

Special Edition

A Newsletter for Specialist Council Executive Members

Volume 2:2 February 2013



Patrick Loyer

Executive Staff Officer,
Professional Development

Hello, specialist council members! Happy New Year to all of you even though the Christmas break must seem like a distant memory by now.

The annual training session for specialist council presidents, editors, webmasters and treasurers took place October 15, 2012, at Barnett House. I was pleased to have my first opportunity to work with many of you and, more important, to actually meet you. I really appreciated having the chance to put a name to a face and to a council, as well. I also appreciate that you can bear with me in this process of getting to know you. I want to thank everyone who was able to attend—I know how difficult it can be to break away from your classroom during a busy time of the year. I recognize the effort put in by many to attend and and hope that we can continue

to improve attendance at this event.

Teachers' conventions are now taking place across the province. Not only do these conventions provide great PD, they are also excellent opportunities for specialist councils to increase their membership numbers. The convention areas each provide a display table at no charge where specialist councils can set up and talk to convention delegates about specialist councils and the important role they play. The tables are also great for displaying information about council membership and events, such as conferences. Last year this proved successful in improving memberships in general, and the hope is that we can yet again increase our overall memberships this year. Many thanks go out to all the volunteers who will be working on behalf of so many at each of these teachers' conventions booths.

Once again I will reiterate the gratitude that should be extended to all council members who work so hard and so well to promote professional development through their specialist council. It is my hope that this you will find this e-newsletter a good source of specialist council information. If you have any questions, concerns, comments or suggestions about it or about any specialist council matter, please contact me (phone: 780-447-9467 in Edmonton; 1-800-232-7208 toll free; e-mail: patrick.loyer@ata.ab.ca).



ATA Educational Trust— Supporting Teachers’ Professional Growth!

In 2011, the ATA Educational Trust awarded more than \$80,000 in support of teachers’ professional development, including \$30,000 in grants to encourage attendance and help teachers cover the costs associated with attending an ATA specialist council conference.

In October 2011, the Trust awarded 75 grants of \$400 each to teacher applicants to offset the costs associated with attending an ATA specialist council conference. Eligible expenses include registration, accommodation and subsistence expenses. A copy of the letter sent to each successful applicant is sent to the specialist council to encourage council executives to acknowledge recipients and celebrate their conference attendance.

Specialist councils should consider applying to our project grant program. The ATA Educational Trust provides up to \$3,000 per project for the creation and publication of research or curriculum resources that will support teachers across the province. The application deadline is May 1. To see existing ATA Ed Trust projects, consult the ATA

library or our catalogue of Trust-sponsored projects at <http://bit.ly/vOBCb3>.

Specialist councils are encouraged to make an annual donation to the ATA Educational Trust. The Trust is fully funded through donations, often through the goodwill of Association subgroups, and so asks that provision be made to help support the valuable programs that the Trust administers. Group or individual donations, such as retirement tributes or in memory of departed teachers, are also encouraged. Receipts for income tax purposes are issued for all individual donations made to the Trust. Visit <http://bit.ly/uwtgrR> to download a printable donation form. The Trust reports to the Provincial Executive Council of the ATA once a year. An annual report and the Trust financial statements are printed in the *ARA Handbook* each spring.

For detailed information on the Trust bursary program and to download application forms for any of our programs, visit the Trust webpage of the Alberta Teachers’ Association website at <http://bit.ly/rjAZ1G> or contact Kim Dewar in Edmonton at 780-447-9436 or 1-800-232-7208, ext 436.



Did you know...?

Specialist councils are subgroups of the provincial Association and, as such, require approval from the provincial table officers for certain actions, including

- changes to constitution,
- changes to conference date,
- changes to fees,
- correspondence with Alberta government and
- requests made to outside organizations.

Requests made to provincial table officers must be submitted to Patrick Loyer, at patrick.loyer@ata.ab.ca, or Cheryl O'Brien, cheryl.obrien@ata.ab.ca, at least two weeks in advance of the table officers meeting. The table officers meeting schedule is as follows.

