



### PRAIRIE PULSE POWER

Kirsten Bett (left) and Sabine Banniza work to power up pulses for the Prairies. With the help of colleagues at the Crop Development Centre, the researchers develop varieties that thrive on the Prairies, enriching soils and providing profitable options for farmers that offer consumers affordable food, rich in protein, nutrients and fibre. Read the full story on Page 8.

DAVID STOBBE

# It's easy being green

## Campus initiative celebrates sustainability champions

LESLEY PORTER

As Energy Conservation Month comes to a close, offices from all over campus continue to work together in an effort to combat waste and help the U of S become more sustainable.

The Work Green program, launched by the Office of Sustainability in 2014, is a network of workplaces across campus committed to improving sustainability practices.

"I'm really looking to support other offices in their sustainability initiatives," said Erin Akins, the Work Green program co-ordinator. "In doing so, I always like to highlight their work."

In just over a year, the program has grown exponentially to include more than 40 staff members in units and departments across campus, including Facilities Management, Financial Services, the President's Office and even

the Prince Albert distance education campus. Each office is led by a "champion" to encourage colleagues to adopt and maintain more sustainable habits. In turn, their workplace is recognized based on many factors, such as waste reduction, water and energy conservation, and sustainable purchasing practices.

The Office of Sustainability provides resources to program participants, including educational opportunities (such as workshops and training sessions) as well as communications materials. Grants of up to \$300 are also available to help Work Green units invest in the adoption of greener practices.

"If it seems appropriate and it supports sustainability, then we support it," said Akins. "The grants aren't too large but they go a long way."

Indeed they do. In 2015, for



Erin Akins, the Work Green program co-ordinator.

LESLEY PORTER

"I'm really looking to support other offices in their sustainability initiatives."

Erin Akins

coffee grounds and food waste, reusable coffee pods (an issue many offices are struggling with, explained Akins) and purchasing reusable dishware and utensils to eliminate single-use items such as water bottles and paper cups.

"Every department on campus is different," said Akins. "Some have funding in their offices to buy these things. For others, it would be people buying that on their own. This is an opportunity for those offices

example, the University Library put its grant toward a paper reduction campaign, which included educational materials targeted at students to reduce their printing. Through their

efforts, they used approximately 1.5 million fewer sheets of copy paper than in 2014.

Other grant projects with positive results include an electric composter to recycle

See *Sharing*, Page 3

# Opening the door to student savings

## University supports development of open textbooks

HENRYTYE GLAZEBROOK

When Noreen Mahoney and Brooke Klassen told their first-year class they would be using an open textbook, they did not expect the students to respond with a rousing cheer.

Mahoney and Klassen—associate dean, students and degree programs, and director, undergraduate and certificate programs, respectively, at Edwards School of Business—said the reaction was likely due to savings on textbooks.

According to their estimate—which places an approximate cost of \$100 per book for each of the 340 students enrolled in Comm 119: Business Competencies—the class saved students a combined total of \$34,000.

“What we’re hearing from students is that it’s such a relief for them not to have to buy another textbook, especially when a lot of material at the intro level is very similar,” Klassen added.

Open textbooks are a new frontier in academics, with Mahoney and Klassen among those who are pioneering their use at the U of S. Taking its name from the open copyright license they are placed under, open textbooks allow free use for educators, students and members of the public without losing the quality that comes with peer-reviewed work.

The duo was drawn to open textbooks in part because the

concept allows for much greater control over teaching materials.

Though there are a number of similar projects happening on campus, Mahoney and Klassen’s open textbook is one of only three in development that have been officially endorsed and funded by the U of S.

Because these books are published with less restrictive licensing, the two were able to tailor their text to perfectly fit their course—drawing from multiple sources and including only material that is wholly relevant in an order of their choosing.

“When you’re in the classroom, it’s so nice to have that authenticity where you feel like you’re actually giving them exactly what you



Mahoney



Klassen



Ross

want to and not having to skew it based on the materials that have been provided,” Klassen said.

“It’s really a student-centred focus,” Mahoney added.

Heather Ross, an instructional design specialist for the Gwenna Moss Centre for Teaching Effectiveness, echoed this emphasis on success, stressing the ripple effect that a thinner wallet can have on students.

“They take fewer courses, they drop courses, they do poorly

in courses—all because they go without the textbook because they’re waiting for financial aid to kick in or for the next paycheck. It’s hurting them academically,” she said.

Ross works to support and improve learning on campus, and to that end has been aiding faculty interested in open textbooks in finding resources to work with, revealing the ins and outs of Creative Commons licensing and helping with integration into courses.

In 2014, a memorandum of understanding was signed between Saskatchewan, British Columbia and Alberta to lead a united charge to-

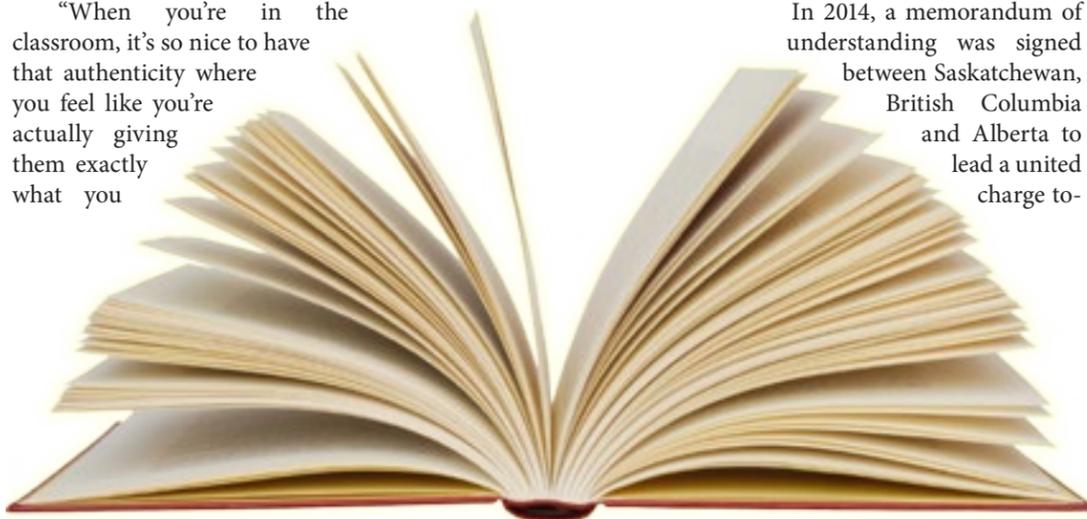
ward implementing open textbooks on a larger scale in Canada. Thus far, Ross said the shared materials and experiences from the provinces’ combined efforts have been indispensable.

“This networking is proving so valuable for us because we’re building on their lessons, we’re building on their resources—and they’re getting excited because we’re creating stuff here that they don’t have,” Ross said.

“That’s the beauty of open. It’s not a competition; it’s collaboration.”

Mahoney and Klassen are still refining their textbook according to student feedback. Meanwhile, it has already been adopted by two more instructors in Edwards and is being considered for a course in the College of Arts and Science—in a version, naturally, that will be updated for the new audience.

“Frankly, we’re still learning. We’re still adapting and moving forward, but it will only get better now,” Mahoney said. “Campus-wide, I think a movement has started.” ■



[WWW.EDWARDSMBA.CA](http://WWW.EDWARDSMBA.CA)

**R**  **DEFINE**  
W O R T H

Investing in an Edwards School of Business MBA is a solid investment in yourself. You’ll learn the skills of management such as how to manage, how to communicate effectively, and how to lead. By enhancing interpersonal communication, team building and leadership skills, you’ll enter your professional endeavours with confidence, integrity and accountability. Faculty and colleagues within the Edwards MBA program will become valuable business contacts and life-long friends.

**APPLY NOW! APPLICATION DEADLINE IS MAY 31, 2016.**

 **EDWARDS**  
SCHOOL OF BUSINESS  
UNIVERSITY OF SASKATCHEWAN

MASTER OF BUSINESS  
ADMINISTRATION

# Equine endoscopy

## A look inside a horse, of course

✍ MICHAEL ROBIN

Veterinary and engineering researchers at the University of Saskatchewan have teamed up to harness imaging technology to fill in a blank area in animal health—what goes on in a horse's gut?

