

# focus trent

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## in the news



In a January 8 *Globe and Mail* column by John Fraser head-lined *Lessons learned out of school – far, far out of school*, the efforts and “quick work” of Trent personnel under the direction of Prof. Michael Allcott in response to the tsunami were highlighted. Nineteen students were studying in Thailand as part of the Native Studies program and within days, they had all been accounted for (more on the tsunami inside). Mr. Fraser goes on to mention the Trent-In-Ghana and Trent-In-Ecuador programs and states “Trent runs one of the most successful study-abroad programs of any university in North America.”



In the December edition of *University Affairs*, Physics Prof. Rachel Wortis, and her father, Michael Wortis, professor emeritus of physics at Simon Fraser University, are among those profiled in the article *Academic dynasties*. The article looks at those who have followed in their parents' professorial footsteps.

In mid-November's *Envirobits* column in the *Toronto Star*, Tom Hutchinson, professor emeritus of biology is noted as the co-author of a research report in the *Canadian Journal of Zoology*. The study showed that locations with “moderate” human disturbance had more abundant and diverse butterflies. ☺

# who are nature's experts?

*Prof. Stephen Bocking's newest book examines the question*

POLITICIANS AND GOVERNMENT decision-makers, scientists, humanities and social science scholars, along with those working with environmental organizations, will find significance in *Nature's Experts: science, politics, and the environment*.

And so will ordinary people.

The book's author, Trent University's Dr. Stephen Bocking, associate professor in the Environmental and Resource Studies program, examines how scientific knowledge is used to make decisions about the environment. And he's quick to point out that we're all decision-makers.

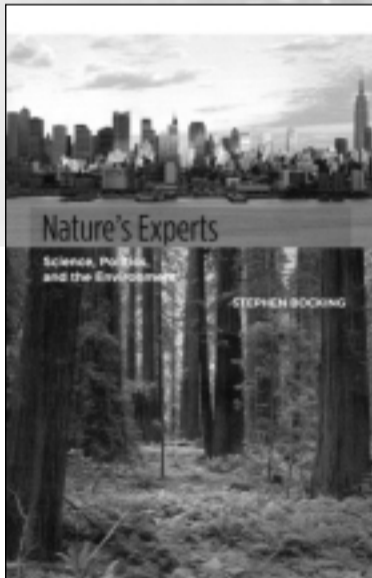
“People, generally, even if they aren't aware of it, use knowledge that science has provided us,” says Prof. Bocking. “We all have some connection with environmental science, which is what makes us all decision-makers.”

The importance of “ordinary people” as decision-makers is central to the conclusions Prof. Bocking has reached in *Nature's Experts*. The book, released by Rutgers University Press late last year, is about science in environmental politics: how it contributes to resolving environmental problems; and how, frequently enough, its contribution is ineffective or heedless of people's concerns.

Prof. Bocking illustrates through practical examples and case studies that science must satisfy two criteria for it to be useful in environmental policy making. Firstly, he says, science has to be relevant to people's concerns and be seen as credible. By listening to and gathering information from the individuals involved, this can be achieved. For example, Prof. Bocking

explains that, while much testing for toxic and hazardous material was done in downtown Manhattan following the September 11 attacks, there was little or no discussion of the potential risks with the people who live there.

“The science needed to be guided by the people who live there,” he says. “People need to feel that those giving the advice have listened to them. Advice is ineffective if people don't feel



they were listened to in the first place.”

Secondly, science has to be democratic, with significant public funding, and scientific information and scientists accessible and available to all, says Prof. Bocking.

“Science has to be...seen as consistent with democratic values



Prof. Stephen Bocking

*The cover of Nature's Experts was designed by Trent graduate student William Knight.*

– not under the control of certain interest groups,” says Prof. Bocking, noting the current concern that corporations are shaping the debate over genetically engineered agricultural crops.

