

# The Update

---

Issue 3 2015/2016

March 2016

## IN THIS ISSUE

~~W&K&E~~









# Letter to the Editor: Memo to hiring committees

---

Anonymous

I strongly recommend that hiring committees



# Get to Know: Amy Cohen

---



by Shelley Johnson

*What brought you to your current position of Secretary on the OCFA Executive?*

AC: I had been asked before this to be the Salmon Arm Steward but I wanted to focus on my teaching. For the Secretary position I was recruited by Tim Walters and Rod Watkins at a campus social. I have always been interested in labour relations as both my parents are strong unionists. Also, as a term employee I was really impressed with the advice and help I received from both the OCFA Executive and the campus representatives.

*What's your favourite thing about being on OCFA Council and Executive?*

AC: My favourite thing is the debates we have at Executive and Council. We don't all agree so there is a lot of debate but even though we may disagree quite strongly we are all still really friendly and collegial. One thing I really find interesting is listening to someone else's position on something and actually changing my original viewpoint on an issue.

*What did you do before you came to Okanagan College?*

AC: Before I came to Okanagan College I did my graduate degree in 2009 at the University of Toronto. Then I had 2 children in 2 years. My first son was born 2 weeks after I got my thesis into my supervisor. Before that I was a contract archaeologist for Southern Oregon University.

*Favourite book or movie and why?*

AC: Favourite book is Tolkien's *The Hobbit*. I've probably read it 20 times. I love it because Tolkien creates this entire world with its own language, history, races, mythologies and geography. I could get lost in that world.

*The most embarrassing thing you ever did as a young adult?*

AC: In my first job at 15 years old I dropped a cake on someone. It was an older gentleman, there with his family to celebrate his birthday and I dropped his cake on him, on his birthday. I was so embarrassed but he was a real gentleman about it.



*Favourite quote ever?*

AC: My favourite quote is by Ruby Smith Diaz, who is a Canadian social justice activist and community organizer:

*One fact about you that our members might be surprised to know*

AC: My original career goal was to be a costume designer. I moved to Oregon to take costume design and I volunteered in some drama productions of Shakespeare. I found the experience of working with the directors to be terrible and so I enrolled in archaeology instead.

## Report from your Status of Women Representative

---

This year has been very exciting, for status of women co-sponsored some important guest visits to the Okanagan. With Elizabeth Fry, we hosted Jackson Katz's visit to the Kelowna Campus theatre (October 7<sup>th</sup>, 2015). Katz is a well-known anti-violence educator from the United States. In conjunction with Human Rights and International Solidarity, OCFA helped defray the costs for the Certified Organic Associations of B.C. who invited Vandana Shiva, scholar, feminist and anti-globalization and environmental activist, for sold out talks in Vernon (February 26 and 28, 2016.)

The Status of Women committee has been sharing information on recent academic studies

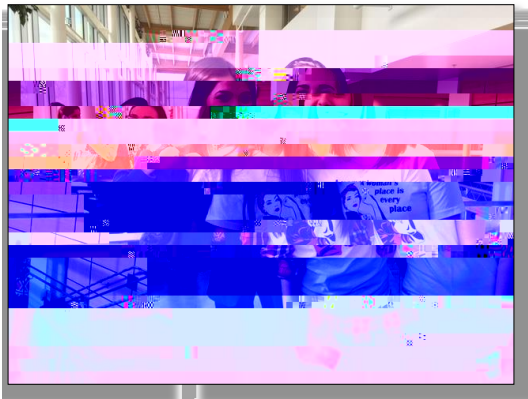
audience regarding what faculty associations can do to fight our corporatized managerial intuitions.

