CUPFA PTHC REP TRAINING

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- In the case that the summer 2021-22 postings come out in the usual fashion, verify that paper copies are put up by 5 p.m. on Feb. 18th in your Department (given that this is still a requirement in the new CA, Article 10.08 a), as this is typically the earliest opportunity for members to see the courses on offer for a given hiring period.

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- Reps should work in tandem with their Department and CUPFA if there are any errors in the FRIS postings, as recent experience has showed this can be very messy to undo.
- REMINDER: Course outlines or syllabi CANNOT be required in a course posting. Report to CUPFA immediately if you see postings that do. Like course evaluations, they may optionally be included as supporting evidence of qualifications, but courses cannot be denied on the basis of a submitted syllabus or course outline. This is one of several points to check regarding the postings →

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This year, expect to see the following standardized text in all postings, University-wide:

Notice the wording in the Additional Information box: by submitting an application, it will be assumed that members have agreed to the conditions

Job Specific Requirements

Applicants who have not taught this course three times or more are required to demonstrate to the Part-Time Hiring Committee how their training and experience meet the qualifications as stated below

Additional Information

Given the possibility courses will not be offered in classrooms, in order to deliver the course content in an electronic format applicants are considered to agree to meet the following conditions:

- · Access to internet and hardware equipment (computer, webcam, microphone and headset)
- · Ability to launch your Moodle course and use some of the elementary features (e.g., but not limited to, add files, use the Moodle announcements feature to send important messages to the whole class, set up an assignment in Moodle to receive submissions and make grades/feedback available to students)
- · If you do a synchronous lecture, it has to be recorded
- · Upload recorded lectures to YuJa and make them available (securely) in Moodle training will be made available before and during the summer terms
- · Make transcripts available of all recorded videos or, endeavor to provide material to students in an accessible fashion, including (but not limited to) providing transcripts of recorded lectures (via Yuja) and providing image descriptions for any posted images
- · Ability to maintain regular live contact with students, including virtual office hours (via Zoom, Adobe Connect, or similar platform)
- · Clearly communicate to students your preferred mode to receive questions and messages

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Studio Arts

ASEM 620 /4 ART: IDEAS AND PRACTICES: MAKING WRITING	3 credits
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Job Specific Requirements

Applicants must have a PhD (or equivalent professional experience in a visual arts research-based field/practice) and experience teaching at a graduate level in the visual arts. In addition, they should have distinguished themselves in their field by having a significant and active professional record (i.e. teaching, publications, curatorial activity and/or critical writing). Previous teaching experience is desirable and a working knowledge of French is considered an asset.

If you have not successfully taught this course three (3) times or more, your application must include the following:

- i. An up-to-date curriculum vitae
- ii. A statement that addresses how your professional practice qualifies you to teach this course
- iii. A statement that addresses your teaching approach/strategy for this course
- iv. Documentation of your professional scholarly practice

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Finance

FINA 200 /2	PERSONAL FINANCE	3 credits

Job Specific Requirements

Master's degree and relevant teaching and work experience is expected. Experience in running web-based courses. It is preferable that candidates have one of the following certifications: CFP (Certified Financial Planner), RFP (Registered Financial Planner) or PFP (Personal Financial Planner) or FP (Financial Planner).

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Theatre

ACTT 211 /2 VOICE AND MOVEMENT FOUNDATION 3 credits

Job Specific Requirements

MFA or equivalent experience in Movement for the theatre, as well as successful teaching at the university level. The candidate must demonstrate expertise, including at least 10 years experience, and the recognition of her/his peers, in a recognized discipline such as the approach of Etienne Decroux, Jacques Lecoq, Eugenio Barba, Biomechanics, mask work, or acrobatics. Recognized artistic practice at a regional and/or national level with a variety of companies and in a variety of acting styles will be considered a strong asset. Areas of study in this course should include: development of strength, flexibility, and specificity in the body's ability to communicate non-verbally; clarity of physical presence; movement improvisation; composition of solo, partner-based, and group performance work.

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Chemistry and Biochemistry CHEM 375 /1 BIOCHEMISTRY II 3 credits Job Specific Requirements Candidates are expected to have a Ph.D. in Biochemistry

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CHEM 375 /1	BIOCHEMISTRY II	3 credits	
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Job Specific Requirements

Candidates are expected to have a Ph.D. in Biochemistry

Mechanical and Industrial Engineering

	MECH 215 /2	PROGRAMMING FOR MECHANICAL AND INDUSTRIAL ENGINEERS	3.50 credits
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Job Specific Requirements

MA (or equivalent) in the field preferred; Post-secondary teaching experience in the course subject and level preferred.

The instructor must be a registered professional engineer in Canada and must provide proof of licensure.

Note that instructors in MIAE courses must adhere to the guidelines set by the course coordinators.

Note that midterm exams may be held outside of class hours, including on weekends.

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Liberal Arts College

LBCL 391 /3 STRUCTURE AND DYNAMICS OF WESTERN CIVILIZATION II

6 credits

Job Specific Requirements

Experience in teaching in a Great Books program is highly desirable. Candidates must teach historical lectures (on various subjects) in addition to seminars on primary texts of philosophic/historical tradition. Set syllabus covers 18th and 19th centuries. PhD required.

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- If you see any questionable/vague/confusing postings in your Department, please let the Association know ASAP as it may be necessary to approach the assignment of those courses in particular ways during your hiring meeting.

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- If you see any questionable/vague/confusing postings in your Department, please let the Association know ASAP as it may be necessary to approach the assignment of those courses in particular ways during your hiring meeting.
- We also need to flag them as having the potential for grievances, and for future discussion with the University as part of the ongoing effort to make postings as clear as possible across all Departments, even during the health emergency

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https://fris.concordia.ca/Login.aspx?ref=/default.aspx

Please enter your cree	dentials to connect to FRIS	
Netname: Password:		Help? Forgot?
_	Sign in n't know/have Netname.	

