

# THE NEXT PAGE

FOR WHAT  
YOU'VE  
GOT IN MIND.



**McGill**

School of  
Continuing Studies



ILLUSTRATION: STEPHANIE WERELEY

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MESSAGE DE LA DOYENNE

# SOULIGNER LES RÉUSSITES

M<sup>ME</sup> JUDITH POTTER – DOYENNE DE L'ÉDUCATION PERMANENTE

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Le succès peut avoir plusieurs visages. Et à l'École d'éducation permanente de McGill, il est partout autour de nous.

Nous cotôyons le succès chaque jour dans les salles de classe alors que nous voyons nos étudiants surmonter les obstacles pour atteindre leurs objectifs personnels et professionnels. Nous le rencontrons dans notre personnel, alors que les enseignants et les gestionnaires atteignent de nouveaux sommets dans leur carrière. Le succès peut se manifester dans un événement marquant, comme celui entourant la première promotion de notre programme du Diplôme en gestion intégrée de l'aviation, ou dans l'atteinte d'un jalon impressionnant, comme le 25<sup>e</sup> anniversaire de la communauté d'apprentissage continu de McGill. Mais le succès est particulièrement

évident pendant la cérémonie printanière de collation des grades, où les diplômés arrivent à un nouveau tournant dans leur vie et où les services exceptionnels du personnel enseignant sont soulignés.

Ce numéro sert à célébrer le succès, peu importe comment il se présente. Chaque succès est le résultat du travail acharné, du dévouement et de l'esprit de coopération des membres de la communauté universitaire, soit les étudiants, le personnel enseignant et non enseignant, ainsi que les partenaires.

Prenons un moment pour souligner toutes nos réalisations. Et félicitations aux diplômés de cette année : nous vous transmettons nos meilleurs vœux de succès.

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## MESSAGE FROM THE DEAN

# CELEBRATING SUCCESS

DR. JUDITH POTTER – DEAN OF CONTINUING STUDIES

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Success can take many forms. And at McGill's School of Continuing Studies, we're surrounded by it.

We witness success every day in our classrooms as we watch our students overcome obstacles to reach personal and professional success. We see it in our staff as we watch instructors and administrators reach new heights in their careers. Success can take the form of an inaugural triumph, such as recognizing the first graduating class from our Diploma in Integrated Aviation Management program. It's also present in long-term achievements, such as the 25th-anniversary celebration of the

McGill Community for Lifelong Learning. And success is most visible at our Spring Convocation ceremony, where graduates reached a milestone and academic staff were recognized for their outstanding service.

This issue is a celebration of success, in all its forms. Every instance is the result of the hard work, dedication, and cooperation of the School's community – including our students, staff, faculty, and partners.

Let us take a moment to acknowledge and celebrate all that's been achieved. And congratulations to this year's graduates: we wish you continued success!

# CELEBRATING MILESTONES

This past year, the School has achieved many new milestones. Throughout the academic year, staff and faculty have welcomed new students, diversified programs and offerings, and introduced technical innovations. As a result, there is much to be celebrated.

Spring convocation marks the first time the School issued diplomas to graduates of the Diploma in Integrated Aviation Management. The program, which can be completed in an intensive format, focuses on aviation management from a financial, managerial, operational, and environmental perspective. The program also capitalizes on Montreal's reputation as a global hub for aviation. "One of the great

things about this program is the guest speakers," says Dimitra Alevras, who's among the first graduates. "We're learning from industry professionals, listening to their stories, and getting to speak to them about their experience." She describes the program's intensive format as "grueling, but awesome. I loved the fact that

we were able to finish in six months!"

Spring convocation was also the first time the School awarded the Certificate of Proficiency in Written French - Workplace Communication to students who've completed the online program. "Students take our online courses to improve their job opportunities, so we gear everything towards the workplace," says Marie-Claude Beauchamp, Faculty Lecturer and French Online Program Coordinator. "They can use a great deal of what they learn in the program in their profession." For Beauchamp, there's no doubt the new graduates will be successful. "They'll be able to independently

produce any type of written document on the job. By the end of the program it was obvious – these students are good."

