

the insider

A newsletter published for everyone in the Athabasca University community

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IN THIS ISSUE:

- 2 AU Helps Slave Lake
- 3 SUP Update
- 3 IAABD
- 3 MoodleMoot
- 4 Alfresco 101
- 5 Visual Dialogue in Research
- 5 AU Joins eCampusAlberta
- 6 Research Buzz
- 7 CUPE 3911 Profile
- 8 Community Wellness Fair a Success
- 9 Arts & Science Talks
- 9 New Health and Safety Awards
- 10 AU Names in the News



Thousands of graduands, family members, friends and well-wishers gathered at the Athabasca multiplex last week for AU's three-day Convocation event. The University awarded degrees to 1,351 outstanding graduates this year. Look for more photos in the next issue of *The Insider*.



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Athabasca University 

University Community Rallied to Help Slave Lake Residents



As people arrived at work May 16, they saw lots of activity at the multiplex. During the night, residents of Slave Lake arrived in Athabasca after a fire forced the town's evacuation.

Individual staff members at Athabasca University, and the University itself, were some of the first to respond when some 2,000 evacuees from Slave Lake started to arrive in Athabasca late at night on May 15. As high winds pushed a raging wildfire straight into the town, residents of Slave Lake had just minutes to get themselves and whatever they could grab out of harm's way, after a mandatory evacuation was announced. Over 1,000 firefighters continued to fight the blaze.

Over the next two weeks, some 90 people from the University volunteered at the evacuation centre established at the Athabasca multiplex. "People just wanted to know how they could help and where they should go," said Butch Brennan, director of risk management and the University's emergency response coordinator.

It was a balancing act for the University which needed to be able to meet operational needs at the same time as doing whatever it could for evacuees. Brennan said things were well orchestrated and did not interrupt normal operations. "The main focus was not to stress people at the multiplex and not to stress the University but to help as much as possible with a minimum of disruption."

The initial challenge was trying to coordinate efforts. There was such an outpouring of support from people at the University, Brennan said, it took a day or two for the initial contact to come to him, as emergency response coordinator. He met

every morning with the county emergency response team, and sometimes in the afternoon as well, to keep on top of things. The University's emergency preparedness team met with Brennan daily.

As the week progressed, the University coordinated the recruitment and scheduling of volunteers from AU to help with everything from reception and registration to taking care of family pets. When a need was identified by the county, emails were sent out to notify the University community. "If something was needed, if something needed to be started or stopped, the information was fed to the University community," Brennan said.

Parking and power hook ups for RVs and trailers were provided in the POC parking lot with overflow parking provided at the Tim Byrne Centre. Staff from Linda's Treats and volunteers from the University were busy for the first two days with food preparation to help provide three meals a day. Food was prepared in the University cafeteria and taken to the multiplex.

To provide some semblance of normalcy for children, with support from Aspen View School District, teachers from Slave Lake set up school and the University provided two meeting rooms in the POC. The first day organizers were expecting 25 students and 56 showed up. The University found three additional rooms in the main building.

"Teachers were able to proceed with lesson plans and it got the children out of the multiplex," Brennan said. "It gave parents some time to deal with other issues. The students were very well-behaved and very respectful of the work place."

A cyber café was set up in the newly renovated Maple Room with 12 laptops and a printer. A phone line was also made available. Phone, internet and fax lines were set up in the Cedar Room so CBC Radio-Canada could broadcast live on May 20.

The evacuation centre was overwhelmed by donations from everywhere in the province. The agriplex was used to store supplies and tons of material had to be turned away. Brennan said 32 reefer trucks of donated goods were sent up to Slave Lake when people started returning. The University's two forklifts were provided to move supplies and to help with re-crating cots and clean up. Volunteers from the University also took part in the clean up on May 29.

"We used a lot of what is in the University emergency preparedness plan," Brennan said. "We could have assisted more but it wasn't needed. The evacuation centre received so much support. The additional resources we had were not needed."

