



THE NEXT PAGE

FOR WHAT
YOU'VE GOT
IN MIND.





MESSAGE DE LA DOYENNE

ET APRÈS - NOTRE VISION

M^{ME} JUDITH POTTER – DOYENNE DE L'ÉDUCATION PERMANENTE

Qu'avez-vous en tête ?

Nous posons souvent cette question à nos étudiants éventuels, mais la réflexion s'applique à nous tous. Et elle est particulièrement pertinente maintenant que nous sommes à mi-chemin de notre programme stratégique et entreprenons une nouvelle année. Par conséquent, nous avons choisi le thème de notre vision de l'avenir pour ce numéro.

La vision de notre école? Voir « les vies transformées ». Et nous travaillons avec acharnement pour atteindre cet objectif. Nous avons donc beaucoup à célébrer. En effet, le nombre de nos diplômés dans nos programmes de certificat et de diplôme ne cesse d'augmenter. Nous vous présentons donc la réussite de nos étudiants et les ambitions de nos diplômés. Nous sommes derrière nos professeurs pour les aider à atteindre l'excellence; nous soulignons donc le travail de nos chargés de cours et instructeurs. Nous voulons également mettre au point et offrir des programmes et services innovateurs et rentables. Alors, voici nos nouveaux cours et notre contenu en ligne.

Cela ne nous empêche en rien de nous concentrer sur ce qui vient après. Nos directeurs nous ont donné leurs objectifs pour l'avenir, comme l'expansion de la clientèle nationale et internationale, le recours à de nouvelles technologies et le développement de nos partenariats. Tous ces projets sont en harmonie avec notre plan stratégique de faire de l'École d'éducation permanente le leader de l'éducation permanente à l'université.

À la source de ce plan : notre grande priorité – nos étudiants. Le fil directeur de ce numéro, c'est ce qu'ils ont en tête. En d'autres mots, pour nous l'avenir, c'est aider nos étudiants à atteindre leurs objectifs personnels et professionnels et à réussir dans un monde qui change rapidement – et à continuer de créer un monde où l'on pourra voir « des vies transformées ».

MESSAGE FROM THE DEAN

WHAT'S NEXT - OUR VISION

DR. JUDITH POTTER – DEAN OF CONTINUING STUDIES

What Do You Have In Mind?

It's a question we often ask our potential students, but this exercise in self-reflection is applicable to us all. It is especially relevant now, as we are at the midpoint of our strategic plan and starting a new year. As a result, the theme of our latest issue is our vision for the future.

The vision of the School is to see 'lives transformed.' We are continually working in support of our goals, and as a result we have much to celebrate. The number of graduates from our certificate and diploma programs continues to grow, so we're showcasing the success of our students and the ambition of our alumni. We strive to help our teaching staff to excel, so we're highlighting the work of our instructors. We also want to develop and deliver innovative, market-responsive programs and services, so you'll read about our newest courses and online content.

But we're also focused on what's next. Our directors have revealed their goals for the future, such as expanding our domestic and international client bases, implementing new technologies, and expanding our partnerships. All of these initiatives align with our strategic plan: to position the School of Continuing Studies as a leader in the field of university continuing education.

It all comes back to our primary priority, our students. Throughout this issue, the common thread is what *they* have in mind. Ultimately, our vision of the future is to help our students realize their personal and professional goals and thrive in a rapidly changing world – and to continue to create a future of 'lives transformed.'



PHOTO CREDIT: RYAN BLAU

SCHOOL OF CONTINUING STUDIES: WHAT'S NEXT?

With the School of Continuing Studies now at the halfway point in its 2013-2017 Strategic Plan, goals and initiatives are top of mind for Dean Judith Potter.

The School has grown considerably over the past five years, with achievements in academic programming, service provision, outreach, and organizational capacity. It has also successfully increased student numbers, teaching staff, and revenue.

“We’ve grown our offerings and grown our numbers, and we’ve come a long way,” says Dean Potter. “I see us continuing along that path, but we’re still being guided by our principal initiatives identified through the strategic plan.”

Chief among them is developing local and international awareness of the School’s programming, which Dean Potter sees as part of “being a good partner with other McGill units. There’s definitely a trend toward internationalization, and our staff has the expertise, because we welcome students from over 80 countries annually. The cornerstone has been our language programs, but we’ve really grown from that. There’s now another cluster coming to us for business-related topics and intensive learning. Our activities in countries such as Saudi Arabia and Mexico have opened us up to new markets, and that’s definitely a strategy that we continue to pursue.”

