

# FAUW Forum

Issue 142

October 2009

DAVID WANG, EDITOR

## President's Message



*George Freeman, Electrical & Computer Engineering*

The fall term has arrived. It's a bit sad to be ending my sabbatical leave but great to be feeling the surge of renewal as I face my first-year class. There's lots of newness in the air.

We have a new Vice President Academic and Provost, Feridun Hamdullahpur, whom I have met a couple of times at new faculty events. FAUW works closely with the VPA/Provost and other senior administrators on the Faculty Relations Committee (FRC) which meets bi-weekly from September to June. The FAUW Board of Directors meets on alternate weeks.

We have a new Chair for the FAUW Academic Freedom and Tenure Committee, Sally Gunz, of the School of Accounting and Finance. She took over the role from David DeVidi who was temporarily filling in after Frank Reynolds' many years of dedicated and diligent service. Frank retired from UW some time ago and it is a healthy sign that we now have an active member on this big task instead of continuing to rely on

Frank's good will. Sally will be attempting to better define the role of AF&T Chair so it will be easier to attract and transition to other faculty who are willing to take on this role (but not necessarily to retirement and beyond).

We have a lot of new building construction going on, particularly in what used to be prime parking territory. This seems to be causing some angst as everyone tries to adapt. It's a bit foreign to me as I rarely bring a car to campus – but when I do, it's usually urgent to park somewhere, and reasonably close, so I share these concerns. At the last Senate meeting, President Johnston stated that it was time for UW to look at building a parking structure. The bad news, of course, is that such things are not free.

Continuing in the spirit of newness, FAUW Vice President Shelly Hulan (English Language & Literature) is trying to make sure we have a representative in each of the 40-odd departments and schools around campus. If you are in a unit with no FAUW representative, why not consider becoming one? We are trying to enhance the communication between FAUW and its members and open better channels for two-way discussion of issues which are, or may be, on the table at FRC. The list of Council representatives is on the FAUW website ([www.fauw.uwaterloo.ca](http://www.fauw.uwaterloo.ca)) under About FAUW.

You may recall that we had a joint task force on merit assessment which produced a report recommending some changes to the way the annual performance evaluations are done.

The report is currently on the agenda for discussion by the FAUW Board prior to returning to FRC. The goal is to have any changes approved by FRC prior to January 1, 2010 so they would apply to the year 2010, that is, to the assessments which are done in 2011.

We have had discussions with the new St. Jerome's University Academic Staff Association (SJU-ASA) towards how to handle the coming year as they form their first contract, and what will be our relationship once they are a unionized group separate from FAUW. These discussions will continue.

This is being written before the first

*(Continued on page 2)*

### Inside this issue:

President's Message	1
Editorial	2
President's Response to Editorial	3
2009/2010 Board of Directors	4
Status of Women & Equity Committee	5
Membership Information	6
OCUFA Teaching Award	6
Council of Representatives	7
New Faculty Events	8
Hagey Lecture 2009	9

*(Continued from page 1)*

fall meeting of the FAUW Board so I might be missing some activities which you will hear about in the future. We have a very enthusiastic group on the Status of Women and Equity Committee. We are investigating the liability insurance situation of FAUW. We are trying to draft some model policies regarding distant campuses like the one in UAE. And, of course, this is a salary negotiation year.

As always, FAUW appreciates hearing your feedback and concerns. Speak to (or become) your departmental FAUW representative.

Visit or contact our office at MC 4002, Ext. 33787, [facassoc@uwaterloo.ca](mailto:facassoc@uwaterloo.ca).

If you wish to contact me directly, email to [freeman@uwaterloo.ca](mailto:freeman@uwaterloo.ca) is probably the most effective way.

## Editorial

*David Wang*

*Electrical & Computer Engineering*

On July 15, 2009, President David Johnston issued a memo to all faculty members regarding a rebranding of U of W. It appears that a recent national reputational survey indicated that people outside Ontario don't consider Waterloo to be a top-flight national university. In fact, we were ranked 10th in terms of "top-of-mind" awareness in an Ipsos-Reid poll. Considering our Sixth Decade plan had the goal to be Top 5 by 2017, this was considered a setback. Our response? According to the memo, "we need to work harder at telling our story to those who matter."

