

## New Directions for SCC

By Dr. Jennifer Walinga, Director

The School of Communication and Culture (SCC) and Division of Education Studies (DES) are housed in the Commandant's House which can be found beside the Rose Garden at RRU. Stop by and visit us – we usually have cookies, and we definitely have the most beautiful gardens in Hatley Park!

It is an exciting step for me to take on the role of director during such vibrant times in SCC! I am fortunate to be representing a team of outstanding thinkers and facilitators in our school and have already enjoyed the supportive and open forums for dialogue at the RRU leadership team level.

As director, I aim to act as a conduit between the school and the executive as we strive to develop our programs in a way that best suits the needs of our students and society. I anticipate the need for systems thinking, integrative problem solving and innovative growth – all areas of development for me.

This being my first director's report for the school newsletter, I wanted to highlight some of the recent developments we have undergone and welcome you to participate in the new directions we will take:

We continue to emphasize our philosophy of facilitating 'critical thinkers in professional contexts' by combining both a theoretical and practical approach to communication in all of our programs. David Black was integral to developing a partnership with the International Assn of Business Communicators (IABC) accreditation process, MAPC program head Joshua Guilar will attend the IABC conference in San Francisco this fall, a transfer agreement with Dept of National Defence has been conceived, and MAIIC program associate Foluso Fagbamiye is volunteering with the Canadian PR Society's conference hosted in Victoria next spring.



As well, we are integrating more applied projects within each of our programs such as the Organizational Communication Challenge in MAPC, the Organizational Case Study in BAPC, and the Multi Modal Approach to learning and research that Phillip Vannini is supporting through web and conference initiatives through his work as Canada Research Chair.

Our website is undergoing an overhaul with the help of the people in IT, our program associates Wendy Leithead, Foluso Fagbamiye and Lisa Murray, as well as our school manager Jenn Maxwell.

On the program side we have been doubling cohorts, offering 2 residency options in the Intercultural and International Communication MA (China and India), and offering a China MA in Educational Leadership and Management.

We have undergone several program reviews (BAPC, MAPC, MAIIC) and received helpful and supportive comments from our esteemed reviewers. Thanks to Gil Wilkes, Virginia McKendry, Jenn Maxwell, and Phillip Vannini for pulling together the necessary materials, and to all of those current students, recent grads, associate faculty, advisory council members, staff, faculty and alumni for participating! We look forward to offering more classes in the new LIC building and can report that the new lab is fantastic!

All in all, 2011 has been a productive, busy, and interesting year for SCC and DES - we look forward to another year of fostering cultures of inquiry, communication and learning.

## Advisory Council Update

By Robyn Quinn, Chair

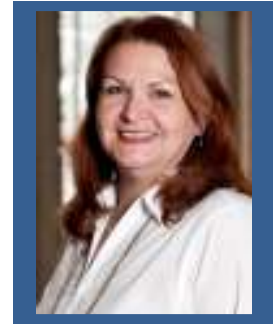
You may not see us during your residencies or hear from us on your Moodle forums but the volunteer members of the Advisory Council are working on your behalf behind the scenes all year.

We meet once a year in Victoria although we are available for input on items as they arise. Our goal is to advise the faculty and management of the school in a way that harnesses the wealth of experience of invited board members. We represent academic circles, the media, not for profit organizations and corporate communications. The board is one more example of the unique approach Royal Roads takes to education. We are looking at programs and long range planning for the students and for their potential employers. I know from personal experience how difficult it is to balance work and life so adding the demands of graduate studies can test the strongest of us. I am in my last year in the Masters Professional Communication so I am keenly aware of the type of sacrifices made to pursue this academic dream.

For the Royal Roads University staff and faculty it can be a demanding time as well – making sure our students have the very best experience they can have while at the same time managing our own resources. Doing that is not easy and if you have felt that we did not meet your expectations – well that is another role for the advisory council. We can be a voice for the concerns of students and the future needs of the professional communications community. The vision is a program that adapts to the needs of both students and potential employers.

We are the choice of working professionals across Canada because we understand the real world. Once again, I invite you to send in your comments and suggestions on how we can make this a better experience. Thanks for the opportunity to support your dream.

[Robyn.1quinn@RoyalRoads.ca](mailto:Robyn.1quinn@RoyalRoads.ca)



### SCC ADVISORY COUNCIL MEMBERS

**Robyn Quinn: Big Bang Communications**

**Parm Bains: Public Affairs Bureau of BC**

**Rian Bowden: Daily Splice**

**Jas Cheema: Surrey Health Systems**

**Susan Danard: BC Hydro**

**Yang Daping: Shandong Normal University**

**Fred Fletcher: York University**

**Myer Horowitz: University of Victoria**

**Hudson Mack: A Channel News**

**Bill Muirhead: U of Ontario Institute of Technology**

**Maureen Nicholson: Keyline Consulting Associates**

**Craig Oliver: CTV News**

**Jan Walls: Simon Fraser University**

For Advisory Board member bio information, see our website <http://communication-culture.school.royalroads.ca/advisory-council>

## Letters from Alumni

By Greg Spira, MAPC Grad

June 1, 2011

Greetings all!

It's been a busy week here in Cameroon and tomorrow Caroline and I board our flights to Uganda where we will start what, for the whole of the Canadian and Ugandan team, is a month-long dream come true. The Villages Connected dream. In a couple days we'll come together in Fort Portal, Uganda to create the first Villages Connected media co-op.

We still need your support. We still need your contributions.

Time has flown in the past three plus years when I was first involved in getting Villages Connected off the ground. Then, as now, I believed in the incredible potential of people in communities in the developing world to overcome poverty through their own efforts. In Bolivia, Northern Canada and now in Cameroon I have met individuals with not only a myriad of ideas for addressing poverty in their communities, but also the will to make turn these opportunities into reality. In each of these places local residents used participatory media (like photovoice) to help draw out these ideas and start action planning for the future. They captured the issues "on film" and then strategized how to address them.

