

• **Agora** *Online*

A Newsletter for Faculty,
Staff, and Friends of Lakehead University
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"ATAC is a building that marries science and technology with the Arts and Sciences."

– Dr. Fred Gilbert, President, Lakehead University
Classical music set the tone on the evening of May 13 when over 300 donors, friends, faculty, staff, students, and alumni gathered for the ATAC Grand Opening Celebration.

***Stories you may read
online at
agora.lakeheadu.ca***

1. Convocation 2004

Lakehead is gearing up for its 40th Convocation on Saturday, May 29, 2004. Author Austin Clarke and businessman Frank Dottori will be awarded Honorary Degrees. Dusty Miller will receive the title Fellow of Lakehead University and Robert Mace (BAdmin'83) will receive the Alumni Honour Award.

2. ATAC Campaign Update

Fundraising efforts have helped Lakehead University reach nearly 80% of the Capital Campaign project goal; ATAC Grand Opening Celebration; and ATAC Open House on May 29.

3. University Votes to Ban Smoking on Campus

Starting July 1, 2004, Lakehead will be the first smoke-free campus in Ontario.

4. FedNor Supports Lakehead Projects

FedNor funding totaling \$924,457 will help in the development of five new initiatives: to enhance programming in Lakehead's Innovation Management Office; to design a toxicity prediction system for use in the pulp and paper production industry; to obtain accreditation and expand Lakehead's DNA and Forest Soils laboratories; and to purchase specialized equipment for testing wood products.

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R Zuback
Alumni

Lakehead
UNIVERSITY

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5. Living Legacy Trust Enhances Forestry Research

Lakehead will receive an estimated \$1 million in funding from the Living Legacy Trust to enhance forestry research through the Living Legacy Research Program, the Living Legacy Graduate Scholarship, and the Living Legacy Trust Document Repository.

6. Dr. Ellie Prepas and Dr. Roger Strasser receive CFI Awards

Dr. Ellie Prepas of the Faculty of Forestry and the Forest Environment and Dr. Roger Strasser of the Northern Ontario Medical School are the recipients of two awards from the Canada Foundation for Innovation (CFI).

7. NOMS Update

Northern Ontario Medical School (NOMS) is in the process of confirming the appointment of over 150 faculty members who will teach across a range of disciplines.

8. New Masters Program in Environmental Engineering

A new Masters of Science program in the field of Environmental Engineering will be taking its first group of students in September 2004. The program will integrate three engineering areas – chemical, civil, and mechanical – with the disciplines of biology, chemistry, forestry, and geology.

9. Campus News

Dr. Laurie Hayes Appointed Vice-President (Academic); Kalash Bhaktia receives Lakehead University Staff Award; Lakehead Graduates' Employment Rate; CIBC Branch & Small Business Banking Scholarship; Alumni Association Annual General Meeting and Call for Nominations.

10. Employee Service Recognition Reception

Employees serving 20 and 30 years of service were recognized in April along with those retiring this year.

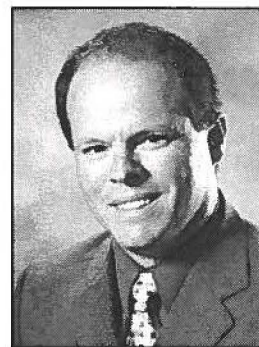
June 6	Athletic Department Annual Golf Classic Centennial Golf Course
June 18	16th Annual Maintenance Choice Golf Classic Northern Lights Golf Complex
August 27	21st Annual Alumni Open Chapples Golf Course



Alumni Awards 2004

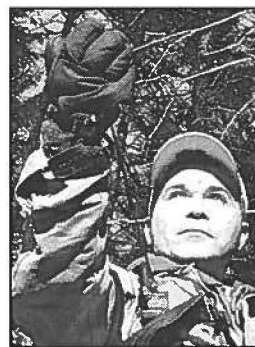
The Alumni Association has singled out two men for special recognition this year: Robert Mace, recipient of the Alumni Honour Award, and Todd Moore, recipient of the Young Alumni Award.

Robert Mace (BAdmin'83) began his career with Thunder Bay Hydro in 1991 and was appointed President and CEO in 2003.



Robert Mace

He is currently responsible for 135 employees and a budget of \$84 million. Under his leadership, Thunder Bay Hydro is pursuing a partnership with Lakehead University to provide more efficient energy use for several major power users in the city.



Todd Moore

Todd Moore (HBScF'98) is President of Moore Resource Management Inc., a company he established in 2001 to offer leading edge global

positioning system (GPS)-driven fieldwork in Thunder Bay. He employs four full-time Lakehead forestry graduates who supervise up to a dozen seasonal employees.

Alumni and friends are invited to celebrate the 2004 Alumni Award recipients at the Alumni Dinner in the Faculty Lounge on Thursday, May 27, following the 2004 Annual General Meeting. For details see Campus News. ■

Guest Editorial

By Eleanor Abaya, Director of Communications, Lakehead University

Marketing Lakehead

Private industry often borrows from academia. After all, the role of academia is to blaze new trails in knowledge creation. Central to our role as teachers is to challenge existing paradigms and raise questions about our accepted constructs, and in so doing, generate new ways of thinking and doing.