"Whenever I talk to students about the horse abdomen, I put up a picture of a horse and put a big question mark in the middle," said veterinary researcher Dr. Julia Montgomery in the Western College of Veterinary Medicine.

To help answer the question mark, Montgomery worked with equine surgeon Dr. Joe Bracamonte and U of S electrical and computer engineer Khan Wahid, a specialist in health informatics and imaging. The team used an endoscopy capsule—a sort of "mini submarine" with a camera about the size and shape of a vitamin pill—to have a look inside a horse. Veterinary undergrad student Louisa Belgrave and engineering grad student Shahed Khan Mohammed rounded out the team.

"This is really a cool way to look at the entire small intestine," Montgomery said, explaining the only other ways are explor-

atory surgery or laparoscopy, which uses a thin, lighted tube inserted through an incision in the animal. Neither allows a view from the inside of the gut.

Veterinarians also can use an endoscope—basically a camera on the end of a thin cable—to look as far as the horse's stomach, and a rectal exam to have a look from the other end, Montgomery said. Ultrasound can be used, but it can not see through gas. This is a significant drawback since the horse's hindgut, or colon, contains a lot of gas as its food ferments.

Montgomery is excited about the possibilities. Capsule endoscopy promises veterinarians a powerful new tool to diagnose diseases such as inflammatory bowel disease and cancer. Veterinary surgeons could use it to check surgical sites to ensure they are healing properly.

"This would be the only way to really get a picture from the inside," she said.

Researchers could also use it to see how well drugs used to stimulate bowel action are working, or to answer basic questions such as determining what "normal" small intestine



Kahn Wahid and Julia Montgomery use a data logger and sensors see inside a horse.



SUBMITTED

function looks like.

Wahid, associate professor in the College of Engineering, has long worked with endoscopy capsule technology for humans and has even patented algorithms and data compression technology for their improved performance. The "camera pills" have been in use for human medicine for some time, he explained, but have yet to be applied in equine health. A literature search turned up only one

paper on the subject.

"We thought, 'why not try it for veterinary medicine?'" Wahid said. "Because there's nothing like it on the market."

On March 1, they did just that. Montgomery, Bracamonte and Wahid used off-the-shelf capsule endoscopy technology. They shaved eight patches on the horse's abdomen to accommodate the sensors and rigged a harness to hold the data recorder for the test run.

Then Bracamonte and Montgomery administered the capsule through a stomach tube directly to the horse's stomach. For the next eight hours or so, the capsule and its camera made its way through the horse's small intestine, offering a continuous picture of what was going on inside. Once they started seeing hay, they knew they had reached the horse's cecum, at the entrance to the large intestine.

For Wahid, the test was proof-of-concept that capsule endoscopy is effective in horses, and also pointed to some needed improvements. For one, the "movie" has a gap or two as the sensors on the outside of the horse lost the signal from the capsule.

"The equipment is designed for a human, and a horse is obviously much larger," he said. He suggests improvements to the sensor array to solve this problem and also give a better idea of the exact location of the

capsule within the animal at any point in time.

A horse's greater size may also offer opportunity, such as increasing the size of the capsule and with it, the amount of on-board equipment. For example, standard endoscopy capsules have one camera, which has its limitations.

"At one point, the capsule got flipped and it was facing backward; we were getting a receding view rather than looking ahead," Wahid said. "So an obvious improvement would be a two-camera capsule."

Now that Wahid, Montgomery and Bracamonte have their proof of concept, they plan to run more tests in the next few months on different horses to gather more data. With this in hand, they plan to pursue funding to further develop equine capsule endoscopy.

While the immediate beneficiaries may be Saskatchewan horses mainly used for pleasure riding, the North American and international scene includes animals for show jumping and racing—basically the elite athletes of the equine world, with trainers and veterinarians to match.

"From the engineering side, we can now look at good data," Wahid explained. "Once we know more about the requirements, we can make it really customizable, a pill specific to the horse." ■

## Sharing sustainability success

From Page 1

to do that, and it doesn't have to come out of someone's pocket."

Quarterly meetings are also

held for the champions to discuss and share their green workplace initiatives and successes—a highlight for Akins.

"My favourite part about

the program is seeing those discussions between offices on campus," she said. "It's those discussions and connectivity that are bringing big change." ■

### GOING GREEN

Not ready to be a green champion just yet? Fret not—here are some simple things you can do to cut the waste at work:

1. Pack a waste-free lunch. Opt for reusable containers over disposable materials like plastic wrap and aluminum foil. "You can generate a lot of waste just with your lunch," said Akins.
2. BYOM (bring your own mug). If the line-ups are any indication, the U of S is a coffee-friendly campus. But the single-use cups make for a lot of excess trash. The Tim Hortons and Starbucks outlets on campus offer discounts for anyone who lugs their own mug. If you do not have a reusable mug, Akins said "Everyone who signs up for the program gets a free green mug."
3. Pay attention to what you are printing. "This is a huge one," said Akins. Ensure printers are set to double-sided printing and think about what you need to print, say, for a meeting. "It takes a bit of forethought in terms of how you're sharing materials."
4. Quality > quantity. Many offices purchase promotional items to give away as gifts, only to have them end up in the trash soon after. "Really look at what you're purchasing as an office," said Akins. "Is it a high-quality item? Do people really need it? Is there something you can give that they'll actually use?" If not, consider alternatives.



How do you  
**STAY ACTIVE  
ON CAMPUS?**

Want to help shape the future of  
campus recreation & athletics  
facilities?

**HAVE YOUR SAY!**

Provide your input by filling out the online  
survey for the Campus Athletics and  
Recreation Facilities Plan!

Survey will close April 1, 2016:

[www.surveymonkey.com/r/uofs\\_rec](http://www.surveymonkey.com/r/uofs_rec)



## NEW TO US



Peter Slade

Well-crafted policy helps everyone—from farmers, to railways, to grain handlers—get a fair piece of the economic pie, explained Peter Slade, who joined the Department of Bioresource Policy, Business and Economics in the College of Agriculture and Bioresources in July 2015.

But policy can be overwhelmed by extraordinary events, such as the 2013-14 crop year, when Prairie farmers produced a bumper crop that they could not get to market due to a clogged rail system.

"If you look at the difference between the price grain handlers were receiving in Vancouver versus the price they were paying farmers in Saskatchewan, those prices really diverged," Slade said. "So, the grain handlers were doing very well, at the expense of farmers."

To remedy the problem before the next big crop, Slade explained governments might raise the "cap" on how much railways are allowed to charge to transport grain—but only for a limited time, so there is incentive to get the crop to port more quickly. Likewise, policy could be crafted to ensure sufficient port capacity.

"What we're looking at now is whether those grain handling companies have the right incentives to invest in the socially optimal amount of port capacity."

Slade was born and raised in St. John's, N.L., and took his undergraduate degree at Memorial University of Newfoundland. He pursued his masters and doctoral education at the University of Guelph before being drawn to the U of S by personal connections and a position as the Canadian Canola Growers Association Agricultural Policy Chair. He is inspired to work at a university in a province where agriculture is a priority.

"It does bring out your passion a bit more when you can feel the things you're doing are important to the people of the province," he said.

Slade is just getting his teeth into federal government programs designed to mitigate business risk for farmers. A major policy document, *Growing Forward III*, is due from the Canadian government next year, and he and his colleagues want to be ready to contribute to consultations. He also has classes to teach.

"One thing that I really try to instill in students is to get rid of the status quo bias," he explained, urging them to instead start with a blank slate.

"I ask them, 'if you had to start from nothing at all, what would be the optimal policies?' Once we think we know what these may be, we can then start to think about, 'how can we pull current policies more toward this ideal?'" ■

MORE STORIES, PHOTOS  
AND COMMENTS ONLINE

news.usask.ca

**ON** ON CAMPUS NEWS

*On Campus News* is published 18 times per year by University of Saskatchewan Marketing and Communications. It is distributed to all U of S faculty, staff, graduate students and members of governing bodies, as well as to others in the university community, related organizations, some Saskatchewan government officials and news media.

Subscriptions are available for \$22 per year. Story and photo ideas are welcome. Advertising rates are available online or on request.