Villages Connected builds on this tested model, but it doesn't stop there. It adds in the business element - our team of 20 Ugandan citizen journalist media co-op members will not only focus their camera lenses on capturing local issues, but also on identifying opportunities for small business ideas to make a dent in the poverty that affects Fort Portal - a town of 40,000. Villages Connected then will train local entrepreneurs and provide microfinance loans, building their business skills and resources to seize these opportunities.

If you haven't watched it yet, check out the <http://www.indiegogo.com/rebranding-poverty> that explains how it all works.

In the coming weeks we'll be introducing you to our Ugandan media co-op members and the entrepreneurs they identify. We'll also be sharing with you the photographs and films produced by our Ugandan teammates - the media co-op members. Keep an eye on the <http://villagesconnected.wordpress.com/> and our <http://www.facebook.com/pages/Villages-Connected/172364456152111>.

We really need your help to make this first Villages Connected media co-op a success. Please contribute what you can at this link: <http://www.indiegogo.com/rebranding-poverty>

Your contributions will be used to equip Fort Portal's media co-op with digital cameras, video cameras, computer, hard drives and other equipment. You will also help seed the microfinance loan fund that will give small loans to local entrepreneurs and provide trainings to both media co-op members and entrepreneurs.

So, please keep those contributions coming! We look forward to sharing the project in Uganda as it unfolds!

Cheers,

Greg

## **Dr. Phillip Vannini Awarded Canada Research Chair in Innovative Learning and Public Ethnography**

Last November, an historic moment happened for Royal Roads University when the Honourable Tony Clement, Minister of Industry, announced more than \$275.6 million to fund 310 new or renewed Canada Research Chairs at fifty-three Canadian universities. Among the chairs established was a new chair for Royal Roads University.

Dr Phillip Vannini, full professor in the School of Communication & Culture and Program Head for the master's degree in intercultural and international communication, was awarded the Canada Research Chair in Innovative Learning and Public Ethnography.

This makes two Canada Research Chairs at Royal Roads with Dr Ann Dale, professor in the School of Environment and Sustainability and a Trudeau Fellow, holding the other chair in Sustainable Community Development.

Dr. Mary Bernard, Deb Zornes, and the staff in the Office of Research supported Phillip's application for this prestigious research chair and provided ongoing commitment to applied research excellence for our faculty and learners alike. This accomplishment will help to position Royal Roads as a distinctive Canadian postsecondary institution of the highest quality.

## **CRC in Innovative Learning and Public Ethnography Update** By Dr. Phillip Vannini, CRC

After some very difficult decision-making, due to the quantity and quality of applications, three students have been hired to work with the CRC team led by Phillip Vannini. Lindsay Vogan, Jonathan Taggart, and Laura Milne have been selected to jumpstart the creation of the ethnography.media.arts.culture (or emac) network. The emac network will serve as the home base for many initiatives which will push the boundaries of the RRU learning model.

Laura Milne grew up in Calgary Alberta, but has called Victoria home for over 10 years now. She received her Bachelor's degree from the University of Victoria in 2003 with a double major in Sociology and Anthropology. Since then she has worked as a university research assistant, an ESL teacher in Xi'an, China, and as the Coordinator for a National University-based Knowledge Mobilization initiative.

Jonathan Taggart is a freelance photojournalist living in Vancouver, currently focusing his work on creating awareness of the challenges facing Canada's Aboriginal communities, both urban and rural. He also works extensively within the Non-Profit sector, using still imagery and multimedia to advocate for causes such as immigrant employment, childhood disease awareness, youth empowerment, socially-responsible corporate community investment and micro-granting for small-arts capacity building in Vancouver's Downtown Eastside.

Lindsay Vogan grew up on BC's Sunshine Coast, but she lives in Victoria now. A graduate of RRU's BA in professional communication, Lindsay has worked as a communication officer for the BC government, and she also has extensive experience producing audio documentaries and working for radio.

Amongst the future initiatives are the creation of a student-led and student-centered network that will advocate for the use of multimodal communication strategies in knowledge generation and sharing. This will make it easier for creative research to be accepted, disseminated, and appreciated, it will generate public interest in student research, and it will generate new opportunities to showcase student projects. A website launch is imminent, and so are public events which will raise the regional and international profile of RRU as a center for innovative learning. Three new exciting student awards have also been generated—news on this will be available soon.

The next few weeks will also see the launch of exciting publications—both on the web and in print—assembled by the CRC team, so stay tuned for the updates!

# MA in Professional Communication Update

By Dr. Jennifer Walinga, former MAPC Program Head

## MAPC introduces the Organizational Communication Challenge to first residency:

Associate Faculty Bev McPhee and MAPC program head, Dr. Jennifer Walinga, co-instructors for PCOM 550 Organizational Communication, invited 4 organizations to an Organizational Communication Challenge Forum at the RRU campus to share their organizational communication challenges with our talented learners (a sample challenge can be found here from Vancouver Foundation:

<http://vfvitalsigns.wordpress.com/2010/11/15/a-social-media-integration-challenge-for-royal-roads-university/>

Ten days later, on the final day of residency, MAPC teams presented their analysis, recommendations, and communication plan to the organizational representatives. Banquet celebrations that evening were well earned. The MAPC teams showcased their incredible insights and talents while providing each organization with tangible and innovative solutions to their challenges.

Thanks to our participating organizations: Hotel Rialto, Pacific Institute for Sport Excellence, Vancouver Foundation and the BC Ministry of Education. Our goal is to become a respected resource for organizations in BC, thereby broadening and partnering with our professional community.

## MAPC learners participated in the initial phases of a community building research project:

Bev McPhee and Jennifer Walinga partnered again with Instructional Designer BJ Eib and the support of a CTET Teaching with Technology grant to conduct an applied research case study on the development and implementation of a Podcasting station for the School of Communication and Culture. After the PCOM 550 teams researched and generated communication plans for the initiative, we are now at the implementation phase of the project in which we will design and operationalize the station on the SCC website. The initial vision for the station was in line with the Harvard Business Review's Ideacast – but the project has ballooned since then with plans to include not only Communication resources such as interviews and visiting speaker podcasts, but also videos of student presentations, tv and radio clips from faculty media interviews, student generated wikis such as the wiki created for their Advanced Research Methods class, performative theses and research papers, an orientation video for new learners now in the works with Media Tech, blogs and podcasts from travelling SCC friends, students, alums, and faculty, as well as alumni and faculty audio or video research projects. The sky's the limit! Send us your ideas for what we can include on our station and how you think this will broaden our community outreach.