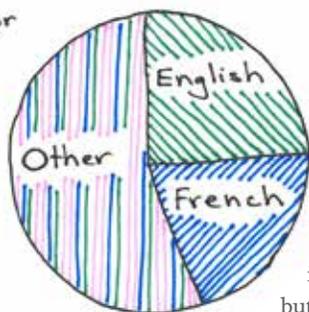
Throughout the academic year, MCLL (the McGill Community for Lifelong Learning) has been commemorating its 25th anniversary. Events included a highly successful one-day conference, an art exhibition, and an Annual General Meeting recognizing the organization's founding and long-term members. To top it all off, registrations for the Winter 2015 term were the strongest they have been in five years.

Faculty Partnerships and Summer Studies is also expanding its partnerships. Last year, 26 students from BeiHang University in China took courses in the summer at McGill, and "this year we'll have over 40," says Guy Mineau, the unit's Director. "The first partnership with BeiHang went really well, and as a result we're developing a long-term relationship."

Instructor Services and Educational Technologies has also been hard at work. The team developed innovative formats for online learning, which they incorporated into a new program developed for healthcare professionals, *Anglais pour le milieu de la santé*. The courses' online components include graphic novel narratives, interactive videos, and drag-and-drop technology. "We worked in partnership with Language and Intercultural Communication to develop new ways to teach a language online," says Director Jean-Paul Rémillieux.



## STUDENTS' MOTHER TONGUE\*



PORTRAITS OF MCLL MEMBERS INCLUDED IN "ZEST FOR LEARNING, PORTRAITS OF BROADENING HORIZONS".

PHOTO CREDIT: GORDON CAMPEY

“Now we can do it for other specialized fields, or adapt it to a general audience.” Not only was the program technically innovative, “user feedback was very positive,” says Rémilieux. “People really appreciate that it’s a custom-made program.”

At the McGill Writing Centre, one of the biggest success stories is Graphos, a scholarly communication program for graduate students and postdoctoral fellows that includes courses, workshops, and peer-writing groups. The Centre launched the program in partnership with Graduate and Postdoctoral Studies and Teaching and Learning Services in fall 2013.

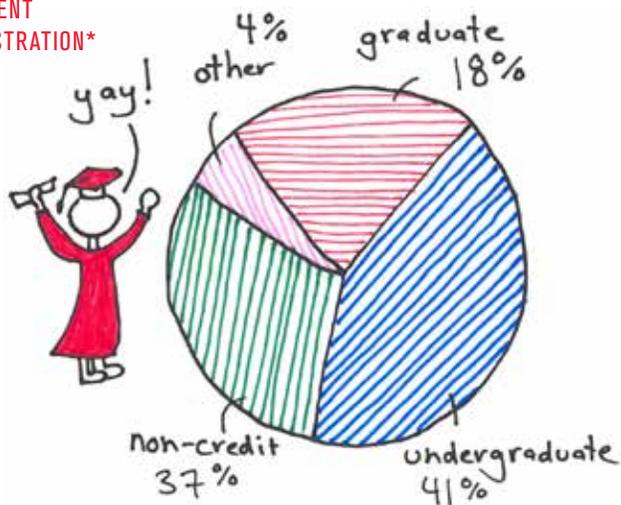
#### STUDENTS' PLACE OF ORIGIN\*



Since then, course registration has more than doubled, from 226 students to 491, and nearly 570 students have attended the program’s non-credit workshops.

“I’m very proud of Graphos, and I think the numbers show that we’re meeting a real need,” says Sue Laver, the Centre’s Director. “Students tell us that they benefit tremendously from the constant encouragement and feedback in the peer-writing groups and

#### STUDENT REGISTRATION\*



courses, and from the hands-on activities in the workshops.”

