UNIVERSITY BEGINS WORK ON CAMPUS MARKETING PLAN

by Joy Poliquin

UVic is about to launch a campus-wide, strategic communications planning process that will culminate next spring in the university’s first-ever institutional marketing plan.

Educational Marketing Group (EMG), a firm specializing in strategic brand positioning and integrated marketing for higher education, has been appointed to assist the university with the project. Data collection and a scan of the university’s internal and external marketing environment have already begun.

The planning process is intended to: create broad agreement about the university’s highest priority audiences; increase knowledge about their perceptions and experiences of UVic; and create an integrated marketing plan that will clearly articulate how UVic wants to position itself so that the university can serve its audiences effectively and increase the impact of its interactions with them.

The plan that emerges will be governed by the vision expressed in UVic’s strategic plan, A Vision for the Future.

UVic President David Turpin has appointed a 17-member task force to guide the process. It includes members of the board of governors, deans, and senior representatives from a variety of key areas: administrative registrar, student services, alumni services, co-op, research, development, communications, institutional analysis and community relations.

The group is chaired by Faye Wightman, UVic’s vice president for external relations.

“A Vision for the Future sets ambitious goals for UVic around the recruitment of outstanding students, faculty and staff; relationship and reputation-building; and fundraising. An integrated, institutional strategic communications or marketing plan will be critical to our ability to achieve these,” says Wightman.

“To reach our institutional objectives in an increasingly competitive world, we must be able to explain succinctly to our audiences what makes UVic distinct from the nearly 50 other universities in the country, and therefore worthy of the investment of their time, careers, or money. Strong positioning is one of the keys. And this positioning must be realistic, well-understood and supported by faculty and staff, and reflected in all aspects of UVic operations,” she says.

The project involves two major steps: first, an extensive situational analysis of the university’s internal and external marketing environment, and second, a comprehensive marketing program designed to increase awareness of UVic among key audiences.

See Marketing plan p.2

New residences welcome students home

by Joy Poliquin

This fall there’s something new on campus—and it’s not just the students. With the addition of three new residence buildings, more than 2,300 students now call UVic home.

“September move-in is always my favourite time of year,” says residence life co-ordinator Lia Gibson, who is welcoming 480 additional students thanks to the new beds. “This year is even better. Students are excited to be here, everything is new and fresh, and it’s hard not to get swept up in the moment.”

The new buildings—which are unofficially being referred to as Park Hall, Ring Road Hall and Cadboro Towers by housing services—allowed the university to offer a place in residence to every student entering first-year from high school. This fulfills an objective outlined in the university’s strategic plan, A Vision for the Future.

For Gibson and her colleagues the new buildings allow the introduction of several new initiatives, including the campus wellness centre and theme housing.

“Staying under the Cadboro Commons Café will provide a collaborative environment to support students,” says Gibson. “It’s a place to come together and have fun.”

See Residences p.3

Orientation starts the year off right

by Joy Poliquin

While the first official day of classes fell on Sept. 8 this year, the campus has been buzzing for weeks as volunteers and organizers prepared for this year’s New Student Orientation program.

More than 100 volunteers, 980 first-year students, 600 parents, and 150 graduate students gathered on campus in early September to usher in the 2004-05 academic year.

“This is such a busy time,” says Maryanne Trofimuk, the acting student affairs co-ordinator who has been working on orientation with a team of six co-ordinators for the past six months. “There are activities going on every day and there’s something for everyone. We’re the first point of contact for students from across the country and beyond, so welcoming them right is our priority.”

The orientation staff introduced a variety of new initiatives this year, including the “UVic Student Passport.” A joint initiative of the UVic Students’ Society and local businesses, the coupon booklet has been distributed to 15,000 students, offering them great deals on products and services on campus and in the community.

This year also included the resurrected BC Transit Scavenger Hunt, which helps familiarize students with the Victoria bus system, and the upcoming Family Orientation Day on Sept. 28.

Students are invited to bring their family along to meet other students, offering them great deals on products and services on campus and in the community.