## Visiting alumni to MAPC first and second residencies:

Alumni have, for the second year in a row, visited our first and second year residencies to share their research and experiences. Glen Farelly (MAPC '08), Paula Velasquez (MAPC-IIC '08) and Guppy Ahluwalia-Lopez (MAPC –IIC '08) spoke about their experiences applying for and gaining acceptance to PhD programs at U of T, SFU and Concordia respectively. Erin Carrier, Brett Harper and Ben Nishi (MAPC '10) also came back to RRU to share their research and their reflections on the research process with eager MAPC's in the Advanced Research Methods classes.

## MAPC revision and double cohorts:

Program head, Dr. Jennifer Walinga, was busy in 2010 revising the MAPC program and preparing for an external review with the support of School Manager Jennifer Maxwell and Program Associate Louise Baxfield. The program grew to 60+ learners and we were able to split into 2 cohorts in 2010 allowing for a more manageable class size. We are anticipating the growth to continue.

## MA in Professional Communication Update Continued ...

The shiny new program will be launched in the fall of 2011 with some of the changes already underway:

- PCOM 550 Organizational Communication has been moved into first residency to reflect our commitment to building 'critical thinkers in professional contexts'
- PCOM 520, 530, 540, 550 and 640 have all undergone major revisions.
- PCOM 520 has become Academic Writing and Communication and is now offered after 1<sup>st</sup> residency in order to provide the academic writing support so many of our grad students crave.
- Each residency will now contain 9 credits of coursework to create a more balanced workload.
- 1<sup>st</sup> residency will occur first (Oct) and 2<sup>nd</sup> residency will occur second (Nov) allowing for more online course time and ease of reference in school meetings ("Do you mean the 2<sup>nd</sup> years or the 2<sup>nd</sup> residency or the residency that's happening 2nd?")

### MAPC Theses:

A record 10 theses were approved and are well underway. Topics include:

Teresa Bateman	How do Nursing Cultures affect Team Communication and Collaboration?
Nicole Blanchett-Neheli	Redefining Broadcast Journalism: Collaboration in the Public Sphere
Bev Buckway	Effective Yukon Intergovernmental Communication: What's in the Way?
Darcie Davidson SSHRC	Towards a community based model of harm reduction: Discourse theory and community dialogue
Christine Haltner	Consultation across publics: Engaging communities by planning in the flow of their networks
Karen Owen	Who am I? Mental illness as part of the constructed identity
Tammy Marshall	A Sacred Journey: Paddling to Preserve Indigenous Culture
Robyn Quinn	The Sacred Tree: Making Science Relevant to Aboriginal Ways of Knowing
Leanne Ritchie	Death in the International Agora: A Case Study Rethinking Narrative at the 2010 Winter Olympics
Arjun Singh	Towards More Effective Youth Voter Outreach Messages in Canada: How is Trust Built?

### Mentor program:

In the past, Dr. Walinga has arranged informal partnerships between new and alumni learners around shared research interests. 2011 will see the introduction of a more formal mentorship program. We have 12 identified 2<sup>nd</sup> year (and before) mentors who will be available as mentors to the new 2010 and beyond learners!

### SSHRC applications:

A record 6 SSHRC applications were submitted by our new MAPC learners – we await announcements of funding in April.

### New Associate Faculty:

We welcome Sam Schechter (MAPC '09) who has joined us to teach PCOM 520 along with Dr. Alicia Wilkes. Dr. Deborah Hanan has joined us to teach PCOM 540 from USC Annenberg. We welcome Rob Wipond, a local writer and writing instructor at UVIC, to teach PCOM 631 and Fiona Prince (MAPC '05) to teach PCOM 610 Interpersonal Communication. Our newest core faculty member, Dr. Virginia McKendry was introduced to the MAPC program teaching PCOM 510 in first residency earning accolades for her energy and brilliance.

# MA in Intercultural & International Communication Update

By Dr. Phillip Vannini, MAIC Program Head

## SPRING NEWS

The 2009 MA-IIC are close to the end! Early reports from the students who have just completed their last courses—661 or 660—point to... surprising feelings of withdrawal! It seems that after two years of coursework, projects, ideas, and interacting with classmates and teachers it's quite difficult to unplug. All of a sudden—rumors have it—television, evenings spent outdoors, and a social life become options again. But which one to choose after for two long years sleep alone seemed like the only possible distraction?

As the 2009 IIC'ers start planning their trip to Victoria for commencement, the 2010 cohorts find themselves in travel planning mode too. An intimate group of less than a dozen will spend part of their residency on Gabriola Island—Phillip Vannini's home community—and then in Victoria doing fieldwork.

A much larger group of about 40 will travel instead to India, guided by Michael Real, Wendy Quarry, and Rupinder Mangat.

In the meantime, everything is set for the birth of a new curriculum in 2011. With a reduced credit load (33 instead of 38), a mandatory foreign residency (all the signs currently point to two options: India and China), and the abolition of PCOM 660 (Research Paper/Project), the new curriculum seems destined to provide agility and simplicity. For example, there will be no more 2 credit courses, no more PCOM 622, and the students who do not embark on a thesis adventure will be able to take 4 courses (including the new "Public Culture" course) that their thesis friends won't be taking. A two cohort model has also meant the welcoming of new associate faculty. Bryce Merrill and Monica



Prendergast will be teaching 621, and Zanne Cameron and Deb Zornes will be teaching 551—only to list a few new assignments.

And speaking of the future, our congratulations go to 2009 MA-IIC Celeste Pedri, who has recently been accepted in the Anthropology department at the University of Victoria for her Ph.D. Way to go Celeste!

## A HELLUVA FALL FOR THE IIC

What a helluva fall it's been for the MA-IIC! Where to even begin?! Let's work our way backward, shall we?

On January 18th, 2011 we learned that the signup for the 2011 India residency reached its highest ever: 37!