Another is the School’s focus on innovation. New technology is being rolled out across all units of the school, “benefiting both teachers and

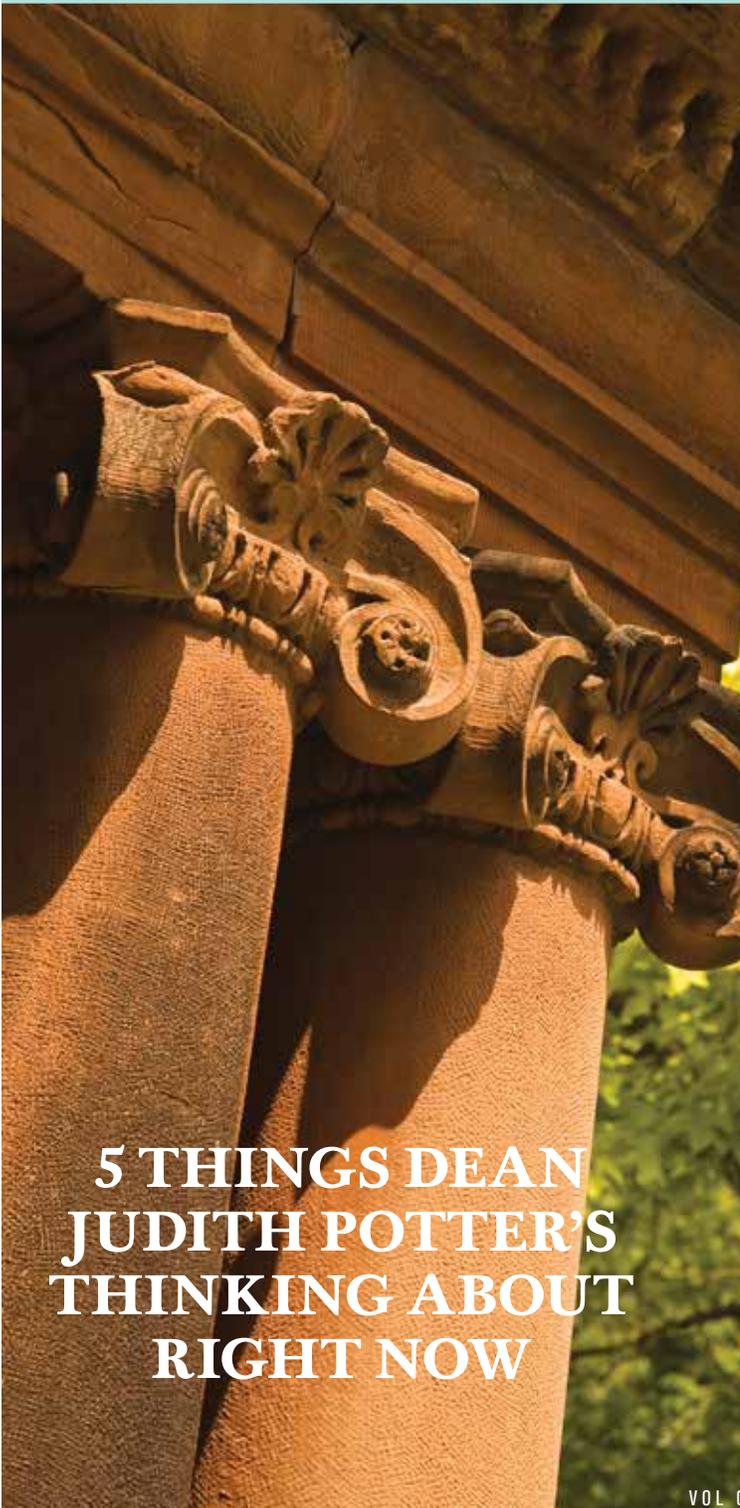
students.” Jean-Paul Remillieux, Director of Instructor Services and Educational Technologies, designed the new 12th-floor computer labs specifically to encourage collaborative learning between students and instructors. Both Translation and Written Communication and the Language and Intercultural Communication units take advantage of the cloud. Career and Professional Development is launching online courses in project management and business management, and the McGill Writing Centre has plans to develop a program in New Media Journalism.

Professional partnerships are also top of mind, domestically as well as worldwide. “Our strategic plan emphasizes reaching out. We want to demonstrate value to our community, the province, and its professional groups to let them know we’re here to work with them.” The School’s new partners include several Montreal museums, the James Bay Cree nation, and universities in South Korea, to name but a few. “The work of Guy Mineau, Director of Faculty Partnerships & Summer Studies, has been very beneficial for McGill University. It’s an example of how the School is making a difference for McGill as a whole.”

Together, all of the School’s units are working to reach these and other principal objectives in the School’s strategic plan. “This is a team effort,” stresses Dean Potter. “We have a professional staff and a vibrant dynamic, and I am confident that we’re on the right track.”



PHOTO CREDIT: MCGILL COMMUNICATIONS & EXTERNAL RELATIONS



5 THINGS DEAN JUDITH POTTER'S THINKING ABOUT RIGHT NOW

1. **Our students**

“What do they need from us? What services can we offer that will help them be successful in the workplace? It’s very important to me that the School is out there serving students, because they’re our primary concern.”

2. **Offering a Degree Program**

“The development of a part-time degree program designed for working adults is very high on my wish list. It’s an important aspect of serving the needs of our clientele.”

3. **La vie en français**

“We definitely want to increase our French language activities, but we want to do more. For example, we’ve recently received seed funding from the provincial government to develop a McGill portal that promotes the University’s French opportunities to the surrounding community.” Spearheaded by Manon Gadbois, Faculty Lecturer and Program Coordinator for the French Part-Time Program, the School of Continuing Studies will serve as the project’s coordinating body, as well as providing content.