*On Campus News* aims to provide a forum for the sharing of timely news, information and opinions about events and issues of interest to the U of S community.

The views and opinions expressed by writers of letters to the editor and viewpoints do not necessarily reflect those of the U of S or *On Campus News*.

News Editor: Kris Foster

Writers: HenryTye Glazebrook, Lesley Porter, Michael Robin

Designers: Brian Kachur, Pierre Wilkinson

Editorial Advisory Board: Rajat Chakravarty, Patrick Hayes, Fiona Haynes, Sandra Ribeiro, Sharon Scott, Stephen Urquhart, David York



# Leading the pack

## Women's basketball team reflects on stellar year

HENRYTYE GLAZEBROOK



Thomaidis

When the U of S Huskies women's basketball team lost their first home game of the season last month, they did not realize what kind of streak had slipped away.

At the time, the team was boasting a 32 game winning streak on home court—a mere 10 games shy of breaking the standing record of 42.

Though Head Coach Lisa Thomaidis said the team had not been tracking their home game wins until media pointed them out, the players were still able to take some good lessons away from the upset.

"I think the silver lining in it is that it really helped to re-focus our team and to expose some of the weaknesses that we definitely have. We're not going to be able to just get by on talent. That weekend, in particular, it was the defensive side of the ball where we struggled," Thomaidis said.

Huskies women's basketball has been on a hot streak all season. The team spent the majority of the season leading league rankings and, on Feb. 24, were part of a social media sensation when a Twitter photo appeared of Prime Minister Justin Trudeau proudly hoisting a basketball signed by the entire squad.

With the end of the season in sight, Thomaidis and fifth-year guard Laura Dally were named Canada West Coach of the Year and Canada West Outstanding Player of the Year, respectively.

Last weekend, the U of S hosted the Canada West Final Four Championship for the first time since 2011. In a win against University of Regina Cougars in the final, the team capped off league play with another CanWest title, the fourth in program history.

"It's been a fantastic year and, to be honest, the players who have experienced this and who have gone through it deserve it," Thomaidis said.

"There are a lot of fifth-year athletes who are finishing up their careers, and to have them experience that recognition

and to get that notoriety is well deserved. It doesn't just happen by chance. They've earned this."

Dalyce Emmerson is one of those fifth-year athletes, bowing out from her final year of play as both a champion and three-time all-Canadian player—an accolade she has every chance of winning for the fourth time, given this season's play.

Still, she remains humble about the prospect.

"If you ask anybody on our team, nobody cares about the athletes of the week or anything like that. Those are on the back burner. We want the big team wins and the team awards," Emmerson said.

Up next for the Huskies is the Canadian Interuniversity

Sport (CIS) national women's basketball championship, held at the University of New Brunswick in Fredericton, N.B., March 17-20.

Emmerson, who has gone to nationals three of the four previous years without bringing home the title, thinks the team's outlook is positive.

"In other years we've felt good. We've known that we

See *Winning*, Page 10

## HUSKIE PRIDE

Huskies women's basketball is not the only team that has seen great success this past year. Elsewhere on campus, the dogs have been sprinting toward success on the field, slamming their opponents on the mat and earning the spotlight at the national level.

**Men's track and field:** Won Canada West championship. Fifth-year **Jared Olson** named CIS men's track and field Student-Athlete Community Service Award winner and captured the gold medal in the men's 60m hurdles at the CIS Championships. **Graham Black, Jared Olson, Adam Paslowski** and **Garrett Peters** earned gold in the 4x200m relay. The team of **Graham Black, Ryan Kowalchuk, Garrett Peters** and **Jaden Porte** also won gold in the 4x400m relays.

**Men's hockey:** Won Canada West championship and will compete in the University Cup March 17-20. **Jordan Cooke** was named Canada West Most Outstanding Player and Top Goaltender. **Kohl Bauml** was named Canada West Rookie of the Year.

**Wrestling:** Men's team won its first Canada West title since 1986. **Josh Bodnarchuk** (57 kg) won his second consecutive CIS gold medal and was named Canada West Male Wrestler of the year. **Kiera Prior** (82 kg) won the CIS silver medal and was named 2016 CIS Female Rookie of the Year. **Andrew Johnson** (82 kg) won CIS silver medal. **Annie Monteith** (48 kg) and **Katie Dutchak** (51 kg) received CIS bronze medals, and Dutchak was named Canada West Female Wrestler of the year.

**Men's volleyball:** Won silver at Canada West final, currently pursuing national championship. **CJ Gavlas** named CIS Rookie of the Year. **Robert Graham** was given the Dale Iwanoczko Award.

**Women's basketball:** Won Canada West final, currently pursuing national championship. Head Coach **Lisa Thomaidis** named Canada West Coach of the Year. **Laura Dally** named Canada West Most Valuable Player. **Laura Dally** and **Dalyce Emmerson** named Canada West First Team All-Stars.

ISSN: 1195-7654 PUBLICATIONS MAIL AGREEMENT NO. 40065156

Return undeliverable Canadian addresses to:

UNIVERSITY OF SASKATCHEWAN  
MARKETING AND COMMUNICATIONS

G16 THORVALDSON BUILDING, 110 SCIENCE PLACE, SASKATOON, SK S7N 5C9  
Email: communications@usask.ca

# College of Education programming responds to immigration increase

✍ KRIS FOSTER

The U of S College of Education launched a new English as an Additional Language (EAL) teacher certificate in response to the growing number of K-12 students requiring this support.

Since 2008, Saskatchewan has seen an influx of students requiring specialized instruction in EAL, while the number of teachers trained in this area has not grown proportionately.

“Over the past eight years, the number of students in the pre-K-12 system that require EAL instruction grew from one per cent to nine per cent,” said Michelle Prytula, dean of the College of Education. “This rising number of students has resulted in a need for more teachers with specialized

training in the area of EAL.”

EAL resources, Prytula continued, are “few and far between. If there are classrooms with no EAL specialized assistance, and if teachers don’t have the background in this, students are at risk.”

To help meet the EAL needs in the school divisions and First Nations across Saskatchewan, the College of Education, in partnership with the Ministry of Education, and with much consultation with school divisions, developed the post-degree certificate in English as an Additional Language Education.

“Data from the Ministry of Education estimates that 15,000 students in K-12 are receiving



Michelle Prytula, dean of the College of Education.

✉ SUBMITTED

EAL support during the 2015-16 school year,” explained Prytula. “This means our teachers are faced with larger classes as well as pressures that include

providing English language support, differentiated instruction, settlement support and attention to cultural diversity.”

The EAL certificate, Prytula

continued, aims to increase the number of teachers who have the knowledge, specialized skills and expertise that will assist them in working with English language learners at all grade levels so that those students can successfully meet credit requirements and graduate from Saskatchewan schools.

“This is not just about new Canadians, this will also help teachers who work with other students for whom English is not a first language, such as Indigenous students or Hutterian students,” said Prytula.

Teachers who enroll in the certificate program—consisting of 10 courses, eight required

See *Certificate*, Page 10

## Strings on stage

### Amati ready for spring concerts

✍ LESLEY PORTER

The U of S Amati Quartet is known for nurturing young musical talents in Saskatoon. Over the last three years, violinist and founding member Marla Cole has invited young soloists from the city to join them during the quartet’s show over the Thanksgiving weekend.

Continuing on this theme, the quartet’s March 26 show will feature young piano phenom Godwin Friesen. At 16 years of age, Friesen has already made

waves locally, winning the senior piano competition at the 2015 Saskatoon Music Festival, as well as first place in the piano category at the National Music Festival.

With talent and accolades to spare, Friesen was an easy pick. “We’re delighted that he agreed to do a concerto with us,” said Cole.

The feeling, of course, is mutual. “It will be a great experience and a lot of fun to collab-

orate with the great musicians of the Amati Quartet,” said Friesen, “and I am very honoured to have been asked to perform this concert with them.”

The opportunity for a soloist to play with an orchestra—especially at such a young age—is a unique one, explained Cole, as they typically would not get to do so unless they had won a competition. Similar opportunities she had earlier in her career “are what pushed me to the next



Rudolf Sternadel, Geoff Cole, Marla Cole and Terence Sturge.

