

## Anna Beukes for Vice-President Communications



Communications is a multi-level process that happens internally and externally.

**Internally**, I will continue to build on the good work Gordon Cutting did for the past six years. In addition to the Intercom, **NASA can benefit from a blog where NASA members can exchange thoughts and ideas on a continuous basis.** In collaboration with the NASA communication

committee, I will establish a blog like that. It will be an online space where stimulating thoughts and insights can be exchanged between NASA members.

We will invite people from outside NAIT, including from the wider labour community, to contribute to our internal NASA dialog. For instance, the speakers who participated in our lunch-and-learn series this year, will be invited back. These include:

- Gerry Potter, the producer of the documentary “In Search of Professor Precarious”.
- Brendan Bruce, the Director of CAFA (the ACIFA equivalent for universities).
- Glynis Price, President of the Concordia University of Edmonton Faculty Association.
- Martin Devitt, Divisional Legal Co-ordinator for OPSEU (Ontario Public Sector Employers Union) College Division.
- Dan O'Donnell, President of University of Lethbridge Faculty Association, and
- David Powell, President of Athabasca University Faculty Association.

Our NASA members benefitted hearing from these speakers over the past year, and there is more we can learn from them. So, inviting them back to continue engaging with us will enrich the quality of our internal dialog on our NASA blog.

When it comes to **external communication**, I have a long- and well-established history of lobbying for faculty and faculty associations. An achievement which I am particularly proud of now, because it came together just this week! – is that NASA will NOT become a take over target for bigger unions after June of this year. You may recall when faculty associations like

NASA were moved under the labour code in 2017, we were granted protection against takeover by bigger unions, but only until June of this year. As ACIFA President in 2017, I started the advocacy campaign to protect NASA and other faculty associations against that fate. It was a long and relentless campaign which involved extensive external communications with many opinion formers. And, just this week, we received word from the government that the exclusive bargaining status<sup>1</sup> of academic staff associations such as NASA will be continued indefinitely, and that status will be protected in legislation. Please let me know if you are interested in seeing any of the documents I prepared as part of this campaign.

Should you elect me as your next Vice-President Communications, I will continue to access my extensive network of contacts in the wider labour community to enrich NASA's internal dialog and apply my well-developed advocacy skills to advance NASA's interest externally.

If the year behind us was challenging, there is no reason to think the year ahead will be less so. NASA is more likely to be successful when facing uncertainty and adversity with well connected experienced Table Officers providing leadership.

Please don't hesitate to reach out to me ([annab@nait.ca](mailto:annab@nait.ca)) if you have questions or comments.

I trust I can count on your support

*Anna Beukes*, PhD

NAIT Instructor

Email: [annab@nait.ca](mailto:annab@nait.ca)

11763-106 Street NW

Edmonton, Alberta, Canada, T5G1Y5

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<sup>1</sup> **Statutory designation of academic staff associations refers to the** statutory designation of faculty associations as the sole bargaining agent for all academic staff members at that institution.