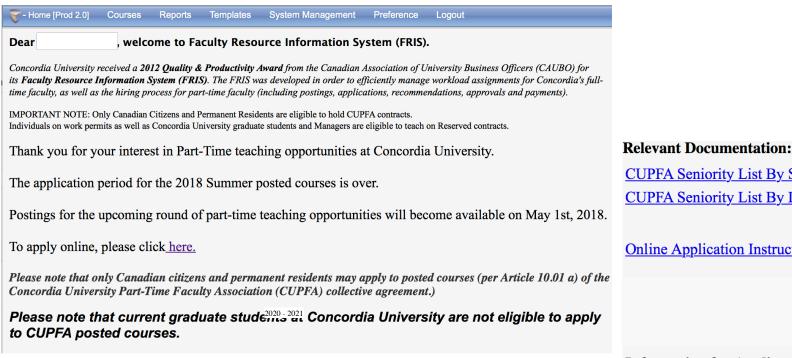
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CUPFA Seniority List By Seniority Descending CUPFA Seniority List By Last Name Ascending

Online Application Instructions

Information for Applicants:

You can view posted courses and apply online via the "Courses" tab. Please remember to "Logout" when finished.

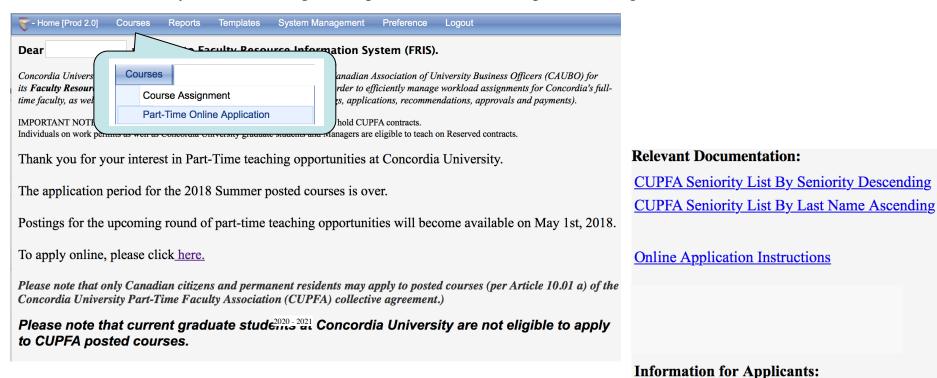
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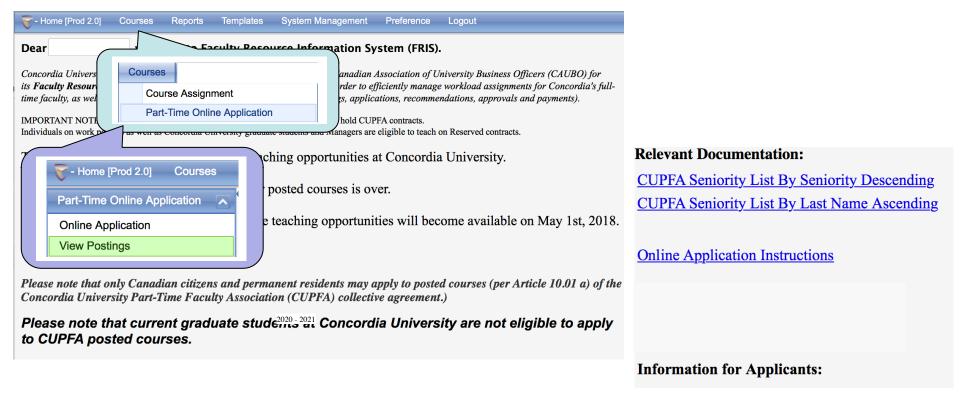
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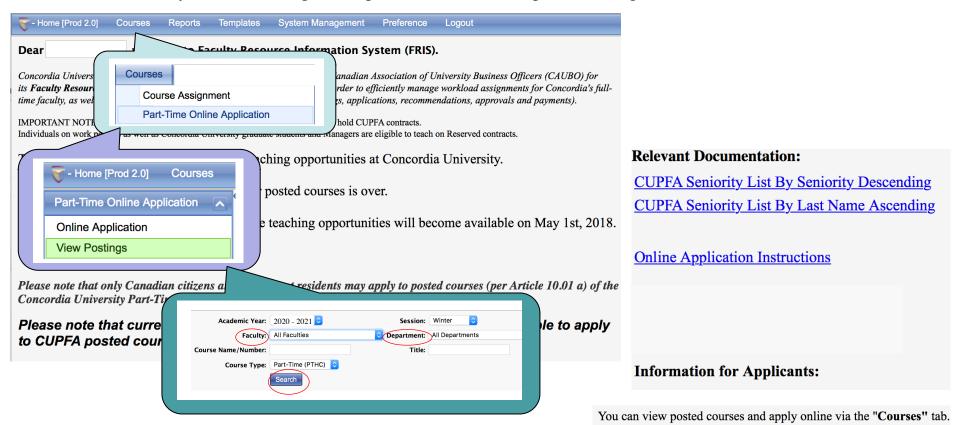
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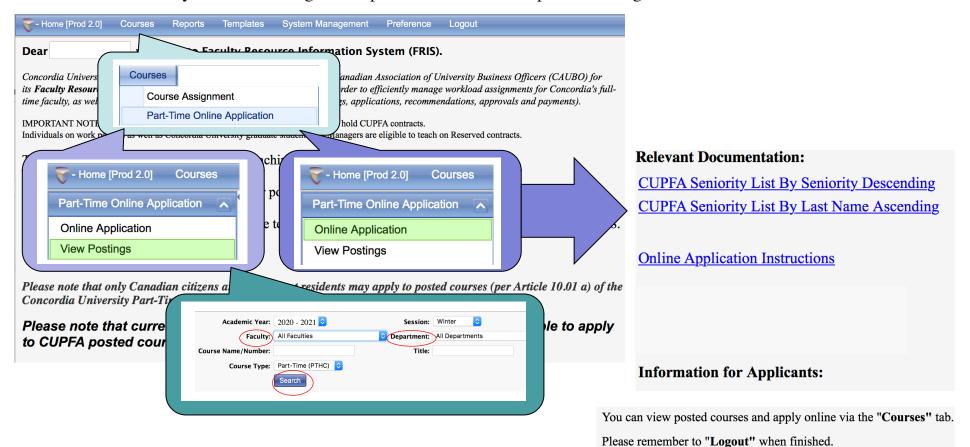


