

the insider

A newsletter published for everyone in the Athabasca University community

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COVER IMAGE »

The public phase of Open Our World, AU's first university-wide fundraising campaign, was launched on May 23 in Athabasca and on May 24 in Edmonton. The campaign, which began in 2008, is positioning AU for a bright and innovative future. Read the full story in the next issue of *The Insider*.



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Athabasca University 

Kennepohl Recognized as Outstanding Educator



CHEMISTRY PROFESSOR AND ASSOCIATE vice-president (academic) Dr. Dietmar Kennepohl has been awarded the Chemical Institute of Canada's Award for Chemical Education. The annual award recognizes "a person who has made an outstanding contribution in Canada to education at the post-secondary level in the field of chemistry or chemical engineering."

"I think the award is more than just a personal recognition," Kennepohl said. "To me, the chemical education community in Canada is essentially looking at AU as doing bona fide quality work. From this wider perspective, it is a tangible recognition of AU and the value of online and distance education from our higher education colleagues across Canada (at least in the chemical sciences)."

In almost 20 years at AU, Kennepohl has received a number of awards including the President's Award for Excellence in Teaching (1998) and the Award for Chemical Education (2002), College Chemistry Canada's top

national teaching award. He was nominated for the Chemical Institute of Canada award by fellow institute member and AU science professor Dr. Lawton Shaw.

Kennepohl's research in chemical education concentrates on the use of innovative online and distance delivery methods, such as pioneering the development of the home-study chemistry kits that are regularly used in CHEM 217 at AU. In collaboration with researchers at the Northern Alberta Institute of Technology, he is also involved in remote controlled experiments for the Canadian Remote Sciences Laboratories portal.

Now on administrative leave, Kennepohl is a visiting professor in the Institute of Inorganic Chemistry at the University of Freiburg. He is writing about distance and chemical education, presenting at conferences, visiting colleagues at universities in Europe and carrying out research in fluorine chemistry. He will resume his regular duties at AU in September.

"I think the award ... is a tangible recognition of AU and the value of online and distance education from our higher education colleagues across Canada."

A Decade of Open Educational Resources

THIS IS A SIGNIFICANT YEAR FOR the open education and open educational resources communities as they are celebrating 10 years since the United Nations Educational, Scientific and Cultural Organization first coined the term **Open Educational Resources**.

As part of the global celebrations, **the OER Foundation** will host an online professional development opportunity on OERs, copyright and Creative Commons licensing, designed for educators wanting to learn more.

The free online professional development course will take place June 20 to July 3, 2012, to coincide with the **UNESCO World OER Congress** in Paris. More information and registration materials can be found at **OCL4Ed 2012.06**.

This course is sponsored by the **UNESCO-COL Chair in OER** at AU, the OER Foundation and the COL Chair in OER at Otago Polytechnic.

Graduates of previous OCL4Ed courses are welcome to join the lead facilitators to assist

with peer-learning support for educators around the world. Organizers are aiming to break the previous registration record of 1,067. Please share the gift of knowledge by inviting colleagues and friends to register.

AU's Branding Project



by Nancy Biamonte

AU IS NOW WELL INTO THE SECOND HALF of its ongoing branding project. The research and strategy phases are complete, and we are working through the identity design and testing phase. Three facilitated workshops that the Branding Steering Committee participated in were key in getting us to this point. Best-practice methods for branding apply tools developed for psychoanalytic and human personality profiling to brands. Brands are personal, or put another way, brands need to project a character or characteristics normally thought of as human in order to connect effectively with their target markets. In essence, brands are mirrors to their targets, reflecting their conscious and unconscious wants, needs and desires.

The brand personality questionnaire survey therefore provided a valuable guide to describing and refining these personality characteristics. Some consistent terms that helped refine this perception mapping process were: accommodating, welcoming, open-minded, trustworthy, caring, innovative and unique, among many others.

These terms help lead the steering group to develop a single brand character statement and supporting statements that align with AU's mission, vision and values. We use these ideas in order to see if AU's mission and vision line up, and to evaluate whether the brand character needs to be realigned with new opportunities, threats or understandings.

"Focused on the future of learning" emerged from these discussions as the core brand character statement for AU. AU is working toward shaping the future of learning in all its forms: research, teaching, developing new and innovative learning models and developing cutting-edge technologies.

To see the full AU brand values wheel, go to the branding project [intranet site](#) or contact me directly (780-421-5049, nancyb@athabascau.ca).

The next branding project update to be published in *The Insider* will present the new identity creative materials for review and feedback, and your feedback is essential in clarifying and selecting the new brand for AU.

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Campus Alberta Writing Studies Colloquium

IN APRIL, AU CALGARY HOSTED THE SIXTH bi-annual colloquium of [Campus Alberta Writing Studies](#), organized by Write Site coordinator Linda McCloud-Bondoc.

CAWS was formed in August 2009 to facilitate collaboration and work sharing across Alberta in writing studies research, teaching and administration. Twenty-six CAWS members gathered at the colloquium to hear presentations on research being carried out by other members.