4. **Diversifying Delivery Models**

“I’d like to see increased range in our delivery modes. It’s not always convenient to come to McGill for an evening, so we have to adapt the way we deliver our programs to ensure they’re convenient. That includes online programs, hybrid learning, intensive formats... These are some of the things that have come out of who our clientele are and how we can better serve them.”

5. **Location, Location, Location**

“I’d love to situate the School so that it’s more immediately visible to the community. Having Client Services on the 11th floor inhibits our visibility and is not particularly welcoming. Moving the School to the lower floors of the building would give it a higher profile and provide increased access. Changing that kind of interface with the community is something I’d really like to see.”

BUILDING INTERNATIONAL CONNECTIONS

Firas Alhafidh has an office on McGill campus, but an eye on the world. As Director of Language and Intercultural Communication for McGill's School of Continuing Studies, he's been undertaking some major new initiatives as part of the unit's strategic plan.

Communication unit as collaborators within McGill. We're looking to increase our visibility, and we're looking for new regions and potential partners."

That's in addition to the unit's existing international partners, of which there are many. There is a long-term agreement with the Monterrey Institute of Technology and Higher Education (Tec de Monterrey), one of the largest multi-campus universities in Latin America, which has expanded from language courses to include professional development courses and internships.

"We provide them with multiple offerings to meet their needs, and they're coming back to us on a regular basis with more potential collaboration initiatives."

The unit also has "long-standing relations with various universities in Japan that come to us every summer, and we've hosted delegations from Russia, China, and Korea. We are constantly promoting Montreal and McGill as a destination for quality education, and we always look for opportunities to work with other McGill Faculties, such as the Faculty of Medicine and the Faculty of Agricultural and Environmental Sciences." Then there's the ongoing collaboration project in Saudi Arabia, which began three years ago and

has "evolved into us providing know-how in teaching English for post-secondary institutions. We are planning new academic projects," which are on track to be implemented by September 2015. "We start with small projects and then expand to other disciplines. The idea is to develop academic collaboration models with trusted partners on a national and international level."

Dr. Carmen Sicilia, Director of Career and Professional Development, has similar plans. With so many universities encouraging their students to study abroad, her unit has established partnerships with several



"We've done a lot to expand our coverage and branding, both internationally and domestically," says Alhafidh. "It's part of our goal to establish the Language and Intercultural

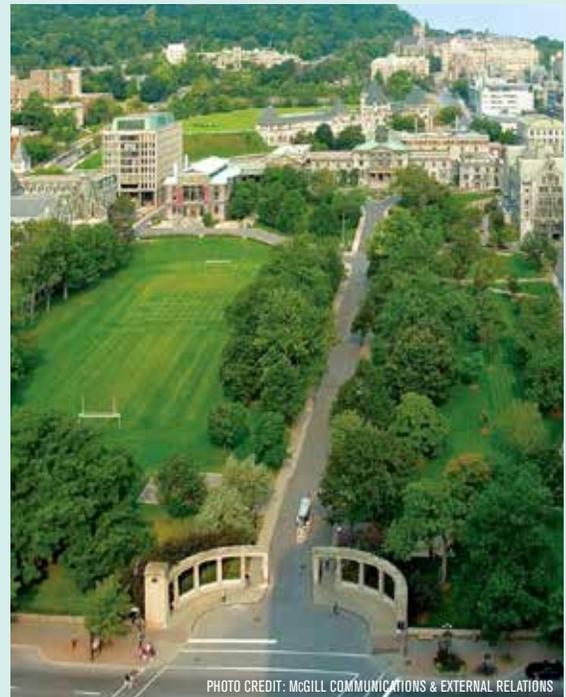


PHOTO CREDIT: MCGILL COMMUNICATIONS & EXTERNAL RELATIONS



foreign institutions. Three high-profile examples are FAPPES (Faculdade Paulista de Pesquisa e Ensino Superior) in Brazil, Tec de Monterrey, which is based in Mexico, and Paris's EBS (European Business School). "Many of these students are taking our credit courses to count towards their master's degree," explains Sicilia. "Management, marketing and communications courses are really popular, and our professional development certificate in digital content and community management is getting a lot of buzz as well."

Another partner is the World Bank Group, which is collaborating with the School on a professional development program for parliamentary staff. Participants from all over the world, many from developing countries, are expected to attend a one-week residency seminar in May 2015.

But the School is also extending its international reach. Airport Law for Managers, a three-day aviation management course

offered in partnership with the ACI (Airport Council International) is typically held on the McGill campus. Next year, however, it will be offered in Abu Dhabi, UAE. "We're definitely targeting an international market," says Sicilia.

As is Dr. Guy Mineau, Director of Faculty Partnerships and Summer Studies. He's building McGill's international reputation through academic programs designed to provide international students with the McGill experience. What initially began as the Summer Session initiative has now expanded to include fall and winter activities, and the unit is actively "looking for ways to develop relationships



with other universities, either for short periods, a full semester, or a full year".

