

MACEWAN FACULTY ASSOCIATION

**Executive Reports to the Membership
for the Month of October 2011**

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Report from the President

Report not available at this time.

Respectfully submitted,
Jerry Zdril

Report from the Vice President Executive

For half of the period of this report, Jerry Zdril was on vacation, and consequently, I covered the necessary business of the President during that time, as well as my normal activities. Specific activities of the past month have included:

1. Working with the grievance committee and professional resource officer on multiple grievance issues. Two grievances were filed, and I worked closely with the committee to draft and process those grievances. In addition, I was centrally involved in the hearings of those grievances, and the strategic preparations for those hearings.
2. Attending meetings of the FA's Governance Restructuring Committee, and developing action plans both to advance our restructuring efforts and to communicate with members regarding those efforts. We discussed numerous communication and information solicitation initiatives, as well as various key aspects of our restructuring plan. In addition, I and/or the committee met with or consulted numerous outside resources for the purpose of research and development with regard to the nature of our anticipated governance structure and operational model.
3. Preparing for and attending the October meeting of the FEC. We approved the workplan annual report, and terms of reference for the committee. We also reviewed and discussed communication efforts directed to faculty members to encourage their support for faculty evaluation this Fall. The majority of our meeting was spent discussing incentives to improve student completion rates for course evaluations. The committee was provided with a significant review of various published incentives conducted by the faculty evaluation coordinator. Students at the meeting were very interested in publicizing some portion of faculty evaluation info in some manner as an incentive for students. The committee discussed the feasibility of this, and concerns from various stakeholders. I anticipate providing a survey of various possible incentives at the November GMM in order to solicit member feedback before they are adopted. In addition to this meeting and preparations for it, I had several meetings with FA executive members, the FEC co-chairs and administrative members that were focused on relations within the Faculty Evaluation Committee.
4. Attending meetings of the Faculty Standards Committee to continue development of a system of academic titling at MacEwan. I have worked closely with Jerry Zdril to expedite the adoption of titling at MacEwan, and to liaise with faculty as we go forward

in that process. This month, the committee made significant headway, and information will be forthcoming about the decisions over the next month.

5. Attending FA Executive meetings, responding to member inquiries and staff requests, managing issues that arise from day-to-day FA activity.

Respectfully submitted,
Aimee Skye

Report from the Board of Governors Representative

- The Ministry of Advanced Education has restored operating funding for the Bachelor of Science degree to the level of \$600,000 (approximately 75 full load equivalents) and added \$848,105 to address general enrolment pressure for unfunded activity.
- Approval – The board has given interim approval to the University’s operational priorities. Feedback on the priorities will be provided by Academic Governance Council and other stakeholders before final approval by the board. Highlights include the following: “MacEwan will develop additional degree and diploma programs based on institutional mandate, student need, and resource capacity;” “MacEwan will pursue additional opportunities that support international student recruitment and student mobility. Accordingly, the University will develop and implement a comprehensive plan for international activity, including targets for both incoming and outgoing students.” “The University will begin design of a new Centre for the Arts and Communications building.”...the University will proceed with a rebranding exercise that clearly positions the institution as a university committed to teaching and learning.”
- ERP Sustainment - The University will invite IBM back (no cost incurred) to conduct a gap analysis and provide recommendations for improvement of the business processes of the ERP project.

Faculty Association Report – October 27, 2011 meeting

- The 20th Annual Fall Welcome BBQ took place September 9 at Woodvale Facility, and was attended by 179 faculty members, retirees, and guests (including David Atkinson and other members of the Board, and Heather MacEwan-Foran). The group was delighted to hear a few words from Heather MacEwan-Foran, and entertained by the trivia contest that followed dinner. Congratulations to “The English Patient”, a team from Nursing, who won the trivia contest. Many thanks to the following for their efforts in making the BBQ a huge success:
 - Shannon Digweed (Psychology) and Cynthia Zutter (Anthropology) of the FA Executive Committee for organizing and running the trivia contest.
 - Kathy Neiman (faculty member, School of Communications) and Ashley Kniazky (student, MacEwan Early Learning and Child Care) for their help in greeting and assisting guests.
 - Dorothy Gray (retiree) and David Milner (retiree) for hosting and transporting Heather MacEwan-Foran.