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See Orientation p.4

Orientation staff Harrison Ayre (foreground), Amanda Lisman and Devon Arnold invite students to join them for the BC Transit Scavenger Hunt, part of the 2004-05 orientation program.

Program co-ordinator Sarah Patterson, left, and residence life co-ordinator Lia Gibson stand outside one of the new residences.

A Vision for the Future

A university is a place where ideas are exchanged and shared. UVic is a place where students learn, professors teach and researchers engage in inquiry that enriches our understanding of the world.

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Have a double shot of fair trade

This September, every cup of coffee served at Finnerty Express comes with a free dose of fair trade, thanks to new supplier Salt Spring Coffee Company.

The previous contract with Starbucks expired in July, and the bookstore decided to pursue a company that offered only fair trade and organic products.

“Starbucks had served us well, but at this time they weren’t able to provide a full range of organic and fair trade coffees,” says Linda Maasch, assistant manager of merchandise with the UVic Bookstore.

“We wanted a supplier that gave living wages to coffee workers. It was also important that the coffee be organic, both for the customers and for the workers handling the coffee. Salt Spring Coffee Co. met these standards, and as a bonus, the company is locally owned and run.”

Salt Spring Coffee Co. are leaders in the fair trade and organic coffee industry and 14 of their double certified coffees are Certified Fair Trade, meaning the farmers are paid a living wage for the country they live in and are part of a democratically run co-operative.

“Of course,,” says Maasch, “people are looking for coffee alternatives, and this is one way UVic is trying to improve its social responsibility.”

Marketing plan continued from p.1

EMG was selected for the task through a competitive process because of the depth of experience principals Bob and Marlene Brock have gained on similar initiatives at a wide variety of universities and colleges throughout North America, including a just-completed 20-month project for Dalhousie University.

The two new committees created to assist with campus planning are now up and running.

An orientation session for members of the campus planning committee (CPC) and the faculties development and sustainability sub-committee (FDSS) was held in late August. The first meeting of the CPC will be Oct. 6 and the first of the FDSS’s monthly meetings will be Sept. 17.

The responsibilities of both committees are open to the public. In keeping with regular administrative practice, any confidential items will be discussed in closed session.

UVic’s board of governors approved the committee in April as replacements for the campus development committee. This followed the recommendations of a review team established as part of the implementation of the 2003 campus plan.

The CPC will advise the president on long-range planning for the physical development of the campus in keeping with the university’s academic priorities, as well as on amendments to the campus plan, multi-year capital plans and matters affecting campus planning and sustainability. It will meet three times a year and its open meetings will include an opportunity for community representatives to make presentations. The committee co-chairs will report to senate twice a year on the group’s activities.

The FDSS will meet monthly between September and June. As an operations committee, it advises the CPC on changes required to the campus plan, building site locations, and plans for specific areas of campus. It also advises the president on requirement studies and preliminary designs for new buildings, and the protection, restoration and maintenance of the campus landscape.

There will be some cross-memberships to foster communication between the two groups. The 17-member CPC will be co-chaired by the vice president finance and operations and vice president academic. In addition to vice presidents, deans, faculty members, students and staff, it will also include a local member of the alumni association.

The FDSS is chaired by the vice president finance and operations and has 11 members, including an external planning or architectural professional and a local member of the alumni association.

Terms of reference, procedures, membership lists, meeting schedules and agendas for both committees are available online at web.uvic.ca/unvres/planing/index.htm.

New building almost finished

The head of UVic’s medical sciences division, Dr. Oscar Canino (left), and president Dr. David Turpin look over the plans for the university’s new Medical Sciences Building during a recent tour of the facility by Advanced Education Minister Shirley Bond, area MLAs and members of the media. The $12 million, four-storey, 43,000 sq. ft. facility is nearing completion and will move into the building in October. The first 24 students of the Island Medical Program (IMP) will arrive in January 2005. IMP is part of a collaboration of UBC, UNBC and UVic with the province’s medical health authorities to nearly double the number of undergraduate medical school spaces in the province by 2010. The new building contains two lecture theatres, a conference room, anatomy lab and multipurpose lab that can be connected through distributed learning technology to the other medical program facilities at UBC and UNBC.

