

THE OPEN STANDARD

The Newsletter of the Open Learning Division of Thompson Rivers University

Spring (Volume 9, Issue 2)

April 2015

Spring is in the Air

Way to Go, **TRU!**

A crowdfunding initiative to replace a student's stolen bike exceeded its target in less than 24 hours.

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Designing
for Success p5

Spring **WellnessFits**
Challenge p14

Enter for a Chance to Win!

see back cover

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OPEN LEARNING

THE OPEN STANDARD

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Way to Go, TRU!

By Dawn-Louise McLeod



Once again, staff members, faculty and others in the TRU community have confirmed that they care about students and their well being.

Joanne Brown (Supervisor, Services for Aboriginal Students) recently posted on TRU's staff list that law student Jake Archie's bike was stolen when he was in class. He had locked it in the video-monitored bike shelter near HOL (House of Learning).

"When I went back to pick up my bike and all I found was my cut cable lock, it felt like I got punched in the gut," says Archie.

He had purchased the bike on a layaway plan and was using it as his main transportation to get to his full-time studies on campus.

When she read Brown's posting, Linda Komori was saddened that this had happened to a student. Knowing TRU to be a compassionate community, she started a fundraiser with YouCaring.com on the evening of April 7.

Komori, who is the Creative and Production Supervisor in TRU's MarCom, then posted a message on TRU's staff list with the subject line, "Do you have \$10 to help replace a student's stolen bicycle?" and a link to the fundraiser. She set a goal of \$600 – the cost to replace Archie's bike – hoping that the TRU community would meet this goal within ten days.

Instead, the people of TRU surpassed her expectations, pulling together to help out by donating \$600 in less than one day.

On the morning of April 8, TRU employees read Komori's posting, clicked the YouCaring.com link and began donating.

Katherine Sutherland, Interim Vice-Provost Open Learning and Associate Vice-President Academic, offered, "For every additional \$10 above a matching \$50 from OL staff, I will continue to match your contributions."

By 9:45 a.m., Komori posted that the donations (including matching donations) from the entire TRU community had already met and in fact exceeded the \$600 goal.

Goal reached already! Please send out my kind regards to everyone at TRU for helping me replace my bike. I very much appreciate the kindness expressed by the kind folks here at TRU!

– Jake Archie

Lucille Gnanasihamany, Associate Vice-President of TRU MarCom, said, "Linda, you have sparked a positive whirlwind that swirled its way into every corner of our amazing university – kudos to you and to all who got caught up in it."

"How fortunate we are to work among such caring and giving people!" said Director of OL MarCom Jennifer Read.

Rachelle Cornwell, Intellectual Property Officer, was likewise reminded of how caring a community we have here at TRU: "I knew of a family two years ago who had no money and no means to have a Christmas. So I put the word out, and the donations and love that came their way truly warmed my heart and made me so proud to work with such amazing heartfelt people here at TRU."

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Dani Collins, Interim Course Editor in OL, expressed similar feelings and noted that Archie has not only a new bike but also, possibly, a new perspective on Kamloops, community and humanity in general.

“By coming so quickly to aid someone in need just because he is a part of our TRU community, we’ve changed our own lives and our own perspectives. And...when we go and tell our friends and family what we did, we may change their perspectives, too,” said Collins. “Winston Churchill could have been describing us when he said, ‘We make a living by what we get, but we make a life by what we give.’”

The response to Brown’s posting and Komori’s crowdfunding is proof positive that we work with caring and giving people. It also demonstrates how TRU campus and OL can work together toward a common goal.

We are, after all, one university, a united front with our students’ best interests at heart.

As Cornwell puts it, “I truly feel so blessed to work with you all and call each and every one of you my colleague. Keep up the great work with the gift of sharing and caring.”

Read Jake Archie’s story on the [YouCaring.com](http://www.youcaring.com/site/other/let-s-replace-tru-student-jake-archie-s-stolen-bike/334390) site at <http://www.youcaring.com/site/other/let-s-replace-tru-student-jake-archie-s-stolen-bike/334390>.



THE “LOL Effect”

By Jennifer Read

Years ago, OL staff members started the LOL Club, a social committee dedicated to inspiring a kind, safe, positive, motivating and joyful work environment.

As more events, sharing and charitable giving took place, a new culture started to form and build momentum. At some point, there was a beautiful shift.

Happiness is now evident in the smiles of the employees whose hearts have opened up to so many people in need over the past few years.

I like to call this the “LOL effect,” and I truly believe that this is what inspired so many of us here in Open Learning to help Jake Archie get a new bike. In the spirit of giving and in keeping with the mission of the LOL Club, we have purchased a high-quality bike lock to protect his new wheels in the future!

A special thanks goes out to Corey Wiwchar, who did some research and found what Corey’s “buddy in Vancouver says is the best bike lock”: an ABUS.

Let’s continue to keep our hearts and minds open and to help others whenever we can. ■

Editor’s Note: *Happy Birthday,* Open Learning and TRU!

Ah, spring! Snow melt, the call of the red-winged blackbird, green shoots breaking through soil and the warmth of the sun proclaim a time of rebirth, renewal, growth, invigoration and vitality.

Also, this spring marks the 10th anniversary of Open Learning, on April 1, 2015. Ten years ago, University College of the Cariboo (UCC) became Thompson Rivers University when UCC assumed ownership of all courses and programs of the former BCOU (BC Open University). In 2015, TRU also observes its 45th anniversary as an institution, starting from its inception as Cariboo College in September 1970.