Starting May 26, residents of Slave Lake were given permission by the Emergency Operations Centre (EOC) in Slave Lake to return to their community through a phased re-entry schedule.

Strategic University Plan Update

A first draft of the AU Strategic University Plan (SUP) has been composed, based on staff feedback gathered during the first round of open forums, background documents and discussions with various other stakeholder groups.

Based on your feedback, background documents and stakeholder discussion groups, a first draft of the AU Strategic University Plan is available for review on the [SUP Website](#). The next and final round of open forums is as follows:

Monday, June 13

Room 1222,
AU Edmonton, 9:30 - 11 a.m.

Large boardroom,
AU CIM, 1-2:30 p.m.

Tuesday, June 14

Large meeting room,
AU Calgary, 1-2:30 p.m.

Thursday, June 16

Governing Council Chambers,
AU Athabasca, 2-3:30 p.m.

Teleconference details:

North American Wide: 1-877-385-4099
Edmonton: 780-421-1483
Calgary: 403-232-0994
Participant Pass Code: 58091

IAABD in the Era of Globalization

The 12th Annual International Association of African Business Development (IAABD 2011) conference was held May 17-20 at the Robbins Health Building at Grant MacEwan University in Edmonton.

The theme for this year's conference was *Challenges in the Era of Globalization*. Highlights are posted at the [conference website](#) which outlines the keynote presentations, special sessions and panels, etc.

The Honourable Iris Evans, Minister of International and Intergovernmental Relations for Alberta, welcomed guests at the reception Tuesday evening. Other distinguished guests included the High Commissioner for the Federal Republic of Nigeria in Canada, the High Commissioner for Kenya, and the High Commissioner for the Republic of South Africa. One hundred and twenty delegates attended the event, representing many African institutions as well as Chinese, British, American and Canadian institutions.

Athabasca University and Grant MacEwan University co-hosted the conference, with additional sponsorship from the City of Edmonton, Banro, CNRL, Taylor and Francis Group, the Government of Alberta, and the Canadian Council on Africa.



Conference co-chair Dr. Meenal Shrivastava with the Centre for Global and Social Analysis at AU.

MoodleMoot 2011 Largest Moot Ever

Athabasca University, in partnership with the Canadian Moodle community and with support from the Technology Enhanced Knowledge Research Institute (TEKRI), hosted the third Canadian MoodleMoot and social learning gathering in Edmonton from May 1-5.

The theme this year was *Open Learning and Open Collaboration*. Keynote speeches were heard from Martin Dougiamas, founder and developer of Moodle, and Stephen Downes, with the National Research Council of Canada specializing in the fields of online learning, new media, pedagogy and philosophy.

Breakout sessions focused on "openness" including open learning, open source, open educational

resources, and open social networking. Delegates had the option of attending in person or virtually to share with practitioners, innovators, administrators, researchers, and developers from across North America and around the world.

There were 338 onsite participants and 50 virtual participants resulting in the largest Moot ever in terms of participation and programming. The majority of delegates were from Canada, representing nine provinces and one territory. Eight delegates attended from the U.S. with two international onsite delegates from Korea. Most of the virtual delegates and presenters were also from Canada and the U.S. with one delegate from Trinidad and two virtual presenters from Australia.



Martin Dougiamas, founder and developer of Moodle, was one of the conference keynote speakers. Photo Credit: Eric Merrill.

Alfresco 101: An FAQ Overview

by Karen Stauffer and Erin Ottosen

If you're not already working with Alfresco, you probably will be soon. AU is in the midst of developing a variety of Alfresco-based systems for managing University content—everything from student transcripts and official business records to course materials and websites. With features like automated workflows, Alfresco will greatly improve how we manage our content at the University.

To help you learn the basics about Alfresco and how it might affect you and your work, AU's Alfresco team has provided *The Insider* with these answers to frequently asked Alfresco questions:

What is Alfresco?