Betsy Sargent presented the integrated writing strategies inventory that she uses as an assessment tool in Writing Studies 101 at

the University of Alberta. David Slomp of the University of Lethbridge shared his research on identifying which writing studies assessment tools will best achieve students' capacity to transfer knowledge across diverse contexts. Lucie Moussu of the University of Alberta spoke on the two, often contradictory, educational frameworks ESL writing students encounter in writing centres and discussed how to help students negotiate them.

A lively question and answer and discussion period followed the presentations.

The goal of these colloquia is, through brief presentations and the resulting conversations,

to encourage future Campus Alberta initiatives in writing studies by helping CAWS members discover what their colleagues are doing in the areas of post-secondary writing pedagogy, research, writing centres, writing across the curriculum programs and degree programs.

After the presentations, CAWS members got a chance to socialize over a delicious meal catered by Ethnicity, a Calgary company that employs recent immigrants to provide a choice of authentic cuisines.

Walking for a Cure

Gutsy Walk

Lee Deren in the Faculty of Business is taking part in the first annual Gutsy Walk for the Crohn's and Colitis Foundation of Canada on June 10 in Athabasca. Thousands of Canadians at almost 80 locations across the country will walk together for one, five or 10 kilometres to raise money. A fundraising BBQ will be provided by Athabasca Volunteer Fire Fighters.

Canada has among the world's highest rates of Crohn's disease and ulcerative colitis and those rates are increasing. One in 160 Canadians is living with inflammatory bowel disease. The Gutsy Walk is a great way to spread awareness of IBD and raise much-needed funds to support essential research.

Registration starts at 1 p.m. at the Athabasca Fire Hall. To join the Athabasca team, Guts and Glory, to make a pledge or to find out more about the event, visit the [Gutsy Walk website](#) and search for the Guts and Glory team.

Walk for ALS

Emily Becker of the Centre for Distance Education is taking part in the Walk for ALS on Saturday, June 9 at Hawrelak Park in Edmonton.

Amyotrophic Lateral Sclerosis, also known as Lou Gehrig's Disease after the famous American baseball player who died of ALS in 1941, is a fatal neuromuscular disease with no known cure, cause or effective treatment. Approximately 3,000 Canadians live with ALS.

The Walk for ALS supports provincial ALS societies and their programs to help people with ALS and their families and the ALS Society of Canada's investment in research.

Donations can be made online at the [ALS website](#). Becker also has a pledge sheet in her office (ARC Room 3003).

AU People In the News

Scholarly Sportsmen

Since the memorandum of understanding between AU and the Western Hockey League was signed in 2009, WHL players and staff members have taken nearly 300 courses. They have been doing very well scholastically and AU has been assisting. Some teams are now moving to model in which every player will be in school.

Here are some recent successes:

- The Edmonton Oil Kings were recently named the WHL's Scholastic Team of the Year.
- The *Brandon Sun* reports that Spokane Chiefs defenseman and AU student Reid Gow, who is taking college-level psychology, won the WHL's Daryl K. (Doc) Seaman Trophy as the league's Scholastic Player of the Year and that another AU student, Mark Stone, won the Brad Hornung Trophy as the WHL's most sportsmanlike player.

2012 Graduate Student Conference

Consider submitting an abstract for the conference. The abstract submission deadline is July 1, 2012, or when the maximum number of abstracts for the program has been received.

The sooner you submit the more likely you will be to be accepted and receive funding to cover conference costs.

Athabasca University 
Faculty of Graduate Studies

STUDENT CONFERENCE
September 14 - 16, 2012
Edmonton, Alberta

Research and the Knowledge
Frontier in an Online Environment



Game Changers

Vice-president (information technology) and chief information officer Brian Stewart, associate vice-president (academic) Dr. Dietmar Kennepohl and Centre for Learning Design and Development director Dr. Cindy Ives recently co-authored and contributed a chapter to *Game Changers: Education and Information Technologies*, edited by Diana G. Oblinger and published by Educause.

The chapter focuses on AU and the growing needs of students, academics and staff members to learn and work in an integrated online environment.

Educause is a nonprofit association whose mission is to advance higher education by promoting the intelligent use of information technology.

Faculty of Graduate Studies Presentation

Creating an Effective Poster Presentation

Dr. Beth Perry

Tuesday, June 12, 2012

1 to 2 p.m. via Adobe Connect

Graduate students who are interested in attending this presentation may contact the **Faculty of Graduate Studies** to reserve a space.

Convocation 2012

CONVOCATION 2012 WILL TAKE PLACE June 7, 8 and 9 and, as of May 15, some 350 graduands have indicated that they will be attending the ceremony. Banners will be waving, flowers will be blooming and excitement will reign.

This year electronic invitations were sent to students, resulting in tremendous savings in time and money and enabling Events Office staff to track the number of emails that were opened and click-through rates.



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Athabasca University's Facebook page has over 2,000 fans. Check it out at [facebook.com/Athabasca.University](https://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 June 11, 2012. The deadline for submissions is June 1, 2012.

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