This issue celebrates in various ways the regenerative quality of spring and these anniversaries.

The lead story reinforces that TRU is a caring community with our students’ best interests at heart. The homage to OL’s instructional designers exemplifies a professional and collaborative dedication to our students’ success. The update on the TRU Branding journey documents a new strategy, including the introduction of a student internship at an external ad agency.

As well, see the surprising results of our film poll. Get a sneak peak of what some Olers do during lunch. Learn how certain people like to “walk in green” and how others really go out on a limb to get fit. Engage in some apostrophe angst. Discover what’s happening with WolfPack. Make plans for the next campuswide fitness challenge.

Many thanks to all who have helped to make this issue “spring into action”!

– Dawn-Louise McLeod



Designing for Success

By Dawn-Louise McLeod



Open Learning's instructional design (ID) team manages the design and development of a growing portfolio of approximately 450 distance education courses, with more than 12,000 enrolments. In the design stages, IDs work with TRU and other faculty to create detailed plans for the courses or programs under consideration. The plans, known as course blueprints, provide a pedagogical roadmap for all participants in the course design process.

As a course is being developed, other teams become involved, including curriculum media specialists, editors, copyright officers, technical course production staff and course resource coordinators. IDs manage the overall project and ensure it meets the academic standards required by TRU and the quality standards required by open and distance learning. As part of this work, the IDs incorporate active learning strategies, engaging and authentic assignments, and multimodal learning activities.

As noted by Dr. Irwin DeVries, Director of Curriculum Development, the IDs are highly committed to learner success: "IDs are advocates for learners. They ask such questions as, 'How can we translate the content and learning goals of a particular course into a delivery method that is meaningful and helps promote engagement and learning on the part of students?' This is a key part of their role. I also see IDs as change agents within the university setting. They encourage faculty to bring fresh ideas and innovations to help improve courses and programs."

Technology is a critical part of the ID profession. "The distance and online distance education environment changes rapidly," says ID Department Chair Michelle Harrison, a doctoral candidate in educational technology research. "Our team is constantly striving to try new tools and technologies, but with a focus on their effectiveness in learning. You have to get beyond the 'cool' factor and think about how they contribute to meaningful learning engagement."

IDs are also involved in a variety of other projects, such as promoting and developing open design practice and resources, planning for incorporating new educational technologies, using analytics and feedback for the improvement of designs and developing strategies for blended learning. They share the results of this work and research and participate in professional development activities across campus and in regional, provincial, national and international conferences.

Following are just a few local examples of the many contributions made by the IDs in addition to their course design and development work.

With her interest in diversity in higher education, Dr. Loretta Teng recently participated in TRU's "Living Library" project, where she took on the role of a "living book" who could be consulted by others who wanted to learn more about cultural diversity.



Loretta Teng and Gail Morong

To promote greater understanding and use of experiential learning methods, Kelly Warnock, Ken Monroe and Dr. Fränzi Ng presented "Role Playing Team Tasks, Simulations, and Real World Exploration" to the campus community as part of a larger initiative supported by the Centre for Student Engagement and Learning Innovation (CSELI).

"This was a great opportunity to share what we do and connect with faculty," says Warnock. "It is encouraging to see them bring these ideas into their classroom."

As a part-time Provost Fellow with CELSI, Melissa Jakubec worked with colleagues in the Centre to coordinate the Experiential Learning Series and initiated a variety of blended learning projects with faculty across campus, including TRU World. Among other activities, Jakubec participated in a collaborative development with CSELI to develop a web-based learning tool targeted to buyers and sellers of small businesses.

Dr. Tracy Penny Light, Executive Director of CSELI, welcomes such collaborations: "At the Centre, we value the expertise of IDs and appreciate opportunities for collaboration. This type of partnering is a model that yields great results for all TRU communities."

The IDs also take advantage of open educational resources (OER) and practices. Examples include Gail Morong's collaborations on the development of two open courses based on OER and textbooks from the BCcampus Open Textbook project, which are available for free use and reuse in the OER universitas wiki (<https://wikieducator.org/OERu/About>). As part of a research collaboration with DeVries on open design practices, Morong shared her expertise at the OpenEd 2014 conference in Washington, DC. In another OER project, Harrison, along with OL faculty and curriculum media developers, is developing openly licensed multimedia resources to accompany an OL history course.

To improve online learning environments for students and faculty, OL is undertaking a review of the current learning management system (LMS). Because interaction in this virtual space has significant learning design implications, the ID team is participating in planning and testing alternative environments.

In particular, Monroe is working with members from OL's innovation, production, delivery and planning and effectiveness teams to assist in the development of a prototype course. He says, "We have shifted our focus away from any specific product toward more broadly defining the evolution of learning environments in the future."

Reflecting on the work of the ID team, DeVries says "I would just like to compliment the IDs on the incredible work they are doing in a very difficult and challenging job, trying to pull many pieces together, reconciling lots of competing interests and, at the same time, sharing their expertise with others." ■

KUDOS!

TRU-OL and The Open Standard recognize the passion and dedication of the following members of OL (staff members, administrators and Open Learning Faculty Members) in achieving professional, interpersonal and academic excellence.