Good thing India is a large country, otherwise the MA-IIC might cause too much traffic there!

The month of November of 2010 also brought the same 2010 intake to the limelight. At a count of 56 this year is the largest intake yet, a number which has meant being able to split the cohort into two. Lest we create two separate teams of "blue's" and "yellow's", the two cohorts will be shuffled later down the road, for the second year-residencies and the following courses.

Needless to say, the 2010 MAIC is

also the very first to be pursuing the new stand-alone degree in Intercultural and International Communication. No longer a specialization, the 2010 MAIC now enjoys a shorter acronym.

While the 2010 intakes were becoming familiar with the rain of the RRU campus, the 2009 IIC'ers were doing their best to complete their post-residency assignments, following their respective residencies.

While a group of about 20 were focusing hard on finishing their assignments on First Nation issues, a group of 27 were striving to reflect on their journey to India.

Finally, winding our way back to October, we encounter the highlights of the season for the 2009 MAPC-IIC. While I wasn't there personally, I hear that the field trip to Ucluelet was a blast, and I wouldn't be surprised to hear that someone even managed to find the time to surf

on the mighty waves of the west coast of Vancouver Island! Admittedly homesick while in India on a couple of occasions I longed for Chesterman beach...

From my position in India, the waves of Goa did not compare to those of Ucluelet and Tofino, but everything else was surely unforgettable. Amongst my favorite memories of India would have to be, in no particular order, watching Kim Yarmuch keep an anxious eye on a cow ruminating behind her,

while she tries to eat her dinner at the Viva Goa restaurant; marveling at Jason Chau's karaoke skills, especially when he showed up those Russian tourists; wondering what fashion award Marie Joelle LeBlanc was going to win next; and playing ridiculously inappropriate, but hilarious, memory games to pass the time together while stuck in traffic.

Good times, good times...

## Royal Roads Student Association Update



*"The road of life twists and turns and no two directions are ever the same. Yet our lessons come from the journey, not the destination."* - Don Williams, Jr.

The Royal Roads Student Association on campus council had a blast at our January 2011 council meeting – it was held on a bus! During the 50-minute scenic drive around Colwood, we had a successful and dynamic meeting, equipped with an army "talking hat". Each committee (Cohort, Sustainability, Social, Sports, Industry, and Grad) discussed their plans to create more cohesion and community on campus, as well as our goals and vision for the future members of the student association council.

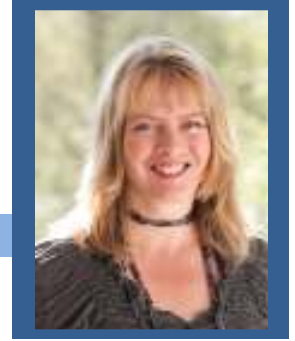
We're in and around the community and would love to connect. Just email us, swing by the office, or give us a ring!

Lindsay Poepping, President  
Justine Shu, VP of Communications  
Wes Kostaluk, VP of Finance

[RRU-SA-Exec@royalroads.ca](mailto:RRU-SA-Exec@royalroads.ca)  
Nixon Bldg., Room 121  
250.391.2600 ext. 4036

# BA in Professional Communication On Campus Update

By Dr. Virginia Mckendry, BAPC On Campus Program Head



I began my role as a core faculty member in the SCC and Program Head for the BA in Professional Communication on-campus program on July 15, 2011. Ten months later, our 2010/2011 BAPC OC learners are now readying for graduation, about to reap the fruits of the intense workload they have undertaken this year.

Thanks to their input, as well as the advice and support of SCC faculty/staff and our Advisory Council, we are undertaking changes that will ensure the BAPC OC program continues to be an engaging, practical and transformational experience for future cohorts.

## Course Revisions

Employers highly value professional communication graduates with excellent writing skills. This year, we have made it a focus of our work to rationalize how we offer writing instruction in the BAPC (both blended and on-campus). As a result, **COMM325: Fundamentals of Professional Writing**, **COMM380: Writing for Business and Government**, and **COMM450: Writing for the Media** have been redesigned to give learners more practice in writing core communication-related deliverables typical of media, government, commercial and non-profit workplaces. We've aimed for little or no overlap between courses, and more emphasis on logic and argumentation in all forms of writing.

## New Courses

Another welcome change is the integration of our

Interpersonal Communication and Intercultural Communication courses, now blended into one offering called **COMM345: Interpersonal Communication Across Cultures**. This eliminates the overlap between the courses and creates space in the curriculum for a new and needed course, **COMM480: Media, Policy, Economics and Law**.

## Changes to Course Sequencing

Re-sequencing of the BAPC courses was undertaken to better prepare learners early in the program with the skills they need to effectively conduct professional communication services for non-profit organizations in the service learning component of their course work. In the BAPC OC program, learners will now encounter **COMM435: Research Methods** in Term 1 (was Term 3) and **COMM330: Digital Media** in Term 2 (was Term 3).

## New Program Associate

Due to growth, each of the BAPC programs now needs their own PA. Wendy Leithead, now PA for the BAPC blended program, has provided much of the rationale for this revamping of the BAPC program. Brianne Perkins, the new PA for the BAPC OC, is a treasure indeed with her can-do attitude, the care and guidance she offers to existing and potential learners, and the exemplary administrative skills.

Stay tuned for updates on the BAPC 2010/2011 Speakers Series and the return of the BAPC Residency case study.

## Dr. Jennifer Walinga Reflects on the Past Year

This spring I bid a fond farewell to my role as program head for the MAPC. I enjoyed working with the MA learners tremendously and learned a great deal through conducting a program revision, expanding the program to 2 cohorts, and participating in the program's 5 year external review. I was particularly excited by the addition of the Organizational Communication Challenge assignment to the first residency of MAPC. For the first time, associate faculty Bev McPhee and I co taught the PCOM 550 course and invited 4 organizations to present a communications challenge to the cohorts. In the final week of residency, 12 teams presented their recommendations, sample products and communication plans to the eagerly awaiting organizational representatives from the Pacific Institute for Sport Excellence, Hotel Rialto, Vancouver Foundation and The Ministry of Education. The teams did a marvellous job of thinking through the challenge, and presenting focused communication strategies to our partners! We look forward to expanding the initiative into our BA program as well.