Many of the topics Prof. Bocking writes about in *Nature's Experts* were first discussed with his students, in the environmental science and politics course he has taught at Trent since 1996. Like the course, which he strives to make relevant to both humanities and science students, the book is

written accessibly and looks at controversial issues including climate change, and fisheries and forestry management. In an upcoming issue of the American academic news publication *Chronicle of Higher Education*, an excerpt of the book will be published.

*Nature's Experts* follows Prof. Bocking's *Biodiversity in Canada: Ecology, ideas, and action*, published in 2000. His current research includes a study of the history of environmental science in northern Canada, a study of the environmental history of Toronto and a study of the science and politics of land use controversies on the Oak Ridges Moraine. ☺

**“More than perhaps any other political issue, the environment is defined in terms of the search for, and arguments over, the “facts” about nature.”**

– Chapter 1, *Nature's Experts*



# teaching Canadian literature in the U.S.

## Prof. Michael Peterman returns to his alma mater to teach

MARGARET ATWOOD has said the 49th parallel is the longest one-way mirror in the world.

"I'll be working on that premise," says Dr. Michael Peterman of Trent's Department of English Literature, who will be teaching Canadian literature to

students in the U.S. at Princeton University this winter.

He says that, while the assumption that Americans don't see Canadians very clearly is only just that, he'll be exploring the sentiment with the students as they learn about Ms. Atwood's strong Canadian perspective. In Prof. Peterman's course, the students will be reading *Surfacing* and *Cat's Eye*, among other novels by Ms. Atwood and Robertson Davies. They will start the course by reading Susanna Moodie.

"What I want them to know is that she (Ms. Atwood) is so quintessentially Canadian and Ontarian," says Prof. Peterman, who completed his undergraduate degree at Princeton in 1966. "It's going to be interesting to measure and consider their responses."

He'll return to his alma mater as the recipient of the Pathy Visiting Professorship in Canadian Studies. Prof. Peterman is the fifth Canadian academic to hold the position,

awarded as part of an annual competition conducted by the Canadian Studies Program. He'll spend the second term of 2004/05 at Princeton while on sabbatical from Trent.

The Pathy Visiting Professorship was given to Princeton by Ladi Pathy of Montreal as part of an attempt, spear-headed by Eric Molson, also of Montreal, to raise funds to support the study of Canada at the New Jersey University.

libraries of New York City and the Library of Congress. He is currently working on the writings of Isabella Valancy Crawford and a biography of Peterborough journalist James McCarroll.

Along with a colleague from York University, Prof. Peterman has edited a previously unknown Canadian novel published by Ms. Crawford. Broadview Press will publish the novel in 2005.

Meanwhile, Prof. Peterman has been spending a great deal of

**Dr. Michael Peterman of Trent's Department of English Literature will return to his alma mater as the recipient of the Pathy Visiting Professorship in Canadian Studies.**

Starting in February, Prof. Peterman will teach the course on Ms. Atwood and Mr. Davies and will also help to bring Canadian visitors to the campus, take part in various Canadian Studies committees, and participate in related activities at the University. Already, he has arranged for Jane Urquhart to be among the Canadian visitors.

Delighted to be heading back to Princeton, Prof. Peterman will continue his own research at Princeton's Firestone Library and have ready access to the

time "sleuthing" in the archives, researching the life of Mr. McCarroll, which he says, cuts across 19th century life in Canada and the U.S. Mr. McCarroll started the *Peterborough Chronicle* in 1843, which later became *The Examiner*. A friend to Susanna Moodie and Catharine Parr Traill – longtime interests of Prof. Peterman – Mr. McCarroll was a humorist, inventor, poet, musician, music reviewer, and also worked for the Canadian customs department. ☺

# Zimbabwe bound

WHILE FOURTH-YEAR Trent/Fleming Nursing student Barb Longland is heading into her individual practice placement with both eyes open, she knows there will be times when she'll have to look away.