Open Learning Instructional Designer **Gail Morong** recently received tenure and was awarded promotion, effective as of this July. Also, she was chosen from thousands of educators globally as a featured WikiEducator and won its monthly UPE (User Page Expo) Award in January 2015. (WikiEducator is an international online community dedicated to the design, development and delivery of free content for students.)

Tenure and promotion in academic rank are both important career milestones and are granted only after a thorough collegial assessment process.



Gail was chosen from thousands of educators globally as a featured WikiEducator and won its monthly UPE (User Page Expo) Award.

Gail Morong photo by Jon Fulton

In March 2015, three Open Learning Faculty Members also received tenure and/or were awarded promotion in academic rank. **Dr. Carol Rees** of the School of Education (Faculty of Human, Social and Educational Development) received tenure and promotion to Associate Professor, and **Dr. Andrew Fergus** of the Department of Marketing (School of Business and Economics) received tenure. **Susan Purdy** of the Department of Biological Sciences (Faculty of Science) was awarded promotion to Senior Lecturer.

E-Learning Facilitator **Colin Madland** presented "Communities of Inquiry to Ignite Learning" at TPC (the Teaching Practices Colloquium) at TRU on February 16. Colin has designed a series of professional learning courses for faculty who teach in online or blended environments; these courses are based on the community of inquiry (Col) model, a theoretical framework introduced by Garrison, Anderson and Archer (2000).



"Brian Scrivener" © 2015 Dani Collins

Brian Scrivener, Supervisor, Editing (Curriculum Services), leaves TRU-OL in April to take on the job of Director, University of Calgary Press.

"I'm really looking forward to the task of reinvigorating an historically strong publishing program," says Brian. "My days will be spent persuading scholars to publish with the Press, assessing manuscripts, then somehow getting ahold of the funding to publish them."

"I will miss everyone at OL," he continues, "But I am comforted by Rob Swanson's assurance that I will still be able to participate in the hockey pool."



| OL OCTOBER 2014 AWARDS | | |
|------------------------|----------------------|-------------------------------|
| Award Category | Winners | Area |
| Non-OL | Rick Gunnyon | IT Services |
| Peer to Peer | Sean Mauricio | Curriculum |
| OLFM | Rob Anderson | Business |
| Leadership | Lyn Ferec | Enrolment Services & Advising |

Prior to the awards event, the sprinklers in the CAC went off by accident and ruined the OL catering order. **Ronda Olds**, Assistant (Curriculum Development), according to Shirley Jackson, "saved the day by going out and buying snacks at literally 15 minutes' notice – she's amazing!"

Open Learning Faculty Member **Ron Lakes** received the 2015 Teaching Excellence Award, Open Learning, at the President's Annual Merit & Staff Awards on April 16. Ron was also recognized for 35 years of service, along with Open Learning Faculty Members **Dr. Rocky Mizra**, **Gordon Rudolph** and **Dr. Don Stanley**.



Ron Lakes photo by Lindsey Norris

What do you do...on your Lunch Break?

The Open Standard wanted to shed some light on this mysterious topic. Here are some of the answers we received.



I go to the Mindfulness Meditation class Wednesdays in the Old Main multi-faith prayer room. The TRU Counselling staff members lead this free 40-minute class. It is a great way to calm down and centre my mind in the middle of the busy workday and it helps to break up the work week.

– Christina Zaenker

TRU fitness classes. They are 40 minutes short and just across the street from us. There is an 11:40 a.m. class and a 12:40 p.m. class. Great instructors, a varied program, and it's FREE.

In July, I can be found hanging out in the horticultural garden with Loretta Teng, picking juicy apricots and enjoying their warm sweetness.

– Fränzi Ng

Go to TCC to play basketball with a group of friends. I come back my from my basketball lunch break feeling charged up and excited for work.

– Corey Wiwchar

A free lunchtime workout class that lasts 40 minutes and gives me plenty of time to get changed and revved up before I have to be back at my desk. Booya!

– Ronda Olds

Bootcamps!
– Laurie Robinson

I volunteer at the TRU Writing Centre.

– Christopher Ward

I like to walk with my buddy – it helps us get most of our steps in to appease our Fitbits, and then we don't have to stress about those steps for the rest of the day. The fabulous company makes all the difference, though.

– Dani Collins

Sometimes, when it is nice outside and I won't be able to bike home, I will ride my bike up through Kenna Cartwright.

Check out this 7.9 km Strava cycling route: Kenna Cartwright Loop from TRU:
<http://www.strava.com/routes/1523575>.

– Colin Madland

I eat my lunch and catch a bit of Netflix or read or study.

– David Johnson

I go home to walk the cutest dog in the world!

– Lindsey Norris

I'm often either running with Bart or training to run with him (ha, ha). Routes include University Drive, McGill Road, Hillside Connector and the trails of Kenna Cartwright. Anyone is welcome to join us!

– Dawn-Louise McLeod

Go to TCC's exercise classes. Go for a walk around campus. Go to the free exercise classes that TRU Recreation offers.

– Hilary Parsons

Geocaching.
– Jon Fulton

I like to get outdoors for a walk. It breaks up the seven hours of sitting every day and is a great way to enjoy the sunshine!