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New campus planning committees set to go

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Residences

Residences about bringing vital resources together to give students a one-stop shop where they can find information, make connections and just relax. The centre houses a residence life office that is open from 7:30 a.m. to 10 p.m. daily, as well as a lounge area for students to meet, a study area and space for yoga and meditation classes.

“The university’s hours are from 8 a.m. to 4:30 p.m., but academics and students’ lives continue 24/7,” says Gibson. “This provides them with a more flexible resource.”

Residence students also have the option of living on “substance-free” floors in Park Hall and Cadboro Towers. Each tower floor features a different theme for leisure activities and students are assigned according to their preference. Choices include: arts and culture; healthy living; diversity; academic focus; and graduate students.

“We wanted to help students meet with people who share similar interests. If a chemistry student is also interested in watching theatre, this gives them a chance to connect with like-minded people.”

Gibson credits such initiatives to the growth of UVic’s residence population. “The fun thing about getting bigger is that we can offer students more options without losing diversity. It lets us continue to grow.”

UVic is a destination campus with over 70 per cent of its students coming from outside Greater Victoria. Giving more of these students the option of living on campus contributes to a more vibrant campus community and means less commuter traffic on surrounding roads.

Geographer heads faculty of social sciences

by Valerie Shore

Dealing with space demands, creating new graduate programs, recruiting new faculty, and raising the public profile of the social sciences.

These are some of the challenges ahead for Dr. Peter Keller as he takes the helm of UVic’s faculty of social sciences. His five-year term as dean began on Aug. 1.

Keller brings to the job substantial experience in departmental, faculty and university governance and a proven commitment to teaching and research, says Jamie Cassels, vice president academic and provost, and chair of the search committee.

“The committee was impressed with Peter’s outstanding academic track record, his broad understanding of the faculty and his commitment to collaboration across disciplines,” says Cassels.

“He has the vision and enthusiasm to help the faculty further develop its academic priorities and mission.”

Keller holds a Ph.D in geography from Trinity College in Ireland and a master’s and Ph.D in geography from the University of Western Ontario. He joined UVic’s department of geography in 1985.

Keller’s area of research expertise is in geographic information systems (GIS), spatial analysis and management sciences. He has more than 130 publications to his credit and is an active member of the Canadian and international cartographic community, including co-editing Cartographica, one of the field’s top journals.

“My specific research focus is on the technology transitions surrounding geographic information and how this information is used in decision-making,” he says.

“In a little over two decades we’ve gone from paper maps to keeping all this information on computers. This presents tremendous challenges.”

Keller’s work spans many areas of application, including cartography, agriculture, forestry, fisheries, health and working with indigenous people on community mapping projects. This multidisciplinary experience will come in handy as he oversees the faculty’s six departments—anthropology, economics, geography, political science, psychology and sociology—and the school of environmental studies.

Over the years, Keller has been a busy member of the campus community, working on committees on computer, program planning, and building committees. He served on the university senate from 2005-07.

“If there’s an opportunity to help make a difference, I like to participate,” he says.

His priorities as dean are the creation of new graduate programs and to help the faculty cope with its ever-growing popularity with undergraduates. “Institutional sustainability shows that more than 10 per cent of the enrolment growth at UVic in the last five years has been accommodated by the social sciences,” he notes. “We’re bursting at the seams.”

At the same time, the faculty continues to attract top, young researchers, each needing space to do his or her work. Keller plans to work with departments to find creative and inexpensive ways of making the 38-year-old Cortes Building—which houses most of social sciences—a little more inhabitable for everyone. He’s also keen to raise the profile of the social sciences in the public eye. “Politicians and the media tend to place a lot of emphasis on the professional schools and what universities can do to train people for today’s needs,” he says. “Sometimes they forget that we also have a mandate to educate people to be tomorrow’s leaders. We need to reach out to the public and explain what the social sciences are all about.”

