

CONCORDIA

CHANCELLOR'S BUILDERS NEWSLETTER

DECEMBER 2017



THE CAMPAIGN FOR CONCORDIA: NEXT-GEN. NOW.

On a night to remember, my wife Susan and I joined a vibrant roomful of members and friends of the Chancellor's Builders Circle to help launch the university's most ambitious campaign to date. We publicly announced the Campaign for Concordia: Next-Gen. Now on November 1, 2017. Our goal is \$250 million.

Times are changing. Our future requires new ways of thinking and we need to meet the demands of change. This is our opportunity to mark our support for Concordia's nine strategic directions, to build on our strengths as an open, connected university. This is our opportunity to bring philanthropy to the next threshold — a new milestone for our students, researchers, faculty and staff.

Under the stellar leadership of our co-chairs Andrew Molson and Lino Saputo Jr., we look to you, our steadfast supporters, friends and advocates, to guide and drive these initiatives. We also look to you to lead others to do the same. Engage and encourage your circles of influence to help Concordia deliver on its hopes, dreams and aspirations for the future. The success of this campaign — of Concordia's future — depends on our builders and our friends.

As many of you already know — and I'm not one to hide it — I love my alma mater. Susan and I want to serve as an example and hopefully inspire you to do the same.

To set the wheels in motion and set the tone for this campaign, we have proudly committed a significant gift towards the Campaign for Concordia. A public announcement will be made in spring 2018, but I will tell you that a part of this gift will see the creation of a centre for real estate education — a first of its kind in Montreal — at our John Molson School of Business. The centre will teach the next generation of real estate professionals and help them gain the big thinking needed to excel in this industry. Stay tuned.

Public funding enables us to be good. To be great, we need private support.

The Campaign for Concordia will help us achieve greater things. You are integral to that greatness. I thank you sincerely for your continuous and generous support.

Jonathan Wener, BComm 71
Concordia Chancellor



Concordia President Alan Shepard (left) with business leaders, philanthropists and campaign co-chairs Lino Saputo Jr. (centre) and Andrew Molson (right).

BUSINESS LEADERS ANDREW MOLSON AND LINO SAPUTO JR. TO CO-CHAIR \$250-MILLION CAMPAIGN TO ADVANCE CONCORDIA

Concordia has launched the largest fundraising campaign in its history. **The Campaign for Concordia: Next-Gen. Now** will raise \$250 million to support the university's ambition to rethink higher-education teaching and research.

The campaign will be co-chaired by business leaders and philanthropists Andrew Molson and Lino Saputo Jr., BA 89. They will collaborate with Concordia leaders, campaign vice-chairs and volunteers from across Canada, the United States and Asia.

"We are campaigning for the future of teaching and learning — initiatives our society needs in the face of major change and disruption. Never before have knowledge and education been so important for our society," says Andrew Molson.

"By joining the Campaign for Concordia, we take pride in championing a cause of central importance to our society," says Lino Saputo Jr. "Supporting education is a source of fulfillment. It is a way of helping students achieve their goals. Education contributes to society and tackles some of the biggest questions we face."

"This campaign is about attracting world-class talent — and supporting the university as a world-class institution," says Concordia President Alan Shepard. "We live in a time of rapid change, one that presents new challenges and possibilities. It's our opportunity to lead in areas such as synthetic biology, cybersecurity, electronic textiles, digital inclusion and citizen engagement, and entrepreneurship — and to equip the next generation to prosper."

According to rankings by *Times Higher Education*, Concordia is among the top two per cent of universities in the world and number two in North America for universities under 50 years old. The Campaign for Concordia will support research and teaching that benefit the university's 48,000 students, 7,000 faculty and staff and more than 200,000 alumni.

From scholarships to research institutes and think tanks, the Campaign for Concordia will advance the university's nine strategic directions. Learn more at concordia.ca/campaign.



Maya Hey in the Speculative Life Lab.

CONCORDIAN CHALLENGES NOTIONS OF EDIBILITY

For one Concordia scholar, the phrase "you are what you eat" is actually a key part of her research. "I study fermented foods to look at the relationships between humans and microbes," explains Maya Hey, a communication studies PhD student. "Microbes are omnipresent. They live inside, on and around us, although we cannot see them."