– Michelle Yavasgel



Lindsey & Jasper photo by Mike Adam



Zumba:
Yvonne Loewen, Nicole Borhaven, Kathleen (instructor), Hilary Parsons

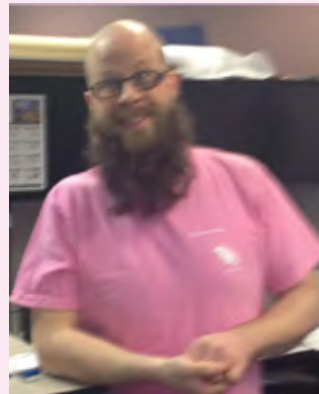
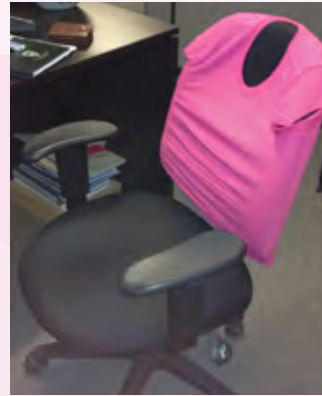
Pink Shirt Day ♦ February 25, 2015

Diversity in a Kitchen Cluster from D-L McLeod

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Read the full story at:

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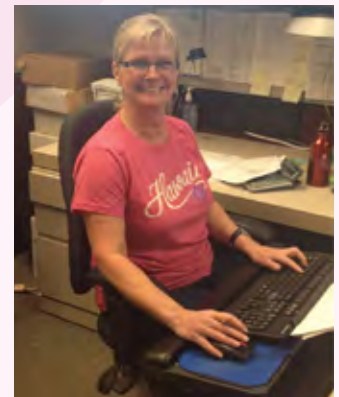


To This Day Project from Christina Zaenker

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Read the full story at:

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My Bully Story from Robert Swanson

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Read the full story at:

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Kamloops 2015

Bike to Work Week

By Corey Wiwchar

“Truthfully, I use my bicycle to commute because I am cheap and I like to eat. Like really, really like to eat. Cycling is exercise, which offsets all the stacks of pancakes with sides of bacon and all the pork carnitas tacos I put into my body on a regular basis.”

– Corey Wiwchar



May 25–31 is the 8th Annual Kamloops Bike to Work Week. The event aims to get Kamloopsians on their bikes for their daily commute and show motorists there is more than one way to get around town. Participation is really easy – commute to work on your bicycle and submit your daily kilometres.

Let’s be honest though, there is one aspect of participating that is far from easy – Kamloops is a town of many hills. Very long, steep hills that make cycling to work very sweaty. Given our topographical challenges, participants can choose to take transit one way and cycle the other way.

If eating lots of food and saving money are of interest to you, please email cwiwchar@tru.ca to join the TRU Bike to Work team. You can also go to the Bike to Work site at www.biketowork.ca/kamloops. Or, stop by my desk if you have any questions about the event or commuter cycling in Kamloops. ■

“Get on your bike and ride!”

– Freddy Mercury



Open Learning ★★★★★ Goes to the Movies

By Lindsey Norris

Open Learning staffers have eclectic tastes, and now we can prove it. Back in February, we asked all the inhabitants of the 3rd and 4th floors to tell us their favourite education-related film, and offered tickets to the 2015 Kamloops Film Festival in exchange. Of the 27 people who submitted an entry to our contest, only six of the entries received more than one vote. This was problematic for me, as I had imagined a grand battle between a handful of films that would turn into an impressive graphic for this publication. But what is bad for my graphic is good for your Netflix queue, so get the popcorn out: we have some winners here.

Films by GENRE

Our dramatic side is balanced with a sense of humour.

Drama: 7
Comedy: 7
Documentary: 2

Comedy/Drama: 2
Adventure: 1

Films by SETTING

You can't beat high school as a source of material. By a clear margin, secondary school was the setting for most of the recommended films.

High school: 13
Other: 5
Post-secondary: 4
Elementary: 2

Films by AGE

We're modern and able to appreciate films produced as recently as 2012, but also recognize the value of the past. *To Sir With Love* received three votes.

Oldest film: 1967 – *To Sir With Love*
Newest film: 2012 – *Chasing Ice*

Films by VOTE

Dead Poets Society: 5
To Sir With Love: 3
Good Will Hunting: 2
Mr. Holland's Opus: 2
October Sky: 2
School of Rock: 2
Accepted
Billy Madison
Bill Nye
Chasing Ice
Dangerous Minds
Educating Rita

Fast Times at Ridgemont High
Les Choristes (The Chorus)
Lean On Me
Lord of the Rings
Mean Girls
Planet Earth
Rock 'n' Roll High School
Stand and Deliver
The Breakfast Club
The Great Debaters
The Wonder Boys
Through a Blue Lens

★ Congratulations to Marjorie B., Keisha, Zach, Colin and Jean, who won the film tickets by random draw.



Get with
the program

Going Squirrely

By Robert Swanson

Ah, Spring! The time of year when our thoughts turn away from mundane tasks such as shoveling snow while mummified to frolicking in public places wearing a Speedo and a smile. From toques and scarves and long underwear to the carefree state of *déshabillé*.

But one likes to be fit if exposing so much of oneself, and the question then becomes, “How can I really get into a shape pleasant to the eye?” When faced with questions such as this, I like to observe the world around me to best find the answer. And I’ve decided that emulating squirrels will hasten my getting into tip-top physical condition.