"I know I'm going to see some ethical issues and dilemmas that will be sickening," says Ms. Longland, who will depart for the Salvation Army's Howard Hospital in Zimbabwe on January 17.

There, she will fulfill the consolidation component of the program through the Jewish humanitarian relief organization Ve'ahavta. An aspiring labour and delivery or neonatal intensive care nurse, Ms. Longland first learned about Howard Hospital at a Peterborough Aids Resource Network (PARN) lecture last January. There, she heard a physician speak of the results of his recent research project; he and several other researchers found that four dollars worth of anti-retroviral medication would prevent the spread of HIV from mothers to their newborn babies by 80 per cent. Little did Ms.

Longland know, the lecture would change her life.

"I thought, 'I have to do something,'" she says, adding that each year in Zimbabwe, 500,000 children are born HIV positive. In contrast, in Ontario, every two years, 1.5 children are born HIV positive.

Ms. Longland spearheaded the *Have a Heart Campaign*, asking for donations to go toward the prevention of HIV/AIDS transmission in Africa. Along with other third-year nursing students, she raised \$1,300 for the Howard Hospital, which has an annual budget of \$45,000 Canadian.

"I wanted to give us an international focus, we don't have that yet – as a new program," she says. "I wanted us to have a focus beyond ourselves, beyond Peterborough. I was hoping it would make people realize how fortunate we are here."

And since the campaign, Ms. Longland's connection to the cause has deepened. She and her sister Betty Anne Paul, an operating room nurse in the U.S., will travel together to work as volunteers among the nurses at

Howard Hospital, 50 per cent of whom have AIDS. The sisters are taking as many medical supplies as they can collect and carry, including chewable vitamins – 10 of which can prevent blindness in a child. They'll also have anti-retroviral kits for their own use, should they come into contact with blood or bodily fluid.

While Ms. Longland expects to be working closely with Toronto-trained obstetrician/gynecologist Dr. Paul Thistle, she doesn't know exactly what to expect.

"If nothing else, I can clean walls and scrub floors. Sometimes, you just need the people," she says.

In this 145-bed hospital, each day between nine and 11 people die of AIDS and Ms. Longland is quite certain she'll be holding some of their hands.

"I couldn't ask for a better learning experience," says the 46-year-old mother of seven. "I just feel like this is something we're supposed to be doing."

Ms. Longland is gearing up for the realities she knows she'll encounter in Zimbabwe – a diet primarily based on corn and rice,



Barb Longland

an often unpredictable political climate, orphaned children, pervasive poverty and living conditions much sparser than those she is used to.

"It's not brave, it's compelling. I feel compelled to do it," she says. "I want to learn more about their culture and have a better understanding that only comes with first-hand experience."

Ms. Longland is among the 64 Trent/Fleming Nursing students who will start their individual practice placements this month.

The Trent-Fleming Nursing Program is an integrated, collaborative four-year program leading to a Bachelor of Science in Nursing (B.Sc.N.) degree. Courses in the program are delivered at Trent and at Peterborough's Fleming College. ☺



# Trent responds with help and hope for tsunami victims

The world is responding to the disaster in Asia. As citizens of the world, we've all been affected to varying degrees. The Trent University community is no exception. In the days following the tsunami, immediate priority was given to ensuring the safety of the 19 students on the Thailand Year Abroad Program. Once all were accounted for, Trent's efforts turned toward recovery and relief. There have been opportunities to share information, to grieve and remember together, as well as fund raise. This will continue in the coming weeks and months, as the Trent community mourns and responds.

## Students Safe

The Trent community has quickly moved ahead in its remembrance and relief efforts, and has a great deal to be thankful for. As early as December 28, it was learned that the 19 students studying in Thailand and neighbouring countries were safe. The students are enrolled in the Native Studies' Thailand Year Abroad Program which is based in Chiang Mai. Most are Trent students, while several participate in the program through the cooperation of other Canadian universities.

