New York experience life-changing for Grenfell administrator

Howard Giles is joined by fellow volunteers Cynthia Gowton (L) and Beverly Adams, members of the Calvary Chapel in Philadelphia.

Life-changing" and "overwhelming" are words that Howard Giles uses to describe his volunteer experience at Ground Zero in New York City.

As Sir Wilfred Grenfell College Web administrator, Mr. Giles usually spends his days fielding Web related questions and designing pages for the Grenfell Web site. As site supervisor at a volunteer-run dining hall in NYC, his duties were a far cry from the everyday.

Mr. Giles, a Salvation Army volunteer from the Newfoundland Western Division, supervised and oriented new volunteers at "Sal's Café." Sal's Café was one of three dining halls for Ground Zero operations, each operated through a partnership between the Salvation Army and an American catering company, Woodson's.

"We tried to keep it upbeat, especially on the night shift," said Mr. Giles. "On average we were seeing 100 to 250 people a night. On day shift
they would see 700 to 900 people."

Just outside Sal's Café was a memorial tent that took on the role of a funeral home of sorts, explained Mr. Giles.

"It was a holy site for family members, a kind of memorial site," he said. "I got that sense from the flowers, the mementos, the letters of appreciation."

So pivotal were the remembrances in the tent that Mr. Giles actually transcribed one of the letters, written by an NYPD officer, known to him only as Owen.

"For those who cried with us ... we will ask ourselves how we got through something no academy class or department memo could prepare us for... I will tell you that these tears are driven from the emotions of those who have come from near or far. You put your hands on our limp, sweaty and dirty bodies. You picked us up, cleaned our faces, nourished us, and clothed our bodies ... We are rejuvenated by your selfless acts, your willingness to sacrifice your own lives to spend time with us at this most difficult time. Your support will carry us through all the days of our lives, not just these."

Mr. Giles said he often felt he was not doing enough to help, especially when he met people like Debbie Lee, a girl from California who on Sept. 11 dropped out of school against the wishes of her family and friends, hitchhiked to Ground Zero and has been volunteering ever since. She only works part-time to earn money for food and lodging; otherwise, she volunteers all her time.

"I was blown away," said Mr. Giles. "There were so many examples. Experiencing something like that and then coming back here — in a way I'm discontent. I was helping out in such a small way. But you're making a difference. It was definitely a life-changing experience."
We are all finding that it is becoming increasingly challenging to serve our students and community. Our expectations are rising and our work is becoming ever more demanding intellectually. Most of us have sedentary jobs, and we do not pay adequate attention to our physical health. A growing body of research indicates that a focus on workplace wellness results in improved job satisfaction and personal lives while, at the same time, reducing accident rates, sick leaves, employee turnover and medical costs.

Accordingly, I want Memorial University to make a strong commitment to workplace wellness and provide our members with opportunities to lead healthy and active lives.

Our Department of Human Resources recently sponsored three short-term wellness initiatives: a smoking cessation program, free drop-ins at The Works and a health fair. The programs were well attended and the department is now developing a comprehensive approach to employee wellness and active living. The article on page 3 tells you more about the department’s plans.

As you know, we recently consolidated all of our sports and recreation facilities into The Works. The latter includes our new Field House, the Aquarena, pools, squash courts, outdoor sports fields, the Strength and Conditioning Centre and the Splash Facilities at Long Pond. The Field House includes walking and running tracks, courts for basketball, volleyball, tennis and badminton, as well as a weight training and exercise room. Although these facilities were designed for students, and students are the primary users, faculty and staff may also access most of these features. In many cases, they can use the facilities jointly which is very convenient.

We now have first-rate facilities and I encourage you to use them. The summer is a very good time to start and you should soon see results.
I wish you an enjoyable and rewarding summer with your family.

Axel Meisen

PRESIDENT AND VICE-CHANCELLOR
Review of Employee Service Recognition Policy

The Department of Human Resources is currently reviewing the Employee Service Recognition Policy to identify any opportunities for improving this program, and to ensure that it continues to adequately serve the needs of the university and its employees.