Alfresco is a system for storing and managing content: documents, records, webpages and other files of information. As an open-source content management system, Alfresco can be modified by its users. AU is currently in the process of modifying Alfresco to meet the specific needs of the University.

What content will Alfresco help to manage at AU?

Several centres are already developing their websites through Alfresco. The University is also developing Alfresco systems for managing course materials, course syllabi, and other documents and records. In addition to managing content, Alfresco can also help to manage the processes around producing and revising content.

The major Alfresco systems in development are:

- Course Tracking System (for monitoring and managing course development);
- Digital Course Materials Production (for storing, producing, revising and publishing digital course materials);
- Document Imaging and Workflow (for storing student transcripts and related documents and managing their evaluation and processing);
- Records and Document Management (for classifying, storing and managing documents and records);
- Syllabus Request and Revision (for managing and maintaining course syllabi).

What is using Alfresco like?

Using Alfresco is similar to using a mapped network drive (e.g. Norm) to work with your files. But Alfresco offers many advantages that a mapped network drive doesn't:

- You can access files from any computer with an Internet connection.
- Alfresco archives old versions of folders and documents, so if you'd like to look back at past changes, they're available with the click of a link.
- Automated workflows can be built around folders and documents. These workflows notify you when it's time to complete the next step in a business process. They also provide an audit trail, because they track what steps in a business process have been completed and when.
- AU's Alfresco systems have been structured to help implement AU's classification system and retention schedule for records and documents.

- You can search for documents based on how they're classified and who has access to them.

Overall, Alfresco will improve the control, preservation, sharing, retention and security of the University's digital assets.

There are three main ways to access content in Alfresco:

1. The Alfresco web application;
2. Web links to folders or files (read-only);
3. A Windows application that is similar to a mapped network drive.

How will Alfresco affect me?

That depends on your role at AU. For example:

- If you're involved in developing courses, Alfresco will automate the workflow for course revisions and other course production processes.
- If your centre or department uses a mapped network drive to manage your files, you'll need to work with the Alfresco team to switch to Alfresco. This will involve developing a file plan and creating an Alfresco site for your centre or department.
- If you're working for the Office of the Registrar, you may be involved with processing transcripts in the Alfresco Document Imaging and Workflow system.
- If you're involved with your centre's websites, you might already be working with the web project portion of Alfresco.

When will Alfresco affect me?

If you're not already training on or working with Alfresco in some capacity, you likely will be in the coming months.

Where can I get more information about Alfresco at AU?

This [internal website](#) provides more information about AU's Alfresco projects and plans.

Visit the [AU training site](#) for information on Alfresco interfaces, document management and digital course materials production.

The [Alfresco 3.3 site](#) provides general access at AU.

Who can I contact for more information?

If your department or centre would like an Alfresco demo or more information about Alfresco at AU, please contact [Jagwinder Kaur](#), Alfresco/Moodle analyst, or [Karen Stauffer](#), Alfresco program manager.

Visual Dialogue in Research



From left to right: Arild Berg, Faculty of Art and Design, Akershus University College, Lillestrom, Norway; Sharon Moore, Centre for Nursing and Health Studies at Athabasca University; Guri Brit Nielsen, Faculty of Technical and Vocational Teacher Education, Akershus University College (organizer of the symposium); Mette Holme Ingeberg, Faculty of Health, Nutrition and Management, Akershus University College.

Dr. Sharon Moore, associate professor of Nursing at AU, recently returned from a trip to Scandinavia. She spent a few days in Denmark where she presented a paper at the International in Sickness and In Health Conference. From there she travelled to Norway where she had been invited by Professor Guri Brit Nielsen at Akershus University in Lillestrom to take part in a research collaboration presentation for graduate students from three faculties: nursing, teacher education and art and design.

“This interdisciplinary symposium was organized to present strategies being used as visual dialogue in research,” Moore said. “Mette Holme Ingeberg,

from the Faculty of Nursing, and Arild Berg, from the Faculty of Art and Design, both at Akershus University College, presented their collaborative project on using art in mental health and aging. I presented the work I did on sabbatical last year on using an arts-based approach to reflect the spirit of aging in cultural contexts.”