As you’ve already surmised, “Of course! It makes perfect sense!” That’s because squirrels are perfect role models in every way. You never see an overweight squirrel. You never see a squirrel wheezing and huffing when they scurry up a tree. You never see a bunch of squirrels idly hanging out on some scraggly limb, knocking back gut-rot and hacking smokes. You never see them at a hospital, or on talk shows lamenting their physical or mental inefficiencies. You never see a squirrel on the limp, or taking medications, or pitching medications or wearing a ribbon that promotes “squirrel health.” That’s because they’re healthy buggers, as healthy as healthy gets, I believe, and that’s reason enough for me to get with the program because what squirrels have, I want!

Now as you can imagine my Spring has been very, very busy. And from early results, boy howdy, do I ever need this regime.

It’s the shimmying up the trees that’s giving me the most trouble so far. Even the top-quality climbing spurs I bought aren’t a great help. I’m nowhere near as fast as my mentors, and I don’t know if I’ll ever be. I find I need a lot of resting while climbing and sometimes this gets a little embarrassing. It was after midnight when I was having a workout at the local park recently and there I was, about ten feet off the ground and taking a little rest, huffing and puffing and generally waiting for my eyes to re-focus when a flashlight beam enveloped me and an officious voice calmly enquired, “May I ask why you’re humping that tree?” Fortunately the nice man in uniform had a good sense of humour, and once I’d explained my fitness schedule to him he had a good laugh and left me to my own devices. Heck, he was so impressed with my novel approach he said he was “sure to tell the other fellows at the shop.” You just can’t keep a great idea down.

I must admit, the whole squirrel diet has been a little tough to swallow. I now know why squirrels collect so many cones – those seeds are damn small, and I find it takes quite a few to make a meal. I’ve stuffed the spare bedroom against next winter already, and cancelled planned visits from family and friends as my dwelling becomes subsumed as storage space. Eating plants has been much easier. Except for the unexpected trip I took when I ate that purple flower, the flora has been plentiful and tasty. I’m really looking forward to Fall, when all the neighbours’ gardens start producing. This fitness thing is year-round, you know.

One of the reasons squirrels are so healthy is their energy level. Study them as long as I have and you notice their eyes are always darting, their movements are sharp and sudden and their whole attitude is coiled energy, released in bursts. This has been hard to emulate, but now that I’m drinking about 30 cups of coffee and eating a handful of Dexedrine tablets each day, I think I’m getting close. I find ingesting these substances has the added benefit of making the seeds and nuts and plants taste better, plus I don’t need to eat as much. And while the caffeinated climbing upwards has improved, the coming down is much, much harder. But hey! everything in life is a compromise.

So that’s my new fitness regime, and except for the odd rotten branch it’s working out splendidly. So look for me at the beach this Summer. I’ll be the healthy guy flitting about harvesting nuts and plants and on the lookout for a thermos of coffee. On the lookout, too, for birds of prey riding the warm air currents high overhead, and the nasty coyotes and weasels and such, terrestrial terrors they are, lurking in the bushes. Nasty brutes, the lot of them, and their jealousy of the fitness level sported by us squirrels drives them, sadly, to murderous intent. But no matter, really. That’s just a price we pay for being in such great bloody shape. ■

Read more from Robert at
<http://mrsslaterparrot.trubox.ca/>.



An Intercultural Traveller:

Loretta Teng and The Living Library

By Dawn-Louise McLeod

Open Learning Instructional Designer Dr. Loretta (Ya-Wen) Teng participated as one of the human “books” for TRU Library’s third annual event “The Living Library: An Intercultural Exchange” during TRU’s IDays (International Days).

“I’m keen on supporting student initiatives,” Loretta says, “anything that has to do with promoting student success.”

The Library dubbed Loretta an “intercultural traveller” because her native country is Taiwan and she has lived and worked in the US, Australia and the UAE. She has a background not only in student and academic affairs, but also in interdisciplinary teaching and learning.

Loretta, who calls herself “a curious learner,” prepared a short bio in a YouTube video that was sent to the students in two ESL classes who attended the event. She also wrote sample questions for these students to ask her, such as: “What was challenging in adapting to a new culture?” and “What did you enjoy most about working in different cultures?”

To make this event interactive, she asked questions of her readers, too. One was, “What do we have in common?”

“Some students were eager to seek ‘advice’ from me. And they were curious about TRU Open Learning,” Loretta says. “They asked me what I did at work and what my workday was like.”

Loretta showed the students a few funny videos she had made and posted on YouTube. In turn, they showed her their blogs, videos and Facebook pages.

For Loretta, this exchange reinforced how learning and teaching can be reciprocal and how as an educator she can integrate students’ experiences and learning preferences.

“Students can be our best teachers in the art of learning,” she says. “After talking to over 20 students in an hour and a half, I had an idea of how a true intercultural exchange can happen on campus. Since everyone is an interesting book with many chapters, ESL and other international students can be resources for intercultural activities, such as visiting classes and sharing perspectives about studying in interior BC, or in Canada. This can benefit domestic students and increase the ESL learners’ level of confidence in learning and living cross-culturally.”

“The key takeaway from my experience as a living book was to continue to live in a way that I see is important for human life – to go out and connect to as many people as I can,” Loretta concludes. “I believe this is one of the purposes of my life. If I continue to give, then somewhere, somehow I may touch someone’s life without even knowing it. Maybe that’s why I am an intercultural traveller – and a global citizen.”