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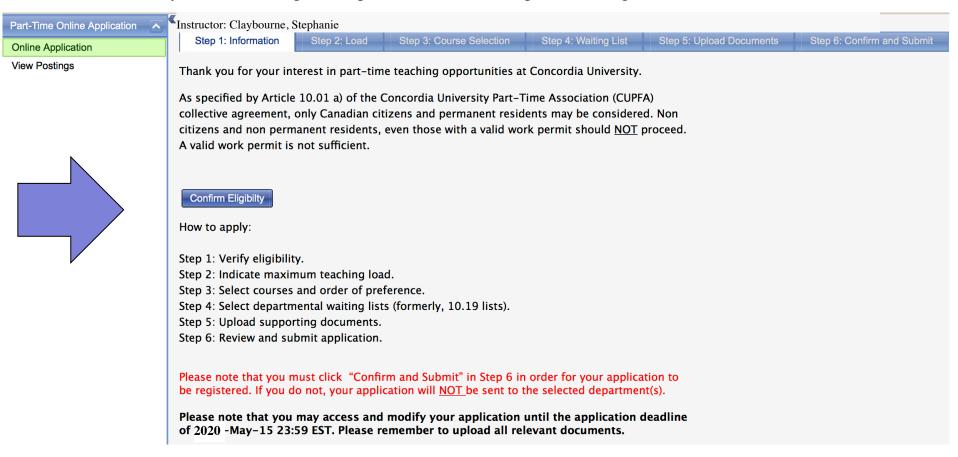


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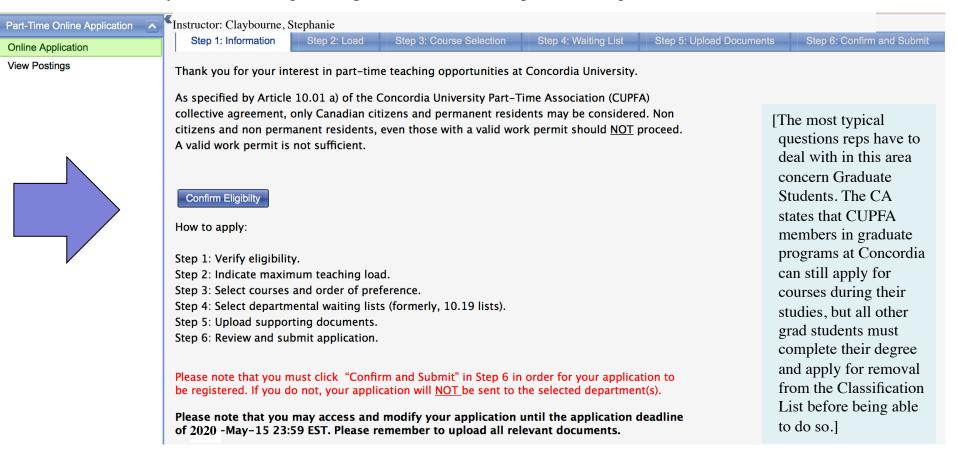


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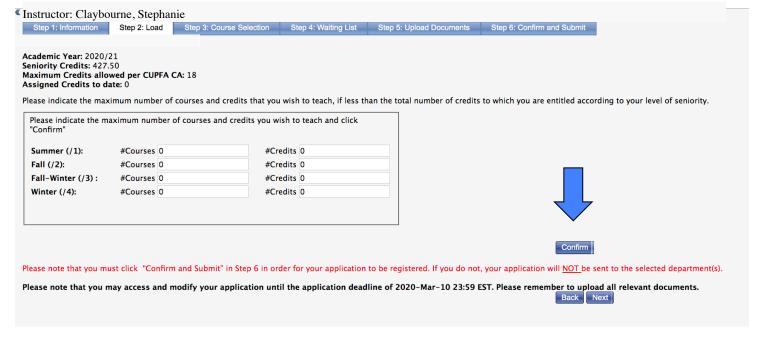
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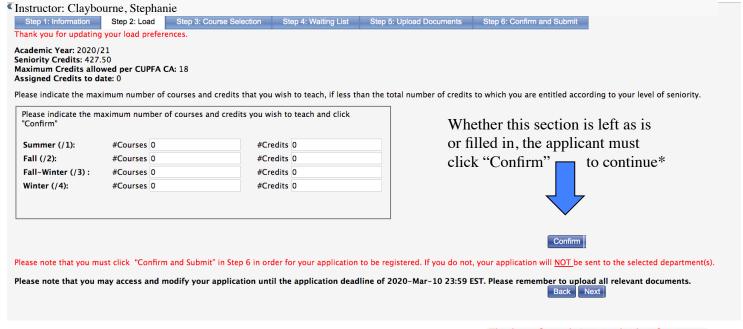
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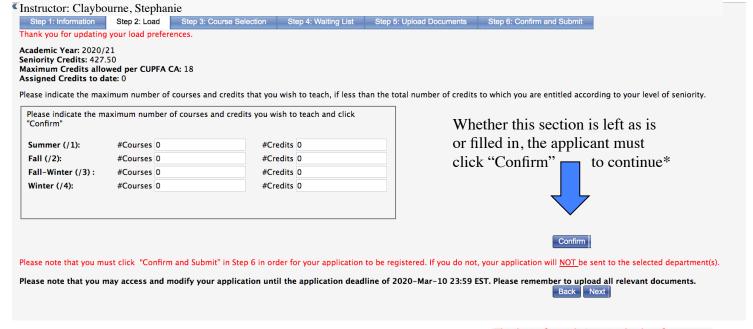
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Thank you for updating your load preferences.