Visual dialogue is a process of integrating words, images, and shapes into a single unit for communication. The intention is to introduce new ways of collecting or packaging information so that people can understand complex ideas more easily and take action. Seeing thoughts expressed visually helps drive intense

and meaningful dialogue. (“Visual Dialogue”, by Suzanne Bailey and Lois Easton, in *Powerful Designs for Professional Learning* (2008), 2nd edition, edited by Lois Easton.)

Following the presentations, the students worked in groups discussing how visual dialogue could be used in an interdisciplinary way in their own work, followed by a large group conversation on the impact of art in health care.

“It was a very interesting opportunity to collaborate with colleagues in an international forum and we have built some foundations for potentially working together in the future,” Moore said.

News In Brief

Athabasca University joins eCampusAlberta

In May, Athabasca University joined eCampusAlberta, one of the fastest growing online education consortiums in North America.

“It’s an honour to welcome Athabasca University into the eCampusAlberta consortium,” said Ralph Weeks, eCampusAlberta’s chair and president and CEO of Medicine Hat College. “For many decades, Athabasca University has been among the world’s leading institutions in the field of distance education and the University offers a wealth of experience that will be a great benefit to

students in Alberta who are pursuing their studies online. The eCampusAlberta consortium will benefit from Athabasca’s expertise as it moves ahead with the expansion of student services and further enhancing the quality of online education offered by the membership.”

eCampusAlberta’s membership now includes 16 Alberta post-secondary institutions - 11 colleges, two polytechnical institutions and three universities.

See the full news release on the [AU News and Events webpage](#).

AU Researchers Awarded Funding

Academic Research Forum

The Academic Research Committee (ARC), in conjunction with the Faculty of Graduate Studies, hosted the 2011 Research Forum on April 20 in Edmonton. The theme of this year's forum was *Conducting Interdisciplinary and Multi-Disciplinary Research*. Dr. Andrew Paskauskas shared insights drawn from the scholarly literature, various research reports, and his personal experiences in working with interdisciplinary teams. He highlighted the challenges posed by collaborative research endeavors of a multidisciplinary-interdisciplinary nature in his keynote address, "Towards Interdisciplinary Research and the Interdisciplinary Imperative".

Panel sessions included topics which addressed *Personal Experiences Working in an Interdisciplinary Context*, and *Lessons Learned* in the development and writing of research applications and proposals. Concurrent workshops covered topics in areas of *Multi-Methods Research Designs* (presented by Dr. Caroline Park), and *Academic Publishing: Disciplinary and Interdisciplinary Research* (presented by Dr. Raphael Foshay). Poster presentations prepared by both staff (seven faculty and two professionals) and graduate students were made available throughout the day for viewing.

The forum concluded with a cracker barrel session for open discussion and sharing of ideas. The forum was attended by 79 faculty and professionals and seven graduate students from the Master of Nursing, Doctorate of Education in Distance Education, Master of Arts-Integrated Studies, and Master of Science in Information Systems (all graduate students presented posters). Capacity was limited to a maximum of 80 attendees.

NSERC Engage Program

Dr. Dragan Gasevic, Canada Research Chair in Semantic Technologies at AU, has been awarded \$24,961 from the Natural Sciences and Engineering Research Council (NSERC) Engage Program for his project *Semantic Technologies for Enterprise 2.0 Collaboration*. This collaboration involves building new scientific knowledge needed for an industrial partner to work on an Enterprise 2.0 collaboration platform. Such a platform is tailored to be used in industrial settings and dispersed organizations and should:

- reduce the need for face-to-face meetings and information exchange using continuous back and forth email messages;
- enhance distribution of important updates and vital information about critical people, tasks, and goals to the parties of interest;
- increase agility of organizational learning through individual contributions and personal engagement.

This six-month project will involve the training of at least three graduate students in the general area of semantic technologies for Enterprise 2.0 collaboration.