Though studying in northern Thailand, students were on holiday and some were vacationing in the coastal areas. One of them was Melanie Wright, who was with five fellow students in southern Thailand in one of the hardest hit coastal areas close to Krabi. In fact, Ms. Wright was with two of her fellow students and their parents in a longtail boat heading to Phi Phi Island when the waves came crashing in, says her mother, Nancy Wright.

The boat went up and over two waves and upon witnessing their aftermath, the driver turned the boat around, heading back to the resort. After a tumultuous ride and what seemed like more than an hour of trying to dock, the driver jammed the boat up onto the beach, saving his passengers from dangerous waters. They ran to the top of a hill behind their resort, where they waited with about 1,000 others for 15 hours. Ms. Wright was able to connect with her family via cell phone from Thailand Christmas night - only half an hour after getting out of the boat. By December 29, she had returned home to Montreal.

"This was life-changing for pretty well everybody. I don't think you get that close to death and that surrounded by death and then get that lucky without it profoundly affecting you," says Mrs. Wright, of her daughter's experience, adding she is doing remarkably well and will likely return to Thailand mid-January.

Parents had much communication with Trent administrators. Over the Christmas holiday, Mrs. Wright spoke to President Bonnie Patterson, Trent International Program Director Michael Allcott and Prof. and Past President Leonard Conolly.

"By early on the 26th, Trent was on the case," says Mrs. Wright. "We are totally blown away by the support we, and our daughter, have received - very thoughtful, very caring, very flexible, very wise...There's obviously real care, and concern to do what's best for the students."

Prof. Allcott, along with Brenda O'Toole of the Native Studies department spent much of their Christmas vacation working to confirm and then communicate the safety of the students. In a January 8 *Globe and Mail* column by John Fraser headlined *Lessons learned out of school - far, far out of school*, their efforts were lauded.

"...Thanks to an efficient university's quick work under the direction of Professor Michael Allcott, director of the Trent International Program, all the students have been accounted for, to the immense relief of parents and friends. It will turn out to be a year abroad these students will never forget, even if the primary lessons had more to do with life learned in the classroom," the article states.

Prof. Allcott is quick to point out that Trent's response was truly a team effort.

## Grief Counselling

Also behind the scenes during those first crucial days, was Trent's co-ordinator of counselling services Stewart Engelberg. He was quick to assist and to let those involved know of the advantages of early intervention counselling. He explains that intervention within 72 hours is known to decrease the long-term effect of post-traumatic stress disorder.

The Trent Counselling Centre offers support to all students, but at this time especially encourages those who have been personally affected by the disaster to come forward.

"Grief issues come into play when there is loss of life, property or community integrity and in this case, there is all three," says Mr. Engelberg.

Starting on January 20 from 7 to 8:30 p.m., the Counselling Centre will offer a workshop series on coming to terms with death titled *Never The Same* with Brian Nichols, an expressive art therapist. The sessions are open to all students and will take place on the lower level of Peter



Adrian Samarasekare's uncle, Titus Peries in the aftermath of the tsunami in Sri Lanka.

Gzowski College in the Native Studies Gathering Space. This introductory session will be followed by a four-session ongoing group ending February 17. Participants will learn more about their personal grief experiences with a focus on reducing the risk of unresolved grief and increasing the opportunity for healthy grief outcomes. For further information on the series and Counselling Centre services, call 748-1386.

## Helping from here

For two excruciating days following the tsunami, third-year Business Administration student Adrian Samarasekare tried to contact his mother in Sri Lanka.

As images of the deadly disaster flashed in front of him, Mr. Samarasekare feared the worst. His mother is a chocolate chef at a resort near the eastern coast, and he worried that she had been at work as the waves rose up from the ocean. But late on December 27, he was able to reach his mother and learn that she, along with his two uncles, were safe.

"She was okay, and I thought 'thank God she's alright'," says Mr. Samarasekare, adding his mother was off work for Christmas and at her home in Colombo, the country's capital.