B.C. approves two Leadership Research Chairs at UVic

Approval in principle of 11 chairs—including the two at UVic—was announced by the B.C. government in late June. The chair proposals will now go through a formal peer review process, after which the universities are expected to confirm matching funds from the province.

The Leadership Chair in Marine Ecosystems and Global Change—initially supported by an anonymous donation of $2.6 million—will conduct research on the changing ecology of the sea, reinforcing collaboration among, UVic scientists, nearby federal government laboratories and industry, and international partners.

The Leadership Chair in Integrated Energy Systems will build on UVic’s existing research strength in the development of fuel cell and hydrogen technologies. The LEEF program was established in 2002 to enhance B.C.’s standing as a centre of excellence for research and encourage social and economic development.

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Goodbye CIT, hello Hickman Building

If you’re looking for the Centre for Innovative Teaching (CIT) later this month you’ll be out of luck. The building is being renamed in honour of the late Dr. Harry Hickman.

The one-time principal of UVic’s predecessor, Victoria College, began his teaching career at Victoria High School in 1932 before shifting his attention to postsecondary education. Hickman became president of Victoria College and the first acting president of UVic upon its creation in 1963.

“Education was very important to him,” says Jean Vantreight, a friend from the time he taught her at Craigdarroch Castle. She suggested Hickman as a deserving honoree. “Harry was an inspiring teacher,” she says. “It’s important he be remembered for all his contributions.”

A strong believer in art and culture, Hickman founded the university art collection, which has grown to include more than 15,000 pieces from around the world. He was appointed an honorary consul of France after receiving his master’s and PhD from the Sorbonne. A lover of languages, Hickman later headed UVic’s modern languages and French departments.

Hickman retired in 1974 but continued to support the university as honorary president of the UVic Alumni Association Board and the Victoria College Craigdarroch Castle Alumni Association, and by endowing student scholarships.

His daughter, Janice Sargent, who was taught by her father while she was a student at Victoria College, knows her dad would have been proud to be remembered this way.

“He’s first love was teaching,” she says. “When he retired, a UVic colleague asked what he’d keep from his days as a teacher and he said, ‘only my class lists.’”

The students were very important to him, so to be perpetually associated with excellence in teaching would have made him extremely happy.”

The official naming ceremony will take place on Monday, Sept. 27 at 4:30 p.m. The W. Harry Hickman Building (HHB) originally opened in 1999 and features a 210-seat auditorium, a 75-seat classroom, and three state-of-the-art, 25-seat seminar rooms.

Education deans sign historic agreement

U Vic representatives were among the members of the Association of B.C. Dean of Education who have signed a historic agreement with the B.C. College of Teachers.

Where previously the college was responsible for reviewing and approving teacher education programs, now the two parties will co-operate in assessing graduates of programs based on the standards for the education, competence and professional conduct of educators in B.C.

“As far as we know, this agreement marks the first time in Canada that a professional body has collaborated with post-secondary institutions on the development and licensing of professionals,” says Dr. Yvonne MacKinnon, B.C. associate dean of education. Dean of education Dr. Budd Hall played a significant role in concluding the agreement.

The college and the association have been working since the fall of 2005 to develop the agreement and are following a period of strained relations. The agreement commits both parties to regular ongoing consultation to ensure that teacher education program graduates are well-qualified to begin their professional teaching careers. Teacher education programs will now be reviewed and accredited to measure whether their graduates meet the standards and will conduct in-depth reviews of their programs every five years.

The college will audit the validity of an institution’s teacher education program and the association will appoint joint committees to appraise the reviews and approve new programs.

Aboriginal teens live and learn at UVic

Kevin Paul. They also met other UVic alumni students from across Canada B.C. got a rate of university life this summer at UVic’s inaugural “aboriginal student mini-summer camp.”

During their five-day stay, 29 students—from Grades 8-13—lived on campus and took part in a variety of activities including a writing workshop with celebrated Sencoten (Sakaham) aboriginal poet and UVic writing instructor Maria Lironi.