- Echo Lanferman (TD Insurance Meloche Monnex) for being on hand to award a Kindle e-reader, courtesy of TDIMM, as a door prize.
- The Executive Committee was pleased to have **David Atkinson** join them at their September 22 meeting for an informal question-and-answer session regarding current, ongoing, and future issues at MacEwan.
- The FA will be hosting its first social of the academic year for faculty representatives on Academic Governance Council (AGC) on October 24 (rescheduled from October 11), prior to the start of the AGC meeting scheduled for that date.
- Bargaining sessions between the FA Negotiating Committee (FANC) and the University continue. Weekly sessions have been scheduled until the end of October.
- Work continues by the FA Governance (Structure) Sub-committee on moving the FA to a new model of operation, which would include the hiring of an executive director. Currently, the committee is gathering position descriptions for executive directors at other organizations. This will aid the FA in drafting a position description specific to its needs. Over the coming months, a number of communiqués are planned to inform and update the membership on the progress of the committee, which will lead up to a presentation to the membership at the February General Assembly. Special thanks to **Margo Baptista** (Senior Manager, Board Operations and President's Office) and **Tim Schultz** (Executive Director, Alberta Association of Colleges & Technical Institutes) for the expertise they provided to the FA during this process.

Report on Faculty Scholarly Activities and Achievements
Design Studies, Centre for the Arts and Communications

The Design Studies program at MacEwan University is composed of a prerequisite one-year Design Foundations Certificate, leading to one of five two-year communication design diploma majors in Exhibit Presentation, Digital Media, Illustration, Motion Image, or Photography. There are seven permanent faculty members, four support staff and approximately 35 part-time instructors. This teaching and support staff serve approximately 250 students who partake of the program's 95 course offerings. The program has a vibrant and dynamic creative community with a diversity of interests, only some of which are demonstrated below.

Lea Alcantara — Part-time, Digital Media

Lea Alcantara graduated from MacEwan with a diploma in Design and Digital Media in 2005 and is the owner and operator of a Lealea Design. She teaches Interface Design courses to senior-level students in the program.

In the past year, Lea took over as primary host of ExpressionEngine Podcast and helped re-launch the endeavor. ExpressionEngine is a web content management system (CMS) popular with web designers and developers. The ExpressionEngine Podcast was nominated for a .Net Magazine Award for "Podcast of the Year" in 2010 and, for a second time, in 2011. Lea also had an opinion piece on personal branding published in .Net Magazine's May 2011 issue. She celebrated six years of business in July.

Kyle Armstrong — Part-time, Exhibit Presentation + Motion Image

Kyle Armstrong is an independent filmmaker who teaches in both the Exhibit Presentation and Motion Image majors of the Design Studies program.

In the past 12 months, Kyle has had a number of his films screened across Canada including the Metro Cinema, Epcor Centre for Performing Arts in Calgary and the Banff Centre. His work was featured as part of an installation of several artists at Latitude 53's "Spaces&Places: Visioning McLuhan@100" during the Works Art & Design Festival in Edmonton. A short film produced for sound artist Mark Templeton (Scotch Heart) was recently posted by the influential music website Pitchfork.com and their collaboration has been selected as a performance at the High Performance Rodeo in Calgary in January. One of Kyle's films has been selected as part of Alberta Media Arts Alliance Society's PrairieTales 13.

Kyle has participated in numerous arts juries and served as an executive on the board of directors of the Metro Cinema.

Steven Bell — Part-time, Exhibit Presentation

Steven Bell is an industrial designer and a seasoned instructor who has taught at the University of Alberta and joined Design Studies at MacEwan University in the 09/10 academic year. He completed the Instruction Skills Workshop in August 2011 and has been invited to become an ISW facilitator.

In his spare time, Steven is a member of a Celtic music quintet called Celtara. The group recently released a second recording, "More Than One True Love", to favorable media reviews (Edmonton Journal, Jan. 18, 2011; Penguin Eggs, Spring 2011). Celtara collaborated with recent Design and Digital Media graduates Jill Wawryko and Andrew Nickerson to create a website (www.celtara.ca) and CD artwork which received a special mention from CKUA's Peter North.

Marc Brisbane — Full-time, Chair, Digital Media

Marc Brisbane is a full-time faculty member who teaches classes in the Digital Media major of the Design Studies program. He took on responsibility as chair of the program on July 1, 2011.