Typically, in November of each year, the department hosts an Employee Service Awards Ceremony to recognize and celebrate the achievements of those employees who have completed 20, 25, 30 and 35 years of service with the university. A wine and cheese reception is held for the employees receiving a recognition award and they are presented a certificate and engraved silver pin to commemorate their service anniversary, in the company of their deans, directors and department heads as appropriate.

As part of this review, Human Resources will be contacting employees who received service recognition in both 2001 and 2000, and they will be asked to provide their feedback through a brief, confidential survey. The department would certainly be interested in hearing from any other employees who wish to comment on this program. You can do this by sending your thoughts or suggestions via e-mail to: humanres@mun.ca.
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Inco and Memorial an innovative partnership

Memorial and Inco have entered into a historic partnership that will transform the St. John’s campus of Memorial University.

With the largest corporate gift to a Canadian university, Inco and Memorial will transform the Thomson Centre into the Inco Innovation Centre, a modern research facility that will address the scientific, technical and human resource needs of the Voisey’s Bay project and focus on education and research in mining, exploration, metallurgical processing techniques as well as other innovative research.

Inco will spend $10 million on the facility and provide an annual endowment of $1 million over 10 years to operate it.

“This will bring together Inco’s world-leading expertise in exploration, mining and processing technologies and outstanding post-secondary students, including many at the graduate school level, for training in these disciplines,” explained Scott Hand, Inco’s chairman and CEO. “The work done at the Innovation Centre will provide a basis for these students, as their skills grow, to work at our facilities in Labrador and Argentia. Thus we
hope to keep some of the province’s best educated young people in Newfoundland and Labrador.”

The Inco Innovation Centre will build on the university’s existing research strengths in earth sciences and engineering and help develop innovative research in a number of areas, said Memorial President Axel Meisen.

“The Inco Innovation Centre will assist in the development of the province’s nickel industry, provide great benefits to the people of the province based on innovation and will help address long-standing needs of the university for improved educational and research facilities.”

Mr. Hand said that through the Innovation Centre, Inco, as an acknowledged leader in global mining technology, will “transfer that knowledge and expertise through a homegrown training program that we believe will encourage young people to pursue their careers and lives in the province.

“I know that is a goal of the people of the province. Give young people a reason to stay and work in this province. Our goal is a trained and skilled workforce. Again, our goals are aligned. I believe Memorial will become an international center for mining and metal technology.”
Hitting the bricks

Members of Memorial’s Campus Enforcement and Patrol division (CEP) hit the streets again this year for the annual Law Enforcement Torch Run, held June 13-14. The run started in St. John's and ended in Clarenville. CEP Patrol Officers Mike Fewer, Tom Hennifent and Carl Horwood took part in the run and also attended the opening ceremonies for the Special Olympics.

CEP participated by providing a marked car, drivers for traffic safety and a runner. Officers were in attendance for two legs of the run, from Mile One Stadium in the capital city to the Seal Cove campus of the College of the North Atlantic, and from Whitbourne to Bellevue.

The mission of the Law Enforcement Torch Run for Special Olympics is to raise funds for, and awareness of, the Special Olympics movement worldwide. Law enforcement officers from more than 30 countries carry the Flame of Hope in honor of the Special Olympics athletes in their area and around the world.

The Law Enforcement Torch Run is the largest grass-roots fund-raiser and public awareness vehicle for Special Olympics in the world. In 1999, this international program raised $20 million to support Special Olympics programs. About 75,000 law enforcement officers from thousands of agencies have carried the Flame of Hope.

The International Association of Chiefs of Police is the founding law enforcement organization of the Law Enforcement Torch Run for Special Olympics.