The School was recently notified that Career and Professional Development had been awarded a \$1.2 million multi-year grant from Aboriginal Affairs and Northern Development Canada (AANDC). The AANDC accepted two proposals from the School to continue designing and delivering online credit courses in business management and entrepreneurship for indigenous populations in Eeyou Istchee Territory in James Bay. “We were absolutely ecstatic when we heard the news,” says Carmen Sicilia, Director of CPD. “It means we can continue our working partnership with communities such as the Cree Nation of Chisasibi, and provide indigenous populations with the opportunity to access educational programs at McGill University.”



This spring, there were also strong enrollment numbers for the Career Advising and Transition Services’ Speaker Series, which featured industry professionals discussing their career paths and success stories. (For more on this success story, please see page 8.) Translation and Written Communication’s two-day colloquium on the topic of Translation Studies and Geopolitics was another successful event, with a full house of captivated attendees.

This is just a sample of this year’s successes at SCS – so much to celebrate. From new initiatives to expanded programming to silver anniversaries, each milestone is evidence of what the School continues to accomplish.

\*McGILL SCS STUDENT DEMOGRAPHICS 2014/2015 Academic Year as of March 2015

## INSTRUCTOR PROFILE

# RECIPIENTS OF THE 2015 AWARD FOR DISTINGUISHED TEACHING

The School's Spring 2015 Convocation Ceremony included a presentation recognizing the recipients of the 2015 Award for Distinguished Teaching. All three teachers were selected based on their outstanding contributions as instructors, and were strongly supported by both letters of nomination from their students and student feedback from course evaluations.

### **Dr. Andrew Churchill, Instructor, McGill Writing Centre**

Andrew Churchill's students range from doctoral candidates studying English literature to first-year undergraduate engineering students for whom English is a second language. He was deeply touched to learn that this diverse group of students had nominated him for a teaching award.

"The focus for me is that it's student-nominated," he says. "It's an affirmation of working hard and caring about teaching,

and that's one of the things that makes it most meaningful."

Dr. Churchill earned his PhD in Education from McGill University, and he's been an instructor here since 2008. His teaching philosophy is student-focused, emphasizing classroom engagement and self-reflection as essential to students' ability to communicate effectively.

"A lot of the commitment to teaching involves long, quiet hours of preparing course activities and marking. It's nice to know that those hours are appreciated by the very people I hope will benefit from them."

### **Erin Reid, English Instructor, Language and Intercultural Communication**

Erin Reid has a Bachelor of Education in English as a Second Language Education and over six years' experience as an English language instructor, but she's only been with McGill's Language and Intercultural Communication's English program for three years - the minimum requirement to be nominated for the School's teaching award. So how did it feel to be recognized

so early in her career?

"I felt very honoured," says Reid. "I was actually surprised by how meaningful it was to me, and that I would feel so touched. It's largely based on student feedback, and the students are at the heart of what we do as teachers."

Reid sees teaching as a form of compassion and love. "That may sound strange or flakey, but I think it makes a difference. I always try to put myself in the students' shoes."

As a result, Reid's priorities, along with teaching the course content, are developing her students' confidence and making their time together dynamic and fun. "Even though I should leave the classroom feeling exhausted because I give so much of myself, I usually end up feeling energized from



interacting with the students. More than anything, I want my students to walk out of the classroom feeling excited about English and saying ‘yes, I can do this.’”

### **Robert Saggers, Leadership Program Instructor, Career and Professional Development**

Over the course of Robert Saggers’ career, he’s worked in human resource management, as a principal at a major consulting firm, and has accrued over 25 years of experience operating his own consulting practice. He’s been teaching at McGill since 1988, and he still keeps in touch with many of his former students, some of whom have become instructors themselves.



“I feel so blessed by the students I’ve had over the years,” says Saggers. “I’ve learned so much from them.”

Many thoughts ran through his mind when he was told he’d won the Award for Distinguished Teaching: “Obviously I was happy,” he says, “but it was a humbling experience as well. I appreciate that I am valued by my students, and validated in the sense that students recognize what I am doing.” He believes his role as a teacher “is to create an inclusive environment in which learning is fun, intrinsically rewarding, and each student is motivated and can best learn.”