At the same time, we are made up of microbes. If we are what we eat, what exactly do we become when we eat fermented foods?"

Hey's research is being conducted in the Speculative Life Lab, one of the clusters in Concordia's Milieux Institute for Arts, Culture and Technology.

"I recently produced 'handmade cheese' that used the bacteria living on my hands," she says. "Rather than remain in the conceptual realm of how we relate to microbes, this cheese in physical form allows people to react. It asks questions about what goes into our notion of edibility, what constitutes contamination or how we decide to eat other living beings."

EVALUATING "BEST" AND "WORST" TEACHERS

Two Concordia researchers have found that our understanding of the "best" and "worst" teachers is predicated on personal educational values and, possibly, our understanding of gender.

In a study recently published in *Teaching and Teacher Education*, Sandra Chang-Kredl, MA 03, assistant professor in the Department of Education, and her colleague Daniela Colannino, MA 16, analyzed 600 entries on the social news aggregation website Reddit. The entries featured commenters who discussed their "best" and "worst" teachers.



Chang-Kredl and Colannino were surprised by the data's trends. For instance, "best" and "worst" teachers were lauded or criticized for displaying virtually identical behaviours — being "chill" versus "putting in no effort."

This finding, the researchers say, suggests that the participants' educational values are central to their judgments of teaching styles.

The study determined that more men were described as "best" teachers and more women as "worst" teachers, which Chang-Kredl says indicates that gender in education is a subject ripe for investigation.

“ICEPHOBIC”: CONCORDIA STUDENT BATTLES FROST ON AIRCRAFT

Icing is a particularly nasty problem on the bodies of airplanes, ruining equipment and endangering flights. Enter Navid Sharifi, a PhD candidate in Concordia's Department of Mechanical, Industrial and Aerospace Engineering.

His PHOBIC2ICE collaboration with research engineers in Canada and Europe aims to find surface engineering solutions for aviation-related icing problems.

His team works to create coatings that can be applied to the outside of an airplane body to render it “icephobic,” or resistant to ice formation.



Navid Sharifi uses a technique called suspension plasma spraying to apply nanostructured coatings to airplanes.

“Our coatings will enable aerospace companies to mitigate icing problems and not only eliminate the risk of fatal icing-related incidents but also minimize the associated damage, protection and repair costs,” Sharifi says.

His work seems to be paying off: PHOBIC2ICE won the Consortium for Aerospace Research and Innovation in Canada's 2017 Innovative Project of the Year Award at its third National Research Forum, held in Vancouver in August 2017.

WHICH IS IT, BRICKS OR CLICKS?



With the rise of Amazon and similar online services, the future of the shopping mall seems grim.

Yet Tingyu Zhou, assistant professor in Concordia's Department of Finance, argues that it's too early to declare retail space obsolete. In a study published in the *Journal of Business & Economic Statistics*, Zhou says an updated model will replace the current version of brick-and-mortar shopping.

“Customers want a new type of experiential showroom — a location that combines shopping, entertainment and socializing,” Zhou says. “It has to offer something unique, products you can't buy online or an in-person service.”

As examples, she points to the Apple Store, where people can go and play with a new gadget before purchasing it online, or one particular mall in Virginia whose in-house community college attracts 1,500 students each week.

While there is no consensus yet on what particular in-person perks drive up sales most, Zhou plans to look into it in future research.



Ella Bowles's research helps guide the Cree Nation of Mistissini, Que., to better manage and harvest certain fish species.

MIXING SCIENCE WITH TRADITION FOR A MORE SUSTAINABLE FUTURE

Postdoctoral researcher Ella Bowles is examining ways to determine sustainable harvesting practices in Mistassini Lake, Que., collaborating with the Cree Nation toward its goal of resource conservation.

Working in the lab of Dylan Fraser, associate professor in Concordia's Department of Biology, Bowles studies conservation genomics in fish, seeking to understand how harvesting fish impacts populations on a genetic level.

When fishing tourism exploded in the region, the average walleye living in the lake lost both length and mass. Bowles wants to know if there has been an associated reduction in genetic diversity in these populations.

Integrating scientific information with traditional ecological knowledge, Bowles hopes to facilitate a comprehensive, community-based approach to population management.