Table Officers Meeting Date	DEADLINE for Submission
February 11, 2013	February 1, 2013
March 22, 2013	March 12, 2013
April 25, 2013	April 11, 2013
May 30, 2013	May 21, 2013

Mark Your Calendars!

This year's ATA Summer Conference will be held at the Banff Centre on August 12-16, 2013. Specialist council presidents (or an alternate) and conference directors are invited to attend.



THE BANFF CENTRE
FOR MOUNTAIN CULTURE



Web Statistics for Web Managers



Gregory J Romaniuk
Information and
Technology Services

Association webmanagers often inquire if they have access to a webpage counter that provides information about visits to their website. I'm happy to announce that the Association now makes self-service website statistics reports available to all of our webmanagers with subgroups that utilize ATA-hosted websites. These reports provide a much more detailed data set than is provided by a simple page-counter device.

To access your website statistics, log in to ATA online service, then navigate to

your subgroup site using your personalized menu choices. Once at your subgroup site, you should see the **Site Actions** menu toward the top of your screen. From the root or initial page of your website, click on the Site Actions link to activate the pull-down menu:

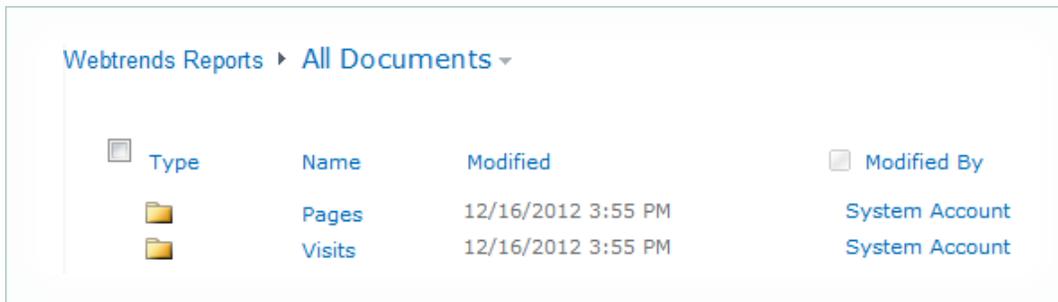
Select View All Site Content to navigate to your council's root site contents listing. Near the top of the page, you should see a list of your document libraries, similar to the library list below:

The screenshot shows a 'Site Actions' dropdown menu with the following options:

- Sync to SharePoint Workspace**: Create a synchronized copy of this site on your computer.
- New Page**: Create a page in this site.
- New Document Library**: Create a place to store and share documents.
- New Site**: Create a site for a team or project.
- More Options...**: Create other types of pages, lists, libraries, and sites.
- Manage Content and Structure**: Reorganize content and structure in this site collection.
- View All Site Content**: View all libraries and lists in this site. (This option is highlighted in blue in the image.)
- Edit in SharePoint Designer**: Create or edit lists, pages, and workflows, or adjust settings.
- Site Permissions**: Give people access to this site.
- Site Settings**: Access all settings for this site.

Document Libraries			
	Pages	This system library was created by the Publishing feature to store pages that are created in this site.	3 5 weeks ago
	Site Collection Documents	This system library was created by the Publishing Resources feature to store documents that are used throughout the site collection.	75 5 weeks ago
	Site Collection Images	This system library was created by the Publishing Resources feature to store images that are used throughout the site collection.	5 5 weeks ago
	Style Library	This system list was created by the Publishing Resources feature to store custom XSL styles and cascading style sheets.	179 7 weeks ago
	Webtrends Reports	Webtrends Reports	6 2 weeks ago

The library Webtrends Reports contains the currently available website statistics reports. Click on Webtrends Reports to open the library. The next screen displays the contents of the library, and should look similar to this:



The screenshot shows a web interface for 'Webtrends Reports' under the 'All Documents' section. It displays a table with columns for Type, Name, Modified, and Modified By. Two folders are listed: 'Pages' and 'Visits', both modified on 12/16/2012 at 3:55 PM by the System Account.