CEP has raised about $1,300 so far through the sale of Torch Run T-shirts and donations, and the fund-raising will continue until September. Anyone wishing to purchase a T-shirt to support the Special Olympics can do so by contacting either Phil Smith or Carl Horwood at 737-8561 or chorwood@mun.ca. Shirts cost $12.
Changes to workers' compensation

Effective January 2002, the Workers’ Compensation System has undergone significant changes that will directly influence the university’s management of Workers’ Compensation claims. The Workplace Health, Safety and Compensation Act and the Occupational Health and Safety Act have been amended to require greater accountability on the part of employers and workers in the prevention of workplace accidents. As well, they allow for greater co-operation between employers and injured workers for the early and safe return to work. A key element of the new legislation is the introduction of a new “Early and Safe Return-to-Work” policy where all employers and injured workers are obliged to co-operate in an early and safe return to work program. Penalties are applied to workers or employers who do not comply.

If you experience a workplace injury, you have certain obligations. More specifically, you must:

1) Report the incident to your supervisor and complete the university’s Accident/Incident Report Form (available from your administrative assistant);

2) Contact the Employer and Employee Relations Section of the Department of Human Resources as soon as possible after the injury occurs and maintain communication throughout your period of recovery or impairment;

3) Assist in determining suitable and available work and/or a modified work plan;

4) Participate in your early and safe return to work and accept suitable employment;

5) Provide any relevant forms pertaining to your functional capacity evaluation (ie. abilities and restrictions), as provided by your health care provider(s), to the Department of Human Resources; and

6) Provide information to the commission, as appropriate.

If you ever experience time loss as a result of a workplace injury or accident, the Department of Human Resources will work with you, your department and your health care provider(s) to facilitate your return to work. Early and safe return to work is not necessarily the point at which full recovery has been reached. There is an obligation for you to cooperate in a return to work program, prior to full or maximum medical recovery, where accommodations in the workplace can facilitate this.

The practice of encouraging the early and safe return to work of employees
is not new to Memorial University as the Department of Human Resources has been working in the past to facilitate the return of employees who have been absent due to a workplace injury. This new legislation means that we are now legally obligated to continue with our past practice or be faced with the associated penalties for non-compliance.

If you have any questions regarding these changes, or regarding a Workplace Health, Safety and Compensation Commission claim, please contact the Employer and Employee Relations Section of the Department of Human Resources at 737-7408.
FGI will continue as EAP provider

On May 28, Memorial’s Board of Regents approved the renewal of FGI as Memorial University’s Employee Assistance Program (EAP) provider for three more years. The EAP program will be officially re-launched in September.

The EAP provides assistance for a wide range of issues including: alcohol and drug misuse; bereavement; childcare issues; couple and marital relationships; crisis counseling; depression; eldercare concerns; family matters / parenting concerns; financial concerns; legal issues; stress and anxiety; health information; trauma / critical incidents; and work-related and career issues.

The EAP is provided by the university to assist employees with concerns that affect their personal, family or work life or their general well being. The EAP is available to permanent, full-time and part-time employees, employee family members and pensioners of Memorial University, Harlow Campus, Sir Wilfred Grenfell College and Marine Institute.

Services provided through the EAP are confidential. Memorial University does not receive or have access to confidential information regarding the EAP. There are no costs to the user for this service.

For more information on the EAP program you can visit FGI’s Web site at www.fgiworldmembers.com, using the following username and password: User name: memorial. Password: universe01.

As well, the university’s EAP policy along with Living Well and Caregiving Solutions brochures are available for viewing on the Department of Human Resources Web site at www.mun.ca/humanres/v4/emp_support_index.shtml. You may also contact Nola Perry at 737-4626 for additional information.

You may access the EAP either on-line through FGI’s Web site using the username and password provided or you may call 1-800-268-5211 (TDD 1-800-363-6270).

