

R Zuback
Alumni

Agora

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A Newsletter for Faculty,
Staff, and Friends of
Lakehead University

Photo: Peter Puna



The Doors are Open The paint is dry, the technology is in place, and students and faculty are learning and teaching in a state-of-the-art facility. Lakehead University's Advanced Technology and Academic Centre (ATAC) officially opened its doors to the learning population on September 15.

Welcome to **Agora Online**,
a monthly tip sheet of news and
information you may read online at:
<http://agora.lakeheadu.ca>

Agora Online is produced by the
Office of Communications and
distributed to staff, faculty, and
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1. ATAC Officially Opens Its Doors

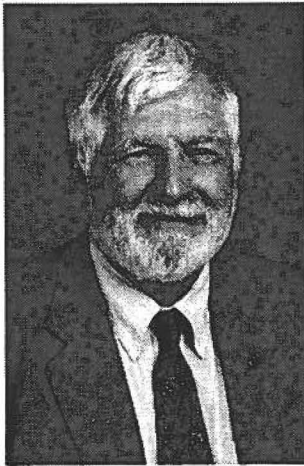
ATAC's doors have opened for students who are now learning in Lakehead's leading-edge Smart classrooms.

2. Lakehead Unveils Fall Advertising Campaign

The Fall 2003 Campaign 'We See You' reflects a new visual identity for the University and communicates a personal approach to recognizing students as individuals, rather than as numbers.

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President's Message



By Dr. Fred Gilbert,
President, Lakehead University

I am pleased to report that Lakehead University again ranks number one in Canada for "Value-Added." According to the Maclean's annual University Ranking Issue 2003, we take first spot for "Value-Added" and retain our 17th spot in the Primarily Undergraduate University category. "Value-Added" measures the entering average of students and the proportion of students entering with averages of 75 percent or higher, two measures of student achievement: the proportion who graduate and the number of students receiving national awards plus one measure of student satisfaction: the percentage of first year students who return in the second year. Our continued leadership in the "Value-Added" category helps demonstrate that Lakehead University sees and treats its students as individuals – not as numbers.

Surveys of undergraduate students at Lakehead show that 9 out of 10 are satisfied or very satisfied with the quality of their education at the University, and they indicate a higher than average level of satisfaction with the average size of classes; library facilities; study space; and personal counselling services. Not only that, but at 97%, Lakehead is above the Ontario university average of graduates employed two years after leaving the University—an indication that Lakehead attracts good students and positions them well in the competitive job market. Employers understand the quality of education we provide our students, and we can take pride in knowing that our daily efforts are being recognized where they matter most for the graduates.

Our Fall 2003 Awareness Campaign emphasizes these points. Lakehead's fall advertising blitz takes off this month with a Maclean's ad as well as transit ads appearing in over 1500 buses and subway cars in the Greater Toronto Area. The campaign reflects our new visual identity and is part of a long-term strategy that anchors other advertising, marketing, and publicity activities being undertaken locally and regionally by the University. Our campaign promise—"We See You"—communicates Lakehead's personal approach to recognizing each student as an individual, rather than as merely a number. This message is known here and Northwestern Ontario understands the positive impact of the University. Now the challenge is to spread this message and to raise awareness in Southern Ontario of Lakehead University and its strengths.

Please join me in celebrating your very positive accomplishments that have made us the top "Value-Added" University in Canada for the second time in three years. Lakehead University benefits immeasurably from professors and staff who make daily contributions to the strength of the University and who allow us to deliver our "Value-Added" promise. It is because of this group effort that we are able to provide our students with high quality education and an exceptional learning experience. What we offer is directly due to the people behind these services—an excellent faculty and a dedicated staff who make our students our top priority. Congratulations to all of you!

Congratulations!

Lakehead wins 2003 OPAS University Award

Lakehead has been recognized for Excellence in Teaching with Technology by the Office for Partnerships for Advanced Skills (OPAS) and its partners. Lakehead took home an Honourable Mention for this award in competition with more than 20 submissions. Lakehead's winning entry was the Masters in Public Health program.

Lakehead's team was led by Dr. Darlene Steven and Dr. John Jamieson, Graduate Coordinators. Dr. Ian Newhouse supported the development and implementation of this program. Team members include: Gwen Wojda, Dr. Livio Di Matteo, Dr. William Montelpare, and Leanne Nalezty. The group was also supported by core faculty from a variety of Departments. Mr. Stephan Sisko assisted in the development of the website.



More stories online...

3. Lakehead & Hydro Join Forces

Collaboration between Lakehead University and Thunder Bay Hydro has resulted in the Combined Heat and Power (CHP) project, producing Green Power for Lakehead and others in the city.

4. New Masters Program Offered

A Masters of Environmental Studies in Nature-Based Recreation and Tourism is the only one of its kind in Canada—and is being offered by Lakehead this fall.