Occasionally, however, academia borrows from business and industry. One such 'borrowed' concept is institutional marketing. In Canada in the last few years, the idea of marketing universities and colleges has become an imperative due to the growing competitive environment of post-secondary education. Although most post-secondary institutions have instinctively promoted themselves in order to achieve various objectives, the concept of strategically marketing universities and colleges – in the way that private businesses market goods and services – is not only a fairly new concept, it is also one that is not appreciated or embraced by some of us in academia. The main reason for this is the perception that the 'business of marketing' runs counter to our societal role as a not-for-profit institution.

Nonetheless, any organization whose ongoing operation or growth depends on the support or patronage – financial or otherwise – of discrete groups of audiences must seriously explore ways to market itself in a fashion similar to that of businesses marketing their products. Although this may be anathema to some academics, the same marketing principles do apply to the 'business' of marketing universities.

Marketing a university is paradoxically simple and complex at the same time. Part of the reason is that business success is measured fundamen-

tally in revenues, profits, and shareholder value; in contrast institutions of higher learning exist primarily to provide students (their "customers") the kind of education and campus experience each institution promises.

Implicit in the above, however, is the expectation that institutions have the expertise and financial resources to deliver their promise. And therein lies the challenge. We compete not only for students, faculty, and staff; we also compete for financial resources, public and private. And competition means we need to be seen and heard by those audiences we wish to influence and persuade, or whose hearts and minds we wish to capture. Thus the need to market ourselves – to "brand" ourselves and establish our unique difference, showcase our strengths, and give our audiences a reason to choose Lakehead University over other institutions.

Marketing Lakehead University does not mean surrendering to the God of Profit. In the context of our institutional short- and long-term viability, it means establishing the best partnerships and collaborations, and packaging the best of Lakehead so that we attract the kind of students we want, and the best faculty and staff we can find. It means demonstrating to alumni that Lakehead is worthy of their ongoing financial and volunteer support. It means giving private industry, the public, and governments confidence in the institution as a progressive and innovative place. It means working with each other in an integrated fashion so that we can make our meager resources work harder. And finally, it means using the media efficiently and effectively to achieve our goals. ■



Eleanor Abaya

Lakehead U Wins Canadian Council for the Advancement of Education Award

The Office of Communications has won a Bronze Award in the CCAE 2004 Prix D'Excellence in the category of Best Print Ad or Ad Campaign for the Lakehead University "We See You" campaign, designed to raise awareness of the University and encourage students to consider Lakehead when applying to university.

The Prix D'Excellence is the prestigious annual awards program of the Canadian Council for the Advancement of Education, which recognizes outstanding achievement in alumni affairs, public affairs, development, student recruitment, and overall institutional advancement.

CONGRATULATIONS TO OUR 2004 AWARD-WINNING ATHLETES

ATHLETES OF THE YEAR

Female Freshman Athlete Of The Year – Tara Boyce
Male Freshman Athlete Of The Year – Kris Calloway
Female Athlete Of The Year – Robyn DeGray
Male Athlete Of The Year – Jeff Richards

CLUB SPORTS – MVPs

Men's Soccer – Troy Galvin
Women's Soccer – Sarah Sitch
Women's Rugby – Jen Berry
Men's Rugby – Mike Murray
Men's Volleyball – Craig Tronsgard

VARSITY SPORTS

Women's Cross Country – MVP – Rebecca Richardson
Men's Cross Country – MVP – Jon Balabuck

Men's Basketball

Rookie Of The Year – Kiraan Posey
Most Improved Player – Chris Richards
Best Defensive Player – Matt Koeslag
Most Valuable Player – Chris Swenson

Women's Basketball

Rookie Of The Year – Tara Boyce
Most Improved Player – Katerina Martinovic
Best Defensive Player – Megan Corby
Most Valuable Player – Robyn DeGray

Indoor Track & Field

Women's MVP – Maureen Watson
Men's MVP – Tony Valente

Men's Hockey

Rookie Of The Year – Kris Callaway
Most Improved Player – Hugo Lehoux
Best Work Ethic Award – Joel Scherban
Most Valuable Player – Jeff Richards

Women's Volleyball

Rookie Of The Year – Jennifer Duggan
Most Improved Player – Sabrina White
Corrinne Kollman Award – Vicki Hexter
Most Valuable Player – Erin Weir

Nordic Skiing

Women's - MVS – Tara Redpath
Men's – MVS – Jeff Seguin
Most Improved Skier – Doug Bolster
Rookie Of The Year – Emily Hayman

Women's Wrestling

Most Improved Wrestler – Emily McCague
Most Valuable Wrestler – Melody McCague

Men's Wrestling

Rookie Of The Year – Doug Rector
Most Valuable Wrestler – Brent Fryia
Frank Schaller Memorial Award – Trevor Manchester

OTHER PRESENTATIONS

Argus Award – Adam Eikenberry
Erron Williams Spirit Award – Jon Balabuck
Hank Akervall Memorial Award – Ryan Sinninghe



Agora Online

The Agora Online is produced by the Office of Communications and distributed to staff, faculty, and friends of Lakehead University. We welcome your contributions. Please send them to:

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