Essentially, it appears that a full-scale marketing initiative with a "new positioning and identity framework" is the solution to our perception problems. Now, as someone who has been the head of a start-up technology company, there is no one who values marketing more than I do. As most of you probably know, the leaking of the new look logo, one facet of a broader advertising planning effort that spanned 18 months at a reported (according to a CTV report) cost of \$85,000, has resulted in a huge backlash. An impressive 9,000 individuals joined a Facebook group opposed to the logo. In light of this reaction, the administration has announced a retraction of the logo. So what went wrong? After all, presumably we

hired some of the best talent available to work on this initiative.

In the memo, President Johnston refers to "the 'promise' we make to our most important audiences" of "building the future through innovation and experience." However, we may have neglected a promise to another group of stakeholders at U of W and that is to our undergraduate students. It is the promise to educate them and to prepare them for what is to come after they graduate. We may have failed to recognize how low student morale is, especially with the alarming increase in attrition rates in recent years. Our undergraduate students are worried that Waterloo is focusing on becoming a 'research intensive university' at the expense of its undergraduate programs. The undergraduate students feel marginalized and they have simply had enough. This doesn't bode well in the long term for an institution that relies on the current students to become future alumni supporters and donors. Regardless of how the administration plans to "present a consistent message that focuses on our attributes in order to separate our efforts from those of other universities", this is doomed to fail without undergraduate support. Our core strengths have always been our undergraduate and co-op programs

**MARK YOUR CALENDAR**

**FAUW FALL GENERAL MEETING**

**TUESDAY, DECEMBER 8, 2009**

**AT 2PM, LOCATION TBA**

**WE HOPE YOU WILL JOIN US.**

and if they collapse, then the whole institution is in jeopardy.

I recently asked several senior undergraduate engineering students for feedback on our undergraduate program. The responses were disconcerting. "I feel the university and faculty-level administration is attempting to form us into politically-correct worker drones who are only innovative in pre-approved ways." "There has been a massive influx of new programs resulting in the obvious dilution of incoming students. When admissions standards are forced down 10%, then we're not really 'elite' anymore. Are there even co-op jobs for these new programs?" "The administration pays only lip service to student concerns." These concerns include, as pointed out by Sunny Ng, a graduating engineering student (*The Imprint*, March 27, 2009), "the administration screwing students in every way possible, the introduction of PDEng (Professional Development for Engineering Students), the end of what was known as the tradition of IRS (Iron Ring Stag), the removal of the B2 Green, human rights concerns in the new United Arab Emirates (UAE) campus, and most recently the proposal of a shortened Frosh Week ... [and] the lack of teaching quality does not motivate me to learn or think critically here."

*(Continued on page 3)*

*(Continued from page 2)*

Students have always been known to complain and these types of comments can be unfounded, can be based on inadequate information or can just reflect the frustration from a stressful undergraduate program. However, the tone I am hearing from current students, as opposed to those of the past, has an increased bitterness, anger and disillusionment. In Engineering, there was an active student campaign to dissuade graduating engineers from donating to the Plummer's Pledge. These funds are used to enhance the

undergraduate program and ultimately the reputation of their alma mater. This is an unusually extreme reaction that I have never seen before from our undergraduates.

In my opinion, we are now facing a crisis at the University of Waterloo. However, there doesn't seem to be recognition of this fact. Our undergraduates no longer trust or feel that they are a relevant part of the university. The logo debacle demonstrates a lack of recognition of this fact by the administration. This is a dangerous situation which can undermine the very principles and

"promises" that make the University of Waterloo such a great place to study and to work. I would really encourage all of us, not just members of the administration, to start paying attention to our undergraduates and their concerns.

This situation is best summed up by a phrase from the Facebook group opposing the logo, "We are aware that the University is trying to convey the message of being more than just innovative and connected. That is what we are. If UW as an institution wants to label itself as Collaborative, then their best bet is to start at home by being collaborative." Well said.

## President's Response to Editorial

*George Freeman*

Our Editor is speaking quite frankly, something I appreciate, but I worry that some FAUW members may take offense so I offer a few balancing remarks of my own. UW is a very large organization and one of its strengths is its high degree of decentralization. How some senior students in Engineering are feeling may not be representative of all students in Engineering or even of any students elsewhere on campus. Thus, whether we have a crisis may be open to interpretation. Still, such issues arise from time to time and there are things we can do, as faculty members (or administrators), to help.