* New procedures for Article 10.19 agreed to with the University are such that <u>all</u> members of a Department are contacted by default when Waiting List assignments need to be made between formal hiring periods, eliminating any risk of misunderstanding when it comes to load preferences and this part of the FRIS application. (More on this later.)

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2020 - 2021

Fall-Winter

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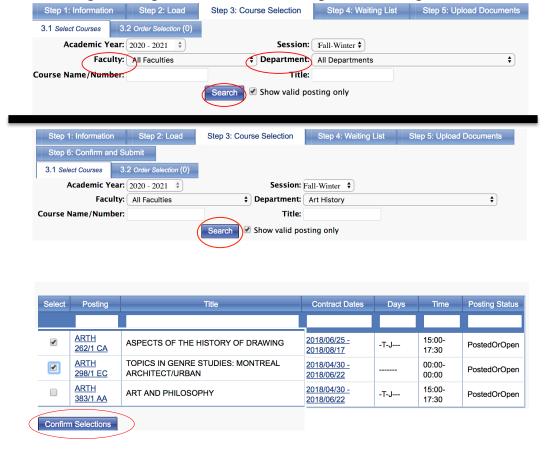
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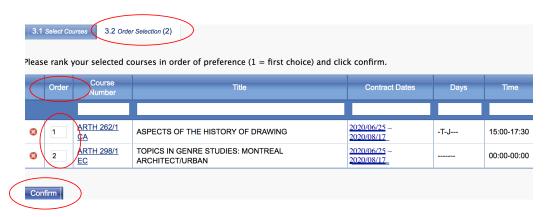
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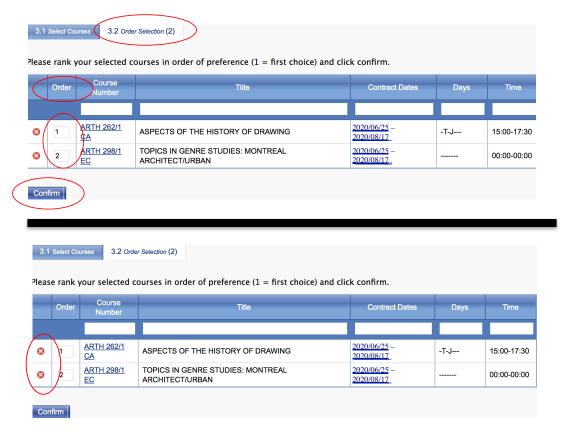


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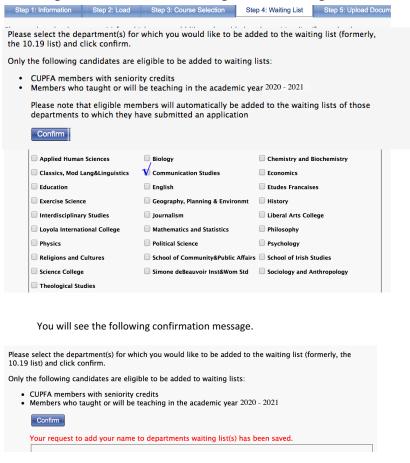


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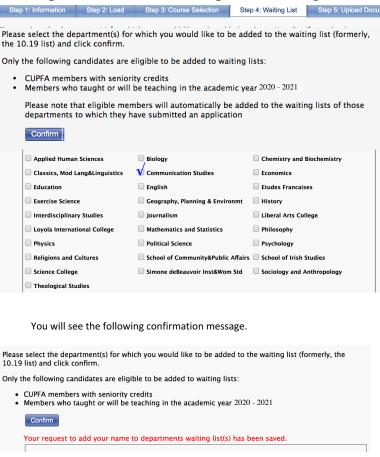
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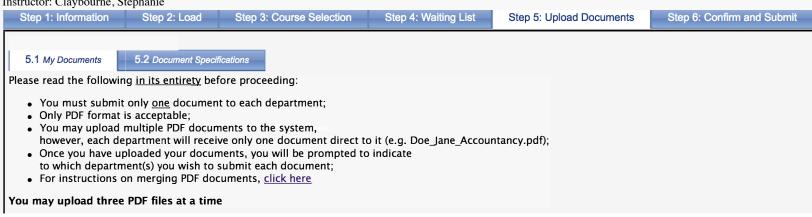
Members should be made aware that Department PTHCs need some basis on which to make 10.19 / Waiting List assignments. If an applicant checks a Waiting List box and there is nothing in the Online Dossier or from a recent application to that specific Department, s(he) is unlikely to be considered in 10.19.

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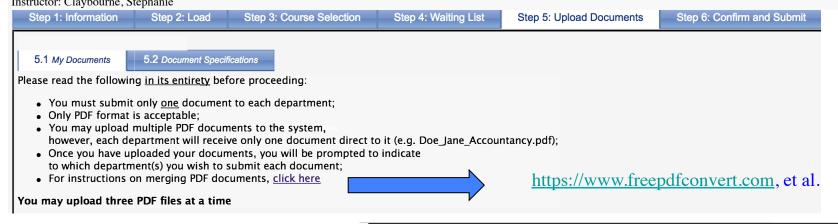


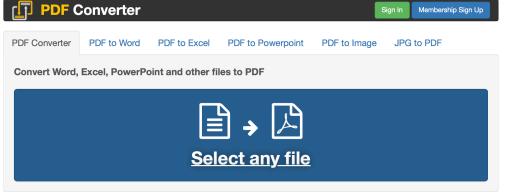
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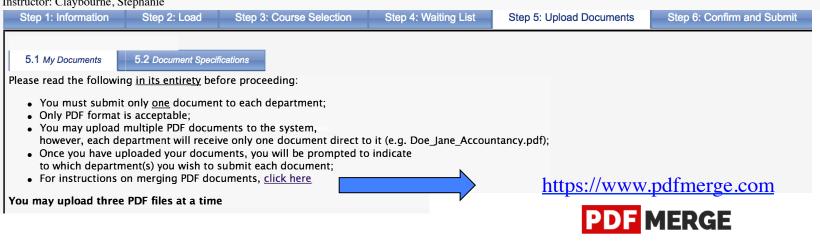
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Instructor: Claybourne, Stephanie