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A passion for plants

“Camas fields were managed like a crop, a staple carbohydrate for First Nations canoe paddles and spindle whorls.”

Dr. Nancy Turner and you’ll enter a whole new realm of awareness about our relationship with plants and the natural world around us.

“That’s kamikamik,” she says, pointing to a ground-cover shrub sprinkled with tiny, red berries. “First Nations people fried the berries in grease and ate them as a snack. They also used the leaves for tea, herbal remedies and in a smoking mixture for their pipes.”

We stop to gaze up at a broad-leaved maple. “It’s called a ‘paddle plant’ by some of the Coast Salish,” says Turner. “The hard, even-grained wood was used for making canoe paddles and spindle whorls.”

Next stop, a meadow carpeted with delicate blue flowers. “Camas bulbs were a staple carbohydrate for First Nations on southern Vancouver Island,” she says. “Camas fields were managed like a crop, and the dried bulbs were traded all along the west coast.”

Turner, a professor in the school of environmental studies, is one of the world’s top ethnobotanists—she studies how people have traditionally used plants for food, material, medicine or ceremony. “We often take plants for granted,” she says. “Yet all of us, no matter where our heritage or roots are, have in our own history a deep relationship with plants and the ecosystems they support.”

This is especially true for indigenous cultures. Over the past 30 years Turner has been working closely with B.C. First Nations elders—her teachers, collaborators and friends—to document their knowledge and understanding of plants, ecology and use of natural resources. The work is helping to perpetuate traditional knowledge and customs that have been threatened by cultural and lifestyle changes.

In recent years, Turner has delved into ethnobotany, a relatively new field of study which looks at the linkages between ecosystems and social systems. An example of a linking concept is a refugium. Ecologically speaking, a refugium is a habitat or ecosystem or fragment of an ecosystem that remains intact through a time of great change or disturbance. It can be as large as an area left unglaciated after the last Ice Age, or as small as a single tree spared after a forest fire.

“Refugia are areas that remain habitable, conserve genetic information, and help retain the structure of, and interactions within, an ecosystem,” says Turner. “They often serve as a way of repopulating the surrounding areas that were disturbed.”

Now, two of Turner’s graduate students—Brenda Beckwith and Ann Garibaldi—have taken this concept one step further. In any aboriginal community or family, explains Turner, there are usually one or two people who stand out as sources of knowledge and language about plants and animals and ecology. They also have the desire and ability to perpetuate that knowledge by teaching others.

“Since the colonization of the Pacific Northwest, there’s been a tremendous disruption of cultural practices and knowledge,” says Turner. “Yet throughout all this change, these key individuals have retained their traditions, understanding the importance of that knowledge for the future of their people. They can be considered cultural refugia, and they are the people that I and other academics have been drawn to.”

One such person is Lucille Clifton, a prominent matriarch in the Gitga’at coastal community of Hartley Bay, south of Prince Rupert. For the last three years, Gitga’at elders have been teaching Turner and graduate student Judy Thompson about the importance of plants in their territory. Although Lucille died in 1964 at the age of 86, her name still comes up often in conversation.

“When you want to know Lucille very well because she seems to me to be the ideal leader and teacher in the way she looked after her grandchildren and other children in the community,” says Turner.

Lucille would travel with the children by boat or canoe, telling them stories about the landscape and the people. She’d have them pick and dry berries, show them how to make salmon egg caviar, and how to harvest the inner bark of trees. And every fall, she and her other eagle clan women would organize a feast for the entire community.

“That feast was reflective of the whole Gitga’at knowledge system around traditional food,” says Turner. “It gave people an appreciation of what their land provides for them and reaffirmed the importance of each one of them to their community.”

Lucille’s remarkable legacy lives on through her grandchildren and other elders in Hartley Bay. Turner is working with them on a publication about the matriarch and the feast she provided.

“Even today, the community of Hartley Bay is renowned up and down the coast for the quality of its traditional food,” says Turner. “It was in every sense a cultural refugium.”

