Finding a niche in digital marketing

BY SASHA MILAM

When Megan Wilson, who graduates this month from UVic’s Gustavson School of Business, began to imagine starting her own business, the world looked a bit different than it does today. However, her offering—digital marketing for start-ups—is more relevant than ever.

Now that Wilson has finished her BCom degree with a specialization in entrepreneurship, she is continuing to pursue her dream of helping start-ups make their mark with her creative marketing agency, Rose Creative.

For now, it’s a part-time passion that she is exploring while gaining more experience in her field. She spends most of her time at Victoria-based start-up Flytographer, as the in-house content creator and marketing professional.

“I have a passion for helping small businesses with female founders grow,” says Wilson. “The start-up environment sets my soul on fire. There is never a dull moment, always 10 plus things on the go at any given time, and so much opportunity to grow.”

This realization was nurtured during her two co-op terms. Working first with local start-up Deetgo’s Organics, and then with Flytographer, Wilson discovered that start-ups, and marketing specifically, was an area where her aptitude and interests overlapped.

“My experience at these companies, working alongside two very successful female founders, inspired me to network in the community and meet other female entrepreneurs. The niche she discovered during those co-op terms, and that she is continuing to explore through Rose Creative Co., focuses on her ability to dip between creativity and the analytical side. A skilled photographer with an eye for brand development, Wilson also enjoys approaching marketing with a strategic, numbers-focused perspective.

The start-up world, with its minimal staffing and big opportunities, offered the perfect chance to make use of these different skills.

“When I think about what I am excited for while pursuing this venture, it lies in the connections and small business owners that I get the privilege of working with,” she says. “With new clients comes a new set of marketing challenges to solve, which I get excited about too. Two jobs are never alike and always present a new challenge, and that’s what I love about creating content for brands – especially those with a strong value proposition.”

As Wilson points out, what Rose Creative offers is needed now more than ever; many companies have had to shift focus away from their physical storefronts and to a digital interface quickly and unexpectedly. Digital marketing services are crucial.

“Microsoft’s for clients over the past six months included website photography contributions to UVic’s Strategic Framework priorities. The University of Victoria’s community newspaper ring.uvic.ca

See Wilson P.5

Shining light on a precious, invisible resource

BY ANNE TOLSON

What’s beneath the ground we walk on? Many of us think of soil, rock, sand, and maybe some roots and earthworms. We may not think of water.

Yet more than 99 per cent of the fresh, unfrozen water on earth is located below us, says UVic’s groundwater researcher Tom Gleeson. Unlike the freshwater above ground, which usually flows quite quickly in lakes, rivers and streams, underground water tends to meander slowly through cracks and crevices, often staying below the surface for years or even centuries. Gleeson says groundwater is the most reliable source of freshwater on the planet—and long as it is sustainably managed.

“Groundwater is the invisible water beneath our feet and found almost everywhere in the earth,” says Gleeson, a hydrologist in the Department of Civil Engineering who leads the UVic’s Groundwater Science and Sustainability research group and founded the international Water Underground Blog.

Gleeson’s far-reaching contributions to groundwater research and sustainability have earned him a prestigious President’s Chair—the highest academic honour UVic can bestow on a faculty member. He is the second to receive the award, which was established in 2020 to recognize faculty who have achieved great distinction in research and teaching, and made significant contributions to UVic’s Strategic Framework priorities.

See Gleeson P.3
The event is free and open to faculty, staff, faculty, alumni and donors who are interested. To give a shout out by tagging a UVic donor, you will need to have permission, but with appropriate credit to the donor. The Ring does not necessarily endorse any products or services. Display ads are directed to the publisher’s discretion. Permission to reproduce and reuse any content is not granted without written permission.
When the COVID-19 pandemic hit, the Creative Destruction Lab (CDL) responded by creating their recovery pro-
gram, designed to help science and tech companies in the face of the novel coronavirus. UVic chemist Katherine Elvira mentored companies to help them find ways to contribute to recovery in Canada and the rest of the world.

As a mentor, Elvira worked with other select mentors and experts in the field. International mentors—from angel investors, asset managers, large global companies to scientists—helped companies set objectives, develop and experts in the field. Elvira describes the program as bridging the gap between academia and industry—a way to bring knowledge and ex-

mentoring through COVID-19

Four levels of impact
1) On the global level, Elvira recently led a large initiative called “Global Groundwater Statement,” signed by more than 1,300 scientists and other experts from more than 100 coun-
tries. A way to raise awareness of the global importance of groundwa-
der, encourage future international action-oriented initiatives and build momentum towards the 2022 United Nations World Water Day. Currently, he is helping shape a UN report about the state of global groundwater, which will lead up to an international sum-
mation on the topic.