New things, such as the undergraduate professional development course sequences, seem easy to criticize, if only because they are a change from what we did before. There are start-up wrinkles. Workloads on students and faculty shift around so somebody is bound to be unhappy. To the extent that we, the faculty, make proper use of department meetings, faculty assemblies, UW Senate, and the like, things in the curricula should have our input, discussion, and approval. FAUW acts to protect those forums, particularly the need for early discussion (widening the gap between 'too early to discuss' and 'too late to

change') and the final role of Senate in approving only programs which have had full faculty discussion. On that front, the UAE campus has been, and remains, an undertaking where FAUW has been applying pressure – to ensure Senate oversight and to protect conditions of employment, academic freedom, etc. We have, for example, been assured that UW policies will apply there. If you are a new faculty member, I'll point out that effective faculty discussions require a lot of preparation and a commitment to collegiality on both sides. They are extremely important.

If you scratch the surface of almost any new initiative, you will often find some faculty members who put their sincere best effort into, and truly believe in, the ultimate success of that initiative. Such is the case, for example, with the PDEng courses (Engineering's undergraduate professional development course sequence) and Engineering's current involvement in the UAE. I'm not sure all undergraduate students appreciate the vital necessity for a university to constantly re-invent itself, in individual courses, in curricula, in research, in organizational structures, etc. The architects of change usually have some hopes and ideals but initial implementations may not be perfect.

PDEng had, and may still have, a lot of start-up issues. Perhaps when students complain, we can at least give them a piece of the vision to chew on. Students, being in the trenches, so to speak, often have some good ideas to make the reality more closely match the ideals. I also believe it is important that we engage in informed discussion, particularly when students are involved. Given our positions of authority, I think it is easy to be misperceived by students and to end up feeding destructive feelings or gossip just by what we would consider normal day-to-day arguing of viewpoints.

Issues like the infamous new marketing logo are a little different. As faculty, I don't believe we want to have to be involved in every activity of the business of running a university. In particular, marketing activities (except for those directly in that field) are probably not good fodder for department discussion because most of us wouldn't know how to approach such a problem. However, I find it useful to at least look at the marketing material produced to ensure that what is communicated is not too far from what I believe we are doing or attempting. It's probably true in all

*(Continued on page 4)*

*(Continued from page 3)*

disciplines, but certainly in Electrical and Computer Engineering I know we have gone through a number of significant re-visioning experiences over the past decade and it has been a huge challenge to communicate the new identity successfully to our UW marketing people and for them to reword it in terms accessible to the intended audience.

I'm not sure how often I might get to say such a thing as FAUW President, but, to her credit, the VP External Relations, Meg Beckel, presented what I perceived to be a very

reasoned and professional response in the last Senate meeting to the issues raised, primarily by students, surrounding the promotional logo. That office appears to be rethinking many things, including how the stakeholders are consulted, which I think is a very positive outcome. Maybe this experience can inform other administrative areas where people don't believe their voices are being heard.

I agree with our Editor, let's be collaborative starting here. FAUW (and OCUFA and CAUT) will keep up some pressure regarding student/

faculty ratios, underfunding, and such. As individual faculty, we can be sensitive to student attitudes and put in the effort to participate fully in the discussion and approval processes. If there are undergraduate issues where FAUW might be able to have a positive impact, ideas are welcome.

Sorry, I can't get this to sound anything but preachy and I have to let it go, believe it or not, because I have a much more rewarding and important task to attend to – preparing for my undergraduate class!