For more about the Living Library project, see <http://librarynews.inside.tru.ca/2015/03/09/living-library-come-borrow-a-human-book/>. ■

TRASH BASH

By Dawn-Louise McLeod

Looking for a way to kick-start your spring fitness regime? The annual TRU Trash Bash might just do it!

We invite you to walk (or run!), bend, pick up and lift on **Wednesday, May 13, 2015, from 8:00 a.m. to 1:00 p.m.** (including a free lunch). Get fit while helping to clean up our campus. Join a team or simply show up at the Horticultural Gardens and get gloved and bagged (with garbage and recycling bags).

A BBQ lunch and awards for best cleaner-uppers will take place at noon in the Horticultural Gardens.



For details, contact James Gordon (TRU Environment and Sustainability) at jgordon@tru.ca.

See you there! ■

Spring WellnessFits Challenge

By Chelsea Corsi



Take the new six-week challenge (May 4–Jun 14) to be active and eat healthy! To participate, do the following:

- Put together a team of six people (including TRU students and employees), nominate a captain and come up with a team name. Email this to me at ccorsi@tru.ca by Friday, May 1, 2015.
- When you receive the email invitation from the WellnessFits program, accept it and create an account so you can log in to your personal WellnessFits dashboard.
- Move that body of yours, track your points and view your weekly progress.
- For bonus points, get at least half of your team to do an activity together for at least 30 minutes.
- Follow the weekly healthy eating challenge to track your servings of various foods/drinks.
- Use your dashboard to learn more about exercising and healthy eating and to post healthy recipe ideas.

At the end of each week, your team captain reports your team's total points to me, and I send out a weekly team status report.

The team with the most points at the end of six weeks wins a **free** team lunch to a healthy restaurant of the team's choice.

This challenge helps not only to promote campus spirit and camaraderie but also to motivate you to take control of and improve your health.

Look for a few workshops at TRU about healthy living that will accompany this challenge, closer to the end of April. Until then, check out TRU Wellness Centre at www.tru.ca/wellness or the Facebook page at www.facebook.com/truwellnesscentre. ■



Dawn-Louise McLeod photo by Bart Cummins

Run with Fartlek

By Dawn-Louise McLeod



Running. It's a simple form of exercise that increases energy and improves well-being. It requires minimal equipment and any memberships are optional. And, thanks to something called *fartlek* training, most people who can walk can also run.

Designed by coach Gosta Holmer in 1937 for a professional athlete, fartlek – Swedish for “speed play” – is a form of interval training used in many competitive team sports and adaptive fitness.

A fartlek is comprised of segments of time during which fast, intense activity is alternated with slower, less intense activity. This type of training enables runners to ease incrementally past initial comfort levels for longer periods of time, safely and with a lower risk of pain and injury.

Several decades ago, going for a run meant *running for the entire time*. This increased both the risk of athletic injuries, such as shin splints and plantar fasciitis, and the pain of lactic acid buildup. I recall my first time out: lap after boring lap around the gravel track of a high school. After bragging to anyone who would listen, “I just ran a mile without stopping,” I spent the following three days in pain every time I got up off the couch. Years later, I was introduced to fartlek training and it changed my approach to running.



| WARM UP | RUN | WALK |
|---------|--------|-------|
| 5 mins | 3 mins | 1 min |

A typical learn-to-run fartlek might be as follows:

Walk for 5 minutes to warm up, run for 3 minutes, walk for 1 minute to recover. Repeat the run/walk segment 5 times, then walk for 5 minutes to cool down and you're done (after you stretch, of course).

As your fitness level increases, you increase the time between walk breaks and/or the number of repeats (sets). You might also alternate intervals of running and sprinting and add other types of movement, such as speedwalking, hill running and stair climbing.

By varying the pace, intensity and type of movement throughout a run and over several sessions, you will increase your speed, running time and distance covered. More importantly, you will decrease your chance of athletic injury. ■

Building a TRU Brand: *From Information to Insight to Strategy*

By Lucille Gnanasiamany, Associate Vice-President, Marketing and Communications



How far we have come since the TRU Branding Committee was struck in June. Since then, over 1,000 individual responses to our online and in-person consultations have been analyzed. We have arrived at four possible themes for a future TRU Brand (Opportunity, Open, Community/ Connection and Diversity).

In January, we posted a Request for Proposal for an external agency to help us develop TRU's Brand Strategy and Creative applications. Since then, received and reviewed 11 different submissions from agencies across Canada and the United States – and we could not be more excited about the one we unanimously selected as our agency partner.

The agency's name is Will. Based in Vancouver, Will is a relatively new agency established just months ago – but its team is anything but novice. Will's principals, Ute Preusse and Nick Richards, bring over half a century of combined experience as the senior strategic and creative leads at agencies in South Africa, Germany, the United Kingdom and Canada. In their previous roles, they masterminded award-winning brands and campaigns for post-secondary, public and private institutions across Canada and worldwide.

TRU will be one of Will's biggest current clients. In addition to the excellent service, strategic and creative planning and execution this implies, Will is upping the value proposition by offering guest lectures at TRU marketing classes, a student internship at its agency and a commitment to working side by side with our own marketing and communications staff in developing our Brand. It's an opportunity for our in-house teams to learn from the best and co-create the Brand that will be TRU's calling card for years to come.

