

the insider

A newsletter published for everyone in the Athabasca University community

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COVER IMAGE »

Deputy Premier Thomas Lukaszuk was special guest at the annual AU Business Community Breakfast on September 25 (*See page 2*).



Business Community Breakfast



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

Athabasca University 

AU Thanks the Athabasca Community



Deputy Premier Thomas
Lukaszuk

AU'S ANNUAL BUSINESS COMMUNITY Breakfast was held in Athabasca on September 25 with special guests Deputy Premier Thomas Lukaszuk and Education Minister and Athabasca-Redwater MLA Jeff Johnson. The event provides a yearly opportunity for AU to thank the community for its support.

During his remarks, Lukaszuk described Athabasca as being at the heart of the action because of its geographic location, the complement of industries in the area and the importance of AU's research and development potential.

Johnson commended AU for organizing the annual event. There are not many opportunities, he said, for cabinet and caucus members to come to a community for a few hours and be able to meet with so many community leaders. The breakfast provides an opportunity to engage the whole community to make forward-looking, visionary decisions, he said.

MacLeod Named Chair of the RAIC Centre for Architecture



Dr. Douglas MacLeod

DR. DOUGLAS MACLEOD, MRAIC, HAS BEEN appointed as the first chair of the RAIC Centre for Architecture at AU effective October 1, 2012.

MacLeod, a visionary leader in research and teaching in architecture and design, comes to AU from Okanagan College, where he was associate dean of technology and health. He holds a PhD in environmental design, with a specialty in computational design, from the University of Calgary and has an exemplary record of achievement and collaboration in these areas.

As a registered architect, MacLeod has a deep understanding of processes, regulations and academic and design studio paths to architecture in North America. With over 25 years of experience in increasingly senior positions, he is internationally known for his expertise in computational media and regenerative design.

He has secured a number of significant funding initiatives throughout his career. One was the Canadian Design Research Network, a collaborative initiative involving over 20 Canadian architectural and design schools working with industry, government and academia to raise awareness of architectural design and research.

Following the recent partnership between AU and Architecture Canada RAIC, MacLeod will work with colleagues and stakeholders to complete the renewal process of the Syllabus Program, a work-study program offered as an alternate path to architecture. MacLeod's collaborative and inclusive spirit will bring energy to the architecture centre.

Exam Scanning Saves Time, Money



Administrative course assistant Wendy Jewell scans exams into the new system.

EXAMS HAVE GONE DIGITAL IN THE Faculty of Business. Since August 28, all paper based exams have been handled electronically.

A new exam scanning system adopted by the faculty has reduced the time between exam writing and distribution of marks by an average of more than 10 days.

Administrative course assistants scan paper-based exams and load them into a secure database. Markers are sent a link to the specific exams they are to grade and use Adobe X Pro to insert comments, grades and their signatures within the exam and return it electronically via the same link. "Love it, no envelopes, nothing to misplace," Dwayne O'Coin, academic expert, finance, said. "Just download, mark and send it back when I'm done."

"Markers have been asking for this for a long time," Faculty of Business administrative

professional officer Angela Wagner said. "We just had to find a way to do it that could be manageable with the volumes of exams we handle, and that would meet all the exam security requirements."

In addition to expediting turn around time, the new system improves tracking, allows for re-routing and reduces the potential for lost exams, Wagner said, and it eliminates the cost of postage. "We used to pay to mail the exam both to and from the marker," she said. "While the cost savings on each exam is small, these savings are going to continue to grow over time."

As of September 27, course assistants had already scanned 3,813 exams. "The loading of exams is still quite manual and administratively heavy," Wagner said, "but we are exploring more options with Xerox that we hope to have in place before Christmas that will automate the process even more."

Workshop to Explore Assignment Design for Critical Thinking

THE CENTRE FOR LEARNING DESIGN AND Development is hosting a workshop to explore the concept of critical thinking from various perspectives and examine how course assignments can be designed to foster critical thinking.

Presenters at the workshop will be Linda McCloud-Bondoc, co-ordinator of the Write Site; Dr. Derek Briton, chair of the Centre for Interdisciplinary Studies; Elaine Fabbro, head of information literacy and public services at the AU Library; and Corinne Bossé, a learning designer in the Centre for Learning Design and Development.

The hands-on session will be of particular interest to faculty and staff members who are involved in designing, developing and delivering courses.

The workshop will provide an opportunity ... to share strategies for facilitating development of students' critical thinking skills

The workshop will provide an opportunity for participants to share strategies for facilitating development of students' critical thinking skills with their colleagues. Those attending are also encouraged to bring examples of assignments that they are reviewing to obtain feedback.

The workshop will be held from 1 to 3:30 p.m. on Monday, October 29, 2012, in Room 1222 at AU Edmonton and by Adobe Connect. To join the Adobe Connect session, go to <https://connect.athabasca.ca/r66422260/>.