I will continue to teach Research Methods and Organizational Communication courses for SCC and DES as well as guest lecture in the areas of Group Decision Making, Problem Solving, and Team Development.

Professionally, I have experienced some growth and change: In April 2011, I assumed role as Director, School of Communication and Culture and Division of Education Studies, and in June, I was promoted to Associate Professor. . I continue to conduct research in the areas of:

- Workplace health
- Human, organizational and social innovation
- Values based decision making
- Organizational communication
- Optimizing human performance
- The role of sport participation in building human and social capacity.

### Recent publications 2010/11:

Li, Z., Cheema, J. & Walinga, J. (submitted). A multicultural framework for health communication: A basis for effecting superior management outcomes for chronic lifestyle-related conditions. *Health Communication in Contexts: Research and Applications* (Eds Ahmed and Bates) University of Ottawa

Li, Z., Dean, E. & Walinga, J. (submitted). Fear in intercultural competence development: The blind spot diagnosed in a health care setting. *Health Communication in Contexts: Research and Applications*. (Eds Ahmed and Bates) University of Ottawa

Walinga, J. (2010). From Walls to Windows: Using Barriers as Pathways to Insightful Solutions. *The Journal of Creative Behavior*, 44(3), 143-167.

Walinga, J., Cunningham, B., MacGregor, J. (2011). Training Insight Problem Solving Through Focus on Barriers and Assumptions. *The Journal of Creative Behavior*, 45(1) 47-58

Walinga, J. & Rowe, W. (forthcoming - 2011). Learning to Thrive, Not Just Survive, Complex and Stressful Work Environments. *The International Journal of Workplace Health Management*

### Conference Presentations 2010/11:

Walinga, J. (2011). Transforming Energy, Transforming Stress, (Orlando, FL), Work, Stress, and Health 2011: Work and Well-Being in an Economic Context Proceedings

Walinga, J. & Rowe, W. (2011). Learning to Transform Workplace Stress, (Victoria, BC), Western Academy of Management Conference Proceedings

Walinga, J. & Farish, T. (2011). The Role of Sport Participation in Building Human and Social Capacity, (Toronto, ON) PetroCanada Sport Leadership Conference.

Walinga, J. (2012). Leveraging the Values Learned Through Sport Participation, (Cambridge, UK), Sport and Society Conference.

#### **Invited Presentations 2010/11:**

PACE Session: Getting Everyone out of the Box: Leading Creative Change in Organizations, (Atlanta, 2011). Creative Problem Solving Institute (CPSI).

Keynote: Self Leadership: The Gold Medal Standard, (Toronto, 2011). Sheridan College.

Keynote: Leveraging the Power of Sport Participation, (Port Coquitlam, 2010), Port Coquitlam Sport Summit.

Keynote: Are You Ready? A Sport Model for Organizational Change, (Port Coquitlam, 2010), Sport Alliance Board of Directors.

In terms of community involvement, I continue to be my children's biggest fan, enjoy coaching my daughter's U13 basketball team, playing in a women's basketball league myself, and sitting on the board of directors for the Pacific Institute for Sport Excellence.

## **Reflections on the Road Taken**

**By Eirini Papdimouli (MAPC-IIC Grad)**

October 16, 2005. On Air Canada flight 8555 to Victoria BC, questions couldn't stop popping up in my mind. Why am I going back to school? It's been ten years since I completed my graduate studies in translation and entered the professional world as a promising young linguist. Will earning a new degree be worth the time and effort? I now have a job as safe as houses at the European Central Bank, the financial hub of the euro area, and I also teach translation at the University of Strasbourg. I feel successful in my field. Can my career change course? From the very first steps I have worked in European institutions language services departments, being settled in this job profile. What's the point of a new challenge?

Just over five years later, questions have been answered. Earning my Master's in Professional Communication with a specialization in intercultural and international communication from Royal Roads University has contributed significantly to my professional development. In recognition of my effort and dedication to this new field of study, my employer agreed to my secondment to the Council of Europe (in Strasbourg, France), an organization covering virtually the entire European continent, with its 47 member countries.

The Council's main objective is to develop throughout Europe common and democratic principles based on the European Convention on Human Rights and other reference texts on the protection of individuals. There, I assumed the duties of press and communication officer at the Permanent Representation of Greece and had the opportunity to work among major personalities at high-level events, from Council of Europe parliamentary assemblies, to summits of the Congress of Local and Regional Authorities and hearings before the European Court of Human Rights. Furthermore, as part of reporting on other important activities taking place in Strasbourg, I covered the monthly European Parliament plenary sessions, including press conferences and interviews with MEPs, and – as a career highlight – the NATO 60th anniversary summit, including a much advertised at the time official meeting between the Greek Prime Minister and the then newly elected President Obama.

In addition to strictly press-related duties, my specialization in intercultural and international communication gave me the opportunity to attend meetings of the Council's Education,

Culture, Sport, Youth and Environment committee, within which I participated in the production and promotion of the White Paper on Intercultural Dialogue "*Living Together as Equals in Dignity*". The White Paper is a European initiative providing orientations for the promotion of intercultural dialogue, mutual respect and understanding, based on the core values of human rights, democracy and rule of law. Its main objective is to help prevent ethnic, religious, linguistic and cultural divides and enable countries to move forward together, to deal with different identities constructively on the basis of shared universal values.

After the end of my secondment, I resumed my duties at the European Central Bank, loaded with experience and a wide series of new skills. Building on these and in view of my involvement in the forthcoming general public information campaign on the new series of euro banknotes, I have been selected to attend a series of master class seminars on designing and implementing EU multilingual communication campaigns at the European Institute of Public Administration.

At the same time, I have been admitted to a professional Master II course on Languages and Multimedia at the University of Strasbourg. It seems that challenge will continue to be a key word in my professional future.

However, what's more important – even than unique professional development opportunities – is personal growth. At Royal Roads I was lucky enough to work with and learn from wonderful people, both teachers and classmates, with invaluable experience and amazing qualities. They shared knowledge without imposing it; they brought in different perspectives but always with respect for the other; they pushed me to try harder but also stood by me in difficult times; they taught me the value of working in a team, of exercising critical thought and of constantly striving for knowledge. It would be more than fair to say that my time at Royal Roads has indeed been a part of the journey towards my own Ithaca.