<b>FAUW Board of Directors 2009/2010</b>	
<p><b>President</b> George Freeman Electrical &amp; Computer Engineering</p>	<p><b>Vice-President</b> Shelley Hulan English Language &amp; Literature</p>
<p><b>Past-President</b> David DeVidi Philosophy</p>	<p><b>Treasurer</b> Susan Leat Optometry</p>
<p><b>Chief Negotiator, Compensation</b> Metin Renksizbulut Mechanical &amp; Mechatronics Engineering</p>	<p><b>OCUFA Director</b> Kelly Anthony Health Studies &amp; Gerontology</p>
<p><b>Director</b> Doris Jakobsh Religious Studies</p>	<p><b>Director</b> David Porreca Classical Studies</p>
<p><b>Director</b> Doug Kirton Fine Arts</p>	<p><b>Director</b> Frank Zorzitto Pure Mathematics</p>
<p><b>St. Jerome's University Faculty Association Representative</b> Cyntha Struthers Mathematics, St. Jerome's University</p>	
<b>Non-Voting Board Members</b>	
<p><b>Liaison, Pension &amp; Benefits Committee</b> Jock MacKay Statistics and Actuarial Science</p>	<p><b>Chair, Status of Women &amp; Equity Committee</b> Kirsten Müller Biology</p>
<p><b>Forum Editor</b> David Wang Electrical &amp; Computer Engineering</p>	<p><b>Chair, Academic Freedom &amp; Tenure Committee</b> Sally Gunz Accounting &amp; Finance</p>
<p><b>Official Visitor, LAUW Representative</b> Leeanne Romane Library</p>	

## Status of Women and Equity Committee

*Kirsten Muller (SWEC Chair)*

*Biology*

We are pleased to report the Status of Women and Equity Committee (SWEC) was re-established in June through the efforts of Diana Parry, Janice Aurini and former FAUW President David DeVidi. This committee previously played an advocacy role related to a variety of issues including ethics, teaching evaluations, childcare, workload, and representation, and hosted luncheons with women faculty to identify issues pertaining to them.

During the first meeting in June 2009, SWEC members agreed that the optimal committee size should be 10-12 members with representation from all Faculties and including a diversity of individuals. Currently the committee has representation from the Faculties of Applied Health Sciences (Diana Parry, Sue Shaw), Arts (Janice Aurini, Weizhen Dong, Doris Jakobsh, Jennifer Schulenberg),

Science (Kirsten Müller) and the Library (Leeanne Romane). The committee welcomes interested individuals from Engineering, Environment, and Mathematics.

Potential key issues for the future year include raising awareness concerning tenure clock issues and continuing to address child care needs, such as flexible/emergency childcare on campus to accommodate work-related circumstances (e.g., teaching at night) or to provide backup when a regular childcare provider is ill. The committee plans to advocate for a balance between family-friendly policies and consideration for faculty without family obligations so that the latter are not disadvantaged (e.g., being assigned all the night classes).

Other issues the committee plans to address include: accommodating

research responsibilities/expectations during maternity/adoption/parental leaves; the lack of clear, easily accessible information for both faculty and administrators surrounding these leaves; elder care and the lack of guidelines and support structures for faculty taking care of elderly family members; accommodating disabilities for which the existing focus is more on students rather than on the wider university community; and equity issues involving ethnicity, sexuality and gender.

If you are interested in joining SWEC, please contact Kirsten Müller, SWEC Chair, at [swec@uwaterloo.ca](mailto:swec@uwaterloo.ca).

In addition, please feel free to contact any member to raise any issues or concerns that you may have.

### How to contact FAUW

**Pat Moore**  
Administrative Officer

MC 4002, Ext. 33787  
[pmmoore@uwaterloo.ca](mailto:pmmoore@uwaterloo.ca)

Pat will help you with questions about terms and conditions of employment, policies, the Memorandum of Agreement, and historical information. She also serves as resource person to the FAUW Board of Directors and committees.

**Miriam Kominar**  
Administrative Assistant/  
Communications Coordinator

MC 4001, Ext. 35158  
[mkominar@uwaterloo.ca](mailto:mkominar@uwaterloo.ca)

Miriam will help you with questions about your membership. She also organizes meetings and events, and looks after the FAUW Website, the newsletter and listservs.

<http://www.fauw.uwaterloo.ca>

## MEMBERSHIP INFORMATION

### OCUFA and CAUT Dues

Your FAUW deductions include dues for both the Ontario Confederation of University Faculty Associations (OCUFA) and the Canadian Association of University Teachers (CAUT). The following are the monthly dues for these organizations from July 2009 through June 2010:

Rank	OCUFA	CAUT
Professor	\$13.87	\$16.30
Associate Professor	\$11.44	\$12.86
Assistant Professor	\$8.68	\$10.41
Lecturer	\$8.67	\$10.06
Part-time	\$2.17	\$3.35

Please visit the websites for OCUFA ([www.ocufa.on.ca](http://www.ocufa.on.ca)) and CAUT ([www.caut.ca](http://www.caut.ca)) for information on what these organizations do on your behalf and for FAUW as a whole. Information about affinity programs offered by OCUFA and CAUT can be found by following the link on the FAUW website ([www.fauw.uwaterloo.ca](http://www.fauw.uwaterloo.ca)).