But as the death toll in Sri Lanka rises - more than 30,000 people have died there - Mr. Samarasekare continues to receive reports from home. Most of them are dismal; many of them are devastating. Most recently, Mr. Samarasekare learned of the death of two dear friends - brothers - and their father. Their mother is the only surviving family member.

"Most of my friends and our family friends are displaced - they lost their properties, they lost everything. Some are missing, some are found," says Mr. Samarasekare. "I would love to go and help them, but at the moment, I can only do something from here."

## World Affairs Colloquium

Mr. Samarasekare was among the speakers at a special World Affairs Colloquium on January 14, titled, *"Grief, Relief and Sustainable Development: the Trent Community Responds to the Southeast Asia Disaster"*.

## Adrian Samarasekare

The colloquium was an opportunity for the Trent community to come together to discuss responses to the earthquake and tsunami. Panel speakers included Brian Nichols, psychotherapist and specialist in grief and trauma counselling, Hospice Peterborough, Professor Derek Hall of the International Development Studies program, representatives from aid agencies and other students from affected countries.

## Fundraising

Mr. Samarasekare is also taking part in fundraising for the World University Service of Canada's (WUSC) project in Sri Lanka. The fundraising is being spearheaded by the Trent International Program and it is hoped that the Trent University community will come together to make a significant contribution.

Dilini Herat, a business administration student from Sri Lanka, is also assisting in the fundraising effort. While her home was unaffected, her uncle is missing and there has been no word on his whereabouts since his disappearance on December 26. He became separated from his wife and children when their hotel room was engulfed by waves.

WUSC has been educating women and young people in Sri Lanka since 1989, in an effort to develop the country's knowledge and expertise in carpentry, masonry, welding and other building skills that will be crucial to its recovery. WUSC Executive Director Paul Davidson, a Trent alumnus, is calling on Canadian university campuses to, in tandem with supporting emergency relief operations, put their considered energies behind long-term projects like that of the WUSC.

To donate online, visit <http://www.wusc.ca/welcome> or to donate in-person, visit the TIP Office in Champlain College, call 748-1314 or e-mail [tip@trentu.ca](mailto:tip@trentu.ca).

Another fundraising effort on campus is being spearheaded by the student Red Cross Society. In partnership with the Peterborough Branch of the Canadian Red Cross, the group is collecting donations

from students, staff, faculty and visitors to the campus. Fifteen donation boxes have been distributed on the Symons Campus and are expected to be in place until approximately mid-January, says Gabriel Chol, third-year computer science and math student. Students, faculty and staff are encouraged to provide their financial support through a donation.

## Remembrance

On Thursday, January 13 at 10 a.m., the Trent community gathered for a memorial service in remembrance of the victims of the disaster in Asia. This special service was organized by the Religious Affairs Committee and the Office of the Chaplain, and took place at the Great Hall, Champlain College.

The flag atop the Bata Library at Trent has also been flying at half-mast to recognize the victims of the tsunami. ☺

## UPCOMING EVENTS

**Jan. 18:** CBC's Bob McDonald presents "Science as I've seen it!" 6:30 p.m., Wenjack Theatre

**Jan. 19:** Trent/Fleming Joint GIS Program Info Session, 7 p.m., ESB C205

**Jan. 20:** Rooke Lecture - Freak Out: the 1960's musical avant-garde revisited, 7:30 p.m. Ptbo. Public Library

**Jan. 25:** Senate, 2 p.m., AJM Smith Rm, Bata Library

**Jan. 27:** K.E. Kidd Lecture Series, Mr. James Hunter, 2 pm, Peter Gzowski College, Rm 108

**Jan. 28:** Health Studies Day, visit [www.trentu.ca/ihs](http://www.trentu.ca/ihs), 10 a.m. - 4 p.m.

**Jan 30-31:** Tapscott-Lopes Business and Society Lecture Series, Mr. Joel Bakan, Film showing, Jan. 30, 5 p.m., Wenjack Theatre; Lecture and book signing, Jan. 31, 7:30 p.m., Performance Space, Gzowski College. ☺





Trent Talks Trails

Trent University is among the organizations being represented on a newly created Government of Ontario Minister's Advisory Committee on Trails. The 19-member committee will provide advice on the development of an Ontario Trails Strategy, Tourism and Recreation Minister Jim Bradley announced in December.