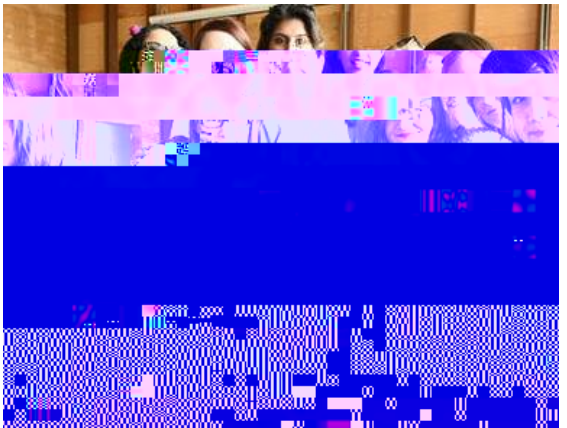
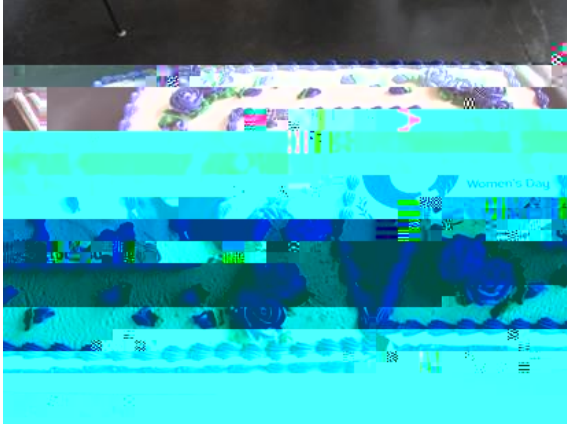
International Women's Day events were held at each of the four campuses. In Kelowna, we had a great deal of fun with Okanagan College Student's Union. We assembled in front of the library in the Centre for Learning. A special

shout out to the OCSU's Delaney Sullivan and friends for a great event – with cupcakes! (See photos of these successful events below).

In Solidarity,

Ann McKinnon  
Status of Women Representative









have had several meetings in person and

# OCFA Submission Regarding Budget Feedback 2016-2017

---

To Roy Daykin and the Okanagan College Board of Governors:

I was asked earlier in this process to speak with our members in order to provide feedback and suggestions for the 2016-2017 budget. I sent out a general request to all faculty about a month ago, and have also spoken about this with our Association Council and Executive. During this consultation process, numerous ideas were raised again and again, and so the following proposals reflect the suggestions that surfaced most often:

1. Once again, we ask that the budget committee undertake a review of the size of the college's management team in comparison to those of other institutions: this is easily done, and necessary. We have for several years suggested that one place the college should be looking to save money is through reductions to the growing size of its management team. Over the past few years we have seen a pattern of reduced funding, increased tuition, and layoffs, but a discordant growth in the number of management positions, including an entirely new Director level position of dubious value and (for the first time) multiple Associate Deans in every academic portfolio. When I polled my membership for proposed budget saving ideas, undoing the recent proliferation of managers was the number one suggestion by a huge margin,

and this is not a misperception on the part of my colleagues. The Federation of Post-Secondary Educators (FPSE), who maps this trend across the sector annually, have identified Okanagan College as having the highest proportion of administrators of any institution in the sector relative to our number of students and faculty. It is hard to honestly argue that we have no choice but to raise tuition fees and layoff support staff while simultaneously expanding the size of the leadership team year after year.

The Director of the ILT position in particular was cited as the least necessary. Since we hired a manager to take charge of the ILT, it has become demonstrably less relevant, several of the ILT fellows have resigned as a result, and while we understand that a consultation process is well underway regarding its future, faculty have not even been asked to participate. This reflects the transformation of a minimally-resourced, instructor-driven initiative into an expensive, managerialist program which lacks any discernible value or sense of purpose, and now seems disinterested in, and has lost credibility with, faculty.

2. We believe the college needs to seriously reconsider its current marketing efforts, which are terribly out of step with sectoral norms, technologically antiquated, and appear grounded in an understanding of the economic context of our institution that is no longer relevant. Given the increasingly aggressive expansion of our primary regional competition for students (UBCO and TRU) it is no longer possible for us to continue to flourish without a Marketing department, which is a highly unusual absence for an institution of our size. A member of the college's leadership team told me that TRU spends more on marketing in a day than OC does in a year. The entire annual marketing budget for my home campus is \$6000, less than \$17 per day. Outside of the Business department, which practically and academically understands the importance of investment in this area and is growing as a result of their coordinated efforts on this front, the college currently provides virtually no leadership, resources, or strategic direction in this regard. Marketing is a specialized discipline requiring expertise and resourcing: at the minute, we are simply choosing not to commit ourselves to this work, which will eventually lead us to ruin. My members know that we are an exceptional college, but it is difficult to transform either lives or communities if we aren't giving people any reason to enter the college in the first place. Our competition is frankly light years ahead of us in this increasingly crucial regard because they appreciate

that it is necessary in ways we seem not to. This proposal is not incompatible with the previous one: we believe that investment in the creation of a Marketing department will more than pay for itself in increased student enrolments, as is the case in the School of Business (and mo0102018C5011E01





# Report from your Chief Steward and CARC

disq

The final grievance, and our first of 2016,  
grieved the Workload Reduction Not