The Cree Nation is using that information to guide the management and harvesting of certain fish species within Mistassini Lake.

Bowles's research has “the intention of maintaining stocks to ensure that the resource is available for generations to come,” she says.

EVERY COLD SNAP HAS A SILVER LINING



The researchers employed such bacteria, called psychrophilic, to break down food waste in a specially designed bioreactor, a vessel where a chemical process involving organisms is carried out. The results, published in *Process Safety and Environmental Protection*, found a methane yield comparable to that of more energy-intensive digestion processes.

Results of a Concordia study could lead to the reduction of Canada's carbon footprint. The research by Rajinikanth Rajagopal, David Bellavance and Mohammad Saifur Rahaman, associate professor in the Department of Building, Civil and Environmental Engineering, shows that cold-loving bacteria could convert solid food waste into energy and organic fertilizer.

Not only is this exciting because Canada's cold climate requires enormous amounts of energy to heat bioreactors, but also because the methane of their relative cold-weather alternative can be trapped and put to use. The process also contributes leftover nitrogen- and phosphorus-rich material that can be recovered and employed as plant fertilizer.



LAUNCH OF THE CAMPAIGN FOR CONCORDIA: NEXT-GEN. NOW.

Concordia's staunchest ambassadors learned how philanthropy is providing momentum to Canada's next-generation university to teach for tomorrow and double its research at the Chancellor's Builders Circle and Friends Dinner on November 1.

Concordia Chancellor **Jonathan Wener**, **1** BComm 71, **Norman Hébert Jr.**, **8** BComm 77, chair of the Board of Governors, and Concordia President **Alan Shepard** **6** welcomed more than 150 members and friends of the Chancellor's Builders Circle at the elegant Cirque Éloize in Montreal.

The event also marked the launch of the Campaign for Concordia: Next-Gen. Now.

Bram Freedman, Concordia's vice-president of Advancement and External Relations, introduced the campaign's co-chairs, **Andrew Molson** (right), partner and chairman of RES PUBLICA Consulting Group, and **Lino Saputo Jr.** (left), BA 89, chairman of the board and chief executive officer of Saputo. Molson and Saputo explained how this will be most ambitious campaign in the university's history, with a \$250-million goal, and will support Concordia's nine strategic directions. **4**

CTV Montreal chief news anchor **Mutsumi Takahashi** (right), BA 79, MBA 95, LLD 13, emceed the event. She's pictured with **Jennifer McGrath**, chair of Childhood Preventive Health and Data Science at Concordia's PERFORM Centre. **2**

The evening featured presentations by two Concordia researchers. **Ana Maria Medina Ramirez**, MSc (mech. eng.) 17, who placed second in the Canadian finals of the 2016 Three-Minute Thesis and Project Competition, demonstrated how she's improving our safety. Medina Ramirez is pictured with **Christine Lengvari**, BSc 72, president and chief executive officer of Lengvari Financial. **5**

Among the other guests were **Gina Cody**, **7** MEng 81, PhD 89, executive chair of McIntosh Perry, **Gail and Stephen Jarislowsky**, **3** LLD 03, founder and chairman of the board of Jarislowsky Fraser & Co., and **Edith Molière**, **9** vice-president of the Naim S. Mahlab Foundation.

\$9.3-MILLION INVESTMENT FOR SOCIAL SCIENCES AND HUMANITIES RESEARCH



"We believe that investments in the social sciences and humanities lay the groundwork for a healthy and thriving society."

Kirsty Duncan, Canada's Minister of Science, visited Concordia in November 2017 to announce a \$265.4-million investment in university research across the country through the Social Sciences and Humanities Research Council (SSHRC) Partnership, Insight and Talent grant programs.

Concordia's share of the national investment is an impressive \$9.3 million.

"I want to commend the grant and scholarship recipients whose tireless efforts help us better understand our world and our relationships with each other," the minister said. "Our government is proud to support these talented researchers and scholars who are pushing the boundaries of knowledge to the benefit of Canadians and our growing middle class."

