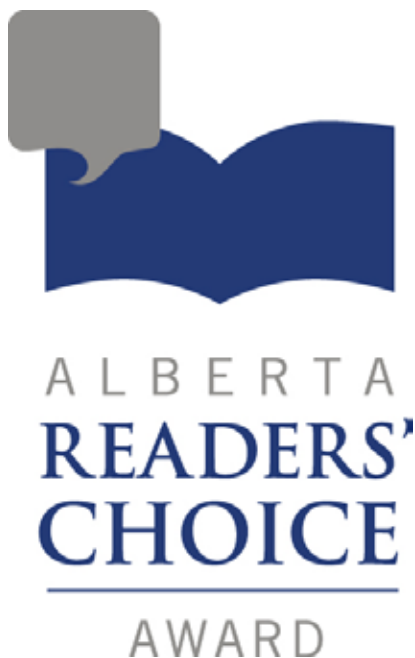
Akiem Hicks, who also played with the University of Regina Rams for the past two seasons, as a defensive end, is preparing to take courses with AU. He is considered a good prospect in the NFL draft this April, but his ultimate goal, the *Regina Leader-Post* reports, is a degree in marketing.

## Top Young Leader

The *Vermillion Standard* reports that AU student Devin Selte has won the Credit Union Executive Society's competition for top young leaders in North America for the Servus Young Leader Network, a project he developed and introduced to Servus Credit Union branches in Alberta in 2010.

The Servus Young Leader Network, targeting employees 35 or younger, provides opportunities for staff members in Servus branches across the province to connect with one another, share information, exchange ideas and facilitate discussion to find solutions to common challenges.

Selte is on track to complete an AU bachelor's degree and then go on to an MBA program.



# Alberta Readers' Choice Award now limited to Albertans

THE RULES FOR THE ALBERTA Readers' Choice Award have been changed to restrict eligibility to books by residents of Alberta.

Created three years ago to promote Alberta authors and publishers and to encourage people to read books published in Alberta, the award has so far never been won by an Alberta writer.

The 2010 and 2011 Alberta Readers' Choice Awards went to B.C. writers. Last year's prize

went to Vancouver writer, Helen Waldstein Wilkes, for her family Holocaust memoir *Letters from the Lost: A Memoir of Discovery*, published by AU Press.

Until now, books had to be published in Alberta to qualify for the award. This year's competition, according to an article in the *Edmonton Journal*, puts no restrictions on where a book is published but stipulates that the author must be an Alberta resident.

# News from AU Press

## Award for Jack Brink

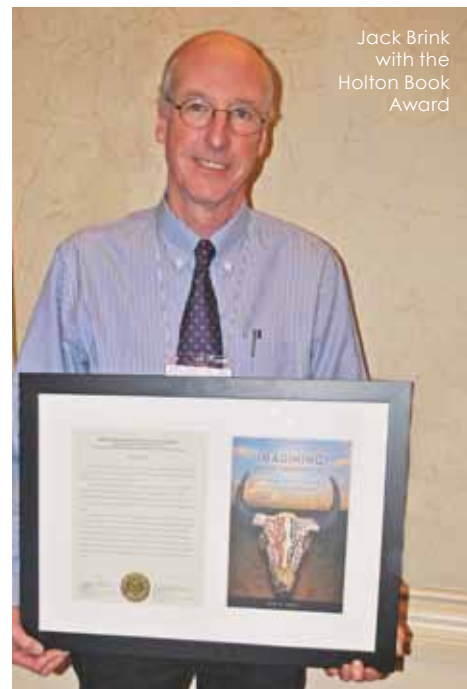
JACK BRINK, author of *Imagining Head-Smashed-In: Aboriginal Buffalo Hunting on the Northern Plains*, received the Felicia A. Holton Book Award at the 2012 annual meeting of the Archaeological Institute of America. The award is given annually to a writer who brought the importance and excitement of archaeology to the general public.

The award committee had this to say about Brink's book:

This book comprehensively and beautifully recounts the practices of North America's Great Plains hunters some 9,000 years ago. Having worked for many years as an archaeologist at the site of Head-Smashed-In Buffalo Jump (located between Calgary, Alberta, and the Montana state line), Brink examines these people's ingenious use of the landscape of the vast plains to carry out buffalo kills on an extraordinary scale.

Brink is a consummate storyteller and his book advances our understanding of archaeology in the best ways. He provides the general reader with a solid understanding of archaeological fieldwork and explains how evidence is gathered, how the *story* of a site and a people is constructed from that evidence and, ultimately, how such a site can be preserved for visitors according to best practices. Finally, Brink movingly discusses his relationship with the current-day descendants of the people he has studied and their role in managing the archaeological site and its visitors' center. *Imagining Head-Smashed-In* is a significant contribution to archaeological scholarship, a wonderful read and a worthy recipient of the 2012 Felicia A. Holton Book Award.

**Do you want to know why everyone's talking about this book?** Order a copy (paperback or ebook) through the [AU Press website](#).