All three directors have a similar vision for the future of the School of Continuing Studies. "We want to be seen as the institution to work with for high-quality academic programming," says Alhafidh, "both in Montreal, and abroad."

EMBRACING TECHNOLOGY



PHOTO CREDIT: SHERYL CISZEWSKI

Jean-Paul Remillieux became the School's Director of Instructor Services and Educational Technologies four years ago, and since then there have been a number of technical innovations. Major changes include new state-of-the-art equipment, an increase in online course offerings, as well as new programs aimed at preparing students for careers in the digital workforce.

"We're not so much focused on the technology as we are focused on learning, and that's what's really new," says Remillieux. "We have a lot of adult learners, and they're busy. So when they come here, we want to give them real value."

As a result, the new computer labs were designed specifically to encourage student engagement. Laptops, rolling podiums, and wireless keyboards encourage both learners

and instructors to collaborate and engage in active learning as much as possible. "We'd like to avoid people coming here just to listen to someone," says Remillieux, "because you can do that on a screen."

Yet even that simple premise is getting more sophisticated. While instructor lectures are often the focus of online learning, Remillieux admits "it can be pretty dull." As a result, traditional content is being complemented with interactive videos, multiple-choice quizzes and live audio recordings. One course was set up as a graphic novel, allowing viewers to flip the pages on the screen. Despite their diversity, all have the same objective: what's the best way to help students learn?

Remillieux is applying that method to a number of current projects: he's

producing online material for Language and Intercultural Education's Health Canada project, providing complementary content for an upcoming PACE (Personal and Cultural Enrichment) session, as well as creating online courses for Career and Professional Development. Dr. Carmen *(continued on page 22)*



PHOTO CREDIT: SHERYL GOSWAMI

5 THINGS I'VE GOT IN MIND

DR. JAMES ARCHIBALD

ASSOCIATE DEAN /
DIRECTOR OF TRANSLATION AND
WRITTEN COMMUNICATION

1. **The Global Marketplace**

“The industry is becoming increasingly international; we have to look at the competitiveness of Canadian translators from that perspective.”

2. **The Fourth Dimension**

Although Translation and Written Communication currently offers courses in three languages, Archibald would like to add more, perhaps “Italian, Arabic, Portuguese, or Chinese.”

3. **Hitting the Stacks**

The unit has an on-going partnership with McGill’s Humanities and Social Sciences Library, which has increased both its paper and virtual holdings in translation studies. It’s also made its updated Translation Study Guide available to students online.

4. **Embracing Technology**

Computers help translators increase their output and revenue; Archibald would like to see the unit get a dedicated computer lab.

5. **International Colloquium: Translation Studies and Geopolitics**

Registration is now open for this multi-national event scheduled to take place in April.

INSTRUCTOR PROFILE:

MICHAEL LEO DONOVAN



As an instructor at the McGill Writing Centre, Michael Leo Donovan checks all the boxes: a graduate of the University of Southern California's acclaimed Master of Professional Writing program, extensive experience as an author, scriptwriter, and story editor, and an obvious passion for teaching. But when the course you're leading is *Introduction to Scriptwriting for Television and Film*, a little street cred doesn't hurt, and Donovan has it in spades.

The Montreal native began his career with a single episode of *Night Heat*, the first Canadian television series to air on an American network. Since then, he's worked on everything from animated television to live-action film and online video games. After 300 produced scripts and several awards to his name, he is now producer, creator, and host of *Montreal Street Signs*, a Bell Media web series exploring the history of the city's thoroughfares. As a result, he has first-hand experience working with the industry's latest technologies.

"Access to the internet has changed the game forever," says Donovan. "You can produce a film in your basement and get it in front of a worldwide audience instantly; no producers, networks, or contracts binding you to someone else's vision. It's instant intimacy between you and millions of new friends."

But while the industry has changed, the role of the screenwriter has not. "Scriptwriting isn't a magic trick. It's the result of hard work, no different from many other worthwhile endeavors." Donovan advises all of his students to "know your audience, and come at it hard. Embrace your demographic with every word in your script."

"Michael is someone who really cares about his students' success, and they adore him," says Dr. Sue Laver, Director of the McGill Writing Centre. "He's already very

accomplished, and when they see him take on something like *Montreal Street Signs*, it opens them up to all sorts of new ideas and possibilities. He imparts his experience from every project he's involved in, so students are learning first-hand from someone who is tremendously active in the field."

As an instructor Donovan enjoys "exposing students to their best creative selves, then watching classmates celebrate each other. I strive to make the classroom a safe, happy place."

Donovan notes that the web series has made him a better teacher, a better father (his two children, Kayleigh and Matthew, both make appearances), and has positively impacted his professional career. "Writing is a solitary profession, so suddenly finding myself in the public eye has been a shock," says Donovan. "But it doesn't hurt to have a professional presence that can be verified on the web, because it proves you can make it from here."

DR. CARMEN SICILIA

DIRECTOR OF CAREER &
PROFESSIONAL DEVELOPMENT

1. **Think Small**

Although the unit offers one and two-day courses and workshops, Sicilia wants go even shorter, offering 'mini modules' that can be taught in a few hours.