Virtual institute calls UVic home

by Joy Poliquin

The university is home to a new research initiative—the institute of aboriginal peoples’ health (IAPH). It’s one of 13 “virtual” institutes set up under the Canadian Institutes of Health Research (CIHR), which provides more than $700 million in annual funding. There are 13 national institutes. The institutes have no buildings or research centres, but networks of researchers brought together to focus on important health problems. Their virtual structure encourages partnerships and collaboration across sectors, disciplines and regions.

The mandate of the IAPH is to support research that addresses the special health needs of Canada’s aboriginal people, says its scientific director, Dr. Jeff Reading.

“It’s a well-documented fact that aboriginal peoples endure a profound gap in health status when compared to the general Canadian population,” he says. “In my view, researchers have a moral obligation to work with the aboriginal community to effect positive changes that aim to improve health.

Reading, who will divide his time at UVic between his duties as scientific director and his work as a professor, headed the institute while it was housed at the University of Toronto. “We’re the only institute of this kind in the world, and are happy to be at UVic, which has identified aboriginal issues as a priority with the development of the First Peoples House,” he says.

The planned First Peoples House will provide aboriginal students, staff and faculty with a welcoming and inviting environment that respects their culture and values. It will also serve as a place for non-aboriginals to learn more about First Nations culture. Consultation on the house’s preliminary design will begin soon.

Reading is also excited about the development of the Island Medical Program and hopes to integrate an aboriginal intern into its work as the evolution of the medical school.

“The university is located on Coast Salish territory and the senior administration has created an environment where the institute is truly welcomed,” he says. “It’s a profound step forward.”

SEE VIRTUAL INSTITUTE P.7

The Ring September 2004
The university plans to release a request for proposals (RFP) for Project Nova this fall and the working group hopes to make a recommendation to UVic to proceed with a replacement system by the end of the year.

During the upcoming, existing applications will be affected, but Project Nova will not make any key services being disabled or shut down. An information Web site, offering regular updates on Project Nova’s progress, will be launched soon.

New clues to universe discovered

by Patty Pitts

New clues as to how the make-up of the universe has shifted significantly since the Big Bang were announced last month following experiments that involved a team of physicists from UVic.

The team is part of the BaBar experiment at the Stanford Linear Accelerator Center (SLAC), at Stanford University in California. At the birth of the universe, both matter and antimatter were present in equal amounts. Now, only matter creates and occurs naturally in the universe has shifted significantly.

What are the clues? “We simply counted how physicists arrived at the latest observations. "We’ve never observed this asymmetry with B-mesons before," says Dr. Michael Roney, principal investigator of the UVic team. The discovery sheds new light on one of the great puzzles of the universe: how the universe is made up of matter and antimatter.

Roney is also excited about how physicists arrived at the latest observations. “We simply counted the number of decays. This is the first time such an effect has been observed in this way.”

From a total of 2,797 million pairs of B and anti-B mesons, BaBar measured 1,606 examples of this rare decay. "The result was due to the ability of SLAC’s accelerator to deliver three times the rate of electron-positron collisions than required in its design. BaBar reliably recorded the details of 98 per cent of these collisions," says Roney.

The UVic team also includes Drs. Robert Kowalewski and Randall Sobie, seven graduate students and three post-doctorate students. It creates computer simulations of 25 per cent of the data generated by BaBar.

The team is among 600 scientists and engineers from 75 institutions around the world working on the project. SLAC is funded by the U.S. Department of Energy’s office of science. Canadian physicists are funded through Canada’s Natural Sciences and Engineering Research Council (NSERC).

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### Calendar Highlights

#### Monday, September 13
**Studies in Religion & Society Lecture**
The Role of the African Churches in the HIV/AIDS Crisis. Sarah Adams, Mennonite Central Committee. Centre for Innovative Teaching (Hickman) 110. 721-7903

#### Public Seminar
7 p.m. Genetically Modified Food. You Can’t Make Me Eat It! Robert Wager, Malapina University College. HSD A240. (250) 753-3245, ext. 2324.