Jack Brink with the Holton Book Award

## Alberta's Working History

AU PRESS WILL LAUNCH *Working People in Alberta: A History*, by AU history professor Dr. Alvin Finkel on **Friday, February 24 at 3 p.m.** in the Main Hall of the Ironworkers Building at 10512 122 Street in Edmonton.

Published on the one hundredth anniversary of the Alberta Federation of Labour, *Working People in Alberta* tells the stories of both union and non-union workers in their own words. In its depictions of union organizing drives, strikes and working-class life in cities and towns, this lavishly illustrated volume creates a composite portrait of the men and women who have worked to build and sustain the province of Alberta.

The book launch is open to the public, and refreshments will be served. Space is limited so **RSVP by February 17, 2012**, by [email](#) or by phone (780-481-2347).



### WORKING PEOPLE IN ALBERTA

*A History*

ALVIN FINKEL

with contributions by

JASON FOSTER

WINSTON GERELUK

JENNIFER KELLY

JAMES MUIR

JOAN SCHIEBELBEIN

JIM SELBY and

ERIC STRIKWERDA



## Where is This?

IT'S TIME ONCE AGAIN for the *Where is This?* contest. Guess where this photograph was taken and win a prize.

This image is quite tricky, a little more abstract and farther afield than the last photo, which was taken in Calgary. But we know the AU community is up to the challenge.

If you correctly identify where the photo was taken, your name will be entered into a draw. The prize this time is an AU faux lamb's wool throw (shown on right).

Send your guess to [Diane](#). Contest closes **March 9 at 4:30 p.m.** The winner will be announced in the March 26 issue of *The Insider*.



## A History Lesson for Lovers



APPROXIMATELY 141 MILLION VALENTINE CARDS are exchanged annually, making Valentine's Day the second most popular card-sending holiday after Christmas.

The history of Valentine's Day—and that of its patron saint—is shrouded in mystery, but February has long been a month of romance. St. Valentine's Day, as it is known today, contains vestiges of both Christian and ancient Roman traditions.

So, who was Saint Valentine and how did he become associated with this ancient rite? Today, the Catholic Church recognizes at least three different saints named Valentine or Valentinus, all of whom were martyred.

*History.com* has a number of videos about various aspects of this lovely celebration. The [History of Valentine's Day](#) covers the story of how Pope Gelasius I replaced the pagan festival with a Christian one, why we celebrate Valentine's Day on February 14 and where the custom of giving cards and chocolates comes from.

In the [Science of Love](#), Dr. Helen Fisher, a biological anthropologist, explains the biological reactions to love.

And for chocolate lovers, the [History of Chocolate](#) takes you from the Aztec introduction of chocolate in the early 1500s, across Europe and back to West Hershey, Pennsylvania.

# Thank You from AUGSA for an Outstanding Student Experience



Amanda Nielsen

HELLO AU FACULTY AND STAFF MEMBERS and thank you for allowing the Athabasca University Graduate Students' Association to be included in your newsletter. Along with other members of the AUGSA, I will be contributing to *The Insider* on a regular basis.

First and foremost, I would like to express my appreciation for all of you. You do so much to make the AU experience an outstanding one for graduate students, and we thank you for that. The AUGSA believes that it is important to recognize the hard work that AU staff and faculty do for students—often behind the scenes—and we endeavour to do so in a variety of ways.

We offer annual Outstanding Distinction Awards for both faculty members and non-academic staff. These awards allow AU graduate students or staff members to nominate someone they feel has done an outstanding job of improving the graduate student experience at AU. We presented these awards for the first time last year, with the Faculty Award being awarded posthumously to Dr. Paul Nonnekes and the Non-Academic Staff Award going to Becky Jonasson. More information about these awards can be found on our [website](#).

In addition to the Outstanding Distinction Awards, we recognize AU faculty and staff members by inviting them to our regular meet and greet events, held in cities where large numbers of AU graduate students live, and by hosting a holiday cheer event in December (You may have noticed us at various AU locations wearing reindeer antlers and serving up holiday treats). We hope to make this an annual event as a way of saying thank you for all your hard work.

In the coming months, we will use this space to keep you up-to-date on information about the AUGSA. We will share information about upcoming events that faculty and staff members are invited to, keep you informed about what your student body is up to and share information about what is important to AU graduate students.

We hope that you will find our column informative, and we thank you again for the opportunity to share our news with you.

*by Amanda Nielsen, AUGSA President*

## FOLLOW US ON



Athabasca University's Facebook page has over 1,700 fans. Check it out at [www.facebook.com/Athabasca.University](http://www.facebook.com/Athabasca.University). If you would like something posted onto the AU Facebook page, please contact **Michael Shouldice**.



*The Insider* is published for AU faculty and staff members and other members of the AU community by the Advancement Office.

Please send any information or photographs for inclusion to the **co-ordinator**. If a photo opportunity presents itself, please contact **Blaise MacMullin**. Due to FOIP regulations, a release form must accompany all photos. Please contact *The Insider* co-ordinator for a copy of the release form.

The next edition of *The Insider* will be published on February 27, 2012. The deadline for submissions is February 17, 2012.

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