CONTINUE

3 Easy Steps:

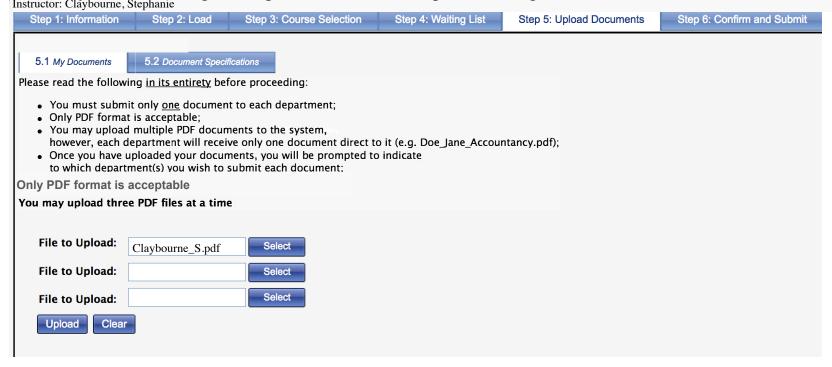
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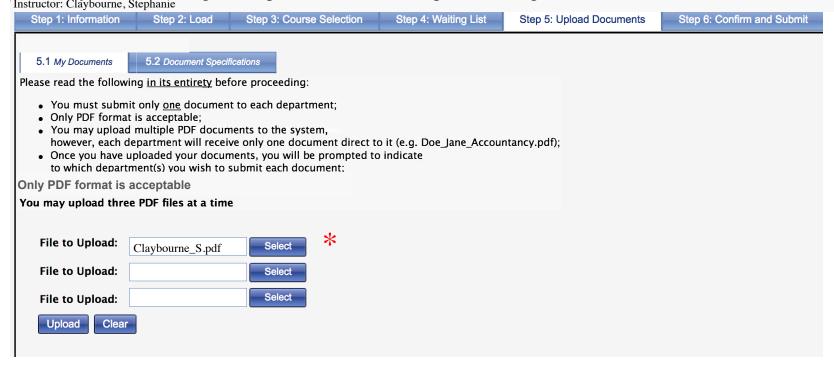


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Step 1: Information	Step 2: Load	Step 3: Course Selection	Step 4: Waiting List	Step 5: Upload Documents	Step 6: Confirm and Submit
5.1 My Documents	5.2 Document Speci	ifications			
Please read the followi	ng <u>in its entirety</u> be	fore proceeding:			
Only PDF format You may upload however, each d Once you have u	is acceptable; multiple PDF docur epartment will recei ploaded your docur	nt to each department; ments to the system, ive only one document direct t ments, you will be prompted to submit each document;		ntancy.pdf);	
Only PDF format is	acceptable				
You may upload thre	e PDF files at a tim	e			
File to Upload:	Claybourne_S.pdf	Select *			
File to Upload: Upload Clear		Select			
		to more than one			

Department, the uploaded files could have read:

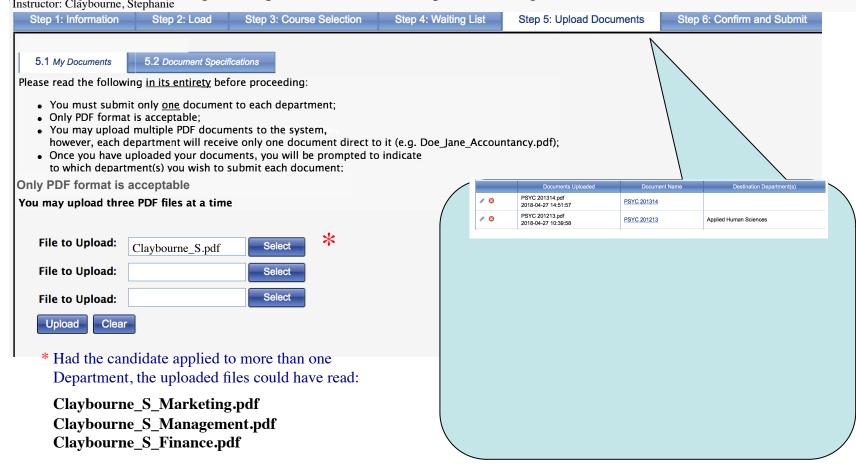
Claybourne_S_Marketing.pdf Claybourne_S_Management.pdf Claybourne_S_Finance.pdf

CUPFA PTHC REP TRAINING

2. Pre-meeting

A training on the FRIS application system and Online Dossier will be held on June 1, 2020 at 11:00 a.m., co-hosted by the Provost's office and CUPFA.