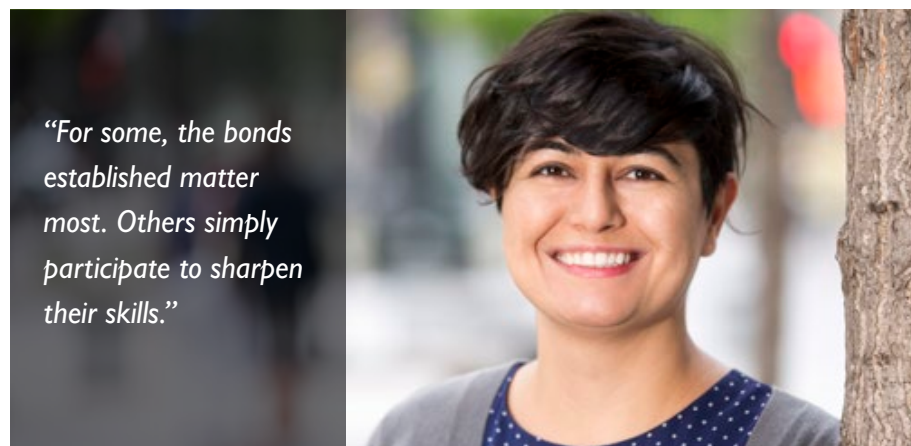
Thirty-two Concordia faculty-led projects received funding through SSHRC's Insight and Insight Development grants for a total of \$3.5 million, while 65 graduate and postdoctoral students were awarded a total of \$3.3 million through the Insight program.

Additionally, a \$2.5-million Partnership grant was awarded earlier this year to Philip C. Abrami, education professor and director of Concordia's Centre for the Study of Learning and Performance, for an initiative designed to improve teaching and learning outcomes through educational technology in sub-Saharan Africa.

WHEN IT COMES TO CROWDSOURCING, EVERYONE WINS

What motivates individuals to become involved in crowdsourcing? Inspired by the thesis work of her student Eric Martineau, BComm 10, MSc 12, Zeynep Arsel, associate professor in Concordia's Department of Marketing, is on the case. She is researching "why people participate in co-creation projects and what benefits they receive," she says.

In an article published in the *Journal of the Association for Consumer Research*, Arsel and Martineau show there are four types of members volunteering in these crowdsourcing projects: communals, who wish to build skills and community bonds; utilizers, who want to sharpen their skills without



"For some, the bonds established matter most. Others simply participate to sharpen their skills."

intending to socialize; aspirers, who lack both skills and bonds yet desire both; and tourists, who are minimally invested in either community or skills and infrequently participate.

The researchers found that members work together to create value for crowdsourcing companies and to generate benefits for themselves and others, such as social connections, status within online communities and improved skills. As such, it's win-win.



INNOVATION, TECHNOLOGY AND SOCIETY STUDENTS COMPLETE FIRST YEAR

When Anna Karina Ehrhardt, BComm 99, worked for large telecoms back home in Brazil, "Innovation was either slow or non-existent," she says. "That's why I was drawn to Concordia's Graduate Certificate in Innovation, Technology and Society."

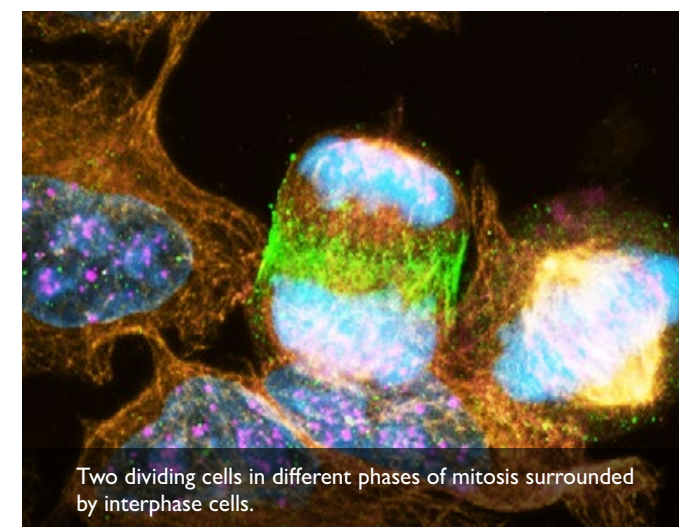
The new certificate, the first program offered by the Faculty of Engineering and Computer Science's Centre for Engineering in Society, provides students with the skills to engage in innovation practices, lead interdisciplinary teams and enhance their entrepreneurial abilities.