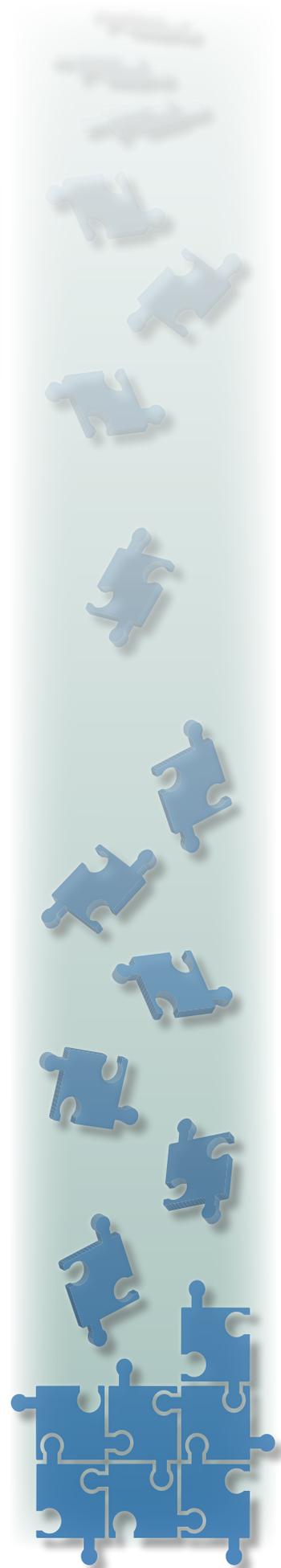
Type	Name	Modified	Modified By
Folder	Pages	12/16/2012 3:55 PM	System Account
Folder	Visits	12/16/2012 3:55 PM	System Account

Note that there are two different types of reports available: Pages and Visits. *Pages reports* provide grouped statistics about your site’s individual webpages. By reviewing this report you can gain insight into which of your site pages are often visited, and which pages are rarely viewed. These statistics are most useful when evaluating the content of your site and can provide valuable insight concerning future development of content on your site.

Visits reports provide a basic overview concerning general visits to any page on your site. The associated report chart allows you to determine at a glance the days that experience a higher number of visitations. You could use this information to deduce which days of the week your members are more likely to visit your site, or extrapolate links between visit “surges” and other events that affect your membership.

Reports are generated monthly on the first Sunday of the month and contain statistics gathered during the previous calendar month. You can access information about your site statistics from November 1, 2012, onward.

I hope that you find this new tool a valuable addition to the features available for your ATA-hosted website. Should you have any questions about how to access or use these new reports, please call me at 780-447-9415 or an e-mail to greg.romaniuk@ata.ab.ca.



Specialist Council Publications Are Great Marketing for Your Council



Karen Virag
Supervising Editor, Publications

Specialist council publications are an ideal vehicle to showcase the Association's high professional standards and scholarship. Council publications also strengthen the Association, improve communication and networking, and enhance volunteers' experiences by acknowledging their contributions. Council publications are excellent

vehicles for maintaining the profile of councils and advertising the amazing work that they do on behalf of members.

A well-crafted publication is an effective means of keeping members interested and involved in the council, and it is a powerful marketing tool. Councils can hand out hard copies at conventions and other events, offer them to participants at workshops and meetings, and get them into the hands of the many stakeholders in the educational system.

Redesigning your publication

If you think your council publication is starting to look a little tired (and let's face it—we all get old) contact me (karen.virag@ata.ab.ca) and we can talk about a redesign. Here is the redesign we did for the second languages and intercultural journal, *Notos*. You can see that the new design is dynamic, colourful and attractive.



Second Languages and
Intercultural Council
of The Alberta Teachers' Association

Know Thy Friends

Margaret Shane
ATA Privacy Officer

Facebook tool will make private public

Facebook has announced the imminent launch of its new Graph Search tool, which will make all personal information posted to Facebook potential hits on a powerful searchable database.

Reports suggest that Graph Search will initially be limited to the United States, but will roll out soon to Canada and then the rest of the world. This means that in the near future, anyone will be able to easily search everyone else's personal information and posts.

