

Changes to the Bulletin and Web Site

As you read this issue, you will notice some changes. These changes were suggested in order to make the publication of the **Bulletin** more efficient and cost-effective.

At the Federation's 2001 Annual Meeting, the Board agreed to examine the proposal that, in future, the **Bulletin** be supplied in French only to the Francophone institutions and in English only to the Anglophone institutions. Naturally, a sufficient number of copies to meet the needs of association members who may wish to receive

one in the other official language would also be made available.

It was also proposed that published newspaper editorials and articles be made available to members only in the language in which they were originally published.

Also: as you are aware, the Executive Director of the Federation has secured "guest columnist" status with our provincial daily, the **Telegraph Journal**. The Executive Director has had three articles published thus far, **Don't Confuse Diplomas with Degrees, Lord Shows Statesmanship in Education** and **Act Debases Academic Standards**. Owing to this, it will no longer be feasible to reproduce all such articles in the **Bulletin** as this would involve at least three articles per publication. In order to save space, they will now be accessible through the Web site. Markers have been placed in both the "Activities" and "Executive Directors Report" sections of the Web Site so that you can access the article by clicking on the title (enhanced in blue). I strongly recommend

reviewing these articles, as they contain valuable insights. The Web Site address is www.fnbfa.ca.

Consequently, this issue, in effect, offers our readers a preview of the format envisaged, and is to give them the opportunity to express any concerns they may have before it is finalized.

I wish to take this opportunity to thank those members who already have responded to the request of the Communications Committee for future editorials. Any additional suggestions may be sent to: fras@stthomasu.ca.

I hope you're having a productive Summer.

Ian Fraser,
Chair
Communications Committee.

Notice

Board Meeting

10:00 am August 24,
2001

Room 104
Dunn Building
(Corner of York and
Salem)

Mount Allison University

All FNBFA Board meeting are open to individual faculty members, and an invitation to attend is extended to anyone wishing to do so

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LOBBYING HINTS

At the outset, it is important to remember that not all lobbying strategies work for all issues, and with everyone who is being lobbied (who, for the sake of brevity will henceforth be described as “the contacts”). It is essential, therefore, that a lobbyist try to gauge the mood of the contact in the first few moments of the encounter, adapt to it, and - if it is not conducive to a positive outcome - try to influence it to move in a more productive direction.

GENERAL COMMENTS

The following techniques have proven, over time, to be generally worthwhile:

- Remember that contacts are, first and foremost, human beings with much the same personal priorities as the lobbyist. No matter how infrequently a lobbyist meets or communicates with a contact, the lobbyist should try to gain some personal insights into the contact’s life outside the office. Things shared in common, from grandchildren to golf, are invaluable ice-breakers and “bonding” vehicles. Even the most unimpressible contacts like to hear an inquiry of the health of their children, grandchildren, or short game from a lobbyist who, though perhaps almost a stranger, has nevertheless remembered the contact’s interest in a particular topic since last they met.

- Try to meet as informally as possible with the contact. When the relationship is new, or the circumstances lend themselves only to meetings in formal settings - usually a meeting room where members of government and the senior bureaucracy are concerned - try to sit on the same side of the table as the contacts when in an office setting. This usually removes the adversarial overtones of the meeting caused by across-the-table dealings.

- Where appropriate, visit the contact frequently enough to engender familiarity, but not enough to become an annoyance. When the contact knows you well enough to be relaxed with you, it is then less difficult to divert attention briefly to some personal matter (see “1” above) when there is either an uncomfortable gap in the dialogue about the primary topic under discussion, if the conversation is moving in an unwanted direction, or merely if a “time-out” is obviously needed but the lobbyist does not wish this occurring to precipitate the end of the interview.

- Remember that, in the vast majority of cases, contacts usually attained the positions in which we deem it worthwhile to lobby them by being, among other things, intelligent. No matter how informal the encounter may be, they know the

lobbyist is seeking something, whether that is a major concession or a small piece of information. If the contact knows you well and cannot provide you with what you want, they may feel uncomfortable. Never make it difficult for them to say “no” to you; they will say “yes” to you more easily (and probably more frequently) if you treat them as if you understand there are limitations on their power. This applies even to the Premier.