Professor Emeritus John Marsh, director of Trent's Trail Studies Unit, has been asked to sit on the committee, whose members will provide expertise and attend consultation sessions in their communities. The committee will provide advice on key trail issues, such as economic sustainability, landowner concerns, safety, road rights-of-way, active living, environmental and cultural heritage impacts, and opportunities, and tourism development potential.

Trent's Trail Studies Unit, established in 1992, has been recognized internationally and as the official resource centre of the Ontario Trails Council. It operates a resource centre, researches and consults, plans courses and conferences and produces interpretation materials. The Unit is located in room ESC B204 and is staffed and open for use during the academic term from Monday through Thursday. The Unit employs two students and many of its resources are available at [www.trentu.ca/trailstudies](http://www.trentu.ca/trailstudies)

### Librarian Recognized by OCUL

Trent University is pleased to have learned that the Ontario Council of University Libraries (OCUL) has formally recognized its Systems Librarian, Dave Binkley, for his significant contributions to the advancement of the profession.

Mr. Binkley has been with Trent since 1998, and in his role, is responsible for library systems support and development.

"Dave's contributions locally, provincially and nationally to his profession and the university sector deserve this important recognition. His insight, leadership and thoughtful influence have truly made a difference to both students and faculty," says President Bonnie Patterson. "Trent joins Dave's peers in celebrating and recognizing his extraordinary contributions."

OCUL is a consortium of 20 university libraries, including Trent, in the province of Ontario.

To read the citation, visit <http://www.ocul.on.ca/news/DavidBinkley.doc>

### Peter Gzowski Internship

Trent University students in the final year of an honours program have the opportunity once again this year, to apply for the annual CBC Radio Peter Gzowski internship program. The deadline for applications is February 4.

CBC Radio established the internship program to honour the memory of the late Peter Gzowski and to offer training and broadcast opportunities to eligible final-year students in four participating universities across the country.

An acclaimed broadcaster, author and journalist Peter Gzowski became the eighth Chancellor of Trent in July 1999. The CBC radio host of *Morningside* (1982 to 1997) received an honorary degree from Trent in 1987 for outstanding public service and broadcasting. In 1992, he donated his papers to the Trent Archives because of his affinity for what Trent has come to stand for. Mr. Gzowski's presence lives on at Trent, in the college that bears his name.

For more information, visit [www.trentu.ca/news/daily/041209gzowskiintern.html](http://www.trentu.ca/news/daily/041209gzowskiintern.html) and [www.cbc.ca/gzowskiinternships/](http://www.cbc.ca/gzowskiinternships/)



### Tapscott-Lopes Lecture Series

Joel Bakan, internationally renowned author of *The Corporation: The Pathological Pursuit of Profit and Power* is this year's Tapscott-Lopes Business and Society Lecture Series speaker.

Have corporations changed from 150 years ago? Have they become today's dominant institutions? Can we control corporations and their impact on our lives?

*The Corporation* is Joel Bakan's darkly amusing account of the corporation's evolution as a legal "person." The best-selling book and the award-winning documentary have swept North America and the world with an examination of the powerful entities that increasingly impact our lives. See the film at Trent and, the next evening, join author Joel Bakan for a fascinating lecture, lively discussion and book signing.