The good news is that Facebook claims that Graph Search will respect users' current privacy settings and not return hits that are protected. The bad news is that too many Facebook users have not reviewed or properly set their privacy settings.

Teachers are encouraged to tighten up their Facebook privacy settings over the coming weeks.

For more information, see the Graph Search announcement on the landing page of www.facebook.com.

The following is based on ABC's *Good Morning America* contributor Joanna Stern's practical tips for enhancing privacy settings in advance of Graph Search's launch (January 16, 2013, "Facebook Graph Search: Now is the time to go over your privacy settings").

1. Set your default preferences to share with friends only

Underneath any status update or photo you share is a small toggle that allows you to select who you'd like to share that piece of content with. Set it to Friends and it will automatically default to that setting on anything you share. This way you know that everything you share is going out only to your friends. You can always expand it to Public or Friends of Friends, but it's better to play it safe with the default setting.

2. Go through your likes

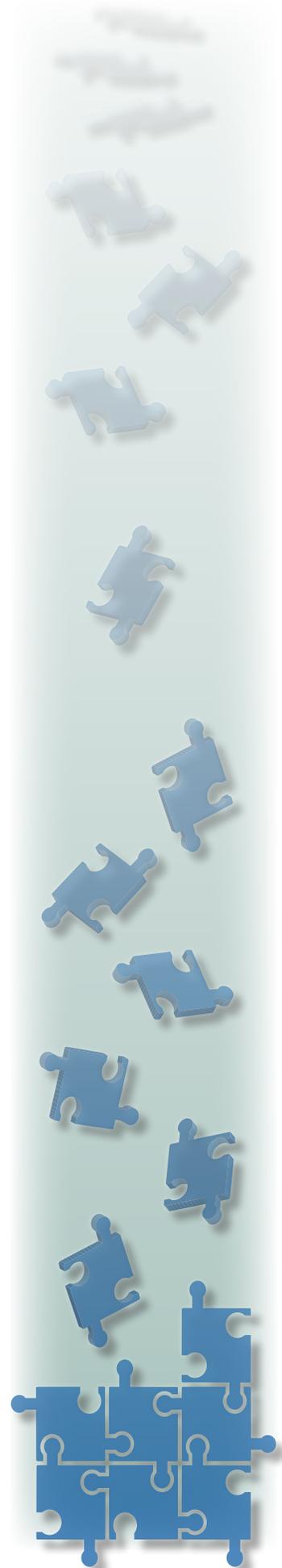
The Graph Search searches your likes. You can search for "People who like ..." and it might return surprising results. Maybe you liked something in the past that you wouldn't like at this point in your life. This is the time to clean that up by unliking it.

3. Go through your photos

Graph Search can also search photos. Now is the time to go through photos of yourself and untag the ones you don't like or that are inappropriate. Facebook's new privacy tools have made this easier to do. Click the little lock symbol in the upper right-hand corner, select "Who can see my stuff?" and then "Where can I review all my posts and things I'm tagged in?" That will take you to the Activity Log, where you can select the Photos tab. There you can see if photos are public or private.

4. Review your friends and make lists

This step can take the most time. You can create different lists of people who have different access to your information. For example, you might not want your coworkers to see or be able to search for any of your photos. Go to your Friends list from your Timeline and you





can see which of your friends is on which list. You can even create new lists and permissions for each list. Last, you can view your Timeline as a specific person by going back to the lock symbol in the top right corner and selecting “Who can see my stuff?” and selecting “What do other people see on my Timeline?” From there you can view your information as if you were the other person.

5. Be diligent

Make sure you keep an eye on what you share and with whom

you share it. The search function is going to make finding information on Facebook much easier. Make sure you want the information you share to be found.

For more information

Facebook’s rationale for creating Graph Search is posted online at www.youtube.com/watch?v=U94DTrjAvuA.

Facebook’s promotional video of Graph Search is available at www.facebook.com/index.php?stype=lo&lh=Ac9FgJYvUfAHpm4u.

Face-to-Face Meetings— What the Future Holds



Leanne Calderwood
Director,
Global Accounts,
HelmsBriscoe

When technologies exploded in the late '80s and into the '90s, the meetings community went on high alert. Would these technologies make the face-to-face format of social collaboration obsolete?