Those planning to participate should contact [Lorene](#) by October 22 to confirm their attendance.

Reclaiming the Power of Motherhood



Dr. Gina Wong

MOMS GONE MAD: MOTHERHOOD AND MADNESS, Oppression and Resistance, a new anthology edited by Dr. Gina Wong, an associate professor in the Graduate Centre for Applied Psychology and published by Demeter Press, will be launched in Edmonton on October 20.

The book looks at how motherhood is traditionally viewed in a restrictive, limiting and often oppressive way and attempts to empower motherhood by looking past the narrow stereotypes. Founded in maternal scholarship, it takes the idea of *madness*, as it has been applied to women as mothers, and turns it on its head.

Wong and her contributors provide an insightful critique of the mother blaming inherent in the psy-discourses: the lack of attention to power, the impossibility of meeting *good mother* ideals, and the dominant ideology inherent in medical diagnoses of *bad mothers*. In the process, they take the madness out of mother and put it back into the socio-cultural landscape where it rightfully belongs.

Petra Bueskens, founder of PPMD Therapy

“Over the last three and a half decades, feminist researchers and advocates worldwide have been interested in the topic of empowering mothers to reclaim what patriarchal motherhood has stolen: agency, authority, authenticity and autonomy for mothers”

and editor of *Mother and Psychoanalysis: Clinical, Sociological and Feminist Perspectives* describes *Moms Gone Mad* as “a must read for mental health practitioners, feminist scholars, mothers and all who care about them.”

Wong used her 2011 PARSE award to finish the anthology, which explores issues such as postpartum depression, mother-blame and mother guilt, mothering in contradiction, postpartum psychosis, women’s inhumanity to women and childlessness to provide a more complete examination of various aspects of mothering.

Although scholarship on motherhood is still struggling for legitimacy and centrality in some disciplines, Wong said, motherhood studies is recognized as an emerging, distinct field in the broader disciplines of feminist scholarship or women’s studies. “Over the last three and a half decades, feminist researchers and advocates worldwide have been interested in the topic of empowering mothers to reclaim what patriarchal motherhood has stolen: agency, authority, authenticity and autonomy for mothers,” she said.

Wong said that her interest in the subject is derived from both personal and professional experiences. “I am the mother of two daughters and a son, and in my community of female friends, I am keenly aware of the pressures and judgments placed upon mothers. Professionally, as a psychologist, I also see how mothers are affected by the expectations. Editing this book is my attempt to contribute to shredding some of the damaging and oppressive institutions of motherhood.”

The launch event, to be held at Lola’s, 8207 105 Street (close to Whyte Avenue) at 7 p.m. on October 20, will include readings from the book, opportunities to have a copy signed by the authors, and wine and cheese.

The Poetic Hildebrandt



AU PRESS DIRECTOR WALTER HILDEBRANDT will be reading from some of his recent work at Audrey's Bookstore, 10702 Jasper Avenue in Edmonton, at 7 p.m. on October 30.

Hildebrandt is both a poet and an historian. He has worked as an historical researcher for Parks Canada and a consultant on aboriginal treaties for the Treaty 7 Tribal Council, the Federation of Saskatchewan Indian Nations and the Banff Bow Valley Task Force. His historical works include *Views from Fort Battleford: Constructed Visions of an Anglo-Canadian West* and *The Battle of Batoche: British Small Warfare and the Entrenched Métis*, a second edition of which appeared in 2012.

He is also co-author of *The Cypress Hills: An Island by Itself* and *The True Spirit and Original Intent of Treaty 7*, which won the 1997

Gustavus Myers Award for outstanding work on intolerance in North America.

Hildebrandt's nine volumes of poetry include *Winnipeg from the Fringes*, *The Time In Between/Adorno's Daemons* and, most recently, *Illegal Combinations*. His collection *Where the Land Gets Broken* won the 2005 Stephan G. Stephansson Award for Poetry.

Complimentary wine will be available at the reading. RSVP to Rosie Pucci (780-421-5053 or rosiep@athabascau.ca).

A Royal Sendoff for Loxam

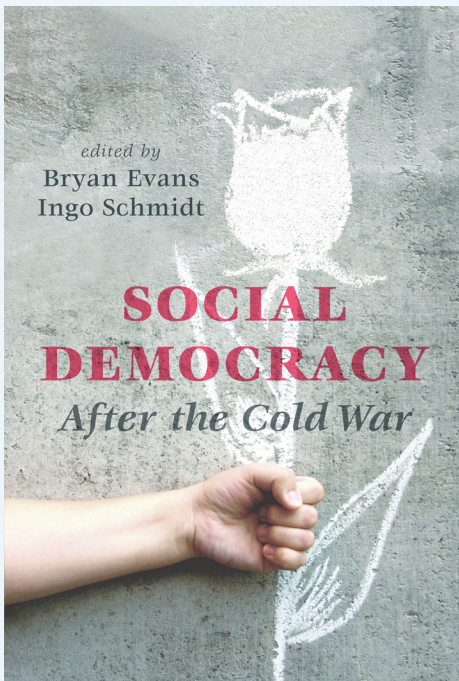


AFTER 28 YEARS OF DEDICATED SERVICE to AU, Joyce Loxam is leaving for a fun filled retirement. Friends and colleagues assembled for a wine and cheese reception in her honour on September 27.