✉ SUBMITTED

level because I had to know my stuff. So I think, in that sense, it pushes you along, and it pushes you to that next level where you know what is required.”

Additionally, Cole explained, the musical repertoire from the baroque era is a good

See *Quartet*, Page 6

The Sustainability Living Lab uses campus and the community as a living laboratory to explore all areas of sustainability - environmental, social, and economic - in order to develop actionable solutions that make the university more sustainable.

Come and learn about what U of S students have discovered at this year’s...

## 2016 SUSTAINABILITY LIVING LAB STUDENT SYMPOSIUM

APRIL 1, 2016

9:00 - 4:30

USSU COUNCIL CHAMBERS, UPPER PLACE RIEL

For more information, call 966-1236 or visit [sustainability.usask.ca](http://sustainability.usask.ca)



Sponsored in part by:

 **Fisher Scientific**

# Recreational planning

Project to set vision for recreation and athletic spaces and facilities

KRIS FOSTER

The University of Saskatchewan recently started the process to come up with a vision for the recreation and athletic spaces and facilities on campus for the next 20 years.

With the help of Cal Brook—an architect and planning consultant who led the development of U of S campus master plan in 2006, the College Quarter master plan in 2009, and Vision 2057, a plan that guides the development of the university's land within Saskatoon—the university is attempting to map out the ideal mix of space and facilities to enhance the student experience at the U of S.

“The College Quarter plan has a combination of facilities mixed in with other uses that integrates the campus with the rest of Saskatoon,” explained Brook, principal of Brook McIlroy. “As we started digging into the College Quarter plan, recreation, wellness and athletic facilities were really of great interest.”

Before plans for more facilities and spaces in the College Quarter take shape, he continued, there was a “desire to look at that in the context of everything the university was currently offering, from swimming pools and gyms, to fields and courts.”

The development of a plan for recreation facilities and spaces, he said, will take place in two phases, with a final report with recommendations to be completed by fall 2016.

The first phase is the technical part, a review of the state of repair of existing facilities like pools and gyms at the Education Building and the PAC, and Griffiths Stadiums.

“We’re looking at, within 20 years, what repairs or changes will be required to either keep them going or even potentially replacing those facilities with new, modern facilities.”

This review, he explained,



Cal Brook, an architect and planning consultant.

KRIS FOSTER

builds on the deferred maintenance work carried out by Facilities Management Division.

The second phase, the “fun part,” as Brook called it, has to do with a “visioning exercise with the entire campus community. Taking the ideas of active lifestyle, wellness and athletics and figuring out what the university could be in the future to embrace those themes.”

To that end, Brook and his team set up stations for three days all around the U of S to poll the campus community. Further feedback will be collected through an online survey.

The plan, aspirational in nature, requires people to “think about how wellness and active engagement can be strengthened and be a focus of the campus experience. It’s fascinating to see what’s happening across North American campuses with an increasing emphasis on the qualities of student life that reinforce a sense of belonging and wellbeing.”

This emphasis on student experience, Brook continued, is “tied to the whole range of recreation and leisure activities—

blurring the line between social and physical engagement—it’s not just team sports anymore.”

Brook used Harvard University as an example where common space features outdoor fire pits, make-shift curling rinks and foosball tables, and lots of outdoor seating that is ideal for study groups or classes.

“These common spaces support social engagement,” he said. “Harvard had a real issue where many students, unless they were involved in sports, didn’t have a way to come

and facilities.”

Out of the recreation plan, said James Cook, manager, business opportunities corporate administration, the university “would develop

“It’s fascinating to see what’s happening across North American campuses with an increasing emphasis on the qualities of student life that reinforce a sense of belonging and wellbeing.”

Cal Brook

together; kids were lonely and isolated.”

Another North American trend Brook pointed to is the idea of having fitness centres as landmark buildings on campus. “They should be prominent and very transparent so that you can see the activity and energy of the campus in those buildings. They can be a great recruitment tool.”

Brook said that the while the “PAC is a great facility today, as we think about planning for the future, we should think creatively about how to get the most out of recreation spaces

plans on how to accomplish the recommendations over a number of years and identify funding to do so.”

Related to recreation facilities, Cook continued, there is a lot of excitement in the community for a new twin ice facility in College Quarter.

“A replacement ice facility is a high priority of the university’s Board of Governors,” Cook said. “We are moving forward working with our preferred partners and in consultation with the community, but no final decisions have been made.” ■

An online survey can be filled out until the end of the month at [surveymonkey.com/r/uofs\\_rec](http://surveymonkey.com/r/uofs_rec)

## Quartet has loyal following

From Page 5

student repertoire—“a very good stepping stone to more difficult work.”

Because of the quality of musicians—both permanent and guests—the quartet has maintained a loyal following, said Cole. “We have people that have never missed a concert and started right in 2003—our first year—so we see a lot of friendly faces when we look out into the

audience because there’s a core group that have been there for a long time.”

However, she has noticed a shift in the demographic of the audience, perhaps due to the young talents that accompany the quartet on occasion.

“It started out being mostly professors and retirees,” said Cole, but that has shifted somewhat over 13 years. “I think more people are open to experimenting with music.”

The quartet’s instruments—

two violins, a viola and a cello—also have a rich history unique to the province and the U of S. Assembled by the Amati family of Italy throughout the 1600s, they were purchased by collector Stephen Kolbinson and sold to the U of S in 1959 for a minimal fee, with the intent that they would be enjoyed within the province, said Cole.

“Certainly the instruments belong to the university. They were designated for the people of Saskatchewan.” ■



Tuition.  
Budgets.  
Building projects.  
Policies.

Meet the people who make the financial decisions—**your Board of Governors.**

Join the U of S Board of Governors for an informal reception at Louis’ Loft.

This is your opportunity to chat with your board members one-on-one.

**LOUIS’ LOFT**  
**MONDAY, MARCH 28**  
**4 – 6 PM**

**INTRODUCTIONS 4:30 PM**  
**ALL STUDENTS WELCOME**

**A COMPLIMENTARY REFRESHMENT AND LIGHT SNACKS WILL BE SERVED**

# Just what the doctor ordered

College of Medicine makes major strides in Aboriginal student success

MARG SHERIDAN

There is always room for growth.

That is the takeaway Val Arnault-Pelletier stressed when talking about the strides the College of Medicine has made when it comes to its Aboriginal portfolio.

“A few years ago we had three (Aboriginal) students in undergrad,” she explained recently during a tour of the newly opened Gordon Oakes Red Bear Student Centre. “Today we have 31—that’s a huge increase in a short amount of time.”

“But I think we have much more to do—I’m always looking to grow, expand, and enhance current programming and initiatives.”

And that is nothing less than what the college and Arnault-Pelletier expect from her work as the Aboriginal co-ordinator. Her work not only keeps her busy with community outreach in helping to draw students to the college, but she spends time meeting current students, one-on-one, to discuss their experiences, the curriculum and share feedback about where they think the college can improve.

It is no coincidence that in her six years at the college she has seen not only growth in terms of the number of Aboriginal students, but an improvement in the Aboriginal and rural health

curriculums.

“Indigenizing our curriculum, and indigenizing our college is huge,” Arnault-Pelletier explained. “But the question is how do we get there? And one of the things that I always say to different colleagues is that this isn’t only a Val Arnault-Pelletier responsibility, this is the responsibility of all of us—the success of any of our students, and the success of any of our programming is all of our responsibilities. There are some great initiatives happening on campus related to indigenization at the U of S and some good partnerships we can continue to build on such as the Indigenous Voices Program at the Gwenna Moss Teaching and Learning Centre.”

Arnault-Pelletier said that by “working together, creating new programming and new initiatives, always checking with students and seeing what we can be doing, that’s how we build a strong program.”

And it has not escaped the notice of the students how important her work has been in increasing the recruitment, supporting mentorship, and helping to ensure the college retains its Aboriginal medical students.

“She is always looking for new ways to engage students



Val Arnault-Pelletier, aboriginal co-ordinator College of Medicine.

PAUL SAYERS

in indigenized learning,” said Jaylynn Arcand, a third-year Métis student. “She has been a support for me since the first day of medical school, and when I think of all the people who have led me to be successful as an Indigenous leader, I think of Val.”