The interdisciplinary nature of the practicum is a key component of the certificate, explains Deborah Dysart-Gale, chair of the Centre for Engineering in Society.

"The idea is to create an interdisciplinary group driven by entrepreneurial spirit or vision, in order to generate an environment in which students can immediately put design theory and user-centred communications pedagogy into practice."

Students complete their practicum at Concordia's District 3 Center for Innovation and Entrepreneurship, a design lab and startup incubator.

STUDENT DEVELOPING A CANCER-STOPPING DRUG



Two dividing cells in different phases of mitosis surrounded by interphase cells.

The dream of Dilan B. Jaunky, a PhD student in Concordia's Department of Biology, is to develop an anticancer drug that targets and stops cancer cells from "hijacking the machinery" controlling cell division, or mitosis.

The drug that he and his associates are working on would ideally arrest cells in metaphase, one of the stages of mitosis, and stop cancer cells from dividing. Jaunky is investigating the mechanisms that govern this process in the lab of Alisa Piekny, associate professor of Biology.

"We hope this drug is better than some of the drugs currently in use because it doesn't also attack healthy cells," says Jaunky. Even though cancer is a daunting opponent, he isn't afraid to think big. "The dream is that the drug can be used to help patients combat the disease or extend their lifespan."

NEWS AND ACHIEVEMENTS



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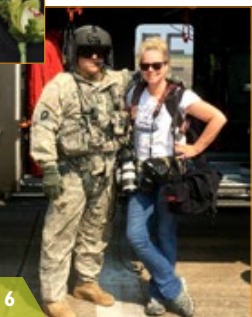
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Three exceptional individuals who have made their distinctive marks in the fields of exploration, business and social engagement, and information technology received honorary degrees from Concordia at the university's fall 2017 convocation.

The recipients joined more than 1,700 students, from the four faculties and School of Graduate Studies, who received their diplomas at Montreal's Place des Arts on November 20, 2017.

The honourees are **Bernard Voyer**, 1 LLD 17, extreme explorer and mountaineer and the first Canadian to reach the North Magnetic Pole on skis; **Isabelle Hudon**, 2 LLD 17, the first woman ambassador to represent Canada in Paris and former executive chair for Sun Life Financial Quebec and senior vice-president of client solutions for Sun Life Financial Canada; and **Kon Leong**, 3 BComm 79, LLD 17, entrepreneur and investment banker, co-founder, president and CEO of ZL Technologies in the San Francisco Bay Area, Calif.

4 Concordians appointed to the Order of Canada

Four prominent Concordians were among the 99 new appointments announced by His Excellency the Right Honourable David Johnston named to the Order of Canada, which represents one of the highest civilian honours in the country.

Marguerite Mendell, 4 BA 72, professor in Concordia's School of Community and Public Affairs and co-founder and director of the Karl Polanyi Institute of Political Economy, and **Peter McAuslan**, 5 BA 72, co-founder of McAuslan Brewing and past president of the Concordia University Alumni Association, were named as members.

Mary Anne Eberts, LLD 93, a Toronto-based constitutional lawyer and proponent of civil liberties and human rights, and Michèle Stanton-Jean, LLD 95, a journalist and historian known for her contributions to the advancement of women's history and her international leadership in medical bioethics, were appointed as officers.

3-time Pulitzer Prize-winning photographer at Concordia

Barbara Davidson, 6 BFA 90, delivered the Homecoming Keynote Lecture presented by Resolute Forest Products at Concordia on September 14. The three-time Pulitzer Prize-winning photographer talked about her dramatic career highlights, including her *New York Times* assignment to photograph Hurricane Harvey in Texas in August and September.

Concordian triumphs at 2017 Venice Dance Biennale

Dana Michel, BFA 06, received a prestigious award, the Silver Lion, at the Biennale Danza 2017 in Venice, Italy, in June. The Silver Lion recognizes innovation in dance. Michel also performed a new work, *STAHVIN MAHVIN*, as well as her celebrated *Yellow Towel* solo show, at the Biennale.