### Grad House Membership

If you have FAUW deductions, you are automatically a member of Grad House  
<http://www.gsa.uwaterloo.ca/house/>

### Are you a member of FAUW?

Under the Memorandum of Agreement between the Faculty Association and the University, all regular faculty members pay FAUW fees as a condition of employment but membership in the Association is optional. FAUW membership gives you a voice in how the Association is run by providing the opportunity to vote at general meetings, run for office, and be appointed to the Council of Representatives and the various FAUW committees. FAUW membership is also required to serve on University committees whose members are jointly appointed by the Vice President Academic and Provost and the Association President. The Association benefits from your involvement. If you have not already become a member, please fill in the form at <http://www.fauw.uwaterloo.ca/Forms/MembershipForma.htm>.

## WE HAVE A WINNER

The Ontario Confederation of University Faculty Associations has announced the winners of its 2008/09 Teaching and Academic Librarianship Awards. Established in 1973, these annual awards have recognized the very best in teaching and librarianship at Ontario's universities. Of the six university professors honoured, we would like to congratulate our winning faculty member:

### **Gordon Stuble**

Professor of Mechanical and Mechatronics Engineering

Professor Stuble will be honoured with the 2008/09 Teaching Award at the 36th annual awards ceremony on October 3, 2009 in Toronto.

## COUNCIL OF REPRESENTATIVES

The council will meet on October 13th from 2-3 pm in MC5158.

An e-mail was recently circulated to all academic units without representation on the council. If your unit has not yet chosen a representative and you would like to serve on the council, please notify your chair or director by October 8 as requested in the e-mail. If you have questions or items to suggest for discussion, please contact Shelley Hulan at [shulan@uwaterloo.ca](mailto:shulan@uwaterloo.ca).

COUNCIL OF REPRESENTATIVES 2009/2010			
Accounting & Finance	Hongping Tan	Health Studies & Gerontology	Kelly Anthony
Anthropology	<i>vacant</i>	History	Lynne Taylor
Applied Math	Dong Chang	Kinesiology	<i>vacant</i>
Architecture	<i>vacant</i>	Management Sciences	<i>vacant</i>
Biology	Susan Lolle	Mechanical & Mechatronics Engineering	Roydon Fraser
Chemical Engineering	Bill Anderson	Optometry	Susan Leat
Chemistry	<i>vacant</i>	Pharmacy	<i>vacant</i>
Civil & Environmental Engineering	Eric Soulis	Philosophy	David DeVidi
Classical Studies	Andrew Faulkner	Physics & Astronomy	Melanie Campbell
Combinatorics & Optimization	<i>vacant</i>	Planning	Roger Suffling
Computer Science	Bill Cowan	Political Science	<i>vacant</i>
Drama & Speech Communication	Andy Houston	Psychology	Uzma Rehman
Earth & Environmental Science	Eric Reardon	Pure Mathematics	Frank Zorzitto
Economics	Lori Curtis	Recreation & Leisure Studies	Heather Mair
Electrical & Computer Engineering	Bill Bishop	Religious Studies	Doris Jakobsh
English Language & Literature	Shelley Hulan	Sociology	Weizhen Dong
Environment & Resource Studies	Len Tsuji	Spanish & Latin American Studies	Maria Sillato
Fine Arts	Cora Cluett	Statistics & Actuarial Science	David Matthews
French Studies	Christine McWebb	Systems Design Engineering	Paul Calamai
Geography & Environmental Management	Jonathan Li	St. Jerome's University	Cyntha Struthers
Germanic & Slavic Studies	Michael Boehringer	Library	Leeanne Romane

## NEW FACULTY WELCOMING EVENTS

September 8 and 9, 2009  
Organized by the New Faculty Programming Committee  
(Centre for Teaching Excellence, WatPort and FAUW)

