

# School of Public Policy and Administration

## Weekly Newsletter

October 2013 – Volume 1, Issue 21

### Important Reminders

#### SPPA October Hours of Operation

The SPPA will be open during the following hours for the month of October:

**Monday-Thursday 8:30am-4:30pm**

**Friday 9:30am-4:30pm**

#### University Closure

The University will be closed for Thanksgiving on Monday, October 14, 2013. Note that the SPPA will not be open and classes will not be held.

#### Student Advising

We are pleased to announce that an LAPS Student Advisor will be now available at the School of Public Policy & Administration (SPPA) in McLaughlin College on Tuesdays and Thursdays, 8.30am-4.30pm starting Thursday, September 12, 2013.

While drop-ins and all majors (including non-SPPA majors/minors) will be welcome by the Rotating LAPS Advisor, you may request an appointment through the main SPPA Office at [lapssppa@yorku.ca](mailto:lapssppa@yorku.ca). **If the rotating advisor will not be able hold office hours, you will receive an email notification.**

### Announcements

*See next week's announcements...*

### Seminars/Workshops

#### Social Policy Ideas Lab 2013-2014

Lab Session: Learn to Write so You can Write to Learn

Professor Thaddeus Hwong

Saturday Oct. 12, 2013,

ACW 206

1:30 - 4:30 pm

Immersing in the examination of pressing social policy issues that affect all of us in our society, students will learn a set of essential skills in critical thinking, information literacy and effective communication that will not only help them in their studies but also in their careers.

#### **Learning Outcomes**

- 1) Writing is learning: how you learn now determines what your life will be
- 2) Identifying the problem you want to solve: why should we care?
- 3) Imagining different possible solutions: dream big, be bold, push the envelope, test the limits
- 4) Searching for relevant and useful ideas to reject or not reject solutions from the Wild Wild Web: the truth is out there but you need to really look for it
- 5) Choosing the best available and applicable solution in context: everything is contingent in some way and this is not postmodern babble even you are a realist
- 6) Organizing your thoughts: seeing the forest, not just the trees
- 7) Structuring your presentation of the solution: using the scientific method as your best defense

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8) Building your arguments: what's wrong with your arguments?

9) Making good use of evidence: who said that and what's the source? Say what you mean and mean what you say in pursuing an equal society for all

**Please bring your favorite computer/tablet/smart phone for use in the Lab Session.**

**To register for the lab session, please send a blank email to [spil@yorku.ca](mailto:spil@yorku.ca).**

Social Policy Ideas Lab (SPIL) is designed to engage students outside the classroom through experiential learning so the students will learn to become not only a productive employee but also an informed citizen in our civil society. SPIL is funded by the Academic Innovation Fund of York University.

Professor Thaddeus Hwong envisions students as our hopes and dreams for a better tomorrow. His research in the financing of an equal society informs his teaching in income tax, public finance, social policy and research methods. For his academic profile, see <http://goo.gl/7txl1a>.

## SPPA Events

### MPPAL Info Sessions

The Masters of Public Policy, Administration and Law information sessions provide an overview of the MPPAL program. Topics covered include admission requirements and procedures, course content, career paths, financial aid, and the Graduate Diplomas in Democratic Administration and Justice System Administration.

Potential students can meet with some faculty members, and program officers for the MPPAL Program.

**Osgoode Professional Development Centre  
26th. Floor  
1 Dundas St. West, Toronto**

[Map & Directions](#)

Wednesday, Oct. 23 - 5:30 - 7:30pm  
Wednesday, Oct. 30 - 5:30 - 7:30pm

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Wednesday, Nov 13 - 5:30 - 7:30pm  
Wednesday, Nov. 27 - 5:30 - 7:30pm  
Wednesday, Dec. 4 - 5:30 - 7:30pm

**McLaughlin College,  
Room 140  
York University  
4700 Keele Street, Toronto**

[Map & Directions](#)

Thursday, Oct. 10 - 5:30 - 7:30 pm  
Saturday, Oct. 19 - 12.00 - 2:00 pm  
Thursday, Nov. 7 - 5.30 - 7.30 pm  
Saturday, Nov 16 - 12.00 - 2:00 pm  
Thursday, Nov 21 - 5:30 - 7:30 pm  
Saturday, Nov 23 - 12.00 - 2:00 pm

To register for a session please email [mppal@yorku.ca](mailto:mppal@yorku.ca) with the session date and your contact information.