Film and lecture are both free and open to the public. [www.trentu.ca/tapscottlopes](http://www.trentu.ca/tapscottlopes)

**Film showing, January 30**  
5 p.m., Wenjack Theatre

**Lecture, January 31**  
7:30 p.m., Performance Space, Gzowski College

### Northern Chair Lecture Series

Trent's Northern and Polar Studies Committee and Frost Centre for Canadian and Native Studies will welcome alumnus Dr. Peter T. Doran from the University of Illinois at Chicago for the 2004-05 Northern Chair Lecture Series, *Environments on the Edge: Antarctic in a Changing World*.

The lecture series takes place January 18, 20 and 25. All lectures start at 7:30 p.m. in the Bata Library Film Theatre and are open to the public. Admission is free of charge.

"This year's Northern Chair Lecture Series contrasts the Earth's two polar regions and places them within the context of our changing planet," says Prof. Peter Lafleur, chair of the Northern and Polar Studies

Committee at Trent. "It is particularly timely in view of the recently released Arctic Climate Impacts Assessment report, which details present and expected changes to the social, biological and physical components of the Arctic environment as a result of the unrelenting assault from climatic change. Dr. Doran's lectures will draw on over 12 years of research experience in both Arctic and Antarctic environments. I think the audience is in for a real treat."

**Lecture \*1, January 18**

Polar bears don't eat penguins: the Arctic and Antarctic Environments Compared

**Lecture \*2, January 20**

Canadian Geographers in Antarctica: A Century of Science

**Lecture \*3, January 25**

Antarctica as an Extreme Environment and Extraterrestrial Analog

### Fall Athletics

The 2004 fall semester was a successful one for Trent Excalibur. The following are the season's highlights.

- The women's rugby team finished the preseason undefeated and was poised to make a run at the OUA playoffs. The team finished in third place in the OUA Russell Division and had the second-highest number of players named to the OUA All-Star team in Catherine Bucknam, Sara Pieper, Melissa Bennett, and Lori McAvoy.
- Peter Van Rooijen won the heavyweight singles at the Head of the Trent rowing regatta and the following month, earned a gold medal in the men's heavyweight single at the Canadian University Rowing Championships in Montreal, Quebec.
- At the OUA Rowing Championships, the women's heavyweight eight finished in second place, and Mike Vanderpost was named the OUA Novice Rowing Coach of the Year.
- The Cross Country season saw Peterborough native, Lee Appleby finish in 20th place at the OUA Championships.
- The swim team's Scott Farrow set a new OUA Divisional record in the 50m fly. He is currently first in the Canadian university rankings, while teammate Alex Babaris is ranked fifth in the 50m fly and ninth in the 100m fly.
- The women's volleyball team currently sits in third place in the East, while new comer Laura Lynch is in fifth place in the East in points per game.

### Trent contemplates its Market Position

What is Trent University known for? What are its strengths? How is it recognized in the community, across the country and around the world? Most universities have certain qualities or programs that set them apart – and that special quality is currently the focus of an important project at Trent.

The University is embarking on an ambitious plan to strengthen its position among universities in the national marketplace. Recognizing that Trent University's previous long-standing tag line "Canada's Outstanding Small University" no longer completely describes Trent in its 40th year and beyond, the Board of Governors has asked for a review of the University's marketing identity, positioning and key messaging.

The process will begin with market research in January and February, beginning with internal questionnaires to the University community to get feedback from all students, faculty and staff. Market research will also encompass prospective students, parents, guidance counselors and opinion leaders nationwide. Questions will focus on strengths and weaknesses and general perceptions of the University to provide directions for future positioning, key messages and recruitment marketing. Later in the process, focus groups will be pulled together to test words and images for a new market position.

New materials based on the research will be ready for the fall recruitment cycle in 2005. ☺



- Trent rugby player and OUA all-star Sarah Pieper was one of 18 athletes honoured at the "Women of Influence Luncheon Series". Ms. Pieper was also among 40 Academic All-Canadians honored at Trent for the 2003-2004 season. ☺