### Evening barbecue at President Johnston's Chatterbox Farm co-sponsored by UW and FAUW



*Getting acquainted before dinner*



*Verna Keller of CTE giving out a door prize*

### Some events of the following day



*Luncheon with Chairs, Directors & Deans*



*Panel and discussion on "Work/Life Balance"  
L-R: John Yeow, Steffanie Scott, George  
Freeman, Geoff McBoyle  
(Frances Hannigan, WatPort office)*

#### **FAUW Forum**

*The FAUW Forum is a service for UW faculty sponsored by the Association. It seeks to inform members about current Association matters, to promote the exchange of ideas and to foster open debate on issues with a wide and balanced spectrum of views.*

*Opinions expressed in the Forum are those of the authors, and ought not to be perceived as representing the views of the Association or its Board of Directors unless so specified. Members are invited to submit letters, news items and brief articles.*

*If you do not wish to receive the Forum, please contact the Faculty Association Office and your name will be removed from the mailing list.*



## 2009 Hagey Lecture

**Speaker:** Dr. Vandana Shiva  
**Physicist, Ecologist, Activist, Author**

**Topic:** **Earth Democracy: Beyond Dead Democracy  
and Killing Economies**

**Date:** **Wednesday, October 21, 2009**

**Time:** **8:00 p.m.**

**Location:** **Humanities Theatre, Hagey Hall**



Humanity is besieged with crises on every front. There are financial, climate and social meltdowns. The financial meltdown added to the crisis that had already been engendered by corporate globalizations. Climate chaos is the externality of an economic system with a heavy ecological footprint, extracting resources limitlessly from the planet and then dumping waste back onto the planet. The dominant economy has become a killing economy, in terms of both its impact on the planet and its impact on people. Politics is unable to correct an economic system that has gone out of control because corporations driving the economy are also driving politics by hijacking the state and creating a corporate state. Representative democracy has thus mutated from being “of the people, for the people, by the people” into “of the corporations, for the corporations, by the corporations.” Democracy as we know it is dying and taking on the shape of corporate dictatorship on one hand and violent extremist responses from the excluded elements of society on the other hand. The triple crisis needs a new imagination that transforms the dominant economic systems, political systems and sociocultural systems into living systems that serve the planet and people. I call this re-imagining of society “Earth Democracy.”

**Dr. Vandana Shiva** is a physicist, ecologist, activist, editor and author of many books. In India she has established Navdanya, a movement for biodiversity, conservation and farmers' rights, and is the founding director of the Research Foundation for Science, Technology and Ecology, a network of researchers specializing in ecology, health and sustainability. She has established a school for sustainability, Bija Vidyapeeth, on the Navdanya Biodiversity Farm in Doon Valley. Her most recent books are *Earth Democracy* and *Water Wars*. She is on the boards of the International Forum on Globalization and the World Future Council, and she is the vice president of the global movement Slow Food International.

### FREE ADMISSION

Registration for the lecture appreciated at <http://www.fauw.uwaterloo.ca>

### Student Colloquium – Soil Not Oil: Food Security in Times of Climate Change

Thursday, October 22, 2009 at 9:30 a.m. in EV1-221 (limited seating)

#### Hagey Lecture Committee members:

Hamid Tizhoosh (Chair), Engineering  
Mavis Fenn, Federated & Affiliated Colleges  
Wayne Oldford, Mathematics  
Bob Gibson, Environment  
Lora Giangregorio, AHS (on leave)  
Gerd Hauck, Arts (on leave)

UNIVERSITY OF  
**Waterloo**

**The 2009  
Hagey Lecture**

**Earth Democracy**

**Hagey Lecture**

**Dr. Vandana  
Shiva**

Physicist, Ecologist, Activist, Author

**Public Lecture**

**Earth Democracy**  
Beyond Dead Democracy and Killing Economies

**Wednesday, October 21, 2009**  
8:00 pm, Humanities Theatre, Hagey Hall, Free Admission

Registration appreciated at <http://www.fauw.uwaterloo.ca>

**Student Colloquium**  
**Soil not Oil : Food Security in Times of Climate Change**  
Thursday, October 22, 2009, 9:30 am, EV1-221

Supported by *Alter natives* Journal and *WPAIC*. Speaker represented by *EWI Twin Booking Agency*

Co-sponsored by the University of Waterloo and the Faculty Association of the University of Waterloo