2) A few years ago, the BC Gov-
ernment announced its new Water Sustainability Act to ensure a sustain-
able supply of fresh, clean water that meets the needs of the population.

3) For the first time, this act brings together groundwater regulations and the protection of river and stream flow in BC and therefore salmon habitat,” says Gleeson. He is helping develop interactive online tools that will

4) On campus, Gleeson’s civil en-
gineering colleague Caetano Dorea is creating the UVic Water Sustainability
Collective through newly secured funding from the Strategic Framework Impact Fund. Through this initiative, Gleeson will work with the Collective to help bring together water experts from across campus and beyond to ex-
ploration that could be achieved in water sustainability research through a more

ultimately, Gleeson wants his
works to have a meaningful and last-
ing impact.

"I love being outside in nature. I care deeply about people and the
environment, and I love solution-oriented science," he says. "Those three things led me to this passion for water science and water sustainability research and give me the drive to do science and engineering that’s useful for people and the planet."
Drawing young voices into community activism

BY LAUREN FROST

If you've ever heard about community-based murals and mural workshops in the Greater Victoria community, there's a good chance that Bachelor of Education student Kay Gallivan was involved. A long-time professional, muralist and activist, Gallivan has worked with a variety of organizations and community groups including the Aboriginal Coalition to End Homelessness and several local high schools.

For Gallivan, involving young people in local schools made the choice to move to teaching an easy one. "My heart always feels so full when I'm teaching mural painting workshops—it is inspiring to see people stretch themselves, come together, and create something," she says.

Adaptable program facilitates art and activism

When Gallivan first decided to pursue teaching, she did so with the long-term goal of introducing community-based murals and mural workshops into local schools. She was expecting to truly start working towards that goal until after graduation, and she certainly wasn't expecting to create a renowned community art exhibit with high school students in her first year of the program.

In the fall of 2019, Gallivan was given access to an abandoned pre-demolition house and had plans to turn it into a community art space. She was also starting her teacher education program at this time, working with students at Esquimalt High School as part of her coursework. The coinciding timing of the two projects, and the willingness of her instructors to adapt her coursework to her unique interests and goals, helped Gallivan to develop a Youth-centred approach to transforming the abandoned home.

"I thought it would be cool to use the community art space as an opportunity to have the students share what they were working on with the public," she says. "This student wanted to focus on climate change and mental health, so we decided on the idea of a climate anxiety haunted house."

With its powerful imagery—some of it dripping furiously on the walls and others of whimsical monsters symbolizing capitalism, colonialism, and systems of greed and oppression—Wasteland: Climate Anxiety Haunted House, the result of her work with the high school students and over 40 local artists, caught the attention of the community and a number of media outlets, including CTNY News, in November 2019.

As the threat of climate change continues to grow worldwide, the project maintained largely unaddressed on a national and global scale, centering young voices in the discussion of social and political issues has become an increasingly important endeavour—one that seemed to resonate deeply with the Greater Victoria community. "I've seen all the diverse art pieces roll in from the students and other artists, and the public reception, really brought home how much anxiety is felt about climate change and how it healing can be to process difficult feelings together rather than alone," says Gallivan.

"I'm sure that a lot will be learned from all the innovating that this emergency has required."

Answering the matriarchal call to lead

BY KATE HILDEBRANDT

Dinner table conversations at Ashley Charleson's house were—and still are—often centered around business and governance issues. For years, Ashley worked several terms with the shíshálh Nation council of Sechelt, BC, one of the first Indigenous nations in Canada to write their own constitution, sanctioned in 1986. Also a leader in economic development, the shíshálh Nation runs several businesses including a for- est company and a shopping centre.

Born and raised in this thriving coastal community, Ashley remains devoted to the place, its people and their indelible ties to her ancestry. She still has a term on council, too, enjoying the experience and building a career—from board office administrative assistant to adult education coordinator to manager of the employment training and post-secondary education department. She is also the former board vice chair for the Indigenous Adult Higher Learning Association.

Little wonder, then, that trajectory, that she set her sights on leadership with education as her pathway. UVic’s Indigenous Community Development and Governance two-year online diploma program with the School of Public Administration opened the door to her next best step.

"I went looking for a program like this," she admits, clear on her intentions for more than 10 years ago to bring new learning where it was needed. An early adaptor to online education, all schools with the Faculty of Human and Social Development offer comprehensive online degree programs, today, many with Indigenous specializations. As a result, UVic has enabled many people to advance their education while working full-time, caring for their families and studying from home.