This past semester, he invited four former students to visit his Developing Leadership Skills class and share with the students what the course meant to them. “It’s so gratifying to hear them talk about the course,” he says, “and how their professional lives have been changed.”

## **ALUMNI PROFILE**

### **Darine Bader: In the Spotlight**



Want to attract the attention of your potential future employers? Darine Bader recommends entering a strategic management consulting case competition. She recently took part in the 2015 Case Competition of the Graduate Management Consulting Association (GMCA) at McGill, where her team made it to the second and final round and finished third overall.

“We worked 10 to 12 hours every day to solve the problem, and we achieved something; we came up with something the judges liked, and we made it to the final round.”

Bader is an experienced Business Development Specialist who worked in Beirut prior to arriving in Canada. She completed the School’s Diploma in Entrepreneurship, and she’ll soon finish the Graduate Certificate in Public Relations Management. She also serves as the Vice-President of Academic Affairs and a Senator for MACES (McGill Association of Continuing Education Students), which represents the School’s students.

It was through her roles with MACES that she first heard of the Case Competition; the GMCA’s McGill chapter contacted the MACES office to invite the School’s students to participate in the competition. Among those selected to compete were Bader and two other students from the School, who, along with the other participants, were assembled into 15 teams of four.

“It was a great experience,” says Bader. “Working with people you’ve just met in a very competitive environment - it will happen in the workplace, so you are preparing yourself for that.” Bader and her team dedicated four days to working on a real case. “This was not a mock-up; it’s a real competition about a real Canadian company. This is what makes it very interesting.”

What also made the competition interesting were the professional networking opportunities. Bader’s favourite part was not only meeting the other participants, which included master’s, PhD and post-doctoral students from McGill, Concordia, Syracuse University, the University of Ottawa and the Université de Montréal, but also professionals in the field of management consulting. “There were representatives from some of the biggest consulting firms in the world - KPMG-Secor, Ernst & Young, and Deloitte. We even had the opportunity to talk and receive written feedback from the judges. It was fun, and rewarding on so many different levels.”

As a result, she hopes more students will pursue similar opportunities. “I’d definitely recommend it to anyone at the School. We are equipped with the skills and experience to work in this environment - with people from different backgrounds, different universities, and on a real case. We all have something to contribute.”

*For more information on the Graduate Management Consulting Association (GMCA) McGill chapter, please see [www.gmccanada.com](http://www.gmccanada.com) or like them on Facebook: McGill Students’ GMCA. Their next case competition is scheduled to take place March 2016.*

# SEEDS OF SUCCESS



PHOTO CREDIT: SHERYL CISZEWSKI

Have you heard about Seeds of Change? It's McGill's online fundraising platform, and it's had a big impact since its August launch: 1,743 gifts totalling \$314,783 has resulted in 24 successfully funded projects for McGill athletes, musicians, and others. As part of the McGill initiative, the School has launched a fundraising project, the Career Workshops and Networking Series, in support of students who are new to Canada or transitioning in their careers. Funds raised from the crowdfunding campaign will go towards Career Advising and Transition Services' two major initiatives: the Newcomers Workshop Series and the Speaker Series/Networking Events.

"These two activities were chosen because they're most representative of the needs Career Advising and Transition Services is addressing," says advisor Maia Korotkina. "Our students reflect the increasingly typical professional who changes jobs and careers many times over a lifetime. In addition, many of our students are new to Canada and in need of support and guidance to successfully transfer their

past experience to local aspirations. Both initiatives have been proven to be instrumental in helping participants accomplish their goals."

The School has set a campaign goal of \$4,000. If reached, \$1,500 would cover a cohort of 12-15 internationally-trained professionals for the Newcomers Workshop Series, which provides information on Quebec's labour market, professional accreditation system, and work culture, as well as an individual appointment with an advisor. The additional \$2,500 would fund a five-part Speaker Series for 200 students, which helps participants access professional networks and coaching and mentoring opportunities.