KEYSTONE BUILDERS: SPOTLIGHT ON THE BIRKS FAMILY FOUNDATION

"Concordia makes the communities in which we live far better."



The Birks family's relationship with Concordia spans more than eight decades, beginning in the 1930s at one of its founding institutions, Sir George Williams University.

"My great-great-uncle, Gerald Walker Birks, was very involved with the Drummond St. YMCA and the Y as a whole," recalls Jonathan Birks, president of the Birks Family Foundation.

"When Sir George Williams University began offering courses at the YMCA, a bond developed between the Birks family and the university."

In October 2017, the Birks Family Foundation continued its tradition as a Concordia supporter with a \$287,500 gift to the university. The support will be split between the Concordia University Press and the Centre for the Arts in Human Development (CAHD), with the projects receiving \$250,000 and \$37,500, respectively.

"The Birks Family Foundation has a long history of giving to Concordia," says Concordia President Alan Shepard. "We are grateful for their contribution to these unique projects that will help our university promote important scholarly works and enhance the student experience."

"The idea of open access was exciting"

When University Librarian Guylaine Beaudry initially shared plans to build the Concordia University Press with Birks, he was intrigued. Beaudry, who is also vice-provost of Digital Strategy, explained how the press would operate under an open-access model and release books online that wouldn't normally be published.

"All of us at the foundation thought the idea of open access was exciting," says Birks. "The press underlines the idea that Concordia is a university that does things that are innovative and makes the communities in which we live far better."

The Birks Family Foundation previously donated \$150,000 to Concordia Library to support its open-access mandate.

Concordia University Press is the first open-access press in Quebec and among only a handful around the world.

"There is currently no federal or provincial funding for new scholarly presses," says Beaudry. "Without the Birks Family Foundation's support, Concordia University Press would not exist."

Support for individuals with disabilities

The CAHD, which promotes growth and advancement for people with intellectual, developmental and mental health disabilities, is one of 22 research units housed in the Office of the Vice-President, Research and Graduate Studies.

"I remember at a luncheon I hosted at Loyola Campus, a young boy who was blind and mentally challenged sat at a piano," recalls Birks. "He played 'Take Me Out to the Ball Game' and all of his friends who were there cheered him on. It was emotionally very moving and brought tears to your eyes."

The CAHD gives confidence to the young men and women who rely on the centre's resources — it helps them become participating members of society in ways they might not have been able to in the past."

The Birks Family Foundation's most recent gift to the CAHD will be matched by Wilson McLean, a family cousin, which brings total funding for the CAHD to \$75,000.

Do you know someone extraordinary? Nominate them for an honorary degree. Visit concordia.ca/nominate for instructions.

CYCLE YOUR WAY TO A STRESS-FREE WORKDAY



A recent study from Concordia's John Molson School of Business (JMSB) has found that cycling can help reduce stress at work.

"Employees who cycled to work showed significantly lower levels of stress within the first 45 minutes of work than those who travelled by car," says the study's lead author Stéphane Brutus, professor in the Department of Management.

The research team collected data from 123 employees at Autodesk, an information technology company in Old Montreal. Respondents replied to an online questionnaire about their mood, perceived commuting stress and mode of travel.

Only answers from respondents who completed the questionnaire within 45 minutes of arriving at work were considered. This was done to get a

more "in-the-moment" assessment of employees' stress and mood.

Brutus, himself an avid cyclist, hopes that with growing concerns about traffic and pollution, further research will expand on his findings and encourage other commuters to pedal to work.

A graphic with a red background. On the left, there is a list of 'NEXT-GEN' categories: BUSINESS, ENERGY, CITIES, INNOVATION, DISCOVERY, TALENT, SOLUTIONS, PHILANTHROPY, SCIENCE, RESEARCH. On the right, there is a glowing brain with yellow and orange energy waves. The main text reads: "The CAMPAIGN FOR CONCORDIA will advance NEXT-GEN ideas, talent and impact. Help us anticipate what's ahead." At the bottom right, the URL "concordia.ca/campaign" is displayed.

Next-Gen categories: BUSINESS, ENERGY, CITIES, INNOVATION, DISCOVERY, TALENT, SOLUTIONS, PHILANTHROPY, SCIENCE, RESEARCH.

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