SSHRC Insight Development Grant Program

Dr. Rory McGreal, associate vice-president Research and the UNESCO Chair in Open Education Resources (OER), has been awarded an Insight Development Grant from the Social Sciences and Humanities Research Council (SSHRC). McGreal's project, *Assessment and Accreditation: An international case study on acceptance of digital resources*, is original research examining existing and nascent international protocols and practices leading to formal academic credit for non-traditional learners.

Despite the vast array of digital learning opportunities, formal education institutions do not provide adequate pathways for these learners to have their learning assessed and gain academic credentials. This research project aims to explore how the community service mission of the University, drawing on the strengths and existing policy protocols and practices for prior learning and assessment could extend pathways to formal academic credit. McGreal has received \$22,000 for this one-year project.

SSHRC Canada Graduate Scholarship – Master's Program

Athabasca University student Sharone Daniel from the Master of Arts-Integrated Studies Program has been awarded a Canada Graduate Scholarship (Master's level) from SSHRC. This is a one-year award of \$17,500 for her project *The role and effect of social networking sites, email list-serves, online direct action and blogs in mobilization organization and identity formation within social movements that are based online*.

Yessy Byl—Activist, Advocate, Mentor

By Ernie Jacobson



CUPE 3911 member and AU tutor Yessy Byl.

AU tutors, academic experts and markers are a fascinating group of people with a wide range of life and work experiences. No one exemplifies this more than Yessy Byl, a lawyer who has tutored at AU in labour relations since 2006.

In addition to tutoring, she has

served as the foreign worker advocate with the Alberta Federation of Labour, and is the lead author of two publications dealing with foreign workers: *Temporary Foreign Workers - Alberta's Disposable Workforce* (2007) and *Entrenching Exploitation - Foreign Workers in Alberta* (2008).

Co-authored by Jason Foster, also an AU tutor, these publications received wide coverage in Alberta and beyond for their detailed analysis of the exploitation of workers and the unfairness of Canada's temporary foreign worker (TFW) program to the workers themselves.

Byl's reports detailed how employers seeking employees from outside Canada are required to obtain a labour market opinion, which is non-transferable, and which can make finding other work almost impossible if the worker tries to change jobs or is laid off. This is compounded by foreign workers being issued work permits that tightly restrict who they can work for, where they can work and what jobs they can work in. This too often results in foreign workers - especially those in low skilled jobs - being vulnerable to exploitation by employers.

The second report also discussed the fact that the TFW program has become very similar to the guest worker

program in Europe - by not providing any opportunity for many foreign workers to immigrate to Canada. Instead, now foreign workers are required to leave Canada after working here for four years. (Canada's immigration program only allows skilled workers with a high level of English competency to apply for immigration.)

Byl was recognized for this work by being named one of "Ten Albertans Who Made a Difference" by the Edmonton Journal in its December 31, 2007 edition. She also received a RISE Community Outreach Award from the Edmonton Mennonite Centre in 2010 for her work with TFWs.

She served on the Board of the Edmonton Community Legal Centre, is an active volunteer with the temporary foreign worker legal clinic and is the northern educator with the Alberta Civil Liberties Research Centre. She does presentations and workshops on human rights issues in schools and with community groups in northern Alberta.

As an AU tutor, she has been very active with CUPE 3911, serving as chair of the 2010 bargaining committee during difficult negotiations. She is CUPE 3911's human resources officer and also serves on the benefits committee.

Byl brings her wide knowledge to issues, but she also brings a fabulous engagement and sense of humour to everything she does. Working with her on issues, whether it is bargaining or benefits is a real pleasure, as one is guaranteed to laugh (as long as she is not seriously annoyed) as well as deal with tough issues

In her spare time, Byl has a very unusual hobby. She is a collector of antique buttons, with a fascinating, diverse collection, primarily from the 19th century and even earlier. Typical of her approach to any issue, she has immersed herself in this hobby to such an extent that she became a board member of the National Button Society and has written articles on buttons and speaks at button collecting conventions.