## Other Events

### “A Music Career in the Making”

Presented by  
**HOWARD LEYTON-BROWN**

Dr. Howard Leyton-Brown studied in Europe with two of the most respected violin teachers of the twentieth century. As he was concluding his studies in England World War II was declared and he enlisted in the Royal Air Force. After the war he joined the London Philharmonic Orchestra. He relocated his family to Canada, and settled in Regina, where as well as pursuing a solo career, he served, at various times, as Director of the Regina Conservatory of Music, Saskatchewan Director of the Western Board of Music, conductor of the Regina Symphony Orchestra, concertmaster of that orchestra, and Head of the Department of Music at the University of Regina. He is now Professor Emeritus of Music, and still teaching violin.

Professor Leyton-Brown will give an account of the people and events which brought a dream to reality. Ranging from early training in Australia to advanced study in Europe and finally in the United States, the discussion will also cover professional activities which developed as a result.

Hosted by the Office of the Master, McLaughlin

THURSDAY OCTOBER 10, 2013  
SENIOR COMMON ROOM  
140 McLAUGHLIN COLLEGE  
4:00PM – 5:30 PM

Everyone welcome  
LIGHT REFRESHMENTS PROVIDED

For further information, please contact Lorraine Myrie at x33825 or lmyrie@yorku.ca

**Medicare at Risk: Failing Federal Government Commitment**

Can you please forward the following email along with the attachment to all of your students? We would greatly appreciate your support.

Students for Medicare proudly presents-  
“**Medicare at Risk: Failing Federal Government Commitment**”

**When?** Thursday October 10, 2013 at 6pm

**Where?** OPSEU Building- 31 Wellesley Street East, Toronto

**Speakers:** Dr. Pat Armstrong (Professor at York University; Board Member of Canadian Health Coalition and Canadian Centre for Policy Alternatives), Michael McBane (National Coordinator, Canadian Health Coalition), and Dr. Ritika Goel- Physician and Activist

**Why should you attend?** To learn! To meet like minded people! To network! Most importantly, to show that you care about sustaining publicly funded health care system!

**Focus of the event:** Expiration of Health Accord

Register for FREE @  
<http://studentsformedicare.eventbrite.com/>

-please register before October 6<sup>th</sup>

-refreshments available

See the attached poster for details! Visit us at <http://studentsformedicare.com/>

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Warmest Regards,  
Jaspreet Kaur (On Behalf of Students for Medicare)

## Call for Papers/Proposals

### Public Policy and Governance Review - Call for Submissions

We are currently accepting submissions for Volume 5 Issue 1 of the Public Policy and Governance Review.

The Public Policy and Governance Review (PPGR) is a dynamic publication written by tomorrow's policy makers and professionals alike. It features peer-reviewed academic articles, interviews with policy leaders and innovators, reports from the field, reviews, debates and opinions. It aims to showcase the public policy work of graduate students, and introduce bold new ideas and fresh insight to the policy challenges of the 21st century.

Information about submissions can be found here:  
<http://ppgreview.ca/submissions/>

All submissions for the Public Policy and Governance Review should be sent to [submissions@ppgreview.ca](mailto:submissions@ppgreview.ca).

For the PPGR BLOG - PPGR editors always welcome blog article submissions. For selection criteria, submission guidelines and length of submissions, please see below.

For the PPGR bi-annual policy journal - PPGR editors invite the following types of submissions for its bi-annual journal publication:

- Academic articles
- Reports from the field (conferences and policy events)
- Reviews of books, documentaries, or films with policy implications
- Policy recommendations, opinions, and arguments

Selection Criteria

- Quality, style, and clarity of arguments

- Relevance of academic articles to current policy issues
- Relevance of blog post articles to current policy issues
- Originality and critical value of research and ideas presented
- Contribution of submission to scholarship and policy-making

#### Submission Guidelines

- Submissions should include a cover letter with the author's name, address, email address, daytime phone number, and a brief biography.
- All submissions must be unpublished
- Emailed as a .doc, .docx, .odt, or .rtf
- Citations should be in-text and formatted in the author-date system, according to the guidelines in

#### The Chicago Manual of Style

- All figures, tables and charts must be submitted as entirely separate files
- All submissions are subject to editing and revision by the PPGR Editorial Board and will be published using a Creative Commons license.

#### Length of Submissions

- Blog post submissions should be between 500 and 700 words in length
- Research articles and policy history essays should be between 3,000 and 7,000 words, and include a 100 word abstract
- Reports from the field should be between 1,000 and 3,000 words, and include a 100 word description of the report
- Reviews should be between 500-1000 words
- Policy recommendations, opinions, and arguments should be between 1,500 and 2,500 words

We look forward to your submissions!

## Funding/Scholarships

*See next week's announcements...*

## Contests

*See next week's announcements...*

## Employment Opportunities

### Manager of Government Relations

[McDonald's Canada](#) - Toronto

#### Job description

There's a little McDonald's in everyone!