This diploma program also introduced Ashley to Indigenous women with shared interests from various points across Canada. An all-female cohort evolved after the only male student dropped out. Working full-time, pregnant with her first child, Ashley was engaged and amazed by the relationships that developed through collaborative online learning.

"I learned so much from these strong female leaders just by listening to them talk about how they managed governance in their own communities." Yet, it was the indigenous-led structure of the program that mattered most. "The instructors, the curriculum, the cohort, it was all Indigenous through and through. You want to talk about honouring the Calls to Action from Canada’s Truth and Reconciliation Commission? This is the way to do it."

For Ashley, picking up through those Calls to Action, says Ashley, where more people are respecting Indigenous people for who they are. "There is a shift happening where educated women are being recognized. That's what I'm seeing."

She talks of one student from Quebec, passionate about learning and working in her first language, "When she presented in her native tongue," says Ashley, "we all felt so inspired.

Instructor Marcia (Dawson) Turrer also had a profound impact on Ashley’s learning. Marcia has worked as a band manager, administrator, policy person, and is also a graduate of the program, so there’s been a professional bond and a student-teacher relationship. "My time with Marcia was impactful, especially understanding the traditional matriarchal role of women in governance."

"I want to dig deep, learn more and make positive change knowing our ancestors are with us. This system, the way we do things now, is not our way. It was most certainly put upon us. In moving forward, we must look back to our traditional ways and incorporate those teachings into our daily lives."

"The determination in her voice is clear, more so as she shares the story of her grandmother, Di- ano Joe. "She was fluent in our language but that link was broken," says Ashley on why her grandma did not pass the language on to her father. Many Indigenous parents who survived residential school raised their children to only speak English to protect and prepare them for a regulated, colonized world.

Even so, Grandma Dee went on to become a teacher with the Sechelt public school district and, in the 1990s, lived to see her traditional Sháshishálhem language offered as an alternate to French. The language continues to be taught today at Mom Ahy Mo’n, Kinkimnikkin and Chatalech schools, the Alternative School and Capilano University.

Next up for Ashley: an online master’s degree program. But that will have to wait: mother and father are busy with new daughter Grayson Dee, who arrived one month after Ashley completed her diploma. Now with time to rest and nurture the little one, Ashley contemplates their promising futures with hope more Indigenous people pursue post-secondary education.
Cultivating BIPOC community on campus

BY PHILIP COX

The turning point in Tang’s experience as a graduate student came when she co-founded a BIPOC graduate student support group, the BIPOC English Graduate Student Support Group, which aims to combat systemic racism at UVic and build long-term community for Black, Indigenous and other people of colour.

Tang had already found success in a position similar to her own. Along with another English PhD student, Alana Sayer, she co-founded the BIPOC English Graduate Student Support Group, which aims to combat systemic racism at UVic and build long-term community for Black, Indigenous and other English graduate students of colour at the university through social events and regular online meetings.

Tang says, “I really wanted to make a change—even a small change,” Tang explains. “I still think they care about me. I feel more comfortable going because they’re really nice people. I found my own wings.”

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Victoria Wyatt, Art History and Visual Studies

Victoria Wyatt’s teaching and research focuses on the creativity and resilience of North American Indigenous artists in response to colonization. She is recognized with UVic’s highest teaching award because of her commitment to foster inclusive and culturally aware teaching practices, emphasizing non-linear thinking and Indigenous ways of knowing. Her courses include adapted lesson plans, flexible due dates and meets a wide range of learning needs. Her commitment to teaching is also reflected in her leadership roles within the faculty, the university and the Canadian Association of University Teachers. A passionate advocate for innovative pedagogy locally and nationally, Wyatt provides invaluable mentorship to colleagues at all career stages.

EXCELLENCE IN TEACHING AWARDS

Harry Hickman Alumni Award for Excellence in Teaching and Educational Leadership

Victoria Wyatt

Stephanie Calce, Anthropology

Stephanie Calce combines research and community-driven expertise across her work at UVic. In addition to her nine years teaching biological anthropology, she completed the Forensic Anthropology Visiting Scientist Internship at the Office of the Chief Medical Examiner in Manhattan, New York City. Having worked as an intern and consultant for the Royal Canadian Mounted Police, Ontario Provincial Police and Saanich Police Department, Calce brings a real-world immediacy to her teaching. She created an annual “Forensic Anthropology Day,” where high school students and young aspiring anthropologists survey UVic’s campus for evidence in a simulated missing persons case, and develops field schools that provide students hands-on experience of forensic excavation and field recovery techniques.

