

# around the ring

## Victoria Leadership Awards recognize community partners

Since 2004, the annual Victoria Leadership Awards have recognized local community heroes who diligently tackle some of the most challenging social, cultural and economic issues of our time. UVic is one of three founding partners of the VLA program. On Feb. 19, Bill Anderson and Bruce Parisian received the UVic Community Leadership Awards, which recognize exceptional leadership in linking the university and the community. Anderson is a key link between the private sector and the Gustavson School of Business. Parisian is Executive Director of the Victoria Native Friendship Centre. UVic alumna Alex Harned, BA '12 (Sociology), is this year's recipient of the Vancity Youth Award.

## Nominate a leader who embodies our values

Do you know someone who deserves to be recognized and honoured, someone who has achieved great things that reflect UVic's values? The Senate Committee on Honorary Degrees and Other Forms of Recognition welcomes suggestions of worthy candidates to receive an honorary degree from UVic. In the past, these degrees have been awarded to such honorees as Grand Chief Edward John (Akile Cho'oh), Diana Krall, Stephen Point, Carol Shields, Silken Laumann and Steve Nash. The deadline for nominations is March 13.

## The UVic Family Centre at 20

On April 1, the UVic Family Centre will celebrate its 20th birthday. The Family Centre recognizes the specific needs of families where one or more members is a student. They are proud to celebrate 20 years of offering a welcoming space for families to connect, learn and play together. Their goal is to make everyone feel at home whether they have come to UVic from near or far. Programs include early learning for children under five, clubs for school-aged children, parent discussion groups, and information, referral and support services. The Family Centre is also a place for study and research. The April 1 celebration will take place from 4:30-6:30 p.m. at the centre, 2375 Lam Circle, and will include refreshments, face painting, crafts and games.

## Digicaster: The UVic Digital Signage Program

By now you've (hopefully) noticed the digital displays popping up around campus in high-pedestrian-traffic areas, such as Mystic Market and Campus Security. There are currently over 40 displays around campus, with more than a dozen slated to be installed over the next few months. Departments and units can purchase their own screens or submit content to the central network of screens for free. Full info: [uvic.ca/digitalsignage/](http://uvic.ca/digitalsignage/)



BY JOANNE MCGACHIE

Don't look now, but you're living on the Edge... and it's a great place to be!

On Feb. 24, in the University Centre, hundreds of students, staff and faculty were on hand to greet UVic's vibrant new look: a positioning concept, university narrative, and visual identity that reflects our university's distinct qualities and defines the characteristics that set us apart—the UVic Edge.

President Jamie Cassels and external relations VP Carmen Charette unveiled the dynamic, colourful branding to an enthusiastic crowd.

"Today we are unveiling the result of the UVic Difference project—a critical milestone towards our goal of developing a sharper narrative for this great university," Cassels said.

"In the first few months of my presidency, I expressed my belief that, if we are to be a university of choice, in an increasingly competitive world,

we need to focus our efforts and build on our strengths as a university and a community," he said. "We need to better communicate those strengths, to engage more effectively within our community and with a range of partners, key stakeholders and external audiences."

Cassels' call to action led to the UVic Difference project under the leadership of Charette and communications and marketing director Bruce Kilpatrick. The project was informed by extensive research and guided by a widely representative steering committee. In an exhaustive process, the project team encouraged the active participation of the entire campus and communities beyond that led to over 10,000 people providing their input to the narrative.

"Through that project, we've landed on a way of describing ourselves and answering the question 'why UVic?'" continued Cassels. "It's encapsulated

in the concept of the Edge, which describes us so well, in so many ways.

"Our Edge is the combination of dynamic learning, vital impact and an extraordinary academic environment that can't be found anywhere else. This describes the advantage students gain by coming here; the commitment we've made to research that makes a difference; and the special characteristics of our academic community."

These three key concepts are reflected in a fresh look and new graphic elements. The university colours—gold, red and blue—have been shifted subtly to more natural hues. The colours will also be used in a new dynamic element, reminiscent of a wave, which also appears as part of a new university mark. As well, there will be wider use of the UVic martlets: symbols of the constant search for knowledge.

The new vocabulary, narrative and imagery were captured in the video that kicked off the proceedings:

Dynamic learning immerses our students in personal, hands-on experiences and research-inspired teaching.

Vital impact drives how we tackle urgent priorities for people, places and the planet.

Our extraordinary academic environment inspires us to continually defy boundaries, discover and innovate in exciting ways.

Cassels invited the entire campus to explore the new narrative and concepts.

"With all things new and different, it will take us time to internalize the UVic Edge, to put it to work, and to live it in our day-to-day activities," he said. "I'm asking you to join us in the coming months as we roll out the UVic Edge across campus and beyond, and for all of us to find ways to bring it to life and to showcase it in our own areas."

Charette then took the podium and added her thanks to everyone who contributed to the process.

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recipients—all of the nominees were deserving of recognition. This really is a tribute to the calibre of UVic staff and their many achievements."