## RRU Welcomes New Dean for the Faculty of Social and Applied Sciences

By Steven Grundy, Vice President Academic and Provost

I am pleased to announce the appointment of a new Dean for the Faculty of Social and Applied Sciences beginning July 1, 2011.

The search began on October 22, 2010 and resulted in 30 applications. The search committee short listed 8 candidates with the top 4 moving to the interview stage. All candidates were brought to Royal Roads for 2 days of intensive interviews and presentations.

The panel met on April 13 to de-brief the four interviews. In addition to their own impressions from the candidate presentations and interviews, the panel members received a summary of the feedback from the eight individual stakeholder group meetings from the candidate's interview schedule as well as the presentation survey results and comments.



I would like to thank the search committee for the many hours of hard work. The panel consisted of: Dr. Ann Dale, Dr. Myer Horowitz, OC, Dr. Pedro Marquez, Ms. Foluso Fagbamiye, Dr. Zhenyi Li, Ms. Jacalyn Raby, Ms. Lisa Robinson, Mr. Kevin Barnard and Ms. Lindsey Poepping.

At the meeting of April 13 the search panel made a single recommendation to the President. The President then authorized me to negotiate a contract with Dr. Matthew Heinz and I am delighted to announce that Matt became our new Dean on July 1.

I could not be more proud that we picked an internal candidate over outstanding external applicants. Please join me in congratulating Dr. Heinz.

# Letters from Alumni

By Jessica Weirmier

Hello Everyone!

A quick note to check in and let you folks know that we made it safely to Saudi Arabia and are getting nicely settled into our new home here. We are in a cute little residential area of the camp, called The Hills. I don't see any hills anywhere, though. It's a 5 minute walk from the elementary school, which will be great for when Michelle starts kindergarten in September. We also have a swimming pool/rec center next to the school with soccer, running track and a baseball field. Lots to do. Michelle had her first swim lesson yesterday. I'm registering her in preschool three afternoons a week at the home of Miss Odette. We had a tour today and it looks awesome!

There are children everywhere and we're lucky that outside our back yard fence is a green space with trees and swings where all the neighbourhood children play after school. Michelle isn't used to how kids just go outside and play... so there's some adjusting for her on that front. Plus, language/culture may be a little bit of a barrier for her. It's too soon to know for sure. The people come from everywhere in the world! Halima and Omar are from Nigeria; Shafrina and Riyaz are from Toronto; Dave and Dotty are from Texas; There's Indonesia, South Africa...

We live on Marjan Circle, which is actually a crescent. It's lined on either side by a bunch of four-plexes in the Adobe style (with wavy, red tiled roofs). Marjan, we're told by everyone not on Marjan, is THE place to live around here. Kinda like the Highlands or maybe Wash Park is in Denver. There's the Marjan Circle Women's Birthday Group that meets once a month, switching homes, to celebrate whoever is having a birthday that month. I think it will be a good way to meet other ladies from the street.

We have hired help already. It comes so quickly. One man comes and does our gardening every morning. It just sort of happened. There's an entire army of domestic help that gets shuttled around camp to do work. And, we started thinking about getting a nanny, and within minutes (not joking) we had Elsie, who's from the Philippines. There was pressure to hire her because her English is quite good, so we were told (by other expat residents) not to let her slip away... This whole thing has given my left-wing sensibilities a bit of a shaking, but I'll get used to it.

There are work opportunities for me here, but it will take some time to get underway. I'm in no rush, either. Nicoli is settling into his new job. Don't ask me what he does, exactly. I know it's working with the gas division of Saudi Aramco. I don't think he really knows what's expected of him yet. But, once 4 pm rolls around everyone is expected to go home. His biggest adjustment will be cutting back on the number of hours he's accustomed to working.

I haven't explored off camp yet into the Saudi town that's outside Dhahran. I'm still in the process of getting my company-issued ID. There is a lot of bureaucracy here. Also, this week is the second Id, which means a week-long holiday in the country, so everything is closed down. We're still waiting for high speed internet. Right now we're using a combination of dial up (didn't think that still existed) and a USB modem. So, I'm not really online everyday just yet. If you're wondering about time differences, we are almost half a day ahead of BC. When it's daytime here, it's night time in Victoria. When it's evening time here, it's the morning in BC. When it's morning here, it's evening in BC. If you call us during the day, it's the middle of the night for us.

I think I'll like it here more than I won't like it. I'll be more satisfied when our furniture and stuff arrives (February 2011). In the meantime, we have all the basics we need and people are very generous with lending and giving things to us (Shafrina gave me a matching oven mitt/apron set she never used).

We are still planning to return to BC next summer (and maybe stretching our visit into the fall). There are regattas I hope Denver RMRC friends will join me for in Victoria. And I hope other friends will consider taking vacations on Vancouver Island next summer, if not already planning to do so!

Jessica

## SCC Student, Graduate and Faculty Accomplishments

**Nancy Black** (MAPC Student) won the 2011 Dalton Camp Award for the best essay on the link between democracy and media. Her winning submission was the final paper she wrote for her PCOM510 course. <http://www.friends.ca/DCA/2011/NancyBlack>

**Dr. David Black** (SCC Faculty) was nominated for Canada's 3M National Teaching Fellowship. <http://www.mcmaster.ca/3Mteachingfellowships/>

**Nicole Blanchett Neheli** (MAPC Student) presented at the International Symposium on Symbolic Interactionism last summer. It was one of the best experiences ever for her, both academically and personally. The people she met were fascinating; the conversation enlightening; the opportunities to connect endless. Although initially terrified at the prospect, she left feeling encouraged and valued. Nicole would do it again in a heartbeat. It may seem like a daunting prospect, but she feels that if you get the opportunity to present at any conference, go for it.