"The reality is that these services are most useful to those who can afford them the least," says Korotkina. "And supporting these two services is a very concrete way to make a difference. The Speaker Series reaches 200 students, and for every person who attends a workshop, that's someone's



PHOTO CREDIT: NOURHANE ELGARHY

life we help to change. Previous participants consistently attest to the quality, relevance, convenience, and value of these workshops in accomplishing their professional goals."

Lynde Kavanagh-Ormond, the School's Development Associate, is supporting the project's fundraising efforts, and strongly encourages both current students and alumni to get involved.

"It's a way to get everyone engaged, and to feel like they're a part of something that speaks to them," says Kavanagh-Ormond. "Those who provide a gift know where it's going, and know they've made a difference in someone's life. Every dollar counts, and it's making an immediate impact."

The Career Workshops and Networking Series project is now live! Visit [mcgill.ca/seedschange](http://mcgill.ca/seedschange) to donate.

## SEEDS OF CHANGE

As a Human Resources professional, I've been very fortunate to have worked in different countries across the globe, where I've had many opportunities to refine my skills. I started my career



in the Persian Gulf, and from there traveled to several other countries, where I attained over eight years of experience in organizational development, recruiting, training, development, and strategic planning.

I then decided to take my career a step further by coming to Montreal, where I enrolled at McGill University's School of Continuing Studies and earned a Diploma in Human Resources Management. It is at McGill that I had the chance to meet with Maia Korotkina through the Labour Market Workshops, which helped me to achieve the success I have now. I would describe Career Advising and Transition Services as essential, and its offerings deserve to grow.

Currently, I am the Director of Talent Acquisition at Workland, where I've been given the opportunity to develop my career even further by sharing my experiences with those around me.

- Zaher Agha, CRHA, Director of Talent Acquisition, Workland

## STUDENT PROFILE

### Masashi Usui: Music to his Ears

Masashi Usui has over 18 years of experience playing the saxophone. The Japanese musician studied with master saxophonist Masato Kumoi, earned a Bachelor of Arts in instrumental music, and played alongside renowned musicians around the world. Yet, when he applied to the Master of Music program at McGill's Schulich School of Music, he was told that he needed to improve his English in order to be admitted.

"I had studied on my own in Japan, but there are few opportunities to practice in daily life so it was difficult. It was not enough for McGill," says Usui. "I decided to take an English program and get a certificate to use for my admission."

Usui enrolled in the School's Certificate of Proficiency in English - Language and Culture, completing three levels of study. "I got many things out of this course," he says, such as improving pronunciation, meeting new friends, and learning more about Canadian and Quebec culture. "I think the program was excellent, and I want more Japanese people to know about this excellent English course. I've already told my friends and my music students about it."

Usui also developed close ties with his teachers. It was his instructors who encouraged him to attend his second Schulich audition in person, rather than submitting a video. "The live audition was the same week as my exam in the Advanced A language course, but my professor pushed me to go. When I got my acceptance, I made sure to tell them." Not only was Usui accepted, he also received a prestigious fellowship valued at \$10,000 per year for the first two years of study, and an additional one-year fellowship valued at \$2,500.

Usui used his in-class assignments to learn more about Montreal's music scene, especially jazz. Many of his evenings were spent in the city's jazz clubs, where he performed alongside musicians who'll serve as his professors when he begins the master's program in September. But he'll be back on campus before then to begin the Certificate of Proficiency in French. And he'll definitely be spending his evenings in jazz clubs. "I'm really looking forward to playing in Montreal again."



## STUDENT PROFILE

### Marina Sonin: Dressed for Success

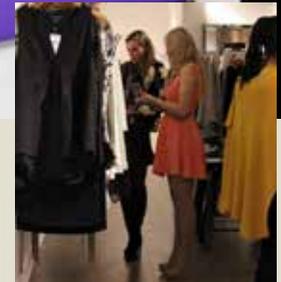
Marina Sonin earned a DEC and a Master's degree in fashion design, has experience working and designing in Montreal, New York and Florence, and always knew she wanted to start her own business. So when she enrolled in the Graduate Certificate in Entrepreneurship at the School, she did so with the idea of starting her own retail store.