How would you like to work for the #1 quick service restaurant operation in the world? We currently have an opening for a Manager of Government Relations within the Government Relations and Sustainability department, based in the Toronto office. This position will report to the Director of Government Relations. The purpose of this position is to provide government relations advocacy and stakeholder relations on behalf of the Company to protect McDonald's business interests and enhance brand trust. The position supports the Director who has national responsibility for the overall management of the Government Relations and Sustainability function. Responsibilities include analysis of government legislation and regulation that negatively impact the McDonald's system, development and implementation of strategies to eliminate or mitigate harmful impacts on corporate and franchised operations, and the management of related stakeholder relations activities.

#### **Principal Accountabilities**

*In addition to following McDonald's policies and procedures, principle accountabilities include, but are not limited to:*

Policy Analysis, Strategy Execution, and Issues Management

- Monitor and assess emerging federal, provincial and municipal legislative and regulatory activities to evaluate impacts on the McDonald's system.

- Establish corporate objectives, policies, practices and positions on critical public affairs issues.
- Develop and implement government relations and stakeholder relations strategies to respond to emerging issues or to advance issues of priority to the McDonald's system.
- Lobby on critical issues, both independently and as part of coalition and association efforts, to influence government policy to achieve McDonald's objectives.
- Design and execute programs to optimize the effectiveness of the McDonald's grassroots system of franchisees, suppliers and business partners.
- Manage a wide range of critical issues and initiatives concurrently, including development and implementation of strategies and tactics, grassroots activation of franchisees and suppliers, management of timeframes and critical paths, and preparation of related tools and support materials.

### Communications

- Prepare and distribute to the McDonald's system clear and concise status updates and briefing materials for current and emerging issues, and conduct verbal briefings as needed.
- Prepare position papers and submissions to government and public agencies outlining McDonald's and/or the industry's position on key issues.
- Use a range of approaches for ongoing communication with government officials, stakeholders, and influencers in the course of managing issues and initiatives.
- Influence industry associations and coalitions in the development of positions to ensure that McDonald's interests are addressed.
- Develop and maintain key messages, Q+A, issues notes, calls to action, and related tools for the effective management of critical issues and initiatives.

### Networking and Relationship Building

- Establish a network of contacts and build relationships with industry members, industry and business associations,

government decision-makers, influencers, and external SMEs.

- Build industry and cross-industry coalitions and drive consensus approaches on critical issues of mutual concern.
- Raise the profile of the company with elected and appointed government decision-makers through outreach, education, and engagement.
- Support franchisees in relationship building with elected officials and stakeholders.
- Represent McDonald's on relevant industry boards and committees, and maintain a high level of involvement in industry association policy/program development to ensure that McDonald's interests are addressed.

### Desired Skills and Experience

**The ideal candidate will possess the following skills and qualifications:**

- Bachelor degree in a related discipline
- 7 years work experience in a government relations capacity or related field
- Knowledge of industry and employer issues including employment standards, taxation, environment, franchising, food safety, supply management, labour shortage etc.;
- Understanding of policy/legislative processes and political dynamics;
- Strong research, analytical, and critical thinking capabilities;
- Excellent planning, execution, and time management abilities;
- High standard of verbal and written communication skills;
- Ability to engage with a broad range of industry and third-party stakeholders to generate consensus, influence outcomes, and build relationships.

McDonald's® offers an outstanding work environment and a comprehensive compensation and benefits package which includes a competitive salary, bonus, stock incentives, group health insurance and on-site fitness center.



While we thank all candidates for their interest, only those selected for an interview will be contacted.

### About this company

In 1967, the first McDonald's Canada opened in Richmond, B.C. We've been growing with our communities and serving quality food at great value ever since.

Today, McDonald's Canada is proud to be one of the world's leading foodservice retailers. From coast to coast, we serve delicious choices to more than 2.5 million people in over 1,400 locations every day and employ more than 80,000 Canadians.

We're also more than just your local restaurant. We're hardworking small businessmen and women, students working part-time, seniors getting the most out of life, and volunteers lending time to make a difference in the communities we live and work in.

Our commitment to our people:

We offer opportunity, nurture talent, develop leaders and reward achievement. We believe that a diverse, well-trained team working together in a highly engaging, respectful environment is essential to our continued success.

World class training and hands-on skills development, such as teamwork, time management, customer service and communication instill life-long business skills in employees.

Did you know...

- Sixty per cent of McDonald's® Canada's top Canadian management and 50% of its franchisees started as McDonald's crew.
- More than \$2million in employee scholarships that have been awarded since 1985.
- McDonald's has been named Aon-Hewitt's 2013 top 50 Best Employers in Canada. This is now 8 consecutive years in a row with the last 3 years placing in the top 10!