It will be recorded for subsequent viewing throughout the application period

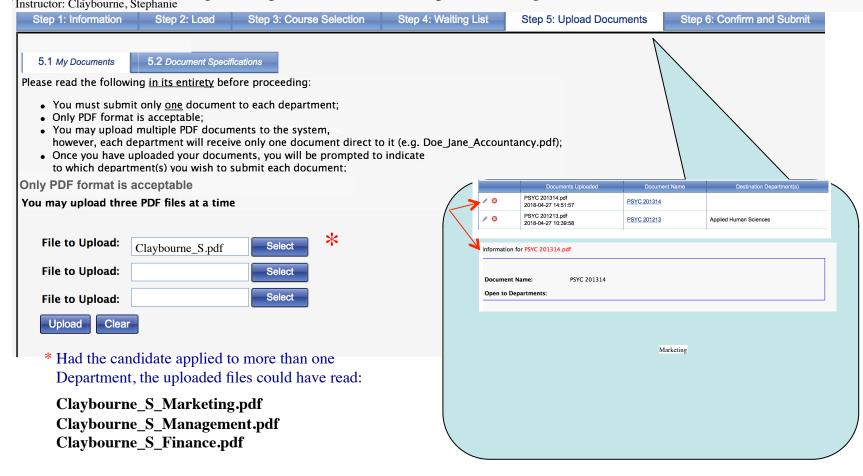


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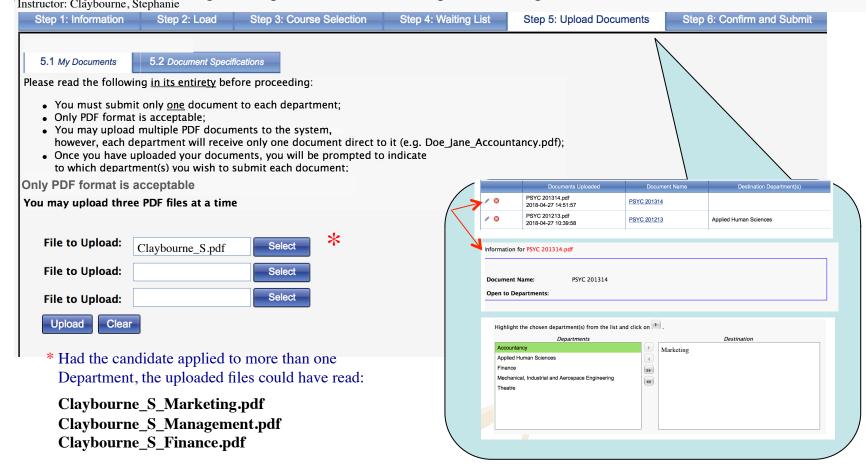


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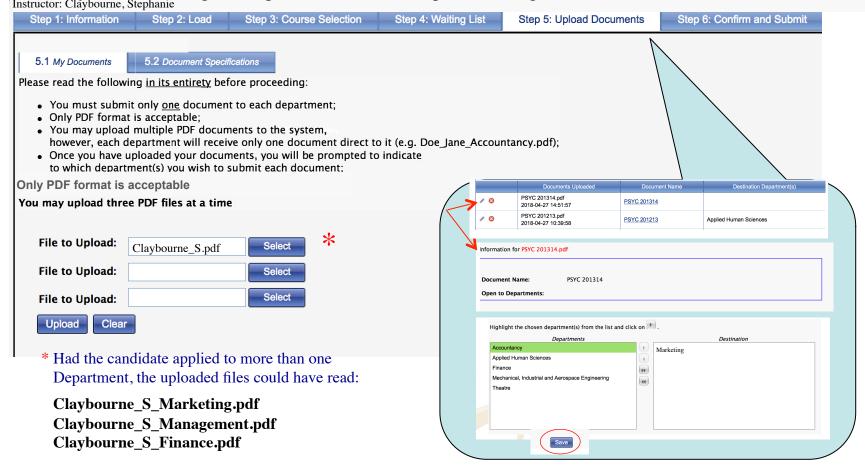


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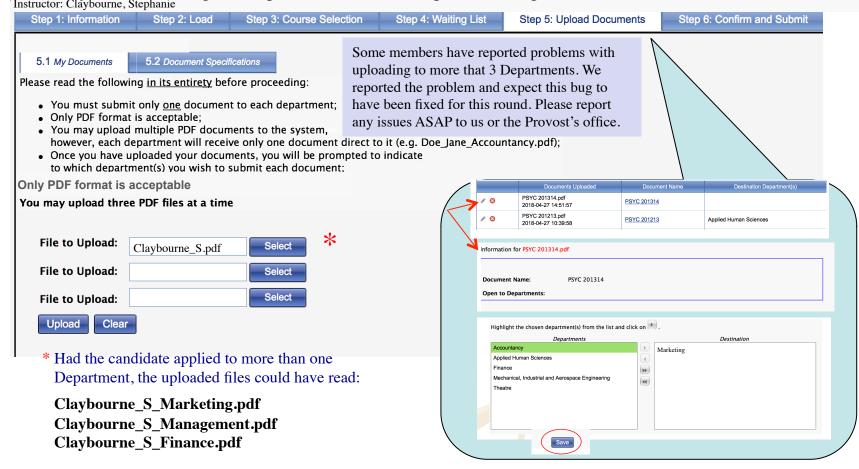


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It will be recorded for subsequent viewing throughout the application period



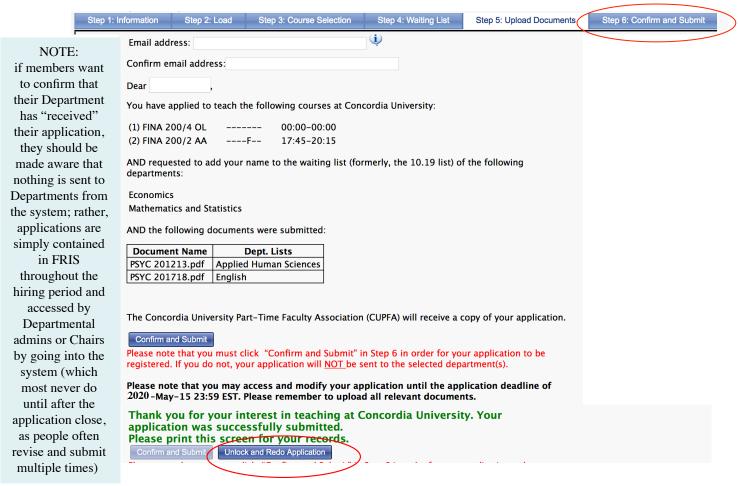
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A training on the FRIS application system and Online Dossier will be held on June 1, 2020 at 11:00 a.m., co-hosted by the Provost's office and CUPFA.