“Her office has always been open to me and to my classmates for anything—from casual conversations to support during more difficult aspects of medical school.”

Arnault-Pelletier, whose

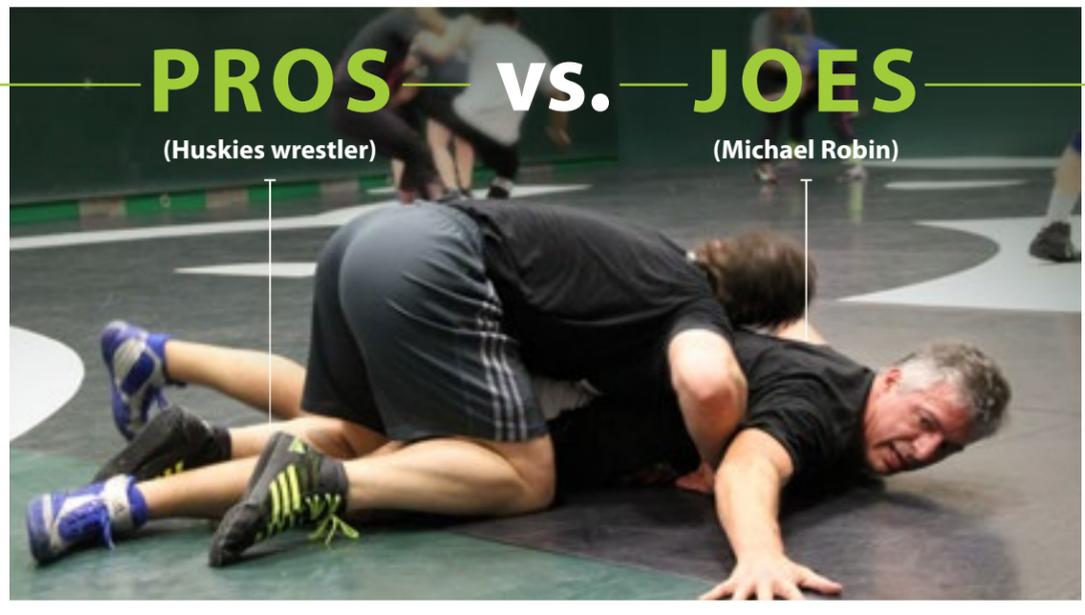
family roots are from Beardy’s and Okemasis First Nation and Waterhen First Nation, also believes that part of indigenizing the curriculum involves introducing all medical students to the needs of the Aboriginal community, both in Saskatoon and rural communities across the province.

“We have Aboriginal clerkships now for any students—not just Aboriginal—to go to All Nations Healing Hospital and Dakota Whitecap First Nation,”

she explained. “Working on those kind of initiatives that bridge cultures and build relationships with Aboriginal and non-Aboriginal communities’ off-campus, it’s opening the eyes of students to that whole experience.”

“Continuing to build on that in our new curriculum in the subsequent years is how we can make a difference.” ■

Marg Sheridan is the online communications co-ordinator in the College of Medicine.



Throughout 2016, members of the university communications team are working out with our Huskies to see what it takes to be a Huskie student athlete. In this edition—Huskie wrestling.

**Who are you and what do you do?**

Michael Robin, I’m the research communications specialist. I write stories about science and provide related strategy and support.

**What’s your experience in this sport?**

I wrestled a bit in high school (early 1980s) and have done a little jujitsu. I mainly train in

kickboxing three times a week.

**What did the Huskies have you do?**

The team had me in for what is called a “taper” day, which is what they do right before a competition (in this case CIS nationals). The idea is to sweat a bit (okay, a lot) before final weigh-ins and put a final fine edge on their skills. We started with an impromptu game of indoor soccer, then warmed

up some more with laps, calisthenics like jumping jacks and leg swings, plus a lot of different gymnastic moves such as flips, cartwheels, front and back rolls. Then we grappled, interspersed with active rest (more laps) and the occasional break for instructions from the coach or a sip of water.

**How was the experience?**

I’m glad I visited on a taper day,

because we did a single hour and a half workout, rather than the usual routine of an hour in the morning and another couple hours after classes. I thought I was in pretty good shape, but the Huskies women and men are at a whole different level. You can watch collegiate-level sports and admire the athletes, but once you’ve been on the mat against a Huskie wrestler, you truly appreciate and respect their power, speed and skill.

To be a Huskie demands supreme dedication and focus—they don’t waste time, because they have no time to waste (for example, they wrote exams

while on the road at CIS). This pays off in their academic lives: the best wrestlers tend to be the best students. They’re also encouraged to do community volunteer work on top of everything else. The team spends so much time together that they are friends, social life and extended family all wrapped up into one.

I was inspired by this truly exceptional bunch of people and grateful for the opportunity to work out with them. I found myself wishing I was 30 years younger so I could take a shot at joining them—if I was good enough! ■

# The pulse of the Prairies

## U of S plant breeders examine pulse crop problems

GLENN CHEATER

Kirsten Bett wants to nearly double the acreage devoted to pulse crops on the Prairies—about one-fifth of the of the West's 70-million crop acres.

"Our goal is to have pulses in a one-in-four-year rotation—let's say 20 per cent of the landscape," said Bett, a professor in the Department of Plant Sciences in the College of Agriculture and Bioresources. "We're at 12 per cent, so we're not there yet. But we want to offer every producer at least two species of pulses so they can include these legumes in their rotation."

Pulses (dry peas, lentils, dry beans, chickpeas and faba beans) pack a triple punch: they provide affordable protein for a growing world population, they are a rich source of fibre and nutrients with multiple health benefits, and they naturally add nitrogen to the soil.

It is a win-win-win with just a teensy problem—plant breeders need to develop varieties that are better yielding, can thrive in areas where pulses are not traditionally grown and are resistant to a host of diseases.

It is a tall order, but Bett and her colleagues at the U of S Crop Development Centre (CDC) have a record of filling such orders. In the 1970s, virtually no pulses were grown in Saskatchewan. Since U of S plant breeder Al Slinkard released the Laird lentil in 1978, the CDC has produced more than 200 pulse varieties.

As of the 2015 crop year, about 3.9 million acres of lentils and 3.7 million acres of dry peas were grown. But to expand this, Bett and colleagues Bert Vandenberg, Tom Warkentin, Bunyamin Tar'an and plant pathologist

Sabine Banniza face a see-saw battle.

For example, one of the centre's earliest successes was chickpeas, which went from 10,000 acres in 1996 to more than a million in 2001. By last year, it was a tenth of that amount.

"Declining prices were a factor, but disease played a major role," said Banniza. "We had major infestations of ascochyta blight."

It comes with the territory: plant millions of acres of any crop and disease pressure skyrockets, especially if you plant the same crop on the same field every two or three years. Today, one of the biggest threats to peas and lentils is a root rot, first discovered in Saskatchewan in 2012 and now widespread.

"If you go into areas where they have a lot of problems, you can see a very clear trend between how often they grow a pea crop and the incidence of root rot," Banniza said.

Growers demand improved disease resistance, varieties better suited to the northern plains and a host of other traits such as larger chickpeas, which fetch higher prices on world markets.

The challenge is exacerbated by pulse crops' origins in tropical or subtropical regions—a vastly different place than the Canadian Prairies.

"First of all, you can't plant them before the ground is warm enough, so you have to wait until the last week of May, then you need them to come out of the ground quickly," Bett said of dry beans. "Because traditional varieties are often sensitive to day length, they typically don't

flower until there are 12-hour days—and guess what?—we don't get those until the day before harvest. They're also super sensitive to frost. So yeah, they're a lot of fun."

Lentils have the opposite problem—the long days of June make them want to flower soon after emerging from the soil.

Researchers are looking to genetics to help them crack these tough problems. Bett is project lead of the international lentil gene sequencing effort. Earlier this year, she and her colleagues published an important genome milestone.

"The lentil genome assembly will help us better understand this crop," she said. "More importantly, it will lead to development of genomic tools that will help improve breeding practices and accelerate varietal development."

These tools will allow breeders to track multiple, complex traits during cross-breeding, which will help them develop high-quality and high-yielding lentils in less time.