#### Tuesday, September 14
**Earl & Ocean Research Seminar**
11:30 a.m. Reconsidering Paradise. Paul Allison, craftsman gardener, Royal Roads. Interfaith Chapel. 721-8338

#### Wednesday, September 15
**Music**
12:30 p.m. Lunch. An informal exploration with Sharon and Harald Krebs. UVic. S128. 721-8976

#### Thursday, September 16
**Business Lecture**

#### Friday, September 17
**Music**
12:30 p.m. Fridaysmusic. School of music students in a program for various instruments. MacLaurin B125. 721-7903

#### RING Publication Schedule Fall 2004
Calendar items should be sent by 4 p.m. on the Wednesday of the week prior to publication to UVic Communications (Sedgewick C149, 721-7636). For more information call 721-7636.

**Publication Date** | **Copy Deadline**
---|---
October 7 | October 27
November 4 | November 24

#### Virtual Institute
Continued from p. 5
a place that is organic to developing relationships between researchers and the community.”

Reading brings his colleague, Earl Ninomiya of the Ojibway nation with him to UVic. They’re joined by Jeffrey Peters of the Secwépemc Nation, who has previously worked in the president’s office at UVic. “It’s an amazing opportunity for the community to encourage aboriginal researchers to come forward,” says Peters. “It’s a chance for the institute to establish relationships with tribes from across the country.”

Reading and his team will process research proposals and ensure that projects are handled in an ethical manner. One project currently underway involves researchers from Canada, New Zealand and Australia, with funding from all three countries.

“Researchers are examining the factors that make aboriginal communities strong, with the goal to create a model for other communities to consider. Projects like these are a testament to the success of aboriginal health research.”

The institute will be on campus until 2006, at which point it may move to another Canadian university. For more information on the CIHR and its institutes visit www.cihr-irsc.gc.ca.

### Calendar Highlights

#### Monday, September 13
**Studies in Religion & Society Lecture**
2:30 p.m. The Next Christianity. Hugh McCallum, author of Radical Compassion: The Life and Times of Archbishop Ted Scott. Strong 195. 721-6695

#### Tuesday, September 21
**Co-op Education Information Day**
10 a.m.–3 p.m. SUB. Contact: Barbara Fisher, 721-6582 or blfisher@uvic.ca.

#### Wednesday, September 22
**Earth & Ocean Research Seminar**
3:30 p.m. Continuing Studies Lecture
**Lansdowne Lecture**
7:30 p.m. Revolution and the Frontiers of Illegalities: Iraq and the Future of the West. Joan MacLeod, Victoria. C103. 721-7046

#### Thursday, September 23
**Lansdowne Lecture**
7:30 p.m. Law and the Frontiers of Illegality: Iraq and Democracy. Dr. Laura Nader, Univ. of California, Berkeley Strong 101. 721-7046

#### Friday, September 24
**Music**
12:30 p.m. Fridaysmusic. School of music keyboard students. MacLaurin B125. 721-7903

**B.C. Institute for Co-operative Studies Panel Discussion**
1 p.m. Organic Farmers and the Law. Various speakers. Fraser 152. 721-4797

#### Saturday, September 25
**Lansdowne Lecture**
3:30 p.m. Ethnography as Theory. Dr. Laura Nader, Univ. of California, Berkeley. Concert A120. 721-7046

#### Sunday, September 26
**Sessions in Spirituality**

**Addictions Research Lecture**
7:30 p.m. Why Murder? B.C. Institute for Co-operative Studies Panel Discussion

**Lansdowne Lecture**
7:30 p.m. Revolution and the Frontiers of Illegalities: Iraq and the Future of the West. Joan MacLeod, Victoria. C103. 721-7046

**Music**
12:30 p.m. Fridaysmusic. School of music students in a program for various instruments. MacLaurin B125. 721-7903

**Tuesday, October 1**
**Dean’s Luncheon Lecture Series**
12 p.m. New Land and New Lives: Reclamation and City Creation in the Netherlands. Peter Stephenson, UVic. UVic Downtown (918 Government St.) Register 472-4747

**Music**
12:30 p.m. Fridaysmusic. School of music students in a program for various instruments. MacLaurin B125. 721-7903

Watch out for the UVic Student Passport being handed out all over campus, and enter to win this New Diabolic DH Full Suspension Mountain Bike, a JVC Surround Sound Stereo system or a deluxe duffle bag.