In the past year, Marc has been involved in a research and scholarly activity project to re-design and re-develop an online learning application with the Faculty of Medicine and Dentistry at the University of Alberta. With the help of Janet King and Lisa Pino, two senior-level students from the Digital Media major, more than 850 pages, 500 images and 30 animations were converted from a 10 year old website into one that is compatible with contemporary technology and practices in the span of 6 months.

Along with Lucille Mazo of the Bachelor of Communications in Professional Writing at CFAC, Marc co-supervised an internship for Nicholas Chen for the creation and development of an online journal website called "Earth Commons". Lucille, Nic and a Bachelor of Communications student named Andrea Church presented their work at the 9th Annual International Conference on Communication and Mass Media in Athens, Greece in June, 2011.

Marc also supervised a fourth senior-level Digital Media student named Alicia Schaeffer in the design and development of a website for Laurie Blakeman for her bid to become the leader of the Liberal Party of Alberta.

Jess Dupuis — Part-time, Photography + Digital Media

Jess Dupuis is principal and art director of vrse design inc. and is a graduate of the Design and Illustration major of the Design Studies program. She teaches courses in the Photography and Digital Media majors.

Jess is passionate about using her design skills to raise awareness for organ and tissue donation and to honour the memory of her little brother, Christopher. For the past several years she has created a calendar to support the cause. The proceeds from the sales of the calendar are donated to the University of Alberta Hospital's HOPE (Human Organ Procurement and Exchange) Program. The 2011 edition of her calendar, entitled "verve 2011", received a Complete Calendar Illustration Award from Applied Arts Magazine.

Jess' work and the work of her studio have also received an ACE (Ad Club of Edmonton) Award in Computer Illustration for the HOPE calendar and an ACE Distinction Award in the self-promotion category.

Valéry Goulet — Part-time, Illustration

Valéry Goulet is the Art Director of McRobbie Optamedia and operates her own freelance design studio called Valerydesignwrks. Valéry teaches illustration techniques to students in the Illustration major and has accepted students from Design Studies as part of their internship. She is heavily involved in the Advertising Club of Edmonton (ACE) and serves as a student mentor within that organization.

In 2011, Valéry Goulet was awarded an Applied Arts Illustration Awards in the Poster Illustration — Single category for a calendar illustration she created as a self-promotional piece for her freelance design studio. This award-winning calendar was also featured in the Creative Calendar Collection, published by Basheer Graphic Books. Valéry's work was also featured in "Work/Life 2", a peer-evaluated directory of the top international illustration talents published by UPPERCASE magazine.

Rita Long — Full-time, Instructional Assistant

Rita is a full-time instructional assistant in the Design Studies program with more than 30 years of experience at MacEwan. In the Spring, Rita was part of a contingent from the Center for the Arts and Communications to take a professional development trip to explore art, music, theatre, architecture and cultural experiences in New York City. Employing her skills as a photographer, Rita produced a photo book from the trip. It was purchased by and catalogued in the MacEwan Library for circulation.

Five of the photos from the New York trip were accepted for Spills at the Alberta Avenue Theatre art show last year. One of the photos was voted "Best Photo Image" of the show from attendees on opening night. The best images voted by attendees were displayed in an exhibition.

Clayton Lowe — Part-time, Illustration

Clay Lowe is a graphic designer in the Marketing and Communications department at the Art Gallery of Alberta. He graduated with distinction from the Illustration major of Design Studies in 2007.

Clay has contributed to opening what is now one of Canada's eminent museums and a gallery of international reputation. He recently designed the campaign for the ANDY WARHOL: Manufactured exhibition and is also collaborating with the Office of Sustainability (U of A) on a pilot project of environmental signs encouraging people to act sustainably. Clay began teaching 2D design at MacEwan University in the fall of 2010.

Bob Lysay — Full-time, Motion Image

Bob Lysay is a full-time faculty member in the Motion Image major with 32 years experience at the University. Bob will be retiring at the end of this academic year.