Banniza cites the tightly integrated nature of the CDC team as another competitive advantage.

"We sort of pollinate each other with new ideas," she said, pointing to genomics as example. "I'm surrounded by plant breeders and one of the things all plant breeders do these days is map genomes. So one day, I thought, 'Why don't I try this with a fungus?'"

It was an inspired idea.

"If you understand what makes a fungus virulent, what genes are involved, and how quickly they change, then you



Kristin Bett and Sabine Banniza.

DAVID STOBBE

have a better understanding of how good your resistance is and how long it might last," said Banniza.

Another example of their team approach is KnowPulse, which Bett described as "a breeder-friendly web portal you can use without knowing anything about databases."

Just as you might want to find a store in your neighbourhood, a plant breeder might be interested in a gene that inhibits a particular enzyme. Type that into KnowPulse and you can find all the genes in the database that

are similar, and in some cases, where they are located on a chromosome of a similar plant.

Bett cites an old saying that plant breeding is like a lottery, and 99 per cent of all crosses "will break your heart."

"It's not cheap to develop a variety," she said. "It takes a good 10 years from the time I make a cross to getting it out on the landscape. So the more you can increase efficiency—either in costs or time—the better." ■

Glenn Cheater is the owner of High Bluff Media in Winnipeg and Edmonton.

## GETTING SOCIAL WITH MEDIA

Some of the top tweets, posts and pics from the U of S

@UsaskPresOffice

Usask President @UsaskPresOffice - Mar 11  
Proud dads cheering our Huskies women's b-ball team!



@UofSED

College of Education members -  
The faculty and staff are having a P(y)e Day competition! May the best pie win! #usask #PIDay



University of Saskatchewan Alumni Association

University of Saskatchewan Alumni Association  
193 March at 12:08 · U

Donations to the President's Student Experience Fund & the Nesser Family Emergency Student Trust are matched today!  
Thank you to Professor Emertus, Dr. Kay Nasser and his wife Dana for their generosity in matching donations! #onedayforstudents #usask



One Day for Students - Give - University of Saskatchewan

One Day for Students is the University of Saskatchewan's day of giving. The campus community, alumni, donors and friends are invited to make a special...  
GIVE.USASK.CA

@usask

Univ. of Sask. @usask -  
Congratulations @ussuexec president @JackSaddleback on being named one of @CBCSask 2016 Future 40 winners! #usask

@UsaskPresOffice

Usask President @UsaskPresOffice - Mar 8  
President Stachell is looking forward to staying with partners and friends in P.A. tomorrow. Hi the highway first thing!





## Interested in governance of the University of Saskatchewan? Consider offering to join a University Committee

Each year, the Nominations Committee of Council invites University of Saskatchewan faculty members, librarians and sessional lecturers to step forward and offer to serve on university committees. Our committees are the mechanism through which collegial university governance is achieved. Finding excellent people to serve on our committees is the job of the Nominations Committee. Our terms of reference direct us to find members who are broadly representative of the disciplines of the university. We select nominees for their experience, demonstrated commitment, and potential for a significant contribution to committee functions, and we strive for equity in representation.

Following are the committee vacancies which we are looking to fill for the 2016-17 academic year. We usually try to appoint people for three-year terms. Sessional lecturers are appointed for one year.

### To volunteer or to nominate someone else:

- submit nominations online at: [usask.ca/secretariat/forms/index.php](http://usask.ca/secretariat/forms/index.php) by **Wednesday, March 23, 2016**.

Committee	What does it do?	How often?	Information about expected vacancies
<b>University Council Committees</b>			
<b>Academic Programs Committee</b>	Reviews and approves curricular changes from all colleges, recommends major curricular changes to Council, oversees policies relating to students and academic programs.	twice a month	Three vacancies + sessional
<b>Governance Committee</b>	Reviews Council bylaws and faculty council bylaws; responsible for academic misconduct and academic appeal regulations.	once a month	One vacancy
<b>International Activities Committee</b>	Develops and reviews policies, programming, and strategic directions for international activities and programs.	once a month	One vacancy
<b>Nominations Committee</b>	Nominates GAA and Council members for university committees and panels.	as required	Six vacancies
<b>Planning &amp; Priorities Committee</b>	Reviews and advises Council and the university administration on planning, budgeting, and academic priorities.	twice a month	Four vacancies + sessional
<b>Research, Scholarly &amp; Artistic Work Committee</b>	Reviews and advises Council on issues related to research, scholarly and artistic work, including research-related policies.	twice a month	Three vacancies, including an Associate Dean Research
<b>Scholarships &amp; Awards Committee</b>	Grants awards, scholarships and bursaries open to students of more than one college or school; advises Council on scholarship and awards policies and issues.	as required	Two vacancies
<b>Teaching, Learning &amp; Academic Resources Committee</b>	Reviews and advises on pedagogical issues, indigenous content, support services for teaching and learning and policy issues related to teaching, learning and academic resources.	once a month	Three vacancies + sessional
<b>Collective Agreement Committees</b>			
<b>University Review Committee (URC)</b>	Reviews college recommendations for awards of tenure, renewals of probation, and promotions to professor.	frequently November to March (evenings)	Four vacancies
<b>Renewals and Tenure Appeal Committee</b>	Hears appeals of URC decisions recommending against renewal of probationary period or award of tenure.	March	Four vacancies including one senior administrator
<b>Promotions Appeal Panel</b>	Members of the Promotion Appeal Committee, Sabbatical Committee, and President's Review Committee are selected from this roster.	variable in the spring	16 vacancies
<b>Other Committees</b>			
<b>Recreation and Athletics Advisory Council</b>	Recommends on recreation and athletic fees charged to students and reviews reports on expenditures.	variable	One vacancy
<b>Joint Committee on Chairs and Professorships</b>	Reviews proposals to establish new chairs and submits to the Council and Board of Governors for approval.	variable	One vacancy

For more information, please contact a member of the Nominations Committee of Council:

Nominations Committee of Council:		Phone			
Ed Krol	Pharmacy & Nutrition	2011	Tamara Larre	Law	1966
Terry Wotherspoon	Sociology	6925	Nancy Gyurcsik	Kinesiology	1075
Dwayne Brenna	Drama	5185	Jim Greer	Office of the VP Teaching & Learning	2234
Bram Noble	Geography & Planning / SENS	1899	Jaswant Singh	Veterinary Biomedical Sciences	7410
Sandra Calver	Secretary	2192	Michael Nikerson	Food and Bioproduct Sciences	5030

For more information, visit

[usask.ca/secretariat/governing-bodies/council/committees.php](http://usask.ca/secretariat/governing-bodies/council/committees.php) or call **306-966-2192**

# Coming events

## ■ Courses/Workshops

### ESL Classes at the Language Centre

April 4–May 30, part-time program, spring term. Classes will cover writing and applied grammar, pronunciation, graduate-level writing, reading or listening skills, and spoken English. For more information or to register contact 306-966-4351 or visit [ptesl.usask.ca](http://ptesl.usask.ca).

### Spring Session Multilingual Conversational Language Classes

Classes from April 18 to June 13, 2016:

- French levels 1 to 6: \$215 (GST exempt)
- Spanish levels 1 to 6: \$225.75 (GST included)
- Japanese levels 1 and 2: \$225.75 (GST included)
- Japanese for the Traveller: \$252.00 (Manual and GST included)
- German levels 1, 2 and 4: \$225.75 (GST included)
- Italian levels 1, 2 and 4: \$225.75 (GST included)
- Cree level 1 (Materials and GST included)

Textbooks and workbooks are extra unless otherwise indicated.

For more information, visit [learnlanguages.usask.ca](http://learnlanguages.usask.ca) or call 306-966-4355 or 5539.

### Community Arts

Explore your creativity and develop skills in drawing, painting, sculpture, photography, glass, jewelry making, fiber art, graphic design, art history and more. These courses help you gain confidence as you develop your portfolio. Classes are taught by professional artists. Take classes for general interest or work toward a certificate. For more information, visit [ccde.usask.ca/art](http://ccde.usask.ca/art). Register online or call 306-966-5539.