Also check out www.uvic.ca/studentpassport for updates on new promotions coming exclusively to the UVic Campus this Fall.

Virtual institute:Continued from p.5

at UVic

Enter to Win with PEPIS

at UVic

Start your University experience with PEPIS

UVES EVENTS

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GET INTO THE GAME!
by Joy Poliquin

This year’s United Way campus campaign kicks off this month as the university continues its tradition of supporting United Way initiatives to aid Victoria citizens in need. Last year was a great success, with UVic raising over $177,000 for the cause. “Our campaign goal this year is $200,000,” says Dr. Rebecca Grant, campaign chair and associate professor in the faculty of business. “It’ll be a challenge but I think it’s realistic. Each person who gives helps raise the bar even further.”

The United Way of Greater Victoria provides funding for community agencies that focus on one of five social issues: poverty; isolation and loneliness; family stress and breakdown; violence in society; and substance abuse. These agencies range from AIDS Vancouver Island to the YM/YWCA of Greater Victoria. With one in three Victorians relying on United Way-funded services each year, the need for donations is acute.

UVic’s campus campaign features payroll deductions, e-mail bingo, the fountain barbeque, the November book sale, the Bug Push and casual Fridays. Each dollar raised makes a difference, but it takes a lot of people to make the campaign a success.

These people include “leadership donors” who donate more than $500 a year, and those who donate part of each paycheck towards the United Way. Last year, 18.4 per cent of employees participated in the payroll deduction program, and this year organizers hope to bump this number up to 20 per cent.

Chemistry professor and leadership donor Dr. Tom Fyles began contributing to the United Way the first year he became an assistant professor at the university. “My parents and grandparents regard giving as a regular part of everyday expenses,” he says. “The United Way provides a whole range of services locally and I’m happy to support their efforts. It’s an effective way to approach the whole range of needs in the local community.”

Fyles sees donating as a way to initiate change, one person at a time. “I don’t think my donation is likely to have an individual impact any more than my vote will elect or defeat a government,” he says. “But collective actions do have impact. It just feels like the right thing to do.”

Co-op education co-ordinator Claudia Sperling knows she did the right thing when she became a loaned representative for United Way for four months in 2002. Paid by the university to donate her services to United Way, Sperling visited Victoria businesses to help set up employee donation campaigns, and had a chance to meet with agencies who receive funding. “To be involved in something like this showed me how many generous people there are in our community and how many people really need our help,” she says. “I came back to UVic and have been volunteering with the university’s United Way committee ever since.”

Sperling hopes that more people will consider payroll deduction this year and says that if every employee gave as little as $5 per paycheck, the benefit to the community would be huge. “Everybody’s strapped for cash,” she says, “but a little bit from everyone really goes a long way.”

Christine Morgan has seen the benefits of United Way from both sides. As a young mother, the UVic student participated in the Yoga Moms Program through the Victoria YMCA. The program, which was partially funded by the United Way, provided free yoga classes, daycare and a healthy snack to young mothers in the Victoria community.

“It was a way to introduce a community-driven activity to mothers who thought they were the only ones going through a tough time,” says Morgan. “But it was more than that—it trickled down to help raise their self-esteem, to help them make connections and to provide a community for those who didn’t have one.”

Morgan was so impressed with the program that she started to assist, eventually becoming trained to mentor other young mothers. This volunteer job eventually led to a role as president of the board of directors of the Young Parents Support Network, and as facilitator of the YM/YWCA Young Moms Program. Today, she’s entering third year and eager to apply to the school of social work to continue making a difference. “The United Way funds essential initiatives to help break cycles of poverty,” she says. “It’s a very important cause.”

For more information on the 2004 United Way campus campaign visit unitedway.uvic.ca.