She lives near the river valley in Edmonton, and takes pleasure in walking her beloved dog Daisy along the riverbank.

Congratulating AU Grads Through Health and Fitness

By Nichole Collins, OHS Advisor



From May 16 to June 3, AU employees from across Canada pooled their daily exercise minutes and servings of fruits and veggies to theoretically trek to Largo, Florida to congratulate one of this year's AU Grads. Over the three weeks, 78 employees logged a total of 801 hours of both physical activity and healthy eating (with each serving of fruits and veggies equaling three minutes of activity).

We didn't quite make it to Florida. During the challenge AU employees amazingly pulled together to volunteer all extra time to both the Slave Lake fire evacuation efforts and Convocation preparation. However, we are sure the AU graduating student would be proud of the great fitness and healthy eating efforts of all the participants.

Congratulations to AU's Vaneer Narayanan who won both the exercise and fruits and veggies categories with a whopping 47 hours of physical activity and 193 servings of fruits and veggies. Second place in both the physical activity and fruits and veggies categories went to Jocelyn Popowich with 46 hours of physical activity and 178 servings of fruits and veggies. Jolene Armstrong logged 37 hours of physical activity to win third place and Mary Anne Yurkiw ate a total of 163 servings of fruits and veggies to also win third place. All four received gift certificates to SportChek. A number of weekly random prizes were also given away along with a participant gift to each challenge participant.

Special thanks to everyone who supported the challenge and to AU Web Services' Rodrigo Silva for designing the great Spring Challenge Website.

Community Wellness Fair and Trade Show Big Success

By Nichole Collins, OHS Advisor

On April 30, Athabasca and the surrounding community enjoyed a fabulous day of wellness at the Community Wellness Fair and Trade Show at the Athabasca multiplex. The day included over 35 wellness-related presentations and interactive demonstrations, 78 trade show vendors, kids' entertainment and breakfast hosted by the local Lions Club.

Some of the highlighted presentations and demonstrations included yoga classes, zumba, water zumba, colour spectrums, kettle bells, mental health first aid, cooking classes and a dog agility show. Vendors included health-based agencies and natural health practitioners creating awareness, local youth and sports groups promoting their clubs and private and home based businesses selling their wares.

The group Entertaining in Edmonton and the Athabasca Regional Multiplex Summer Program wooed the kids with face painting, glitter tattoos, balloon animals, a craft table and

back to back movies. Those who ventured to the fair early enjoyed a fabulous pancake breakfast with all the fixings and a yummy smoothie bar. Those who browsed throughout the day were also able to take in entertainment by some local buskers.

Overall the event was a huge success and accomplished the goal of creating an awareness of health and wellness related options throughout North Central Alberta. The Wellness Fair was truly an event organized by the community and for the community through the coordinated planning efforts of a number of community organizations and businesses.

Plans are already underway for a bigger and better Wellness Fair and Trade Show in April 2012. If you are interested in either contributing to the event or becoming part of the planning committee please contact me, [Nichole Collins](#), OHS Advisor at AU.

Edward Taylor Fletcher: Forgotten Figure in Canadian Literature

By Bob Heller

On May 20, the Arts and Science Research Talks series welcomed James Gifford, a tutor with the Centre for Global and Social Analysis, and assistant professor of English at Fairleigh Dickinson University in Vancouver, who gave an engaging presentation via videoconference on Edward Taylor Fletcher (1817-1897), a forgotten figure from Canadian literature.

Fletcher's resume is impressive as described by Gifford but the focus of the presentation was on how landscapes in British Columbia, in particular the Fraser River, Vancouver Island and the coastal mountains, were reflected in the long poem form used by Fletcher to write *Nostorius: A Phantasy* and *The Lost Island: Atlantis*.



James Gifford

Gifford used quotes from these works to illustrate Fletcher's ability to fuse romantic themes with classical settings. Although the long weekend affected attendance in Edmonton, we did have an active online community to discuss the poems and Fletcher's broader position in Canadian literature.