2. **New Partnerships**

Upcoming courses were developed in cooperation with World Bank and Grand Council of the Crees.

3. **More Online Formats**

"The students love it because they can study from their home or office, and instructors love it because it's interactive."

4. **Summer Studies**

"I'd like to provide full programming for international students who wish to study abroad in the summer months."

5. **Bachelor Degree**

Like Dean Judith Potter, Sicilia would love to offer a part-time degree for adult learners. Also on her wish list? "Our own building" for SCS.



**5 THINGS
I'VE GOT
IN MIND**

ALUMNI PROFILE:

STEVEN SOCCIARELLI



FROM LEFT TO RIGHT: ROBERT ABBOTT, STEVEN SOCCIARELLI, INNA POPOVA

PHOTO CREDIT: PMI

When Comprehensive Project Management graduate Steven Socciarelli was presented with the PMI® (Project Management Institute) 2014 GHMB (Garantie Habitation des Maîtres Bâisseurs) Prize on

November 12, it was a pleasant surprise. After all, the prize recognizes excellence in residential construction, and Socciarelli's project, the C3 Condos Contemporains Cavendish, had finished phase one "almost two years ago." Not only that, the project had initially been "frowned upon by the city, because we were restoring a commercial building for residential use and the zoning was problematic," says Socciarelli. "But it was approved, and since then we've really been embraced by the community. Feedback has been positive. The clients are happy, there were few delays, and it's opened up a whole new dimension to NDG. With the new McGill University Health Centre going up nearby, it's just the first of the area's redevelopment."

Since then, of course, Socciarelli has devoted his efforts to new projects; he is

both Project Manager and Project Director of the 450-unit Pointe Est condos, and is also working on a Laval supermarket and the 400-unit Innova Condos Ahuntsic. All are evidence of the fact that since finishing the Comprehensive Project Management course at McGill's School of Continuing Studies, Socciarelli has been "taking on more complex projects of a much higher calibre."

Socciarelli grew up in Laval, earned a bachelor's degree in Economics, and founded his own finance company before beginning his project management career. Upon deciding to pursue the PMP® (Project Management Professional) certification, his research led him to McGill. "I take care of several companies, and I wanted to broaden my career and my education. I asked around among my colleagues, and McGill came

highly recommended."

The Comprehensive Project Management course, taught by instructor Robert Abbott, "was something I really enjoyed. The instructor was very good, and I really appreciate that

he brought real-life scenarios into the course. There were a lot of group assignments, because in project management you're only as good as your team, and it was a lot of fun to get together."

Socciarelli is already planning to register for Abbott's next course, Business Analysis for Project Managers, as part of his PMP designation. In the meantime, he's simultaneously working on his CFA (Chartered Financial Analyst) certification ("that's for personal achievement more than anything") and hopes to start an MBA this summer, possibly at McGill. For the moment, however, he's focused on the success of his residential projects. The recognition from his fellow PMI members is just a bonus. "Receiving the award was unexpected. But it feels like quite an achievement."



PHOTO CREDIT: SHERILO SEVSKI

5 THINGS I'VE GOT IN MIND

DR. GUY MINEAU

DIRECTOR OF FACULTY PARTNERSHIPS AND SUMMER STUDIES

1. **Going Abroad**

With both students and academic institutions putting increasing emphasis on international experience, McGill is in negotiations to offer programming to schools located in China, America, and the UK.

2. **The WOW Factor**

“Non-McGill students are only here for a short period of time. I want to wow them so they become our ambassadors.”

3. **The Big Picture**

“We’re looking for something sustainable. What courses can we offer that would result in long-term partnerships?”

4. **Becoming Montreal’s Cultural Hub**

“PACE has already partnered with the Musée des Beaux-Arts de Montréal, the McCord, and the Institute de Nouveau Monde. We want to become a hub for the city’s cultural communities.”

5. **The Next Big Thing**

“Right now, we’re talking to 25 different universities about potential programming. If only a few work out, it would be great.”

STUDENT PROFILE:

ENJI GOWAYED



Enji Gowayed just completed the Graduate Diploma in Internet Business Technology at the School of Continuing Studies, and as a result her vision of the future is focused on her career. Classes finished in December and she's now eyeing one of Canada's hottest jobs: mobile application developer. IT World Canada ranked it first among the field's hot positions, with 50,000 new jobs expected to be created in the next four years.

It's a world away from her previous job, which was teaching at the Alexandria Higher Institute of Engineering and Technology in Egypt. The recipient of a Bachelor of Science in Engineering, Gowayed immigrated to Montreal with her husband and was actively seeking a career change. "A friend of mine was doing a fellowship at McGill, and he recommended their courses."

Gowayed chose to enroll in Internet Business Technology, which combines business courses and web theory. "The program

touches on the technical and business parts of the industry, so you get a feeling for both," says Gowayed. "The course material is very up-to-date, and the teachers all work in the industry, so they have practical experience and real-life examples." One of the program's pre-requisites was an introductory programming course, where she discovered a love of programming.