Bob has been working on a scholarly and creative activity project called “The Space Between You and Me” (<http://www.spacebetween.org>) which is a video-based interactive art installation about youth with Tourette Syndrome. It is a collaborative effort produced by Agnieszka Matejko of the Fine Art Program at CFAC and Bob. In the last year the work has been shown in Edmonton at The Works, Festival of Art & Design (June/July 2010) and at Hiram College in Ohio (October 2010). The project was funded by the Alberta Foundation for the Arts, the Edmonton Arts Council (City of Edmonton) and Grant MacEwan University.

Ava Karvonen — Part-time, Motion Image

Ava Karvonen is the founder and executive producer of Reel Girls Media and has taught in the Motion Image major of the Design Studies program for the past 3 years. She has more than 20 years of industry experience and has also taught in the past 8 years at the Banff Centre, NAIT, and FAVA.

Ava creates and produces innovative content designed for delivery across multiple platforms including TV, web and mobile. Projects from Reel Girls Media have had more than 70 worldwide screenings and been recognized with more than 40 international awards. This past year, with support from the Alberta Foundation for the Arts, Ava produced and directed a film on her father, wildlife filmmaker, Albert Karvonen. Ava has been invited to return to Tokyo for the fifth time this fall to participate as a guest speaker and juror for the Japan Prize for Educational Media, an awards program and conference hosted by NHK (the Japanese equivalent of CBC).

Joe Raffa — Part-time, Digital Media

Joe Raffa is a veteran instructor in the Design Studies program and is an owner of Plastic Thought Studios. He has more than 10 years experience in the practice and instruction of 3D animation and digital media.

In the past year, Joe has created 3D animation and visual effects for an episode of The Nature of Things called “Code Breakers” and for Season 1 of “BlackStone”, a TV series for APTN and Showtime. He created an animated TV commercial for the Stollery Children’s Hospital, a

production portal for Prairie Dog Productions, and launched an aggregator portal for computer graphics news and information called “CG-Now.com”. He served as a technical reviewer for two book titles on Rendering and Rendering Production for Focal Press (Elsevier) and was a technical consultant on a third book. He also completed advanced master classes in: After Effects Broadcast Design, Matte Painting for Digital Environments, Mental Ray Rendering Production Techniques, NUKE compositing 101, Hard Surface Modeling and Hard Surface Texture Painting.

Respectfully submitted,
Chaldeans Mensah

Report from the Vice President Professional Affairs

The Faculty Development Committee met October 4th, 2011 with Paul Martin as the new chair of the committee. As the new Faculty Development Coordinator, Paul has been busy since his arrival in the spring. Here are the highlights from that meeting:

- Paul indicated that Jerry Zdril and Sean Hillman had been instrumental in contacting the Human Resources department to determine if Paul could be classified as faculty. At this point it is not finalized.
- Paul provided the **Faculty Development Coordinator’s Report**
 - *Great Teachers* (June 5th – 10th, 2011) at Banff had 24 attendees with 18 from MacEwan.
 - Two *ISWs* were delivered at the end of August.
 - *New Faculty Orientation* (August 23rd and 24th, 2011) had 61 new faculty attend. They will also meet three times this fall as a group (Oct 24th, Nov 21st, and Dec 12th) for sessions. Susan May presented the Policy Workshop on October 24th.
 - The *Chair Networking Session* was held August 26th, 2011 and had 33 program chairs in attendance. There is a plan to offer more sessions through the year (nothing finalized).
 - *Faculty Development Day* was August 31st, 2011 with 234 attendees for 20 sessions. Janet Paterson-Weir was the morning speaker and David Atkinson was lunch keynote.
 - The *Book Committee* (now chaired by Paul Martin) selected *Bone Cage* as MacEwan Book of the Year. schedule of events will be announced once details are finalized.
 - Fall programming includes offerings at each campus in a variety of formats and times.
 - Major initiatives to be worked on this year include outlining the Teaching Effectiveness Program and the Peer Consultation Program (planned last year).
 - There will be several writing workshops for faculty this academic year.
- Tracey Cyca provided a South Campus Liaison Report on Fall activities including a grand opening for the new Faculty Commons space on the main floor and the Pecha Kucha (Chit-Chat) Thursdays. Hoyne Santa-Balazs is the Liaison for Centre for the Arts

campus and summarized the Learning Groups at their campus. They had a very successful Technology Seminar in June and a Meet and Greet on September 30th.