This year, two recipients were selected for the Excellence in Service Award: Arthur Makosinski (mechanical engineering) and Russell Robb (physics and astronomy). Marilyn Cossaro (ONECard office) was presented with the Award for Excellence in Leadership; and Lawrence Lu (janitorial services) received the First Five Years—Outstanding Contribution Award. The Team Award for Innovation was presented to UVic's Climate Insights 101 team.

## AWARD FOR EXCELLENCE IN SERVICE

**ARTHUR MAKOSINSKI**  
*Mechanical Engineering*

Arthur Makosinski is the Laboratory Manager in Mechanical Engineering, and is one of the founding members of that department with over 20 years of service. He supports the daily operation of all teaching and research labs, generates and maintains the course schedules, leads the technical support staff, and much more.

His contributions go well beyond the daily job requirements; Makosinski is committed to the excellence of the learning and teaching environment, and to the experience and safety of the students in his labs. He is a problem-solver who designs and fabricates custom lab equipment that has saved a great deal of money and helped develop our highly-regarded

mechanical engineering department.

Makosinski is seen as the "wise council" of the department, who gives his time and expertise willingly to anyone who seeks it.

## RUSSELL ROBB

*Department of Physics and Astronomy*

Russell Robb has been a valued member of the Department of Physics and Astronomy for 32 years, in the dual capacity of Senior Scientific Assistant and Senior Lab Instructor in Astronomy. However, his contributions have extended far beyond his job description, to become an integral part of the department's teaching and public outreach programs.

Playing a multifaceted role as course instructor, laboratory coordinator and manager of the campus telescope facilities has put Robb in daily contact with students, faculty, staff, postdoctoral fellows and researchers. His expertise and high standards, combined with his enthusiasm and approachability, have greatly contributed to UVic's highly productive learning and research environment.

Robb's passion for astronomy and his dedication to the students and their learning experiences have led to his mentorship of countless grads and undergrads. He has inspired and engaged them, encouraged and taught them with tireless enthusiasm and endless patience.

Robb has also actively promoted outreach activities to the broader community, organizing and hosting Astronomy Open Houses and tours of



Climate Insights 101 team. PHOTO: UVIC PHOTO SERVICES

the telescope facilities. These hugely popular activities are a significant commitment for Robb, since they run weekly, rain or shine, 11 months out of the year.

"Russ has shown remarkable dedication to UVic and to his role," said physics and astronomy chair Dr. Adam Ritz. "His work ethic, leadership, vision and commitment, combined with his remarkable range of contributions, make him most deserving of the President's Distinguished Service Award, Excellence in Service."

## AWARD FOR EXCELLENCE IN LEADERSHIP

**MARILYN COSSARO**  
*ONECard Office*

Marilyn Cossaro has overseen the university's Photo ID Centre since 2006, and for the last four years has been the driving force behind the research, development and implementation of

the ONECard program.

This was no small task. From the very start of the process to find a new campus-wide solution for ID cards, Cossaro played a key role in determining the requirements for a new system. She was then involved in every aspect of its implementation, including its design, process updates, revised meal plan structures, new functionalities for account management and communication of the changes to the campus. All of this while putting in countless hours learning a brand new system, training staff, relocating the ONECard office and overseeing the production and distribution of more than 26,000 new ONECards to all our students, staff, faculty and alumni.

"All of this is a testament to Marilyn's leadership skills and dedication, and the results speak for themselves," said Jim Forbes of student services. "Students and staff experienced a smooth transition to the new, com-

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## Students win a seat on regional transit board

The UVSS passed another transit milestone in February, winning a non-voting seat on the Victoria Regional Transit Commission. “Students are excited to sit at the table with local mayors and councillors as partners in delivering better public transit in Greater Victoria,” said UVSS Director of External Relations Greg Atkinson. “We have a vested interest in improving transit in every area of the region and we share this interest with all members of the Commission.” Together, UVic and Camosun student societies represent over 36,000 student members—the largest ridership demographic and stakeholder in the CRD. The latest transit success is part of a longstanding tradition of student activism, which also drove the 1976 pilot and formal 1999 establishment of the U-PASS system. U-PASS is a major sustainability achievement that provides transit passes to UVic and Camosun students, contributing \$5.4 million to public transit each year.



Cupcakes and Rubik's cubes added to the celebratory atmosphere. PHOTO: UVIC PHOTO SERVICES



The martlets are playing a larger role. PHOTO: UVIC PHOTO SERVICES



Charette and Cassels with enthusiastic crowd. PHOTO: UVIC PHOTO SERVICES

“We began the UVic Difference project in early 2014 with a commitment to a strong process; a process that would give us the opportunity to hear from you, in multiple ways, at different stages,” she said. “As Jamie has said, what you are seeing here today is the result of a community effort. Thank you for your involvement in this important journey!”

She is looking forward to the full implementation of the Edge branding.