"I wasn't sure what to expect," says Sonin, "but the program helped me a lot, and is still helping me."

Thanks to her courses, she was able to prepare her business plan, create financial projections, and meet with angel investors. "If I hadn't taken the program I wouldn't have known where to begin," says Sonin. "One of the courses, Financing a New Business, showed us how to look for funding, and told us about places that would help the kind of business that I'm opening."

And everything she's learned is quickly bearing fruit; her retail store, B-Lux Boutique & Atelier, celebrated its grand opening on April 2. The store carries mid-price brands from all over the world, and Sonin plans to integrate pieces of her own design in the future.

For those who aspire to host a grand opening of their own, Sonin recommends enrolling in the entrepreneurship program. "The interaction with instructors has been the best part; so many are actually business owners, so it's as real as it can get. If you don't know where to begin, or don't have the business background you need, you can acquire it with this program."



## Q&A: ALUMNI ON THE RISE

Melanie Rego is the founder and President of elevator communications inc., an award-winning public relations and social media agency in Toronto. When she decided to expand and open a second office in Montreal, she was challenged to find qualified bilingual communications professionals in Quebec. Her solution? Graduates from the School's Diploma in Public Relations and Communications Management.

"Our program attracts top talent," says Nicolette Papastefanou, Acting Area Coordinator for Public Relations and Marketing programs and Faculty Lecturer. "Thanks to our expert instructors, graduates are ready to work from day one."

We asked Melanie why students from the School's Public Relations and Marketing programs have stood out among the rest.

### **Tell us about elevator communications.**

MR: We are a full-service communications agency specializing in public relations and social media. We develop integrated strategies for our clients because communication opportunities are everywhere – online and off. From events and product launches to direct-to-consumer initiatives and social media management, our focus is to develop compelling stories about our clients' products or services that get attention, make headlines, and cause consumer engagement. Ultimately, the goal is to help build brands and drive sales for our clients.

### **How did you first hear about the McGill School of Continuing Studies, and, specifically, our programs in Public Relations and Communications?**

MR: I recruited a graduate and realized the program definitely attracts well-rounded talent.

### **How did you come to hire your first McGill School of Continuing Studies' alumna?**

MR: I use LinkedIn to do my research, and one candidate from the School stood out to me. Following a couple of Skype interviews, she was hired! She became elevator's first full-time Montreal-based employee.

### **What do graduates do when they start working at elevator communications?**

MR: The first graduate we hired was essentially set-up as a one-person show to execute our programs in French. She ensured our strategies were relevant and designed to be successful in Quebec. Since then, our business has grown, so we've added a second McGill graduate to support her and take on some of the work.

### **What do you look for in your potential candidates?**

MR: When it comes to agency life, fit is very important. elevator's core values define who we are, and we want to attract like-minded people. Essential skills include: social-media savvy, strong writing and communication abilities, creative thinking, confidence, kindness, and above all, intelligence!

In Quebec, French is also a must. We need 100 per cent fluency in writing and communications to be able to handle technical inquiries and tough questions from French-speaking media.

### **How do the McGill alumni on your staff stand out from other employees?**

MR: Both hires are continuing to progress at elevator. They are committed to the company and the success of our clients – what more could I ask for!

### **Final question: would you recommend hiring a McGill School of Continuing Studies student or graduate to other employers?**

MR: Yes – so far, so good! I intend to continue to meet potential candidates first-and-foremost from this program. Congratulations – you've definitely got some impressive graduates.