SOME DO’s and DON’T’s

Without losing control of the interview, permit the conversation to wander onto topics which the contact wishes to address, even if you do not. Your job is to convince contacts that your issues are at least as important as some of the others with which they have to deal on a daily basis, but not that it is the only one they should be dealing with; to do the latter will create the impression of unreasonableness.

Never lobby in “phalanx formation”. No matter how many individuals you are going to meet with, a maximum of three lobbyists should appear on behalf of your side. A large delegation of lobbyists is often mistakenly adopted as a gesture to the other side of solidarity. What it gives them is, in fact, the opportunity to divide and

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Message from the Past President

During my term as President there were significant - and I believe worthwhile - changes in the way the Federation operates, as a result of the **Report of the Ad-hoc Committee on the Restructuring of FNBFA**. In particular, I have been informed by many of our colleagues that the subsequent improvements in our internal communications resulting from the circulation of the **Bulletin** with increased frequency and greater coverage of topical issues, and from our having set up a comprehensive Web site, have made the Federation more accountable to the membership-at-large as well as keeping it more fully informed of its activities.

I wish to reflect briefly, if I may, on some of the accomplishments of the Federation during my tenure.

Obviously, the Federation cannot take exclusive credit for the recent announcement by the provincial government of the allocation of \$5.1 Million in "new money" for student bursaries over the next three years, and of an additional \$1.0 Million to match funds raised for bursaries by the institutions themselves.

Nevertheless, I have no doubt that the continuing interventions of FNBFA, and in particular those of the Executive Director, with the Minister of

Education and his senior staff, and with key members of the **Working Group on Accessibility to Post-Secondary Education in New Brunswick**, played a major part both in the shaping of the recommendations of the Working Group's final report and in the government's adoption of these recommendations *in toto*.

Most visibly, the changes in Pension regulations, lobbied for in cooperation with representatives from Mount Allison and Saint Thomas University, stand as testimony to the effectiveness of approaching the Provincial government as representing the entire faculty of the province. Further evidence to this effect will be provided by the promised introduction of the legislative changes to the pension act that we requested. Most recently, as part of the CAUT lobbying effort, we lobbied Mrs. Elsie Wayne to introduce the CAUT draft proposal for a Canada Education Act as a Private Member's Bill. We were pleased to have been called by her office the following Monday indicating Mrs. Wayne had read the proposed legislation and now asked for our agreement to her introducing the bill. In response to the announcement of "Unexis University", which, to our horror, received ACOA funding to establish itself, the Federation as well as at least one University Presi-

dent lobbied the Minister of Education to prevent just any entrepreneur from calling a firm a University and granting degrees. In response, legislation was introduced and passed, restricting the terms "university" and "degree" to institutions accredited by the province. It was subsequently announced that the MPHEC would be the body that would consider and recommend the granting of accreditation. We will, of course, remain vigilant that political considerations do not over-rule the interest of the taxpayers of the province.

During my presidency, I have tried consistently to make the Federation more accountable and visibly active. To this end, we have constructed a Website where members can inform themselves on the objectives and priorities as well as the activities of the Federation. Permit me, then, to highlight some of those activities:

-Retention and Recruitment – An opinion piece submitted on March 26, 2001 to the Telegraph Journal "Modern 3R's Threatening N. B.'s Universities", was published March 30. Subsequent to this article the Federation was asked to become a regular contributor.

-Intellectual Property Developments – On Oct. 7, 1999 the Federation was represented by myself and the
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Lobbying Hints

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conquer. The more delegates who speak, the greater their chance of either contradicting each other or moving the discussion off a critical topic prematurely, or both. Solidarity is demonstrated by a small delegation obviously enjoying the confidence of the larger group it represents to speak on its behalf because it is demonstrably knowledgeable about the issues it wishes to discuss.

- In keeping with the foregoing, do not attempt to discuss a long list of issues. Stick to one or two - at the most three - topics and know at least as much about them as the contact does.

- Contacts anticipate receiving a lecture from the lobbyists for certain professions - especially doctors, lawyers and university faculty. Disappoint them. Otherwise, you are likely to be

merely humoured with lukewarm politeness, your presentation will be only half-heard, and you and your issues will have been forgotten before the doors of their offices have closed behind you.