The work is already well underway. Will is now collecting the raw material with which it will develop a TRU Brand Strategy and, ultimately, its creative applications. Will is moving from delving into the Information gathered, to forming key Insights, and, finally, to formulating an Insight-driven Brand Strategy – a strong and solid platform on which all future Brand Creative will be built.

On March 19, Will facilitated a Brand Discovery Session with the Marketing and Communications Leadership Committee (MCLC) – the heart of the Branding Committee and the entire Branding initiative – and a cross-section of TRU students, faculty and staff members. A second all-day Brand Definition workshop – with a different group of participants – took place on March 30. On April 29, we will share potential Brand strategic directions on campus and online for a week afterwards. Community input will be welcomed and considered in the final decision of the MCLC on which direction to follow. Based on this, most of the summer will be spent developing key creative applications in time for a Brand launch, slated for mid-October.

The next 60 days will be intensely busy, and they will be some of the most exciting and inspiring days of the entire Branding process. ■

**Want to know more about
TRU Branding?**

Go to tru.ca/branding – and send any questions to branding@tru.ca.



Standard Style: The Appalling State of Apostrophes

By Mark Rogers



You may be one of those lucky people who has a blacksmith in the neighbourhood. If you have horseshoes that need mending, you can just go down to The Smith's.

Or maybe you have a potter or a cook nearby. You can tell by the signs in front of their houses: The Potter's or The Cook's.

OK, I relent. More likely, you live in an area of misplaced apostrophes, and those signs are merely announcing the names of families who live in those houses. Actually, it's absolutely certain that this is the case.

When it comes to apostrophes, we live in a post-apocalyptic era. There couldn't be more mayhem if Mad Max were in charge. Apostrophes appear or remain absent in random fashion with little regard for civilized behaviour.

Yes, there really are family signs such as The Smith's – it's not an apocryphal tale.

You can accuse me of taking the placement of apostrophes too literally, but those who misuse them run the risk of being considered less than literate.

Looking at the bright side, it seems people are at least trying. If they were truly lazy, they wouldn't bother with apostrophes at all. Too bad, because lethargy would make them right with plurals – the apostrophe is not needed.

The house where the Potter family lives, for example, should be announced simply as The Potters. There is more than one person named Potter living in the house, so we add an "s." Adding "apostrophe-s" implies that there is only one Potter and that only he or she is in possession of the place. Also, the definite article "the" makes this person all the more singular – perhaps because of some special skill in pottery . . .

Apostles of apostrophes will tell you that use of this persecuted punctuation is limited to instances of contraction, omission and possession. The exception would be for possessive plural, in which case you might make an argument for placing an apostrophe at the end of a family name – the Cooks', for example. They do, all of them, possess the house.

In fact, we used to see a variation on this theme at department stores. Eaton's, for example, was a chain of stores that belonged to Timothy Eaton. A chain the once operated in BC and Alberta – Woodward's – was the possession of Charles Woodward. To their credit, these men demonstrated a flair for both business and grammar. On the other hand, Robert Sears was blessed at birth with an "s" at the end of his name, so he and successors never had to struggle with the issue. With one less bother on the balance sheet, this might explain why Sears is the only one of three to survive.

Finally, we have the inexplicable Tim Hortons. There was only one Tim Horton – the NHL hockey player for whom the restaurants are named – so why make it plural? He was the original owner of the Tim Horton Doughnut Shop in Hamilton, so why not make it possessive?

It's enough to have Horton rolling in his grave, as if . . . possessed. ■



The Smiths

*Every year, back comes Spring,
with nasty little birds yapping their
fool heads off and the ground all
mucked up with plants.*

– Dorothy Parker



CUPE Local 4879: Update

By Lois Rugg, President Local 4879



Safety is foundational for health, fitness and wellness, and CUPE recognizes this.

At its National Day of Mourning held on April 28th each year, CUPE members stand together in respect for and recognition of workers who have been injured or killed on the job. This event is a time to share related experiences and educate workers about the importance of workplace safety.

In 2013 alone, according to the Association of Workers' Compensation Boards of Canada, 902 workplace deaths were recorded in Canada.

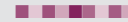
New and young workers are more likely to be injured during the first six months of employment than at any other time. The key to protecting new and young workers is to educate them about their rights and the questions they can ask to stay safe.

All people are at particular risk of injury in the first six months of a job, as they may be unaware of existing or potential risks. There is a direct relationship between the number of years' experience workers have and the number of injuries that happen on the job.

CUPE 4879 takes workplace safety seriously. It strives to provide a healthy and safe workplace for its members and others at TRU. It elects representatives from the local's membership to sit on Occupational Health and Safety (OH&S) committees at TRU and to collaborate with members to ensure that safety measures and procedures are in place and are adhered to.

It is easy to take workplace safety for granted and to think that someone else, like an OH&S committee, has it covered. But workplace safety is everyone's responsibility – each of us must take reasonable care to protect our health and safety and that of others who could be affected by anything we do or omit to do.

The National Day of Mourning ceremony this year is at 6 pm at St Andrews on the Square (on April 28th).



The CUPE BC Convention, which is the provincial parliament of the Union, is scheduled for April 29th to May 2nd in Vancouver, BC. Six delegates have now been chosen to attend the Convention on behalf of the membership. At CUPE conventions, delegates debate and vote on resolutions that can affect government policies and public sector and workplace issues. Delegates also network with other CUPE members from our sector and other locals from across BC.