McGILL GRADUATES AND ELEVATOR COMMUNICATIONS INC. EMPLOYEES  
ENGENIA MANOLAKOS (LEFT) & CAMILLE KASIS-MONET (RIGHT)

## DOCTORAT HONORIFIQUE

# RENÉ DUSSAULT

Sa carrière de juriste s'échelonne sur plus de cinquante ans. Le nom de René Dussault figura à beaucoup d'endroits : sur de nombreuses publications en droit, dans l'organigramme de ministères et d'organismes d'État, et sur des documents préparatoires à des dizaines de projets de loi encadrant les professions au Québec. Sans compter les récompenses qu'il a obtenues. C'est pour célébrer ce travail que l'Université McGill lui décerne un doctorat honorifique. Nous avons posé quelques questions à Maître Dussault.

**Qu'est-ce que ce doctorat honorifique représente pour vous ?**

RD : Je suis heureux et je me sens honoré. Cela me touche profondément. Ceci étant dit, je m'empresse d'ajouter que cet hommage-là revient en réalité un peu à toutes les personnes avec qui j'ai eu la chance de travailler tout au long de ma carrière, ce sont elles qui sont en quelque sorte honorées. J'ai eu l'occasion de travailler avec des gens qui m'ont beaucoup apporté sur les plans humain et professionnel.

**Est-ce que vous vous attendiez à parvenir à cela un jour ?**

RD : J'ai passé mes examens du Barreau en juin 1963 dans le gymnase de l'Université McGill. Non, on ne pense pas à son avenir de la sorte!



PHOTO CREDIT: OWEN EGAN

**Qu'est-ce que vous croyez être votre plus grande réalisation ?**

RD : Peut-être que c'est d'avoir maintenu le cap sur la réflexion et l'écriture, en même

temps que sur l'action. J'ai coordonné la rédaction du Code des professions et de 21 projets de loi d'exercice exclusifs. Par la suite, j'ai mis tout cela en œuvre pendant

quatre ans, comme premier président de l'Office des professions du Québec. J'ai fait pareil pour le traité de droit administratif, qui est un ouvrage qui touche à la fois l'administration fédérale et l'administration du Québec. J'ai passé 10 ans dans l'administration publique du Québec, d'abord, comme conseiller sur les politiques sociales au ministère des Affaires sociales, ensuite, à l'Office des professions et, enfin, comme sous-ministre en titre de la Justice. J'ai toujours passé de la conception à l'action. J'ai fait la même chose pour les dons d'organe. J'ai toujours été très intéressé par les politiques publiques et aimé faire la transition entre la conception des règles de droit et leur application concrète dans la société, que ce soit, par exemple, pour orienter les professions sur la protection du public ou pour renforcer les droits des usagers des services professionnels.

**À votre avis, quel était l'impact de la création de l'Office des professions, dont c'était le 40e anniversaire l'année dernière ?**

RD : L'impact a été important, non seulement au Québec, mais partout au Canada. En 1973, nous avons procédé à la reconnaissance de 10 nouvelles professions et établi un système disciplinaire totalement indépendant. La fonction principale de l'Office des professions était de s'assurer que les ordres professionnels veillaient à la protection du public. Il fallait pour ce faire conserver l'autogestion des professions mais celle-ci devait être encadrée. Dans cet esprit, on a refait tous les codes de déontologie pour les orienter davantage sur cette protection.

**Vous avez touché à plusieurs dossiers durant votre carrière. Est-ce que c'était un choix ?**

RD : J'ai fait un doctorat à la London School of Economics au début des années 60. Lorsque j'ai terminé, j'avais le goût de travailler en multidisciplinarité dans les domaines juridique, économique et social.

**Qu'est-ce que vous diriez à ceux qui vont bientôt obtenir un diplôme ?**

RD : Je leur dirais d'avoir l'ambition d'enrichir leur profession. C'est ce qu'il faut avoir à l'esprit en commençant. Il faut avoir cet idéal à l'esprit. Je rappelle souvent aux jeunes que : « les mots sont au droit ce que les nombres sont aux mathématiques » et qu'il faut chercher le maximum de précision et de rigueur avec les mots. Ceux-ci sont essentiels à l'établissement de normes de comportement claires, nécessaires pour vivre dans une société démocratique.