**Dr. Judith Blanchette** (DES Faculty) recently published a paper in a highly regarded International journal of education and technology: Blanchette, J. (in press, available online 16-APR-2011). Participant interaction in asynchronous learning environments: Evaluating interaction analysis methods. *Linguistics and Education*. <http://www.sciencedirect.com/science/article/pii/S0898589811000209>

**Brenda Brooks** (MAPC Student) recently had her article *Real Cops Do Hot Yoga Article* published in the national Blueline magazine and the local Calgary 10-4 magazine. She also had a successful Bursary Application for the 4<sup>th</sup> Annual Conference of the International Investigative Interviewing Research Group (IIRG), that was held at the University of Abertay Dundee, Scotland, between the 1<sup>st</sup> and 3<sup>rd</sup> of June 2011. She also presented at the conference.

**Darleen Carty** (BAPC Student) is now a volunteer Communications Coordinator at The Healing Cycle, a not for profit organization that is raising money for a new palliative care centre in Mississauga. She will be writing their e-newsletters and managing their social media programs (Twitter and Facebook). This opportunity offers her the chance to gain needed experience, as well as to give back to society.

**Anita Charters** (MAPC Grad) has received conditional acceptance at Simon Fraser University to complete her PhD.

**Marie Chatterton** (MAPC Student) attended and presented at the Learning Resources Network (LERN) annual conference in Chicago IL. LERN is an American based association for continuing education departments of colleges, universities, recreation centers, etc. Many Canadian universities and colleges are members. With over 700 attendees, there were a total of 81 sessions offered. Marie presented a session entitled 'Viral Marketing to Gen Y' and had well over 100 people attend. This was based on a request from the association to present again as she had presented at the 2008 conference in San Francisco.

**Shannon Daub** (MAPC Grad and SCC Associate Faculty) had her article, *Negotiating Sustainability: Climate Change Framing in the Communications, Energy, and Paperworkers Union*, which appears on *Symbolic Interaction*, 33(1):115-140, in 2010, nominated for the 2011 David R. Maines Narrative Research Award.

**Colleen Haynes** (MAPC Student) was accepted into a permanent faculty position as a Nurse Educator with Grant MacEwan University in Edmonton.

## SCC Student, Graduate and Faculty Accomplishments Cont'd

**Ray Kettenbach** (MAPC Grad) Public Affairs Director for Western Canada with the Canadian Red Cross, has earned the Accredited Business Communicator (ABC) designation from the International Association of Business Communicators (IABC).

**Charlene Kloos** (MAPC Student) received the exciting news that she was selected as an intern for the United Nations in New York City this summer. Many students apply from around the world and few are chosen. She'll be working in a communications role in the Public Information Office in Advocacy and Special Events.

**Kimberly Kratzig** (MAPC Student) and Executive Director of Communications for Saskatchewan's Ministry of Health was recently used the knowledge gleaned while preparing her final research paper on the effectiveness of organized communications campaigns and organ donation to help guide the development of an innovative, social-media based campaign in Saskatchewan. The promotional campaign uses Facebook and e-mail as a means for individuals who are/want to be donors to let their wishes be known, far and wide. Research shows families are twice as likely to consent to donation if they know a loved one's wishes. Check out <http://www.isanorgandonor.com/> to update your Facebook status with an "I am an organ donor" badge-- in four colors to choose from -- or to send an e-mail to your friends and family.

**Amanda Le Rougetel** (MAPC Graduate) has published an essay in the "Life" section of the July 13, 2011 Globe and Mail: <http://www.theglobeandmail.com/life/relationships/relationships-facts/how-to-install-kitchen-cabinets-without-ruining-a-relationship/article2094880/>

**Dr. Zhenyi Li** (SCC Faculty) was promoted to Associate Professor. He recently attended the 2011 IABC/BC Bronze Quill Award Gala in Vancouver. He accepted an invitation from Fraser Health Authority to sit in their Research Ethic Board for 2 years. He also accepted an invitation from the University of Ottawa to review a new book: China in the 21st Century: A Multidisciplinary Perspective from Students in Canada and China. He presented a paper in the 2nd IDI Conference in Minneapolis, MN. He is co-writing a new course for RRU's new Master's degree program of Global Management administrated by Faculty of Management: MGMT 541: Cross-Cultural Studies. As well he accepted the invitation to sit in FSAS Decanal Search Committee.

**Althea Livingston** (BAPC OC Grad) is now working as a "Communications Specialist" for the Alberta Utilities Commission, in Calgary.

**Laura Milne** (MAIIC Student) was recently awarded research funds from the One World Scholarship.

**Kathryn Moncur** (MAIIC soon to be Grad) was featured in The Province: <http://communities.canada.com/theprovince/blogs/withoutborders/archive/2011/04/28/nicaraguan-eyes-are-smiling.aspx>

**Celeste Pedri** (MAIIC soon to be Grad) was accepted by the University of Victoria's Anthropology Department for her PhD. She was also featured by The News Watch, as the Project Coordinator of the Photovoice project: <http://www.tbnewswatch.com/entertainment/Default.aspx?cid=129208>

**Dr. Michael Real** (SCC Faculty) was featured in the Calgary Beacon: <http://www.calgarybeacon.com/2010/09/get-real-professional-sports-is-socialism-for-the-rich/>

## SCC Student, Graduate and Faculty Accomplishments Cont'd

**Kyle Russell** (BAPC OC Grad) while completing his first semester of his MBA at Schulich School of Business at York U, was chosen to do an exchange with the ESSEC school of business in Cergy, a suburb of Paris! It is a dream come true!!!!

**Mola Shahsavari** (BAPC OC Grad) has been busy with a variety of projects and positions including: an internship with CUSO-VSO as a communication intern, being involved with a project run by SFU called Engaging Diaspora in development, Social Media Team leader at Aids Vancouver, Vancouver International Film Festival Official Photographer, being on the organizing committee of TEDxUBC, as a TEDxVancouver Photographer, developing her own freelance enterprise and promoting it through social media, and -preparing to take GRE.