Each year, CUPE 4879 offers three \$1000 post-secondary education awards: one for students in trades, technical or vocational programs; one for students in academic programs; and one for students in any postsecondary program. Applicants must be either members in good standing of CUPE 4879 or else a child or spouse/partner of such a member.

The CUPE 4879 Education Committee is pleased to announce and congratulate the winners of the 2015 Scholarship Awards, as follows:

- Doreen Grenier – CUPE 4879 member
- Jane Komori – member Linda Komori
- Martin McFarlane – member Dave McFarlane

In solidarity.



Signs of spring.



What's New with the WolfPack?

By Larry Read, Sports Information Officer



For the 2015–16 season, the TRU WolfPack celebrates its 10th year in both Canada West and CIS (Canadian Interuniversity Sport) play.

The 'Pack enjoyed lots of success and national recognition as it put the capper on year nine.

After years of improving, both basketball teams made the playoffs again in 2014–15. In addition, for the first time in school history, both teams hosted a Canada West playoff series.

During the season, the women's program, under the direction of Canada West coach of the year Scott Reeves, captured the Explorer Division title, going 18-2. Three members of that team were honoured by being named league all-stars. **Jorri Duxbury** (Salmon Arm, BC) was a second team selection; **Taiysa Worsfold** (Kamloops, BC) was chosen for the third all-star team; and **Michelle Bos** (Surrey, BC) was a Canada West Rookie of the Year (for the third time in school history) and named to the CIS All Rookie team – for the second time in school history.

The men's program coached by Scott Clark finished third in the Explorer Division in the regular season and swept Winnipeg in a "play in" series. The team went three games in the quarterfinal series before bowing out in Saskatchewan. **Josh Wolfram** (Kamloops, BC) was a first team Canada West all-star. Teammate **Josh Mayorga** (Langley, BC) was chosen to join the all-rookie team.

The women's program hosted Victoria and lost in three close games; however, the team won game two after it went into overtime.

The volleyball program made some noise both on a league stage and nationally.

Brad Gunter (Courtenay, BC) was named both a CIS All-Canadian for the second straight year and a Sport BC University Athlete of the Year for 2014. These are major accomplishments, given that he missed most of the first half of the season with an injury. He also helped the 'Pack make the Canada West playoffs for a second year by winning eight matches in a row.

Iuliia Pakhomenko (Donetsk, Ukraine) became the first TRU women's player to be named a CIS all-star. She was named to the second team. Under the direction of Chad Grimm, the WolfPack women ended a 44-match winless streak and notched 10 victories.

The future for the volleyball program is extremely bright.

Soccer, cross country and the new swim program all moved into Canada West. Soccer had some growing pains, while cross country and swimming had some success in their inaugural campaign.

The TRU baseball program continues to be strong. The team went to spring training in Arizona in February and had its best showing ever as it went .500 against tough U.S. competition. This season, the team won the Western Canadian title. The team's search for a Canadian Collegiate Baseball Conference championship in mid-March and its home opener occurred March 28th against Okanagan College.

(continued on next page)



(continued)

In curling, a club team sanctioned by the Athletic Department, the **Corryn Brown** foursome – TRU students **Ashley Nordin, Samantha Fisher, Erin Pincott** and **Sydney Fraser** – have represented the University at the Western Canadian and CIS championships for the last two years. This season, they won the Western Canadian titles.

All TRU student-athletes continue to make inroads in the community attendance at WolfPack games and events at TCC, Hillside and Norbrock stadiums. ■

Josh Wolfram (left) going to the hoop in a Canada West playoff game. Michelle Bos (upper right) drives vs. Victoria in Canada West quarter final. Iullia Pakhomenko (lower right) is named a CIS 2nd team all-star.

How You Can Support WolfPack

In addition to attending WolfPack games and events, you can register and start training for the 3rd Annual Kamloops Marathon (July 26). Proceeds will go toward WolfPack bursaries and assist student athletes' travel. And you have options: (1) do the marathon as a relay, (2) do the marathon as a team challenge as a team challenge, or (3) run 3 km, or (4) run 8 km instead of the half or full marathon. The full marathon itself can be used as a qualifier for the Boston Marathon. To register, see www.kamloopsmarathon.ca/run.html.



Contest: TRU CASH

Enter to WIN

a \$25 TRU Bookstore Gift Card* and show your TRU spring spirit. Here's how:

1 From the content in this issue, correctly answer these two questions:

"Who is currently a doctoral candidate in educational technology research?"

"Who can be our best teachers in the art of learning?"

2 Send your answers to OLMarketing@tru.ca by 4:30 pm on Friday, May 1, 2015.

TRU-OL MarCom will randomly select a correct entry and contact the winner by Monday, May 4, 2015.

*Cannot be redeemed for cash.



Call for Submissions

Please send your ideas, inquiries, images, innovations and other tokens of invention to OLMarketing@tru.ca. We are still combing the mailbag for a "letter to the editor," so don't be shy.

The Open Standard will be on hiatus for a few hazy, lazy weeks. The deadline for submissions to the September 2015 issue is Friday, August 7, 2015.

The Deadline
for submissions to
the September
2015 issue is
August 7, 2015



HELP US BE GREEN.

SHARE THIS COPY.

WITH OTHERS BY

PASSING IT ALONG.

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