WRITER: DAVID SAVOIE

## ALUMNI PROFILE

### Marc Pomerleau: Coming Full Circle

Marc Pomerleau earned his bachelor's degree at McGill before returning to the School to complete the Graduate Diploma in Translation, so when he finds himself back on campus "it's like being home." His most recent opportunity to return was for the colloquium hosted by Translation and Written Communication on the topic of Translation Studies and Geopolitics, where he presented on *La traduction, une stratégie au service de la paradiplomatie*.

"It relates to the way translation can be used to attain political goals," says Pomerleau, "so I'm looking at the case of Catalonia and the conflict with Spain - how they're using language and translation to communicate with the international community. It's not the first time I've presented on that subject, and it went very well."

Pomerleau had been working as a freelance translator for several years when he enrolled in the School's diploma program. Although he was experienced in the field, "studying at McGill opened my mind to the idea that translation was not only a linguistic activity. Translation is passing from one language to another, but it's more than that; I could use my translation skills beyond just being a translator."

As a result, Pomerleau went on to earn a Master's in translation, and he's currently working towards a doctorate. He still does translation work, and also serves as an editorial assistant for *Meta*, one of the industry's top journals.

And it won't be long until he's once again on the McGill campus: he's agreed to act as an external reader on the Comprehensive Evaluation committee for a potential graduate in the Graduate Diploma in Translation program. "I remember when I presented," he says, "and I'm happy that I was asked to come back."

## UNDERSTANDING THE FUNDAMENTALS OF OMNICHANNEL CONTENT STRATEGY

Award-winning digital strategist Kevin P. Nichols spent the day at McGill for an intensive hands-on workshop on the topic of omnichannel media strategy.

Nichols, who's written various books on content strategy and user experience, serves as Director and Global Practice Lead at SapienNitro in Boston. An instructor at the School recommended him as a guest lecturer. "It shows how connected our instructors are with industry," says Inna Popova, Associate Director of Career and Professional Development, "and it's our students who ultimately benefit."

Nichols led the crowd on how to create a successful content strategy framework, including building content

channels, rolling out the customer's brand experience, and measuring analytics.

Letty Matteo, who's responsible for Advertising Sales and Administration at the Daily Publications Society, which publishes *The McGill Daily* and *Le Délit Français*, was in attendance. "The practical exercises were great," says Matteo. "The facilitator provided real-world examples, and we were able to get a feel for what would be involved in actually putting together such a comprehensive project."

Matteo attended the workshop hoping to learn more about how social media can enhance the user experience among her publications' readers. "Marketing and PR professionals need to understand the implications of social media on today's consumer, as well as the implications the user experience has on a company's competitive edge and future profitability. These

conferences offer the opportunity to be exposed to leading ways of conducting business."

Did she get what she wanted out of the event? "Absolutely!" says Matteo. "The School is really in touch with what's going on out there in the business world."

The complimentary workshop was offered by the McGill School of Continuing Studies on behalf of the Digital Content and Community Management Professional Development Certificate.

## UPCOMING SUMMER INTENSIVE COURSES

### Study Abroad Programs

#### Social Media and Digital Communications Strategies in Business

Begins July 6

#### Entrepreneurship Program

Begins July 15

#### Business and Professional Communication

Begins July 15

### Intellectual Property Summer Program

#### Understanding Patents

July 20-24

#### Understanding Trademarks

July 27-31

#### Copyright Master Class

August 5-7

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Editor: Elana Trager  
Design and layout: McGill School of Continuing Studies  
Writer: Stephanie Wereley

McGill /  
School of Continuing Studies  
688 Sherbrooke Street West,  
11<sup>th</sup> floor  
Montreal, Quebec H3A 3R1  
publications.mcgill.ca/  
continuingstudies

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To submit  
comments or story ideas,  
please e-mail us at:  
nextpage.scs@mcgill.ca