Loxam received best wishes on her retirement from Queen Elizabeth II, and Kim MacMillan and Carrie Potts created a video presentation, set to the tune of UB40's "Red, Red Wine," featuring photos of Loxam and AU colleagues and friends.

"It's nice to know that somewhere along the way I did make a difference and perhaps contributed in a small way to making AU a better place to work," Loxam wrote in thanking her co-workers for the celebration. "All of you have made a positive difference in my life as well, and I will remember fondly my AU years."

AU Press Gets Political



Social Democracy After the Cold War

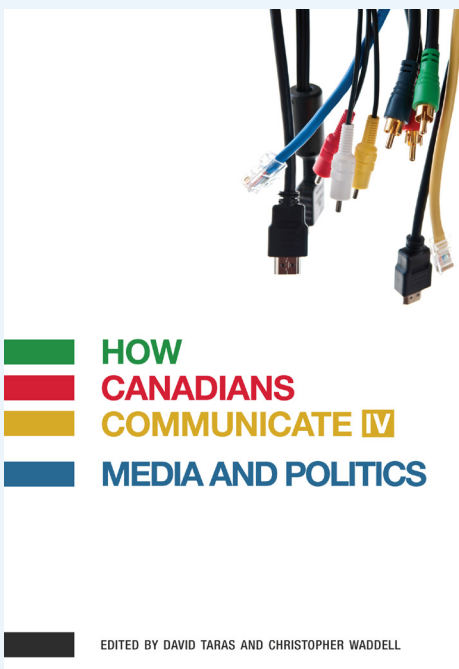
ON SEPTEMBER 19, DR. BRYAN EVANS hosted the launch of *Social Democracy After the Cold War*, which he co-edited with Dr. Ingo Schmidt, academic co-ordinator, labour studies, in the Faculty of Humanities and Social Sciences at AU. Evans is an associate professor in the Department of Politics and Public Administration at Ryerson University.

The book offers a comparative look at social democratic experience since the Cold War, examining countries where social democracy has long been an influential political force—Sweden, Germany, Britain, and Australia—while also considering the history of Canada’s NDP, the social democratic tradition in the United States and the emergence of New Left parties in Germany and Québec.

Dr. Leo Panitch, a distinguished professor of political science at York University and guest

speaker at the launch, told the audience “This is a very timely book...It helps give people a sober road map of what social democracy really is [and] it goes out of its way to show the degree of continuity between Third Way thinking, between Blair-ism, between the adaptation of neoliberalism by social democracy and the social democracy that came before that.”

A complete video of the [launch](#) is available on YouTube.



How Canadians Communicate IV: Media and Politics

EDITED BY DR. CHRISTOPHER WADDELL, director of the School of Journalism and Communication at Carleton University and a former national editor of *The Globe and Mail* and parliamentary bureau chief for CBC News, and Dr. David Taras, an expert advisor to the House of Commons Standing Committee on Canadian Heritage and a professor emeritus of communication and culture at the University of Calgary, *How Canadians Communicate IV: Media and Politics* is the most comprehensive review of political communication in over three decades, one that poses questions fundamental to the quality of public life.

According to David Smith, author of *Federalism and the Constitution of Canada* (2010), “Journalism has fallen on hard times and journalists have neither the incentive nor

the resources to maintain the standard of informed independence that once characterized their profession. *How Canadians Communicate IV* carefully dissects the multiple causes of this condition and redefines the concept of political communication in Canada.”

Want more? Visit [AU Press](#) or:



Research Buzz

Research Funding News

Alberta Community

and Co-operative Association:

AU HAS RECEIVED FUNDING FROM THE Alberta Community and Co-operative Association for Unleashing Local Capital, a project led by Dr. Mike Gismondi in the Centre for Social Science, which aims to educate and support rural communities in using local capital for local investment, particularly to stop the loss of key local businesses due to lack of succession planning. The project will contribute to the research, development, testing and delivery of a series of online tools and training opportunities including curriculum, periodic webcast meetings and forums, for trainers and members of Community Investment Funds that will assist rural communities in using the co-operative investment model to invest directly in their own economic development and to retain local autonomy with respect to investment decisions.