### Realist Methods and Realist Synthesis Training Workshop

June 13-17. This immersive five-day workshop will guide participants through

advanced skills in realist methodologies led by Gill Westhorp, an internationally-recognized specialist and trainer in realist methodologies. Each day of the workshop will have a different focus and will include provision of advanced skills lectures/workshops; time for researchers or research teams to work on or develop their own projects; and sessions in which researchers present their work in progress, receive feedback and discuss issues and strategies in realist design and methodologies. University of Saskatchewan registrants: \$500. Students: \$250. External registrants: \$1,000. Team rates available at the rate of 10 per cent off for teams of three to five, and 25 per cent off for teams of six or more. Email [yx@realistworkshop.usask.ca](mailto:yx@realistworkshop.usask.ca) for registration information.

## ■ Seminars/Lectures

### Telehealth Spousal Support Groups for Caregivers of Persons with Dementia

March 31, 4-5 pm. Psychology professor Megan O'Connell will give a talk entitled *Telehealth spousal support groups for caregivers of persons with dementia*. Members of the university community and the general public are welcome to attend this presentation which is part of the Department of Psychology's monthly colloquium series.

### School of Public Health – Vaccinology and Immunotherapeutics Seminar Series

March 24, 12:30 pm, VIDO lecture theatre. R. Bundi Magiri presents: *Innate immune responses activated by adjuvant PCEP in pigs*.

## ■ The Arts

### U of S Greystone Singers and University Chorus in Concert

March 20, 3-5 pm, Knox United Church, 838 Spadina Crescent E. U of S Greystone Singers and the University Chorus presents *After*, featuring the premiere of

Canadian composer Matthew Emery's dedication. *After* and welcoming local high school students performing in our side-by-side chorus. Admission: \$15, students/seniors \$10. Available at McNally Robinson, or choir members, or at the door. All are welcome. For more information, please contact Jennifer Lang at [jennifer.lang@usask.ca](mailto:jennifer.lang@usask.ca) or 306-966-6812.

### Greystone Theatre Production

March 23–April 2, 8 pm, John Mitchell Building. *Les Belles-Soeurs*, by Michel Tremblay, translated by John Van Burek and Bill Glassco, directed by Pamela Haig Bartley. Written in 1965 by Canada's best-known Francophone playwright, Michel Tremblay's iconic *Les Belles-Soeurs* is a boisterous comedy that irrevocably changed not only the subject matter but the very language considered acceptable in Québécois theatre. Set in a working class kitchen in Montreal, this much-produced and frequently translated script features a cast of fifteen women discussing their relentless pursuit of life and love—and bingo! For tickets, call 306-966-5188. For more information, please contact Douglas Thorpe at [doug.thorpe@usask.ca](mailto:doug.thorpe@usask.ca). Website: [artsand-science.usask.ca/drama/greystone/onstage.php](http://artsand-science.usask.ca/drama/greystone/onstage.php).

## ■ Miscellany

### World Water Day 2016

March 23. Join the Global Institute for Water Security for World Water Day events at the Diefenbaker Canada Centre. The day will begin at 2 pm with a Water Leaders Lecture Series, which will include a presentation from Emily Anderson, MSc candidate and winner of the GIWS video contest. Talks by the recipients of the Water Security Research Excellence Award and Best Doctoral Thesis Award in Water Security Research will follow, as well as a poster competition and a wine and cheese reception at 4:30. Full details can be found at [usask.ca/water](http://usask.ca/water). Please RSVP to [michelle.martel-andre@usask.ca](mailto:michelle.martel-andre@usask.ca) by March 17 if attending the reception.

### Child Health Research Trainee Day

March 24, 11 am–2:30 pm, Graduate Student Association Commons, Emmanuel and St. Chad, 1137 College Drive. Residents, graduate students, postdoctoral fellows and undergraduate students are invited to present their child health-related research. Please contact Erin Prosser-Loose, Department of Pediatrics research co-ordinator, at [erin.loose@usask.ca](mailto:erin.loose@usask.ca), for questions.

### Forbidden Love: The Unashamed Stories of Lesbian Lives

March 28, 6:30 pm, Broadway Theatre. Movie screening hosted by the women's and gender studies program and the provost's advisory committee on gender and sexual diversity. Following the film, there will be a reception and Q-and-A featuring co-director Lynne Fernie. This event is free.

### Easter Break Rainforest Ecology Camp for Kids

March 28–April 1. Rainforest Ecology Camp runs Monday to Friday in Room 306, Williams Building, 9 am–4 pm with one hour of before and after care. Daily field trips to hike the U of S campus, MVA trail, Wanuskewin, Saskatoon Zoo, Pike Lake or Beaver Creek Conservation Area. Learn about the ecology of rainforests around the world in B.C., Costa Rica, Amazon and Africa and their animals. Visits from socialized tiger salamanders, a garter snake and rescued and non-releasable Big Brown Bats (they're small). Fee: \$295; before and after care: \$40. Register online at [ccde.usask.ca/ecologycamps](http://ccde.usask.ca/ecologycamps).

### Mental Health Training for Managers

April 6, 1-4 pm, Admin C280. If you lead or supervise U of S employees, this three-hour workshop will empower you to break down stigma and create a mentally healthy workplace. Wellness Resources, a division of Human Resources, has partnered with Sun Life Financial to provide this free training for managers. This session will prepare you to identify and address mental health issues in the workplace comfortably, confidentially and in a consistent manner. The session is powered by Solareh. To register, visit the Safety Resources training website: [safetyresources.usask.ca/services/training/index.php](http://safetyresources.usask.ca/services/training/index.php).

➤ SUBMIT

Coming events

Next OCN: Friday, April 1  
Deadline: Thursday, March 24

Email [ocn@usask.ca](mailto:ocn@usask.ca)

## Certificate unique in Saskatchewan

From Page 5

and two elective, for a total of 30 credit units—will cover a wide-range of material: understanding the purpose, process and approaches to learning additional languages; learning approaches to assessment that are culturally and linguistically appropriate; and educational practices that support cross-cultural learning and cultural diversity in the classroom.

“This is the only certificate

of its kind in Saskatchewan,” said Prytula, “It’s a great example of how we continually take steps in order to match the needs of the ever-changing education landscape in Saskatchewan.”

The development of the EAL Certificate at the U of S was supported by the Ministry of Education, which enabled a four-month part-time secondment of Nadia Prokopchuk, a senior program manager of EAL and Languages to the College of Education to help develop the certificate. ■

## Winning ways continue

From Page 4

played well and earned our spot there, but this is the first year I think that we all feel we can actually do the job and bring it home if we’re all on the same page and the wheels are rolling properly. It just makes it that much sweeter knowing that it’s actually possible for us.”

Looking forward, Thomaidis said the team is less interested in chasing another home game

winning streak. Instead, they are more invested in heading into every game ready to face off against their next opponent.

“It’s not really about the streak. None of us really paid attention to that until the media pointed it out. It’s not about that for us. Every weekend, it’s about getting these two wins and getting the next two,” Thomaidis said.

“It’s more about wanting a two-game winning streak each weekend.” ■

**PROFESSIONAL PRINTING BY PRINTING SERVICES**

Icons: Document, Printer, Paper, Chair, Printer



UNIVERSITY OF SASKATCHEWAN  
Printing Services  
A DIVISION OF INFORMATION AND COMMUNICATIONS TECHNOLOGY  
[USASK.CA/PRINTING\\_SERVICES](http://USASK.CA/PRINTING_SERVICES)

306-966-6639  
[printing.services@usask.ca](mailto:printing.services@usask.ca)

**NEXT DEADLINE**  
Thursday, March 24, 2016

# Marketing medicine

## Advertising class proves to be business remedy

LESLEY PORTER

The most important rule of marketing is to know your audience.

That is something Carla Guedo, owner of the Medicine Shoppe Pharmacy in Place Riel, learned when she commissioned a team of bright young business students to draft a marketing plan for her.

“Because we’re a small, independent pharmacy, I’m the one who makes the marketing decisions—but I don’t have a background in marketing,” said Guedo. “So the students were a fantastic resource for us to be able to use. They gave us really great work and really great ideas to use.”