"The Programming Techniques course was really good. I liked it, so I took an extra course, Programming Techniques 2. It provided me with a solid understanding of object-oriented programming that I could build on."

Despite no prior programming experience, she continued developing her skills

and managed to write applications that worked on a mobile phone. Soon, she was working part-time creating mobile applications, first in Android, and then for iOS operating systems. "One of the apps my team and I wrote was a picture-sharing app called XLScreen; we put it on the market for a while to test it out.

Now we've renamed it ShowOff, and I'm working on giving it a new skin. It's almost done and it'll be available really soon."

As will she; Gowayed is actively searching for new job opportunities. "I'm getting a lot of responses, and I already have some interviews. McGill's name really shines on my resume." Her top choices for potential employers include local firms such as 4C Media, Samsao and Valnet, as well as iBwave and Cisco, two international companies with offices in Montreal. "I need to explore what's out there," says Gowayed. "My vision for the future is a fantastic career."

FIRAS ALHAFIDH

DIRECTOR OF LANGUAGE AND INTERCULTURAL COMMUNICATION

1. The Student Experience

Alhafidh embraces new technologies because students love using them. “They’re a motivational tool for our students.”

2. M-learning

The trend of E-learning on a computer has given way to M-learning on a mobile phone. “Not everyone has access to a cyber café, but everyone has a smart phone. Face-to-face contact is irreplaceable in the classroom, but these tools can enhance the learning experience.”

3. ReLANpro

The language-learning software incorporates cloud technology and claims to have “the most teacher-friendly platform.”

4. Health Canada

A new partnership will see the unit handling the online component of English-language training for health care staff throughout Quebec.

5. An Eye on the Future

“My vision is for L&IC to be the Canadian reference for language learning. Both nationally and internationally, our goal is to become the standard in the market.”



PHOTO CREDIT: SHERYL CISZEWSKI

5 THINGS I’VE GOT IN MIND

UNIT PROFILE:

THE MCGILL ASSOCIATION OF CONTINUING EDUCATION STUDENTS



Founded in 1985 by a group of students from what was then known as the Centre for Continuing Education, MACES (the McGill Association of Continuing Education Students) will mark a major milestone in 2015.

To celebrate 30 years of representing the interests of their fellow students, the MACES executive has undertaken a complete rebranding. They've created a new visual identity, and have recently launched a new website. The Association has also revealed a new brand promise: To continuously promote positivity, engagement and harmony for a rewarding academic experience and, consequently, a better community.

"The rebranding was necessary to inject new life into the association," says Anna Gorkova, President of MACES. "We want stronger exposure, and we want to project a dynamic and innovative image using the visual elements our members connect with."

Their new logo, which was created in collaboration with a local design firm, incorporates a stylized version of the open

book that appears in the McGill University crest. It features prominently on the new website, which includes an interactive event calendar and an online reservation system. Students are also able to participate in online discussions and blogs. Together, the Association's new initiatives "represent not only an overhaul of the MACES image, but also internal restructuring," says Darine Bader, MACES' Vice-President of Academic Affairs. "That's reflected in our revision of bylaws and the upcoming administrative elections. We're excited about the new year."

The role of MACES, however, will not change. They will continue to offer students academic support and guidance, assist members in enhancing and expanding their professional networks, and reward academic excellence through scholarships and bursaries. They also collaborate with other McGill societies and provide a warm and relaxed campus space at 3437 Peel Street.

MACES encourages SCS students to enhance their academic and social

experience by getting involved and supporting the organization. All are welcome to use its campus space and attend MACES events, and students are able to provide feedback either through social media, the new website, or directly with a representative. Students can also serve on a MACES or McGill committee, sit on the council that oversees the board of directors, or become a board member. Elections for the board of directors will be held in March 2015, and it's "an excellent opportunity for students to contribute their knowledge and leadership by being part of the association," says Valerie Ndiweni, Chief Operating Officer and Building Director.

Overall, the entire team is eager to see all their new initiatives come together, in addition to welcoming a new wave of MACES student members each semester. Katherine-Marie Albisi, MACES' Vice-President of Communications, promises that "2015 will be an exciting year."

WRITERS: KATHERINE-MARIE ALBISI, DARINE BADER, VALERIE NDIWENI

DR. SUE LAVER

DIRECTOR OF THE MCGILL
WRITING CENTRE

1. New Media Journalism

“The emergence of new technologies has changed the face of journalism quite radically. The born-digital generation is looking for a new kind of journalism program. From one point of view, new technologies mean that pretty much anyone can be a journalist these days, but certain goals and standards remain important: exceptional writing skills is one of them.”

2. More Summer Courses

“I would like to develop a summer writing institute in collaboration with internal and external partners, complete with guest speakers, workshops, and writing studios.”

3. Serving more SCS Students

“One of my major goals is to increase SCS students’ use of the MWC’s tutorial service. We offer the tutorial service on evenings and weekends in large part to accommodate those who are studying while working full-time. We’re also looking at creating workshops that focus on the types of assignments that students in SCS courses are frequently required to write – especially for career-related purposes.”