It will be recorded for subsequent viewing throughout the application period

- Please advise ALL members who inquire that they are <u>obliged</u> to use FRIS for applications – hard copies <u>are no longer accepted</u>.



CUPFA PTHC REP TRAINING

2. Pre-meeting

- Please advise ALL members who inquire that they are <u>obliged</u> to use FRIS for applications hard copies <u>are no longer accepted</u>.
- No later than 48 hours before your meeting, you must be given VIRTUAL access to the applications. The earliest date PTHC meetings can be set is THURSDAY, JUNE 18

CUPFA PTHC REP TRAINING

2. Pre-meeting

- Please advise ALL members who inquire that they are <u>obliged</u> to use FRIS for applications hard copies <u>are no longer accepted</u>.
- What you are very likely to receive from your Department as a central document is the application report generated by FRIS, which includes the application receipts of members as well as new applicants, which appear in order of seniority in a single PDF, e.g.:

CUPFA PTHC REP TRAINING

2. Pre-meeting

 Please advise ALL me accepted.

Online Applications

Member A

Name: Employee ID Seniority Credits: Email: Address: Telephone:

rd copies are no longer

Load Preference:

Summer (/1):	#Courses	2	#Credits	6
Fall (/2):	#Courses	2	#Credits	6
Fall-Winter (/3)	: #Courses	0	#Credits	0
Winter (/4):	#Courses	2	#Credits	6

```
(1) COMS 414/1 60 -T-J--- 18:00-20:45
(2) COMS 570/1 01 -T-J--- 09:00-11:45
```

 ${\tt Member\,A}$ requested to add his name to the waiting lists of the following department(s):

Communication Studies

AND the following documents were submitted:

***No document(s) uploaded ***

CUPFA PTHC REP TRAINING

2. Pre-meeting

- Please advise ALL me accepted.

Online Applications

Member B

Name: Employee ID Seniority Credits: Email: Address: Telephone:

rd copies are no longer

Load Preference:

Summer (/1):	#Courses	4	#Credits	12
Fall (/2):	#Courses	2	#Credits	6
Fall-Winter (/3)	: #Courses	1	#Credits	6
Winter (/4):	#Courses	2	#Credits	6

 ${\tt Member\,B}$ applied to teach the following course(s) at Concordia University in the 2020 April Postings Round:

(1)	ENGL 212/1 AA	M-W	11:45-14:30
(2)	ENGL 210/1 AA	M-W	11:45-14:30
(3)	ENGL 206/1 AA	M-W	14:45-17:30
(4)	ENGL 212/1 CA	M-W	11:45-14:30
(5)	ENGL 207/1 CA	M-W	14:45-17:30
(6)	ENGL 210/1 CA	-T-J	14:45-17:30
(7)	ENGL 213/1 CA	M-W	17:45-20:15

 $\label{eq:memberB} \mbox{ requested to add his name to the waiting lists of the following department(s):}$

Communication Studies English Journalism Student Success Centre

AND the following documents were submitted:

Γ	Document Name	Destination Department(s)
	Feder Concordia 2020 Application Summer.pdf	English

CUPFA PTHC REP TRAINING

2. Pre-meeting

- Please advise ALL me accepted.

Online Applications

Member C

Name: Employee ID Seniority Credits: Email: Address: Telephone:

ed copies are no longer

Load Preference:

Summer (/1):	#Courses	1	#Credits	3
Fall (/2):	#Courses	2	#Credits	6
Fall-Winter (/3)	: #Courses	3	#Credits	9
Winter (/4):	#Courses	0	#Credits	0

 $\begin{array}{ll} {\tt Member\,C} & {\tt applied} \ \ {\tt to} \ \ {\tt teach} \ \ {\tt the} \ \ {\tt following} \ \ {\tt course(s)} \ \ {\tt at} \ \ {\tt Concordia} \ \ {\tt University} \\ {\tt in} \ \ {\tt the} \ \ {\tt 2020} \ \ {\tt April} \ \ {\tt Postings} \ \ {\tt Round} \ \ ; \\ \end{array}$

(1) COMS 570/1 01 -T-J-- 09:00-11:45

Member C requested to add her name to the waiting lists of the following department(s):

Cinema
Design and Computation Arts

AND the following documents were submitted:

Document Name	Destination Department(s)		
Loader_COMS570_Summer2020.pdf	Communication Studies		

CUPFA PTHC REP TRAINING

2. Pre-meeting

- Please advise ALL me accepted.

Online Applications

Member D

Name: Employee ID Seniority Credits: Email: Address: Telephone:

rd copies are no longer

Load Preference:

Summer (/1):	#Courses	1	#Credits	3
Fall (/2):	#Courses	3	#Credits	9
Fall-Winter (/3)	: #Courses	0	#Credits	0
Winter (/4):	#Courses	3	#Credits	9

 $\begin{array}{ll} {\tt Member\,D} & {\tt applied\ to\ teach\ the\ following\ course(s)\ at\ Concordia\ University\ in\ the\ 2020\ {\tt April\ Postings\ Round\ :} \end{array}$

(1) ANTH 384/1 CA M-W---- 11:45-14:30

Applied Human Sciences
Communication Studies
Education
Geography, Planning & Environmt
Interdisciplinary Studies
Liberal Arts College
Political Science
Psychology
School of Community&Public Affairs
Sociology and Anthropology

AND the following documents were submitted:

***No document(s) uploaded ***

CUPFA PTHC REP TRAINING

2. Pre-meeting

- Please advise ALL members who inquire that they are <u>obliged</u> to use FRIS for applications hard copies <u>are no longer accepted</u>.
- No later than 48 hours before your meeting, you must be given VIRTUAL access to the applications. The earliest date PTHC meetings can be set is THURSDAY, JUNE 20
- What you are very likely to receive from your Department as a central document is the application report generated by FRIS, which includes the application receipts of members as well as new applicants, which appear in order of seniority in a single PDF, e.g.:
- To this should/will be added the PDF attachment each member sent to the Department to support their qualifications, and (for reference at the end of the meeting) the existing FRIS Waiting List (more about this later).