**Sean Smith** (SCC Associate Faculty) was recently quoted in a sports newspaper piece in the U.S.: [http://blog.pennlive.com/patriotnewssports/2011/04/club\\_sports\\_is\\_king\\_in\\_europe.html](http://blog.pennlive.com/patriotnewssports/2011/04/club_sports_is_king_in_europe.html)

**Alina Smolyansky** (BAPC OL Grad) had the first solo exhibition of her artwork at The Well in Victoria from April 21 until July 15. Themes like Art and Communication, Communication and Spirituality, esoteric religious studies attracted her for a while after her graduation in 2008. However, she chose to communicate with brushes and paints, following the 1000-year old traditions of iconography. Now, she has a small studio/gallery in Victoria on Fort Street where she continues to paint icons and related artwork.

**Melissa Stolz** (MAIIC soon to be Grad) received a placement with the Institute of Cultural Diplomacy (ICD) at their 2011 conference in Washington, D.C. and New York from this past January. The ICD is a not-for-profit organization that brings together a wide range of international participants with a vast array of practitioners and policy makers from all over the world (for more information see the website [www.culturaldiplomacy.org](http://www.culturaldiplomacy.org)). The weeklong conference was entitled: The United States Meets Europe: a Forum for Young Leaders. This also included participation in the three day event, The Future of US Foreign Policy: The Revival of Soft Power and Cultural Diplomacy? The website includes more information about these conferences and the complete list of speakers and events.

The Washington presenters included: Former Secretary of Homeland Security, Michael Chertoff; CIA Deputy Director, Paul R. Pillar; Former Senators Tim Hutchinson & William Emerson Brock III; Former Massachusetts Governor William Weld; Former Interior Minister of Afghanistan, Ali Ahmad Jalali; and Former US Ambassador to the Netherlands, Cynthia Schneider & Ambassadors to Macedonia, Poland, South Korea, and Iraq, Christopher Hill.

In New York, we heard from: The Bulgarian Consul General, Radi Tochev; Permanent Representative of the Republic of Croatia to the UN, plus many, many more presenters. Melissa had the chance to speak with filmmakers, journalists, professors, and Department of Defence and State advisors. She even got the chance to speak with the Consular General of Canada, Daniel Sullivan at a private cocktail party in Manhattan hosted specifically for the ICD participants and dignitaries. As for the participants, most were students but others were merely interested learners coming from Palestine, Slovenia, Romania, Germany, the University of Wisconsin, Harvard University, University of North Carolina, University of Guelph, University of Toronto, and Melissa, the lone Royal Roads participant.

**Jacques Stroebel** (BAPC OC Student) has been accepted into a two-year Global MBA program at Taiwan's National Chiao Tung University.

**Darcy Turrene** (MAIIC Student) was featured on the new InRoads page of the RRU Alumni website: <http://alumni.royalroads.ca/documentarian-finds-common-ground-athletes>

## SCC Student, Graduate and Faculty Accomplishments Cont'd

**April Vannini & Barbara Fornssler** (SCC Associate Faculty) had their article: *Girl, Interrupted: Interpreting Semenya's Body, Gender Verification Testing, and Public Discourse*, accepted for publication in the June 2011 issue of the academic journal *Cultural Studies* ↔ *Critical Methodologies*: <http://csc.sagepub.com/>

**Dr. Phillip Vannini** (SCC Faculty) was promoted to full Professor.

**Dr. Jennifer Walinga** (SCC Director) was promoted to Associate Professor.

**Dr. Gil Wilkes** (SCC Faculty) was invited in May to speak on a panel on social media at the RTNDA association of electronic journalists professional development day: <http://rtndacanada.com/PRODEV/bc.asp>. He has also been invited by the "International Foundation of Employee Benefit Plans" to address the "Annual Canadian Employee Benefits Conference" in Vancouver in September about how organization trustees can use various social media services, and platforms, to inform their clients on updates in their benefits plans. Details about the International Foundation can be found on our Website at [www.ifebp.org](http://www.ifebp.org)

## SSC Alumni, Lorna Malcolmson, is Fondly Remembered

By Angela Amalfitano, MAPC Grad

It is with great sorrow that I contact you with the news that an RRU alumni, Lorna Malcolmson (MAPC 2007), has passed away. She died on April 27 from lymphoma. She was diagnosed with lymphoma a couple of months after completing the MAPC program, just as she was set to embark on a new career path. The diagnosis robbed her of the opportunity to attend convocation and to travel to Scotland for a much-anticipated family reunion in the fall of 2009. Multiple rounds of chemotherapy failed to get the cancer under control, so Lorna underwent a bone marrow transplant over Christmas. This procedure was initially deemed successful, but Lorna suddenly took a turn for the worse while recovering at home. She was re-admitted to hospital but died two days later.

Lorna was a brilliant, creative, cheery person with a terrific sense of humour. She was also one of the best teammates a fellow student could ever have: Lorna was always reliable and gave her full effort. She will be greatly missed by many of us in the RRU community. Attached is Lorna's obituary from the Ottawa Citizen website. To leave a message for the family on the guest book, follow this link (<http://www.legacy.com/can-ottawa/Obituaries.asp>) and enter her last name in the Search Options section.

**Malcolmson, Lorna** [View/Sign Guest Book](#)



MALCOLMSON, Lorna Passed away on Wednesday, April 27th, 2011. Loving daughter of Robert and the late Valerie Malcolmson. Special and loving sister to Catriona Malcolmson, Averil Tracy, and Andrew Malcolmson (Ildiko). Dear aunt to Aidan, and Zoofi Malcolmson; and Coleigh Tracy (her Godchild). Granddaughter to Maisie Kermack. A creative mind and sweet soul, she was a friend to many. Thank you to all of her dear friends who consistently lifted her spirits and gave her so much love and support throughout her life. There will be a private family celebration of Lorna's life. Online condolences may be made at [www.colefuneralservices.com](http://www.colefuneralservices.com)

COLE FUNERAL SERVICES  
613-831-7122

Published in the Ottawa Citizen from 4/29/2011 - 4/30/2011

Send your news to:

School of Communication and Culture  
2005 Sooke Rd.  
Victoria, BC V9B 5Y2  
(250) 391-2600 x4158  
[RRU-SCC@RoyalRoads.ca](mailto:RRU-SCC@RoyalRoads.ca)

[www.royalroads.ca/scc](http://www.royalroads.ca/scc)