Daniela Damian, Computer Science

Daniela Damian is a critically reflective educator and leader in software engineering, who has created innovative cross-cultural experiential learning practices in her 18 years at UVic. With a newly established Software Engineering Global Interaction Laboratory (SEGL), Damian pairs students in collaborative and globally distributed teams to design solutions for local and international companies. She prepares students for the workforce by creating an authentic environment that students find “challenging, intense, memorable and rewarding.” She mentors students and models professionalism, and uses active feedback in her evaluations to mirror industry reality on the ground to prepare students for lifelong success.

Stephen Ross, English

An internationally recognized leader in the field of modernist studies, Stephen Ross has mentored over 50 graduate and post-doctoral students. He has the ability to engage with students in all facets and stages of their careers. As shown through his weekly “Write Club,” Ross finds every opportunity to engage students, including conferences and publishing opportunities. “Nobody has contributed more time, energy and generosity of spirit to my intellectual and professional development,” shares a student. He enacts his role as a supervisor and mentor by supporting the whole person, creating meaningful paths to achievement and a community for his students.

EXCELLENCE IN RESEARCH AWARDS

David H. Turpin Gold Medal for Career Achievement in Research

Ben Koop, Biology

Ben Koop has shown the world how genes and genomes work, adapt and evolve. He began by developing technologies for sequencing genes, and applied them to mammals so he could learn more about human disease. He then made the leap to fish, where he is internationally known for his work in fish genomics as a major contributor in the sequencing of Atlantic and multiple Pacific salmon genomes. His discoveries and collaborative style have affected scientific careers, aquaculture, conservation and economies in BC and around the world. Whether with sea lice or bats, fruit flies or humans, Koop’s revolutionary work elegantly translates his own fundamental discovery-based research to real-world applications in clinical medicine, aquaculture and conservation biology.
Ann Stahl, Anthropology

Ann Stahl is an archaeologist who doesn’t live in the past. Instead, she uses a vast collection of historic and cultural resources amassed through a decades-long research project to help communities and individuals in Ghana move into the future. Working together with Ghanaians to record, preserve and build upon their local heritage, Stahl and colleagues have embraced digital technologies to develop the research and training project Improving African Futures Using Lessons from the Past. This ambitious project, writes one supporter, is “an irreplaceable treasure trove” of knowledge, making her a global leader in defining galaxies. She later studying how galaxies merge and evolve. Ellison’s peers recognize her “tremendous diversity” in observational work and her exemplary publication record, while her outstanding research contributions have garnered substantial grants, awards and fellowships. In both astronomy and astrophysics, she pioneered the techniques that provide new insights and answers to the ancient question that we ask when we gaze into the sky: what’s out there?

Award for Excellence in Knowledge Mobilization

Sara Ellison, Physics and Astronomy

For 20 years, Sara Ellison’s discoveries have recalibrated scientific knowledge, making her a global leader in defining galaxies. She began her stellar career by using unique combinations of technologies to identify the elements that lie within and between galaxies, later studying how galaxies merge and evolve. Ellison’s peers recognize her “tremendous diversity” in observational work and her exemplary publication record, while her outstanding research contributions have garnered substantial grants, awards and fellowships. In both astronomy and astrophysics, she pioneered the techniques that provide new insights and answers to the ancient question that we ask when we gaze into the sky: what’s out there?

Award for Excellence in Knowledge Mobilization

Joseph Horan, Mathematics and Statistics

Joseph Horan “combines an absolute command of the course material with an unwavering dedication to self-improvement as an educator”, explain his colleagues. Students describe Horan as incredibly approachable—an important quality both in a bustling mathematics assistance centre and in classroom settings. What sets Horan apart is how he can skillfully meet students where they are in order to encourage their confidence and autonomy solving problems in mathematics and statistics.

Award for Excellence in Research Partnerships

Stephanie Willerth, Mechanical Engineering, and Tamer Mohamed, Aspect Biosystems

UVic biomedical engineer Stephanie Willerth, described by colleagues as a “star researcher” who pushes boundaries, and Tamer Mohamed, CEO of Aspect Biosystems, met four years ago and immediately saw the potential for a collaboration. Together, they formed the first group in the world to combine Aspect’s microfluidic 3D bioprinting platform with Willerth’s biomedical expertise in innovative biomks. Since then, they’ve engineered human stem cells to create healthy and diseased nerve cells that already are proving uniquely useful for testing drugs against Alzheimer’s, Parkinson’s and brain cancer. By speeding up the process of identifying and testing medications, Willerth’s innovative partnership with Aspect ensures that patients will be able to receive effective health care much sooner than they do now. This collaborative work is exemplary of a partnership that combines advances university research with engineering applications to benefit health care, families and individuals.