- Paul announced the Annual Report and Workplan are to be prepared for AGC. The Report summarizes last year's work. Paul asked committee members for 2011-12 Workplan input.
- Discussion on the Selection process was tabled until after our new agreement has been ratified because there are changes to the Faculty Development Policy.
- A decision was reached on the Term Funding Issue presented. In the future, the process will be clarified so this does not happen again.
- A summary of the 2010-11 decentralized funding for Faculty Development was provided.
- Next meeting will be on November 8th, 2011

I will be attending the ACIFA Professional Affairs Committee meeting on November 5th, 2011.

Respectfully submitted,
Chris Hancock

Report from the Vice President Communications and Research

Dear members,

I have spent time in October addressing the issue of improving Communication with the FA membership through emails. I have had conversations with Celine Miller addressing what we suspect is "email fatigue" on the part of membership. By "email fatigue," I mean a situation whereby members receive many emails from various areas/departments of MacEwan University, of which the FA is one area.

We have streamlined our email messages to members for more than a year now by sending only ONE FA email message (called FA bulletin) per week. Poor responses in September to a free Oilers' ticket draw suggested to us that members are not reading emails sent from the FA.

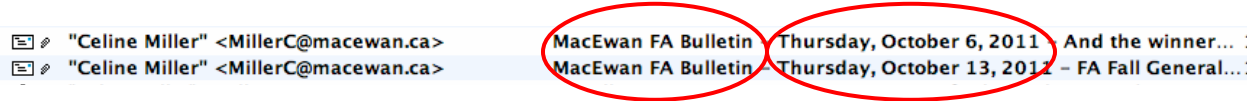
This matter is a concern in that the FA needs to communicate important information to its members. We have been taking steps to do this; however, it appears only a small group of members are reading the emails.

I propose the following Communication Strategy as a way to encourage more members to read our emails.

I had a conversation with Celine and asked her to write our weekly FA news bulletin emails with a SUBJECT FIELD that PROVIDES MORE KEY WORDS/INFORMATION.

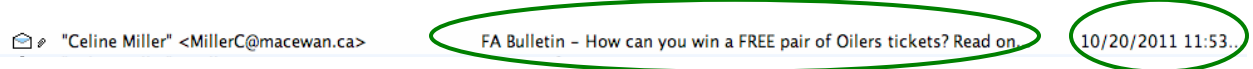
Example of communication changes:

Old way:



I asked Celine to save space in the Subject field by eliminating information that isn't necessary (NOT INFORMATION CARRYING) as indicated above in the circled information. This information currently minimizes the amount of space for key words related to information the FA wishes to alert members to.

New Way: more space for INFORMATION CARRYING WORDS



*Date already provided automatically in GroupWise

Respectfully submitted,
Karen Zypchyn

Report from the Treasurer

Report not available at this time.

Respectfully submitted,
Shannon Digweed

Report from the Vice President Negotiations

Dear All,

It has been just under a month since I wrote my last report to the membership. In that report, I mentioned that *“an internal deadline of concluding negotiations has been set for the end of October.”* I also went on to deliberately state that *“it is important to stress that this is a tentative deadline only, and there is no guarantee that we will necessarily reach a conclusion by this time.”* When I look back over the various reports and updates I have provided regarding the progress of negotiations, there appears to be one common theme: that of a deadline which remains ever elusive and which continues to be put further in to the future.

Might it be inappropriate to say that were we to reach a conclusion by the end of 2011, I would be a very happy man? Not because progress is necessarily slow. Rather, progress is necessarily thorough. Non-monetary items are reaching conclusion, but with some significant changes being discussed, the process is not being rushed.

We are continuing to meet with the University on a weekly basis and are working extremely hard away from the table to construct and refine new language. I think that once monetary items are 'all' that remain, FANC might suggest continuous negotiation to arrive at their conclusion. Locking ourselves in a room for as many hours as it takes is a lot more appealing than the prospect of discussions dragging into the new year.

As always, I am happy to address all questions and concerns. Just bear in mind I'm a little tired and grouchy.

Respectfully submitted,
Jonathan Withey

Report from the Vice President Dispute Resolution

Report not available at this time.

Respectfully submitted,
Bob Graves

Report from the Professional Resource Officer

Report not available at this time.

Respectfully submitted,
Joe Childs