- Do not assume that contacts are as passionately interested in your issues as you are. They may have no interest in (or knowledge of) them at all, in which case - if they can be persuaded to develop an interest - it is usually easier to sway their opinion in the direction of your own.

- Do not be late for pre-arranged meetings. Contacts usually work to tight schedules. For the same reason, do not run over the time allocated by the contact(s) to the meeting, unless they display both interest in continuing the discussion

and no signs of wishing to terminate the meeting.

- Finally: do not use old tactics, strategies and statistics on the same contacts. You will bore them, lose credibility, and be less likely to be granted another interview. Worse still, you will make it difficult for those of your colleagues who take over from you to be granted an interview if you do not properly pave the way for them.

Respectfully submitted by:
Desmond A. Morley
Executive Director

Best Wishes

You may have noticed a slight change in the layout of the **Bulletin**. This is owing to the fact that George Semeluk, who usually does all the **Bulletin** designing, is currently taking time off to recuperate from hip replacement surgery. I know that you all join me in wishing George a speedy recovery. Now having had to design the layout of the **Bulletin** myself, I know how valuable George's continuing contribution is to the Federation.

Sincerely,

Ian H. Fraser,
Chair
Communications Committee.

ASSOCIATION EXECUTIVES

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Secretary: Jean Sauvageau (Criminology)

Message from the Past President

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Executive Director to present its response to the draft report of the “Expert Panel on Investment in University Research”. We also attended the CAUT conference on “Commercialisation of the Universities” three weeks later.

-Private Universities – I have already reported on our successful lobby effort in the aftermath of the announcement of “Unexis University”. The details of our meeting with the Minister were reported in the **Bulletin**.

-Core funding vs. Target funding – This was the topic of Lobbying Day on Nov. 18, 1999. We had an excellent session with Mme. Bradshaw, Minister of Labour, on the need for increased core funding and the negative potential impact of Canada Chairs on Atlantic Canada. We reinforced these views to her Chief Policy Advisor on April 26, 2001 at the most recent CAUT Lobby Day. We have continued a dialogue with Mme. Bradshaw as well as Andy Scott, M.P. Of course, we continue to make the same points provincially.

I’d like to acknowledge the contributions of our Executive Director, Desmond Morley, and of Patricia Lewington, our Office Secretary. Without their efforts my task would have been impossible. Achievements attributed to me were usually the fruit of their efforts. I thank them for their help during my term of office.

In closing, I wish to welcome Prof. Claude Dionne (Dept. of Administration, Université de Moncton) of l’ABPPUM who succeeds me as President to the position, and to wish him “bonne chance”.

Sincerely

Jack Vanderlinde

Past-President



On June 26, members of the 2001-02 Executive and the Executive Director met to discuss the Federation's objectives and priorities for the coming year. (Clockwise, from left: Claude Dionne, President; Desmond Morley, Executive Director; Daniel Bélanger, Treasurer; and Jack Vanderlinde, Past-President. Hans vanderLeest, Vice-President, was unable to attend.)



Shelley Holland, a graduate of Simonds High School, Saint John - which celebrates its 50th anniversary this year - receives the 2001 Semeluk Scholarship from FNBFA Executive Director Desmond Morley. Shelley, who will attend UNB-SJ in the Fall, plans to pursue a career in health care.



Dear Mr. Morley,

Thank you very much for the e-mail. My family and I really enjoyed the pictures. As you can see I have sent you the pictures my sister took during the graduation exercise. I have truly enjoyed meeting you and was happy to see you at my graduation. Your sense of humor kept me relaxed and laughing all evening. I hope you will continue to keep in touch and if you are ever in Saint John call me and we can go out for lunch. (Grannards) Once again thank you for everything.

Shelley

Executive Members

2001-2002

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Status of Women Committee
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Legal Defence Fund
Jon Thompson (UNB)

Prix Nicole Raymond Award
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Communication Committee
Ian Fraser (FAUST)

Scholarship Awards Committee
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Editorial Board
Ian Fraser, Editor
George Semeluk

Opinions expressed in the Bulletin are not necessarily those of the Executive and/or Board of FNBFA/FAPPUNB

Your Opinions are Welcomed

A special invitation is extended to those members of local associations who are interested in commenting upon university life in general. Readers are invited to send their opinions and/or comments, in writing, to the address above.