Specifically, the students were a part of professor Barb Phillips’ Integrative Marketing Communications class, a fourth-year course in the Edwards School of Business. Student groups work collaboratively on marketing and advertising plans for a client Phillips chooses—typically a small business or not-for-profit in the community. The students present their thorough plans to the client, who picks the best one—that is, the one the client feels represents their business the best. The plan is then adopted and executed by the client’s business, giving students a taste of the marketing world before they have their degrees in hand.

The project is a staple of Phillips’ class, and one she has been doing for 20 years, with past clients including the Saskatoon Symphony Orchestra, Tourism Saskatoon and Wanuskewin Heritage Park.

“It’s really exciting for the



Carla Guedo, owner of the Medicine Shoppe Pharmacy in Place Riel.

LESLEY PORTER

students,” said Phillips, who is also the Rawlco Scholar in Advertising. “Plus it’s super helpful for the small business or not-for-profit.”

With all that in mind, Guedo approached Phillips about the project last fall, providing her with an overview of the business to “really understand what we were looking for,” she said. Phillips then relayed this information to her students, who presented their ideas to Guedo in December.

While the pharmacy is certainly open to the public, “it’s mostly students who use it,” said Guedo. She is given some resources for local marketing and advertising, as well as pre-made branded materials, but these pieces are typically targeted towards seniors—not a common demographic on a university campus.

To offset this, Guedo and Phillips chose a plan that targeted female students. The team provided statistics showing that young women are more

frequent users of health-care services and have more prescriptions, something Guedo has definitely seen working at the pharmacy. “They’re the majority of the pharmacy users, just by nature of the demographic that we serve.”

To catch the eye of that elusive target audience, the plan included advertisements that “look like glossy fashion ads,” said Phillips. Rather than hiring models, the group chose to use students in the ads—addressing common health concerns such as headaches, cold sores and chapped lips—something else that really appealed to Guedo.

“It’s a little more reflective of what students on campus look like,” she said. “We were really excited about having that type of campaign.”

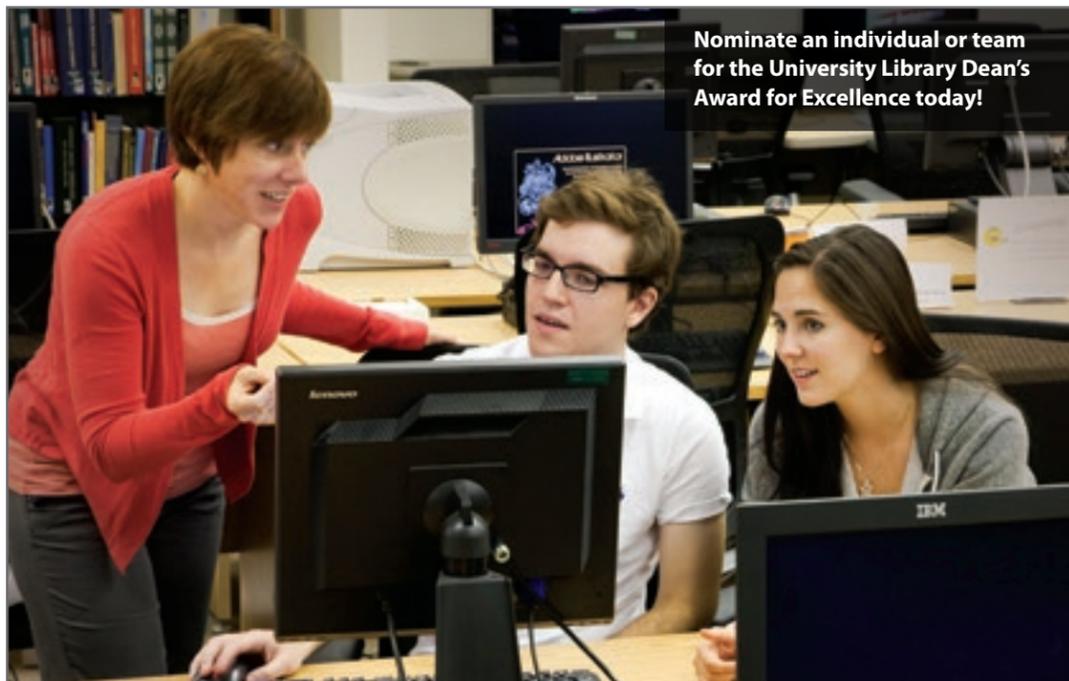
The ads also contain the tagline “On Campus, Just Like You,” which serves as a gentle reminder that there is a

pharmacy within reach.

In the coming months, Guedo will work with an external media firm to execute the student plan and finalize the locations and placements for the targeted ads. She remains impressed with the work the students did and the input they provided.

“We weren’t really sure, when we began, what our expectations were when working with student groups,” she said. “But they were really professional.”

From Phillips’ point of view, a project such as this is an experiential learning opportunity that prepares students for a career in marketing. The kinds of issues they encounter, she explained, such as deciding where to advertise and how much to budget, “are really good because they’re real. And when they graduate, they will be doing those same things. It’s a real-world problem they’re solving.” ■



Nominate an individual or team for the University Library Dean's Award for Excellence today!

### University Library Dean's Award for Excellence

Have you received exceptional service/work from a University Library employee or team?

#### Awards Information

**The Awards** Nominate an individual or a team who has demonstrated exemplary service/work toward fulfilling the library's mission.

**The Criteria** All library employees holding continuing appointments are eligible for nomination.

All members of the University Library community (e.g. library employees, patrons, suppliers, etc.) are invited to submit nominations for the award.

The nomination form may be submitted by an individual or group.

More information on the award and appropriate nomination forms can be found at [library.usask.ca](http://library.usask.ca) or by contacting the Executive Assistant to the Dean at [library.ea@usask.ca](mailto:library.ea@usask.ca) or 966-6094.

Completed nomination forms must be marked confidential and submitted to the Library Executive Assistant no later than the last working day in March.

We're nothing like you imagine.  
Yet everything you expect.

We take special pride in our bright, pleasant, homelike atmosphere and a compassionate, professional staff committed to service that excels and work within your budget. Stop in, or call to ask for our free information kit. Here, you can expect only the very best.

Call today: 306-500-1276



#### Park Funeral Chapel

by Arbor Memorial  
311 - 3rd Avenue N., Saskatoon  
[www.parkfuneral.ca](http://www.parkfuneral.ca)



[library.usask.ca/info/initiatives/deansaward.php](http://library.usask.ca/info/initiatives/deansaward.php)

UNIVERSITY OF  
SASKATCHEWAN  
University Library

## Knowledge is beautiful.

The University of Saskatchewan deals in knowledge; it's in every lab, classroom, facility and office on campus. This year's back page feature is searching for that specialized knowledge that creates beautiful results and helps make the U of S a wonderful place to work and study.

Share your knowledge at [ocn@usask.ca](mailto:ocn@usask.ca)



## Smart advice

Megan Vandendriessche knows the power of students.

"We are students first—that's basically where we come from," said Vandendriessche, an academic advisor in the College of Arts and Science. "My job is to help students. If students weren't at the university, I wouldn't have a job."

With infectious enthusiasm and a passion for helping others, Vandendriessche is instrumental in assisting students achieve their academic goals through coaching, goal-setting and mentorship. "Our advising philosophy here is very holistic," she said, adding that rather than focusing on deficits, "we come from a strengths base when it comes to advising. We talk about your strengths and how you can leverage those in everything you do."

Originally from Vancouver Island, Vandendriessche moved to Saskatoon to attend the U of S in 2009. While completing her urban planning degree, she volunteered extensively on campus, including with the University Learning Centre (now known as Student Learning Services) as a peer student advisor—similar to her current job, she explained, "but scaled back and working with prospective students." She stayed in that role, working full-time during the summer and part-time during the school year, and became very knowledgeable about not only the different supports and resources on campus, but the many departments and programs as well. Not long after graduating in 2014, she was, naturally, a shoe-in for an academic advisor position.

Working in the largest college on campus, Vandendriessche admits there was a bit of learning curve initially, but credits her years of volunteer experience with giving her an advantage. "Advising is an experiential learning process for us," she said. "Once you get in here, you kind of just learn about things slowly."

Though she does not always see the end result of her work, she knows she is bettering the lives of each student she sees. "One day the student is going to think back about the experience they had with their advisor and that's when you can see the fruits of your work."