4. Offering Academic and Professional Writing Courses for Francophones

“We’re often asked whether we plan to offer courses, tutorial services, and workshops for those who write in French. The MWC doesn’t have that mandate at present, but it’s certainly something we will consider as the MWC evolves.”

5. Course Delivery Methods

“At the moment, the MWC doesn’t offer online or hybrid courses, but as long-time users of educational technologies, we embrace the fact that it’s the way of the future. We see the development of non-traditional formats as a priority.



5 THINGS
I'VE GOT
IN MIND



MARIE CHARLES
Diploma in Finance
Dean's Honour List,
Winner of the American
Express Prize in Management
- Finance, awarded on the
basis of overall academic per-
formance to the top student
graduating with the Diploma
in Applied Finance.

"I'm from Port-au-Prince, Haiti, with a background in accounting. Haiti is a small country, and I needed to get a global view of finance, so when I came to Montreal, I entered the diploma program. Next year I'll start the Graduate Certificate in Professional Accounting. My favourite courses were Business Economics with Ken Matziorinis, and Financial Markets and Institutions with Amr Addas. But I enjoyed myself outside of

class too. I met two of my best friends in the course, and I loved the library!

"When I found out I'd won an award I was very surprised, and very proud. I told all my family in Haiti.

"Going back to school is not easy. I met a lot of people who have families and are working and going to school. Sometimes it seems impossible to continue, but it's worth the effort, because when you get your diploma you can enter the job market with confidence."

JOHN MAKSS ELIAS
Diploma in Management:
General
Winner of the Jacob Jonker
Memorial Prize, awarded
on the recommendation of
the Diploma in Management
Program Committee to

recognize the academic
performance of the top stu-
dents graduating with the
Diploma in Management
(General).

"I grew up in Syria, where I earned a Bachelor of Civil Engineering degree. I spent several years in Saudi Arabia and the UAE in executive sales and product management before I moved to Canada. I moved here five years ago and was working before I started my diploma. I considered an MBA but that takes longer and the Diploma in Management is similar; the courses cover broad subjects like accounting, finance, management and strategy, so you can work in any department. I learned a lot and I'll continue taking courses; I'm already thinking about the Graduate

Certificate in International Business.

"When I was notified that I'd won an award I didn't tell my wife for a week, because I wanted to make sure the news was correct! I was extremely happy with the news.

"I was impressed with McGill and I highly recommend it. I liked the atmosphere, the instructors are amazing, and people come from all different backgrounds. Continuing education is very important, and it gives you a competitive advantage that any employer would want to have in their company. I'd advise anyone to keep learning."

CATHERINE MARIE
MURPHY HAGLUND
Diploma in Management,
major in Health Care
Administration
Dean's Honour List
Winner of the Resolute Forest
Products Prize, awarded to a
student obtaining the high-
est academic standing in the
Diploma in Management.

"I kind of grew up all over the place, but I consider Montreal my hometown. I did my undergrad at McGill in psychology, and I was working at McGill admissions before enrolling in the diploma program. I was interested in hospital
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JEAN-PAUL REMILLIEUX

DIRECTOR OF INSTRUCTOR
SERVICES & EDUCATIONAL
TECHNOLOGIES



PHOTO CREDIT: SHERYL CISZEWSKI

5 THINGS I'VE GOT IN MIND

1. The new 12th Floor Computer Labs

“We worked a lot on improving our facilities, and we now have one of the most state-of-the-art teaching labs in Montreal.”

2. The Student Experience

“I want to make sure their time is well spent. I don't want them to travel just to listen to an instructor; they can do that from home. If they come to class, there's a reason for it.”

3. Video

“The use of video educational content for online activities has evolved a lot; it will be a big thing.”

4. Making Teamwork Work

“Right now, we use AdobeConnect for online group work. We're always looking for tools that are as transparent and intuitive as possible.”

5. VideoScribe Software

“It's a presentation tool, and it's amazing. A beautiful product.”

6 THINGS MITCH JOEL IS THINKING ABOUT RIGHT NOW



MITCH JOEL IS PRESIDENT AT MIRUM AGENCY IN MONTREAL.

Mitch Joel is kind of a big deal. The digital marketing expert and frequent adviser to Fortune 500 companies is also a much sought-after public speaker, and last fall he spent an evening on the McGill campus. Joel was a guest in professor Brendan Walsh's Internal Stakeholder Communications class, part of the Graduate Certificate in Public Relations Management at the School.

Part of Joel's job is spotting trends as they're happening. He's not so much interested in big changes as he is in the "little things. They're perpetuating over time, and we just become adjusted to them." Here are a few things he has his eye on right now.

1. **Borrowing, not Buying**

Remember when people owned stacks of CDs and DVDs? Why did that change? Because now we can watch movies on Netflix and stream music on Spotify. And while we're at it, let's borrow a Bixi bike, rent a car2go, and reduce our mobile storage because we can upload everything to the cloud. "It's an era of impermanence, and an era of efficiency," says Joel.