This number is available 24 hours per day, 365 days per year.
Volunteer of the year award

Grenfell employee Jim Whiteway (C) was recently honoured with the MUN Faculty/Staff Volunteer of the Year Award. Mr. Whiteway was nominated by Grenfell student Michael Gaultois (L) for his volunteer work for the Atlantic Burn Camp. Also on hand for the award presentation was Stephen MacVicar, founding camp director of the Atlantic Burn Camp in Cape Breton, who, in a letter of support wrote: "Jim Whiteway made the dream of summer camp possible for so many children - it is inspiring. Jim took his creative skills, his ability to work with his hands, and made plaques, sold tickets and donated countless hours of fundraising. Thank you for being a role model, for proving that success is there for the taking when the desire is strong. Because of your efforts, the Atlantic Burn Camp is now in its fifth year and is a tremendous success. Jim, thank you for enriching the lives of so many burn-injured children in Newfoundland and the rest of Atlantic Canada."
A new look for Campus Patrol

Patrol officer, Jeffrey Fifield stands next to one of the new Campus Enforcement and Patrol (CEP) cars. The "new" look of the cars is distinguishable, with a red and yellow stripe package, down both sides, the CEP crest on both the front driver and passenger doors. Both front fenders display "Campus Enforcement" in red, while a red ribbon mounted on the front bonnet displays "Patrol" in white lettering, done in reflective 3M material which make the unit stand out at night.

Aside from first aid equipment, and a mobile radio which keeps the unit in constant contact with the CEP Communications Call and Dispatch Centre, each vehicle is equipped with a cell phone, which offers another line of communication in the event of an Emergency.

"We want to be highly visible to those who are seeking an opportunity to commit a crime," said John Browne, manager CEP. "Our presence acts as a strong deterrent. We also want to be highly visible and identifiable to students, faculty, staff and guests of Memorial who may require our assistance.”

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Marketing at Memorial

Harvard University often conjures up images of Ivy League, varsity teams and a long history of tradition. People also think of the University of Toronto as Canada’s premier research university with a dignified reputation. But what about Memorial University? If you were to ask 10 different people, you are likely to get 10 different answers. There doesn’t seem to be one image or concept that exemplifies Memorial. But there is a plan in the works to change all that.

Memorial University’s Strategic Framework acknowledges that the university does not have a readily identifiable image and calls for the development of a marketing plan. University Relations has been charged with the responsibility of coordinating the development of the marketing plan.

An integrated marketing plan is a holistic approach to communications and marketing, whereby the entire organization communicates a consistent “position” or brand. According to Victoria Collins, director of the Division of University Relations, “the marketing plan will bring cohesiveness to Memorial’s promotional activities and publications, with the ultimate goal of creating a brand or image that is unique to Memorial.” The plan is currently being developed in collaboration with the Bristol Group, a local marketing consulting firm.

In addition to creating a brand and image, Ms. Collins said that there are a number of other reasons for the development of the plan.

“Fewer students are in high school, decreasing the student recruitment pool. Yet, we would like to maintain the same size student body we have now - between 14,000 and 16,000,” Ms. Collins said. “With the decline in the high school population, we know it is going to be very challenging, so we need to be sure that we accurately and compellingly convince both students within the province, as well as students outside the province, to consider Memorial as a post-secondary choice.”

Building the reputation of the university is another goal that can be facilitated by the introduction of a marketing plan. Memorial University is well known within the province, but its image is not as strong in the rest of Canada, the United States and internationally.

The marketing plan will highlight strategic measures that could be beneficial in creating a wider consciousness of the institution. Currently, the integrated marketing plan for Memorial is in the final stages. A positioning statement has been drafted by the Marketing Working Group, an advisory committee with representatives from across the university. A positioning statement is the distilled expression of the university – it reflects both who we are now and who we want to be. Ms. Collins has discussed the positioning with several focus groups such as Paton College proctors, the Alumni Association executive and Grenfell College administrators.
According to Ms. Collins, “the draft positioning has been well received, and the feedback has been positive.”

The draft positioning statement hinges on three, unique core claims about Memorial: comprehensiveness, experiential learning and location. “Although, neither one is unique individually, when placed together as a group, they convey a distinctiveness,” Ms. Collins notes.

Comprehensiveness refers to both the broad range of courses and degrees offered, as well as the different modes and locations of learning opportunities at Memorial. For example, there are degrees available in a wide range of disciplines at four campus locations plus via distance education. The second major theme, experiential learning, refers to the fact that Memorial offers many different ways to enhance the learning experience for students outside of in-classroom learning: co-op work terms, field courses, MUCEP, internships, studying abroad and more. Finally, the unique location of Newfoundland and Labrador, and how Memorial has adapted and responded to it, helps to create an identity for the university. This does not only mean the physical location, but also the programs that location has spawned and how the university has responded to its environment.