### Symantec – Canada

#### Job description

Act as a senior corporate liaison with all levels of government in Canada, with particular focus on cybersecurity, critical infrastructure protection, privacy and identity management engagements. Key contributor to corporate policy on government affairs activities within Canada. and strategically drive Symantec participation in government initiatives. Maintain effective relationships with key elected and executive branch officials, staff and industry trade associations. Manage participation in industry organizations and public private partnerships focused on cybersecurity, critical infrastructure protection, privacy and identity management. Work regularly on a cross functional basis within all levels of Symantec to obtain support for the government affairs program and to promote opportunities for the company by partnering with sales, marketing, communications, and product teams. Implement and manage a public policy agenda in Canada that will drive leadership and brand recognition in cybersecurity, critical infrastructure protection, privacy and identity management, and provide strategic advice and planning. As a recognized leader in the government and public affairs field, raise the company profile as a thought leader on security, privacy and identity management issues with government officials. Routinely advise internal Symantec teams and senior executives on public policy issues and regulations related to security and privacy. Perform other duties as assigned, including authoring white papers, giving presentations, and developing briefings for senior executives and policy makers.

#### Desired Skills and Experience

Candidate must have a solid working knowledge of government and public policy issues affecting the IT industry. Expertise in IT industry issues required, with deep understanding of cybersecurity, critical infrastructure protection, privacy and identity management issues. University degree plus 12+ years work experience

with governments, industry, or trade associations required. Masters degree or equivalent a plus. Works well in a global team environment and has a positive, customer-oriented attitude. Excellent written and oral communications, including public speaking, skills are critical for this position. Proficient with MS Office Suite, specifically Outlook, PowerPoint, SharePoint and Excel. Ability to work independently as a motivated, self starter who can multitask.

### About this company

Symantec helps consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored. Symantec was founded in 1982 by visionary computer scientists. In that spirit, as technology changed so did Symantec. We are focused on providing security, storage and systems management solutions to help businesses and consumers secure and manage their information.

## Volunteer Opportunities

*See next week's announcements...*

## Internship Opportunities

*See next week's announcements...*

## Other

### October events at the Career Centre

The Career Centre is pleased to provide you with the calendar of activities for the month of October 2013 - [online calendar](#) .

This month is all about further education. Most people think of job search support when they think

of the services the Career Centre provides, but many students come to us for support in making strategic further education decisions. To help support students in preparing for further studies, the Career Centre offers the [Further Education Workshop Series](#) – five highly targeted, 1-hour workshops designed to address the unique issues and concerns that students might have about their application at each stage of the process. After attending all five workshops, students will be well on their way to developing a strong, persuasive application package for the next step of their education.

- Selecting a Post Graduate Program
- Organizing Your Post-Graduate Application
- Understanding the Personal Statement
- Getting Started on Your Personal Statement
- Writing a CV or Resumé for Your Post Graduate Application

Students interested in applying for further studies can also book a [Post Grad Application Support Session](#) where our in-house expert will meet with students individually to provide feedback and tips on preparing their CV or resume, statement of interest, asking for references and selecting programs that will meet their expectations.

These programs and services are geared toward our annual [Graduate and Professional Studies Expo \(GPSE\)](#) which will take place on Wednesday, October 23<sup>rd</sup> from 11am-3pm in Founders, Winters and McLaughlin colleges . During GPSE educational recruiters from over 100 business and law schools, teacher's colleges, graduate studies programs, professional schools and community colleges will be on campus to talk to students about their programs and application processes through a variety of exhibits, panels and breakout sessions.

Even though the focus of October is further education, there are still a number of employers wishing to connect with students for full-time, part-time, and summer opportunities. [Employer Recruitment Sessions](#) will be taking place throughout the month with representatives from: Scotiabank, CSIS and Uline and, as always,

students looking for work can check out the [Career Centre's Online Job Posting System](#) for a variety of employment and volunteer opportunities both on and off campus.

The Career Centre's workshop schedule is jam packed this month with Career Exploration, Job Search and Professional Etiquette workshops taking place every day. Students who can't make it to campus in person may wish to participate in our [Making Degree Choices: The Other People Factor webinar](#) from 2-3pm on October 8<sup>th</sup>. This webinar will help students understand how their career decisions are being influenced by family, cultural or external expectations and gain a better understanding of how thoughts and feelings play an important role in career exploration.

Last but not least, our new Career Support Booklets for 2013-14 are available! These booklets outline all of the Career Centre's programs, services and events. To order these booklets, please send Lorraine Mar an email at [lmr@yorku.ca](mailto:lmr@yorku.ca) with your campus address and the quantities you'd like.