2. **Anonymity on the Internet**

Seems kind of ironic that Facebook just launched an anonymous app, doesn't it? But Rooms is just the latest social app that allows users to remain anonymous; YikYak and Whisper are other examples of this trend Joel has his eye on.

3. **Oreo Cookies**

Oreo is good at Facebook. They must be to get over 38,000,000 likes. But why would a brand put effort into a social media site they don't own, rather than focusing on a website they have full control over? Because a website is a standalone island; instead, the brand went to where the people are.

4. **Insta-business**

Scenario: you want to launch your own business with an online retail site. To make it happen, you need to think about building a website, hiring customer service, processing payments, and driving people to your site. Sounds like a lot of work. But what if you used Instagram as your website, WhatsApp for customer service, and Square to handle payments? That sort of scenario is becoming increasingly common, so much so, that an Insta Business Expo was held earlier this year.

5. **Computers vs Mobile and Tablets**

Not too long ago, the computer was king. It's where you spent the majority of your time online, and phones were secondary. But that's shifted in recent years. Mobiles and tablets are now our primary means of navigating the web.

6. **Bethany Mota**

Don't know who Bethany Mota is? Neither did Mitch Joel, until he found out that his young niece is her biggest fan. Then he discovered that the 18-year-old from Los Banos, California has over 7 million YouTube subscribers, with video views often exceeding that number. Not only is that an astounding feat, she did it all from her bedroom. For Joel, Mota is living proof that "you can build a brand and an audience directly without the help of mainstream media." But don't worry if you haven't heard of her; her perky personality is aimed squarely at 13-to-17-year-old girls.

Other topics Joel touched on include SnapChat, Beats by Dre, the tiny house moment, and more. For more information, follow him on Twitter, visit his blog, and when the next trend hits, remember where you heard it first.



PHOTO CREDIT: SHERYL CISCZEWSKI

5 THINGS I'VE GOT IN MIND

GIANNA GIARDINO

SENIOR MANAGER,
CLIENT SERVICES

1. New Location

“New premises for SCS’s Client Services is at the top of my list. I’d like to be at street level so we’re more visible and closer to our potential clients.”

2. New Look and Feel

“I’d like a professional-looking storefront with more efficient workspace so our team can better respond to client needs.”

3. New Technology

Giardino would like to simplify the registration process with the help of “call-centre technology, online advising, chat options, and dispensing with paper files in favour of a digital management system!”

4. Customer Convenience

“I want to enhance our online self-serve options to make it easy for our clients to do business with us.”

5. More Advising Services

“The expertise in our department is amazing. I want SCS students to benefit from that by expanding all levels of advising and career planning services.”

EMBRACING TECHNOLOGY

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Sicilia, the unit's Director, is launching several new online programs simply because "students love it! They get to study from the comfort of their home or office, they save travel time, and they can see the instructor right there on the kitchen table."

And the instructors are equally enthusiastic. "The comment we often get is, 'I didn't think it would be so interactive!' They can assign group work, provide instruction through video or chat, and can even see someone put their virtual 'hand' up." As a result, the School will soon be launching an online course in project management, and is currently offering online business courses targeting James Bay's Cree community, who would otherwise be unable to attend McGill courses due to their remote location.

These new technologies are not only impacting

the School's delivery models, they're also inspiring brand-new content. In September, the School launched a new professional development certificate in Digital Content and Community Management. Introduced as a result of the emerging digital media job market, the five-course program covers social media trends and strategies, as well as content creation, management and architecture. Other examples include the McGill Writing Centre's course on Writing for Digital Media, and a Translation & Written Communication course in computer-assisted translation.

Despite these innovations, Remillieux predicts that "nothing will ever replace human interaction. Computers are just a tool we can use. But if it helps our students learn better, remember better, and improve their careers, we're getting it right."

FOUR PEOPLE TO KNOW FROM THE CLASS OF 2014

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administration and improving care, but I wasn't ready to do a master's, so the diploma was a good introduction. I liked that it covered a broad range of topics. The School has really good teachers, and I made a lot of friends. Now I've started my master's, and next I want to do a postgraduate fellowship.

"I found out I won the Resolute Forest Products Prize when the money showed up in my bank account! It was a good surprise. I'd never been academically minded but I made a conscious effort. It was a wake-up call for what I can do."

"I was hesitant to begin the program, because I have a family and a full-time job. It was hard, but it was really worth it. Everybody can do it; it just takes motivation."

KEITH LEMOINE
Certificate in Human Resources Management
Winner of the Honda Ste-Rose Award, awarded on the basis of overall academic performance to the top student graduating with the Certificate in Human Resources Management

"I'm from Montreal, and I work for the federal government as a call centre agent. They require a university degree or equivalent to apply for other jobs, and there were always positions available in HR. I had fun doing class presentations and made friends at McGill; we still keep in touch.

"Winning a scholarship feels great! I worked hard and always strived to do my best. Still, it came as a surprise!

"To others who are continuing their education, I would tell them to study, and if you get stuck, ask for help. Try to keep in touch with a classmate as they can give you encouragement and feedback. Anyone can learn - strive to achieve your goals, both personal and professional!"

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