5. Shad Valley Team Wins Best Prototype Award

Lakehead's team won the Best Prototype Award at the RBC/Shad Entrepreneurship Cup for 'SaniGoo' product.

6. PEO Regional Office on Campus

Professional Engineers Ontario (PEO) opened its Northern Regional Office at Lakehead this fall, providing chapter services and connecting professional engineers across Northwestern Ontario.

7. Lakehead Social History Institute Sponsors Project

A five-year Swedes in Canada project will see the production of a comprehensive history of the Swedish people in Canada.

8. TV show filmed near Thunder Bay

Alain Nabarra, professor of French Language and Literature at Lakehead, acted as researcher, consultant, and commentator for an episode of "Y paraît que ... La Magie du conte" (The Magical World of Story Telling).

9. Awards and Honours

Read about some of this fall's achievements online.

10. Campus News

Lakehead Alumni Art Exhibition; 'Banana Split' Accepted into International Environmental Film Festival; Career Day 2003; Lakehead receives high marks in Globe & Mail survey; Virtual Writing Centre Opened; Charity Bus Pull raises funds for Big Brothers and Big Sisters.

Fall 2003 Awareness Campaign: We See You



Lakehead University is travelling by transit to attract students to Northwestern Ontario. Lakehead's posters will appear in over 1,500 buses and subway cars all over the Greater Toronto Area, beginning November 10. The University's Awareness Campaign, We See You, aims to raise awareness of the University and motivate students to consider Lakehead when applying to university. The campaign reflects Lakehead's new visual identity and promotes Lakehead as the University that treats students as individuals.

The "We See You" campaign promotes Lakehead University and Northwestern Ontario to the rest of the province by building on the strengths of the University: smaller class sizes, professors who care about students' success, and its idyllic location on the shores of Lake Superior.

"Lakehead is well known in Northwestern Ontario, but our challenge has been to raise awareness in Southern Ontario of the University and its strengths," says Dr. Fred Gilbert, President. "The campaign message, We See You, communicates Lakehead's personal approach to recognizing each student as an individual, rather than seeing and treating students merely as numbers."

In addition to transit posters, Lakehead also has a full-page advertisement in the Rankings Issue of Maclean's this month.

Read the full story online: <http://agora.lakeheadu.ca>

Agora Profile



"We help students make good, informed decisions in all areas of their university life."

Dr. Jane Birkholz: Vice Provost for Student Affairs

One might think of Dr. Jane Birkholz as Lakehead's new 'den mother.' And she is, most definitely, a busy den mother. Birkholz was appointed as Lakehead's Vice Provost for Student Affairs in early October. Over the past month, she has embarked upon her career at Lakehead with zest. She has set the challenge in motion by overseeing the ten divisions of Student Affairs, working with managers to familiarize herself with Lakehead's operations, and sitting on a number of official committees within the University community. She is also directly involved in making sure that University policies and campus life have effective and efficient impacts on students.

Birkholz comes to us from the University of Minnesota at Rochester. She has 23 years experience in higher education administration within both academic and student affairs. Born and raised in Wisconsin, she holds a Bachelor of Arts in psychology from the University of Wisconsin (Madison), a Masters degree in College Student Personnel Work from the Minnesota State University at Mankato, and a PhD from the University of Nebraska (Lincoln) in Community and Human Resources.

Here at Lakehead, she has jumped in feet first. Birkholz sees Lakehead's Student Affairs department as an advocate for individual students as well as for the student body as a whole. Primarily, Student Affairs uses a student-centred approach to help students develop into well-rounded individuals who will make positive contributions to society. Lakehead's Student Affairs looks at how University policies and University life impact students; the department then determines how best to accommodate student requirements through programs and services.

Most immediately, Birkholz is working with Student Affairs to meet the needs of the double cohort. The department is taking a proactive approach to deal with enrollment growth, to efficiently and effectively support existing students as well as a whole year of students who are entering the university system earlier than in the past. Though it is still too early to tell what kind of impact the double cohort will have on students, Student Affairs is keeping its eye on residence, campus, and academic life and is ready to respond to changes in students' needs.

A number of students who are entering the system now as a result of the double cohort are learning to adjust to life at Lakehead. In addition to campus life and rigorous academic requirements, students entering the system are making decisions they hadn't encountered in their life before university. Student Affairs offers students valuable tools to help them succeed. "We help students make good, informed decisions," says Birkholz, "in all areas of their university life."

Birkholz is also working with Student Affairs to address longer-term issues. According to Birkholz, "Student Affairs will put together a Student Services Plan to guide the growth and development of the Student Affairs department in the university community. This planning process will help us understand our students' needs more fully and help us direct the growth of our departments."

Birkholz is pleased to be a part of Lakehead University; she has already noticed that "the University plays a significant role in the Thunder Bay community at large." She looks forward to being involved in community life, both inside and outside of Lakehead.

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