Technology has certainly changed how meetings are conducted—hybrid meetings, virtual meetings and web conferences have all changed how we interact on a weekly basis with our colleagues and collaborators. When web conferencing was first introduced years ago, some thought that would be the end of face-to-face meetings. As we now know, not only did that not happen, but face-to-face meetings actually grew, as did our need for more social interaction. In fact, people are travelling and going out to conferences more than ever.

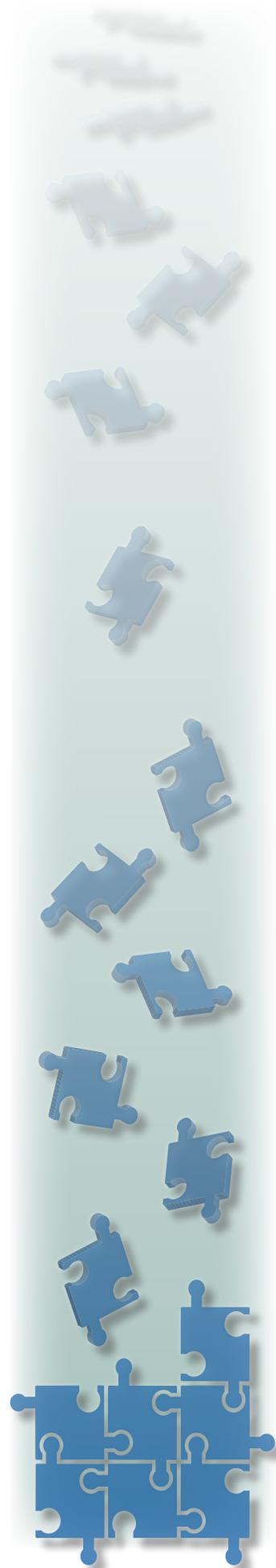
Ease of travel has increased our appetite for face-to-face meetings. The price of oil could become one of the future's concerns as the cost of flight and ground travel increases.

The price of transportation may become too great for any meeting return on investment. Other cost-cutting measures may need to be employed to ensure that meeting attendees get to the meeting without sacrificing quality of the meeting. Some associations are joining forces to jointly offer resources to attendees so that the quality remains, while reducing costs for both parties.

Generational differences could also affect the future of meetings. Boomers and Gen-Xers still prefer face-to-face meetings for communicating ideas and brainstorming. The up-and-coming generations (Gen Y and Gen Z) are more comfortable with online methods, technology and social media. Their comfort level with emerging meeting formats will make virtual formats increase in popularity, but as social animals, these entrepreneurs will also crave the social interaction of face-to-face meetings. We are spending more time behind computers, smartphones and social media platforms—but our craving for real human interaction will likely increase as our day-to-day interactions decrease.

If you're looking for ways to increase return on investment for your meetings and how to embrace the future of face-to-face meetings, I'm always available to brainstorm and chat. All the best of the new year to you!

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Submissions for this
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be sent to
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PD-SC-27 2013 02

Upcoming Activities and Deadlines

February 15, 2013—Suggestions for the specialist council speakers list for teachers' conventions are due. You can access the online form on the PD collaborative site. Please submit completed forms to Barb Bossert at barb.bossert@ata.ab.ca. Following the February 15 deadline, Association staff will compile the speakers bank into a single document to distribute to teachers' convention boards by **March 15** of each year.

February and March 2013—Specialist council booths at teachers' conventions will be as follows:

February 7–8: NCTCA

February 14–15: CCTCA and NETCA

February 21–22: SEATCA, PDTTC, SWATCA, CATCA

February 28–March 1: GETCA

March 7–8: CEATCA and MPTCA

Encourage your colleagues to visit the specialist council booth and to sign up for a council. Stop by the booth yourself to network with executive members from other councils who are volunteering to sign up new members.

April 19 (eve)–20, 2013: Spring Regional PDAC, Edmonton. Specialist council presidents or designates are invited to attend. Extra delegates may attend at the specialist council's expense.