Commonwealth of Learning:

OER4MLEARNING, A PROJECT LED BY

Dr. Rory McGreal, has been approved for financial support from the Commonwealth of Learning. The goal of the project is to develop open education English-as-a-second-language training for computer technologies to be delivered on mobile devices and through the World Wide Web. The material produced will enable students to learn the basic tools of English for computer technologies in an interactive modular format, accessible on mobile and fixed computing devices including tablets. COL will contribute resources toward the engagement of the course designers, web designers and technical support staff required to complete the project.

Shastri Indo-Canadian Institute:

DR. VIVE KUMAR, AN ASSOCIATE PROFESSOR in the Faculty of Science and Technology, has received funding from the Shastri Indo-Canadian Institute Pro Development Initiative Grant 2012-13 for a project he is leading: Tracing the Evolution of Learner Competency through Blended Online Courses offered at Anna University (India) and Athabasca University (Canada) as a Basis to Study Curricular Effectiveness. Dr. Thamarai Selvi Somasundaram, professor and dean at the Madras Institute of Technology Campus of Anna University in Chennai, India, is a co-applicant on the project. This research aims to develop a computational ontological model of study habits of students in engineering and technology courses at AU and Anna University. Pro Development Initiative grants are funded by Foreign Affairs and International Trade Canada through its International Education and Youth Program. The objective of the initiative is twofold: to reinforce the institute's support for development priorities concerning India and to encourage and support member institutions' bridge building between Canada's international development priorities (for India) and their own academic interests.

UNESCO:

AU HAS BEEN AWARDED UNITED NATIONS Educational, Scientific and Cultural Organization funding for Intercultural Skills for Youth Journalists, a project led by Dr. Rory McGreal, director of the Technology Enhanced Knowledge Research Institute and UNESCO chair in open educational resources. The project seeks to design, develop and launch an entry level online course in media and information literacy which will provide citizens with, among other things, basic communication skills to promote peace, intercultural dialogue and mutual understanding.

Education Technology Innovation 2013 Conference

IF YOU ARE A RESEARCHER, an education research and development company or a public or private sector user of education technologies, please join us for the Education Technology Innovation 2013 Conference, to be hosted by AU at the Radisson Hotel Calgary Airport. Workshops are scheduled for May 1, 2013, and the full conference and exhibitors' hall for May 2 and 3.

During the past decade, the use of technology in education has grown steadily more prominent and influential in schools and universities worldwide. In response, a new generation of educational technology startups has emerged, influenced by the significant flow of capital into the sector. In Canada, entrepreneurs have made a significant impact on education globally through their companies. In university research labs around the country, next generation education technology innovations are now being explored.

Until now, no national conference has attempted to bring together education technology researchers, entrepreneurs, practitioners, funders and government partners. The Education Technology Innovation 2013 Conference seeks to fill this void by promoting innovations in education and connecting researchers with startups and startups with funders and purchasers.

Registration information will be posted shortly. Contact [George Siemens](#) for further information.

Seeking Wellness Knowledge

THE AU WELLNESS COMMITTEE IS SEEKING AU community expertise on wellness.

The committee is looking for people interested in submitting articles to the quarterly wellness newsletters and for presenters for the wellness Lunch 'n' Learn information sessions to be held over the next year. "We know there is a wealth of wellness knowledge within our virtual walls, and we would like to share it with the rest of AU," occupational health and safety advisor Nichole Collins said.

Article and presentation topics must focus on one or more of the five dimensions of wellness: mind, body, spirit, environment and community.

Expert is a subjective term when it comes to wellness, Collins said. "You are an expert if you have researched it, but you may also be an expert if you have lived it. Share your

"We know there is a wealth of wellness knowledge within our virtual walls, and we would like to share it with the rest of AU"

knowledge and tell us your story if you think it will advance wellness at AU."

Newsletter articles should be 250 to 500 words in length. The first newsletter is scheduled for November 2012. Deadline for submissions is October 15, 2012. Any submissions after this date will be considered for future publications. Not all submissions may be accepted.

Lunch 'n' Learn information sessions should last about 50 minutes. If more time is needed, a workshop might be considered. One month's notice is needed to properly organize and advertise each event, which will be offered via teleconference, video conference and other interactive media.

Contact Collins by [email](#) or by phone (780-675-6461) for further information or to ask questions.

Drop-in Flu Shot Clinic

AU AND ALBERTA HEALTH SERVICES WILL host a drop-in flu shot clinic in the Cedar Room at AU Athabasca from 1 to 4 p.m. on Tuesday, October 30, 2012.

Family members are welcome. Flu shots for children and pregnant women will be available. Your Alberta Health Care number will be required.

For further information contact HealthLink Alberta at 1-866-408-5465. More information about influenza can be found at [MyHealth.Alberta.ca](#).

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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 October 29. Deadline for submissions is October 19.