“Using these core claims, we will build a positioning for Memorial that will then be used in marketing efforts for the institution, and can be reflected in the marketing undertaken by the university’s various units,” Ms. Collins said.

Ms. Collins expects the plan to be ready later this summer but already the positioning is being used in the development of some promotional materials. This summer, the Office of Student Recruitment and Promotion are reflecting the three core claims to develop a new university recruitment view-book.
The following career changes have received approval since the last issue of *The Communicator*. They are provided by Human resources and are current at the time of publication.

**ACADEMIC Appointments**

Dr. Wade Bowers, professor (tenured) of Forestry, Sir Wilfred Grenfell College, 
June 1, 2002.

Susan Fahey, Health Sciences Library, public services librarian, at the rank of librarian I, 

**Other appointments**

Lois Bateman, Division of Science, Sir Wilfred Grenfell College, head, Sept. 1, 2002.

Dr. Judith Adler, Sociology, head, Aug. 1, 2002.


Dr. John Buffinga, German and Russian, acting head, May 1, 2002.

Dr. Wade Bowers, Sir Wilfred Grenfell College, associate vice-principal (research), 
June 1, 2002.

Elizabeth Icenhower, Queen Elizabeth II Library, Bibliographic Control Services, head, at the rank of librarian III (with tenure), June 1, 2002.

Dr. David Graham, Faculty of Arts, dean, July 1, 2002.
Dr. Alice Collins, Faculty of Education, acting dean, Feb. 19, 2002.

Tenure

Dr. Donna Hardy-Cox, Social Work, associate professor, Sept. 1, 2002.

Promotions

Dr. Walter Okshevsky, Faculty of Education, associate professor, Sept. 1, 2002.

Timothy Steeves, Music, associate professor, Sept. 1, 2002

Donna Best, Nursing, associate professor, Sept. 1, 2002.

Doreen Dawe, Nursing, associate professor, Sept. 1, 2002.

Dr. Christine Campbell, Sir Wilfred Grenfell College, associate professor, Sept. 1, 2002.

Dr. Tony Fabijancic, Sir Wilfred Grenfell College, associate professor, Sept. 1, 2002.

Retirements

Mary Kathleen Matthews, Nursing, Aug. 31, 2002.

Dr. Paul Patey, Faculty of Medicine, June 5, 2002.

Mary E. Barry, English Language and Literature, May 1, 2002.

Administrative Appointments

Darlene Oliver, Computer Science, secretary, Feb. 12, 2002.

Arthur Taylor, Faculty of Medicine, medical technologist II, Jan. 25, 2002.

Contractual to Permanent Appointments

Boyd Ash, Facilities Management, project technologist, April 1, 2002.

Dora Ann Hinton, Faculty of Science, instructional assistant, July 4, 2000.
Donald Viscount, Facilities Management, maintenance electrician, April 1, 2002.
Lori Yetman, Human Resources, sexual harassment advisor, March 1, 2002.

**Contractual Appointments (one year or more)**

Christina Freeborn, Faculty of Medicine, research assistant I, April 1, 2002.
Wade Kearley, University Relations, communications officer, March 25, 2002.
Sonya MacParland, Faculty of Medicine, research assistant II, April 1, 2002.

**Promotions**

Bernard Brazil, Technical Services, supply officer, March 25, 2002
Elizabeth Hillman, Office of the Registrar, assistant registrar, March 11, 2002.
Frank Pippy, Faculty of Engineering and Applied Science, senior clerk, April 1, 2002.

**Retirements**

Heddy Peddle, Office of the Vice-President (Administration and Finance) and Legal Counsel, contractual employee, Dec. 31, 2001.

**Secondments**

Linda Cuff, Office of the President, senior secretary, March 7, 2002.