Please visit the Centre for Research to view a recording of the presentation. And join us on June 24 for our final speaker of the year, Leslie Johnson from Work and Community Study.

AU Introduces New Staff Award for Health and Safety Excellence

AU's commitment to promoting and supporting health, safety, wellness and environmental (HSE) initiatives is being exemplified through the creation of a new staff award for Athabasca Health and Safety Excellence (AHSE). The AHSE will be awarded annually to up to two AU employees or teams in recognition of excellence for achievements in HSE initiatives.

AHSE Award Criteria includes:

- Leadership and excellence in the development and implementation of proactive and preventive HSE initiatives within AU.
- Exemplary participation and commitment to HSE programs and legislatively mandated initiatives.
- Participation and commitment that goes beyond the requirements of the employee(s) role, is proactive and preventive, and works toward continuous improvement in the areas of HSE.

The award nomination process is now underway and is accepting applications until July 1, 2011. The recipient(s) of this year's staff excellence award will receive an award to their Professional Development Fund and be formally recognized at the AU Staff Recognition Event in the fall.

The nomination form and associated policy and procedure is available on the [policy webpage](#).

Nominations for the 2011 AHSE Award and any questions should be forwarded to Krista Morland, Human Resources assistant.

AU Names in the News

Former AU Registrar New CAO

A former registrar at AU, Hendrik Slegtenhorst, has recently assumed the position of Chief Administrative Officer (CAO) for the Town of Peace River. It was through his work with Athabasca University that Slegtenhorst first became aware of the Peace River region and its beauty, the Peace River Record Gazette reported.

"I have been coming to Peace River, including Fairview, since the early 1980s, and I have travelled extensively [throughout] Alberta," Slegtenhorst said.

Recently Slegtenhorst served as the CAO of Bowen Island municipality in B.C., and as CAO of St. Stephen, New Brunswick. While in St. Stephen, he was also appointed as emergency response co-ordinator, and served as a director on the boards of the Charlotte County Civic Centre Project, and Development St. Stephen Inc., the economic development agency of the town.

AU MBA Takes Over

Ken Keith, who holds an MBA from Athabasca University, recently took over as the new executive director for Central Plains Inc. and Community Futures White Horse Plains in Portage la Prairie, Manitoba.

Keith said in the Portage Daily Graphic newspaper that he approaches this new position from a regional standpoint, advocating for the sharing of resources throughout the region to improve it as a whole. "We try to foster the assets and resources from communities to form a cohesive cluster," he said.

Originally from Manitoba, Keith lived in Alberta for many years while he worked in marketing for Imperial Oil. While with the oil company, Keith oversaw marketing for an area that stretched from Thunder Bay, Ont. to the Queen Charlotte Islands, B.C. and Inuvik, N.W.T.

Dr. Joe Touring the Country

Chemistry guru Dr. Joe Schwarcz, who received an Honorary Doctor of Science from AU in 2003, is taking part in the International Year of Chemistry (IYC) celebrations.

Called "Dr. Joe" and known for demystifying science for the public, the bestselling author and McGill University professor is speaking on *Chemistry in the Crosshairs: Better Living Through Chemistry* as part of his public lecture series across Canada during 2011.

Schwarcz has written a number of bestselling books, including *Radar*, *Hula Hoops and Playful Pigs*, *The Genie in the Bottle*, and *That's the Way the Cookie Crumbles*.

His teaching and science promotion have earned him numerous awards, including the American Chemical Society's Grady-Stack Award for interpreting chemistry for the public. Other honours include the McNeil Medal from the Royal Society of Canada, the Royal Canadian Institute's Sandford Fleming Medal, the Purvis Award from the Society of Chemical Industry and the Chemical Institute of Canada's Montreal Medal.

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 issue of *The Insider* will be published on Monday, June 27, 2011. The deadline for submissions is June 17.

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