“It’s exciting to see the potential for how the Edge will help us recruit and retain students, attract top-notch faculty and staff, and forge partnerships with organization in our region, across the country and beyond,” Charette said. “It will strengthen our ability to impact society, establish bright futures for our graduates, and enhance UVic’s reputation as an outstanding university.”

She outlined the tools and mechanisms being established to bring the

UVic Edge and its elements alive on campus. There will be a senior-level Strategic Positioning Council that will review and coordinate future university strategies and investments in the Edge. A comprehensive communications and marketing plan has been drafted to include web, social media and advertising initiatives to introduce the Edge to the campus and beyond.

As well, an introductory micro-site [uvic.ca/edge](http://uvic.ca/edge) is now active that provides a wealth of information about the Edge and available support. It includes a new publication to introduce the Edge to a variety of audiences; practical information about ordering business cards and stationery; and a new PowerPoint template.

Charette wrapped up the event, inviting the audience to help themselves to cupcakes and a special takeaway: a Rubik’s-style cube puzzle emblazoned with the new graphic elements that’s sure to be a collector’s item.

“Welcome to the Edge! The UVic Edge...” she said, “... where exciting breakthroughs and dynamic learning happen!”

# beyond the ring

## Finals disrupted at UNBC?

Concern is mounting that final exams could be disrupted at Prince George and other UNBC campuses (including some courses at Langara College). UNBC’s Faculty Association issued a 72-hour strike notice on Monday, March 2. Negotiations have been ongoing since November, focusing on issues of tenure, promotion and salary.

## Strikes at York, U-Toronto

The *Toronto Star* is estimating that more than 100,000 students in Toronto have had classes disrupted by strikes at York University and the University of Toronto. York facilities will remain open but nearly all classes, exams and academic activities were cancelled after teaching assistants and contract professors rejected the most recent university offer on March 2. Meanwhile, at UofT, contract faculty reached a tentative deal, but 6,000 striking teaching and lab assistants walked off the job on Feb. 27. Media reports suggest that the central impasse was a failure to raise a \$15,000 income floor for the TAs.

## Objections to Bill C-51

More than 100 Canadian academics, including five UVic law and political science professors, have signed an open letter to Members of Parliament objecting to the draft government anti-terrorism act known as Bill C-51. Key objections include the open-ended nature of proposed CSIS powers, lack of oversight to balance enhanced powers, and the potential criminalization of legitimate expressions of dissent.



Robb. PHOTO: UVIC PHOTO SERVICES



Lu. PHOTO: UVIC PHOTO SERVICES



Makosinski. PHOTO: UVIC PHOTO SERVICES

prehensive, highly-integrated system that has earned UVic the reputation as a pioneer and example for other campuses all across North America.”

## AWARD FOR FIRST FIVE YEARS—OUTSTANDING CONTRIBUTION

**LAWRENCE LU**  
*Janitorial Services*

Lawrence Lu came to UVic in 2010, from a senior leadership role in the hospitality industry. He brought with him a keen understanding of what motivates people to do their best work and achieve success for the entire team.

Facilities Management has a departmental vision and core values statement that says: “As stewards of the campus, we foster and enrich an inviting and functional environment that welcomes and supports all who

come here.” Lu has brought this vision to life in ways that have been inspirational and motivating for the entire department.

In his relatively short time on campus, Lawrence has distinguished himself as a leader, a mentor and a dedicated team-builder. His staff know he can be counted on to treat them with equity, dignity, respect, and humour. Nella Garman from Human Resources noted: “Lawrence has a firm but fair management style, exercised with a collaborative, collegial and considerate approach that has garnered the respect of the many individuals he interacts with across campus.”

## TEAM AWARD FOR INNOVATION

**THE CLIMATE INSIGHTS 101 TEAM**

*Pacific Institute for Climate Solutions,*

*Pacific Climate Impacts Consortium, School of Earth and Ocean Sciences*

This dynamic group of individuals developed, over the span of four years, a trilogy of online educational products entitled Climate Insights 101—a suite of interactive and animated, free online courses designed to address three critical and essential questions facing humanity today: What is causing global warming? How can we slow climate change? And how can society adapt?

Designed to bridge the gap between scientists and the general society, these courses have online users in more than 170 countries, including educators and students from middle school to university levels, municipal and provincial governments, industries, non-government organizations and the media.

Launched as a complete series just

a few months ago, Climate Insights 101 is already being recognized worldwide for its scientific integrity; its unique and appealing approach to climate change science, mitigation and adaptation; and the depth and breadth of its content and resources.

“Vision, tenacity and an unwavering commitment to a top-quality product were key attributes displayed by the entire team behind the creation of these courses; all of whom went above and beyond their own job responsibilities over the past four years, to bring this project to life,” said President Cassels.

The creation of Climate Insights 101 has further contributed to UVic’s reputation as one of Canada’s leading research-intensive universities. It is a world-class product of which UVic can be justly proud.