Award for Excellence in Research Partnerships

Osman Uluocak, Mechanical Engineering

Osman Uluocak has an extraordinary ability to help students create strong and meaningful connections to understanding how thermodynamics, energy conversion, heat transfer and design is applicable to their everyday lives. His highly rated student evaluations are a direct result of the responsiveness, encouragement and passion he shares with his students. His goal is to make sure students are curious and excited by the lessons he teaches by sharing his research experiences in his tutorials to enrich course content.

ANDY FARQUHARSON TEACHING EXCELLENCE AWARDS FOR GRADUATE STUDENTS

Pamela Fraser, French

Pamela Fraser is passionate and committed to keeping the French language alive in Canada. As expressed in her students’ evaluations, the learning environment that Fraser creates in her classroom goes beyond grammar or vocabulary. The immersion begins when students enter the classroom greeted by Francophone music, videos, and continues through multiple interactive activities. Her energy is infectious and her approach to teaching is inclusive and non-judgmental.

Pamela Fraser.

PHOTO: UVIC PHOTO SERVICES

Long-time residents and UVic grads, Dave and Tara are helping local residents and new-comers to navigate their way through the real estate market. Whether buying or selling, they assure smooth sailing – just ask their many clients at UVic.

Let us help you navigate the ever-changing market.
Textiles in focus at Legacy’s interrupted exhibition

By Tara Sharpe

Museums, galleries and other cultural institutions around the world are yet again facing lockdowns with the second wave of COVID-19, while others continue to contend with low visitor numbers. The public spaces of UVic Legacy Art Galleries were no different, falling nearly silent in the first weeks of the pandemic. On March 18, the doors closed to the public—including on an exhibition of textiles, an art form that has frequently been marginalized and underappreciated.

Woven, Embroidered and Stitched in Tradition: Women’s Textile Labour in 20th Century Asia, showcasing a dazzling array of heritage textiles from the UVic art collection, opened Feb. 8 at Legacy Maltwood. The luxury textiles and garments were produced by women throughout Asia between the late 19th century and present day, and were augmented with more modern adaptations on loan from private collections, as well as related material from UVic’s Special Collections.

Exquisitely crafted in China, Japan, Indonesia, Malaysia, India and Bangladesh, these pieces shed light on women’s roles as makers, consumers and connoisseurs during the last 150 years—a time involving monumental global shifts but also the devaluing of women’s skilled textile labour.

Graduate student Claire Aitken (art history and visual studies) curated the exhibition under the supervision of Melia Belli Rose (also of art history and visual studies), with the assistance of student researcher Yorika Terada; Japanese culture and kimono consultant Hitomi Harama; and Caroline Riedel, Legacy’s curator of collections.

The exhibition was scheduled to be part of a three-day symposium on the devaluing of women’s skilled textile labour, a project that COVID-19 upended. “It was a really unique project involving monumental global shifts but also the devaluing of women’s skilled textile labour,” adds Riedel and it is unlikely the same pieces will be shown together again by Legacy in the near future.

The opening of Time Invading: Women’s Textile Labour in 20th Century Asia, showcasing a dazzling array of heritage textiles from the UVic art collection, opened Feb. 8 at Legacy Maltwood. The luxury textiles and garments were produced by women throughout Asia between the late 19th century and present day, and were augmented with more modern adaptations on loan from private collections, as well as related material from UVic’s Special Collections.

Two exhibitions, Two Exhibitions, UVic alumni Maureen Gruben works with multiple facets of the tuktu/caribou. Tuktuuyaqtuuq is the Inuvialuktun name of Gruben’s home on the Arctic coast. The tuktu are integral to Inuvialuit life; they provide food, clothes, tools and stories. In her careful attention to life-sustaining physical elements, Gruben is also tracing the caribou’s vast immaterial presence in her culture.

To Fish as Formerly tells the story of the tootle (the Reef Net Fishery) through contemporary art, traditional knowledge and historical documentation. Curated by child and youth care professor Xemholte Nicholas Claxton and history graduate student Katie Hughes, it focuses on the efforts of generations of Tootle people who are revitalizing the belief systems, spirituality, knowledge and practices inherent to the tootle.

This fall marks the 10-year anniversary of the opening of First Peoples House, including a new exhibition organized by Legacy’s Young Canada Works intern Melissa Granley (Métis) along with Coast Salish artist lessLIE. For Time Immemorial presents works by established and emerging artists.

And an upcoming exhibition, Life Stories, opens Dec. 2 at Legacy Downtown. Legacy staff along with artistic collaborators have also developed online opportunities for people to engage with art and artists. See online article for more: bit.ly/20-textiles