CUPFA PTHC REP TRAINING

2. Pre-meeting

* hiring round ramifications of multiple department applications:

CUPFA PTHC REP TRAINING

2. Pre-meeting

- * hiring round ramifications of multiple department applications:
- > when do the other Departments meet?

CUPFA PTHC REP TRAINING

2. Pre-meeting

- * hiring round ramifications of multiple department applications:
- > when do the other Departments meet?
- > Chair is responsible for full information regarding other PTHC meetings affecting yours, but be proactive if possible and try to be aware of the overall situation affecting your Department's meeting (via the Association, if necessary); in exceptional situations (e.g. hiring meetings that are extended over more than one day), the multiple-Departmental logistics may change at different points and must be checked at every sitting of the PTHC

CUPFA PTHC REP TRAINING

2. Pre-meeting

* hiring round ramifications of summer 2020-21 courses for this May hiring round

CUPFA PTHC REP TRAINING

2. Pre-meeting

* hiring round ramifications of summer 2020-21 courses for this May hiring round

> all credits awarded for the Summer term (ongoing in Summer 1, or yet to be given in Summer 2) are counted [by FRIS] before any courses are awarded to the candidate in your meeting

CUPFA PTHC REP TRAINING

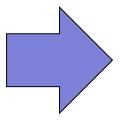
2. Pre-meeting

- * hiring round ramifications of summer 2020-21 courses for this May hiring round
- > all credits awarded for the Summer term (ongoing in Summer 1, or yet to be given in Summer 2) are counted [by FRIS] before any courses are awarded to the candidate in your meeting
- > If Summer courses have been canceled before the time of the meeting, it is the Chair's responsibility to inform the reps (the info should be available live in FRIS); those credits then become available to the affected members in the appropriate Phase

CUPFA PTHC REP TRAINING

2. Pre-meeting

* demonstration of qualifications (degrees, experience, etc.)



CUPFA PTHC REP TRAINING

2. Pre-meeting

APPLICATION AND PROOF OF QUALIFICATIONS GUIDELINES

For use as a reference by CUPFA PTHC reps, Chairs, FT PTHC reps, and others (e.g. admin personnel)

Marketing

edits

Section	Type	Days	Time	Capacity	Est.Hours	Sen.Credits	Salary *
AA	LEC	-T-J	17:45-20:15	50	32.50	3.00	8,217.09

^{*} This projected salary is being provided on a trial basis for information purposes only. It is subject to verification prior to the issuance of a contract.

Academic Unit Head

Adirondack, Armand

Job Specific Requirements

Minimum MBA/MSc (Marketing Option) or similar qualifications.

Candidates must demonstrate significant and ongoing activity in the practice of marketing in the healthcare industry.

Graduate level teaching experience is required.

Note that midterm exams may be held outside of class hours, including on weekends.

Additional Comments

If you have not taught the course that you are applying for at least three times successfully, please note that you must demonstrate that you belong to one of the classifications specified by AACSB as explained in the document "John Molson School of Business Faculty Qualifications-Standard-AACSB Definition of Criteria" found at the following link:

http://www.concordia.ca/content/dam/jmsb/docs/jobs/aacsb-standard-15-faculty-qualifications.pdf

Application Deadline

2019/02/15

Number of part-time faculty members required through PTHC process

.

Percentage of this course available to part-time faculty members through PTHC process

100.00%

Date of contract

2019/04/30 - 2019/06/22

This course is available to Part-Time Faculty Members. As specified in Article 10.01 a) of the CUPFA Collective Agreement: "Only applicants who are defined as Canadian per the definition below at the time of application for a part-time contract shall be given consideration by the PTHC. 'Canadian' means a person who is a citizen of Canada, or who on the date of application for a part-time contract at Concordia University is a permanent resident. Non-Canadians shall only be eligible to receive Reserve Courses as per Article 10.24, and therefore shall be classified as Adjuncts or Graduate Students."

All members and potential new hires must complete a Concordia University - Part-time Teaching Application Form" (Appendix H) in accordance with article 10.10 of the CUPFA collective agreement. This form is available at https://www.concordia.ca/hr/dept/employee-labour-relations/labour-agreements-collective-bargaining/cupfa.html or https://fris.concordia.ca and must be received in the department by May 15, 2017. A hard copy of the application must also be submitted to the Association.

Individuals who are members of a non-academic bargaining unit at the University must submit written proof of their availability to teach the course(s) for which they are applying. This proof shall be attached to all copies of their Part-time Teaching Application Form.

Marketing

JMSB 506 /1 THE BUSINESS OF MEDICINE 3 credits

Job Specific Requirements

Minimum MBA/MSc (Marketing Option) or similar qualifications.

Candidates must demonstrate significant and ongoing activity in the practice of marketing in the healthcare industry.

Graduate level teaching experience is required.

Note that midterm exams may be held outside of class hours, including on weekends.

Step 1: Information	Step 2: Load	Step	3: Course Selection	Step 4: Waiting	List Step 5: Uplo	oad Documents	Step 6: Confirm and Submit
Academic Year: 2018/1 Seniority Credits: 123 Maximum Credits allow Assigned Credits to da	ed per CUPFA C	A: 18					
Please indicate the ma	ximum number of	f course	s and credits you wish	to teach and clic	k "Confirm"		
Summer (/1):	#(Courses	2	#Credits	6		
Fall (/2):	#(Courses	0	#Credits	0		
Fall-Winter (/3):	#0	Courses	0	#Credits	0		
Winter (/4):	#(Courses	0	#Credits	0		
						Confirm	
Please note that you mus	st click "Confirm	and Sub	mit" in Step 6 in orde	r for your applicat	ion to be registered.	If you do not, yo	ur application will <u>NOT</u> be sen
Please note that you m	ay access and mo	odify yo	ur application until 1	the application d	eadline of 2019 – Fel	b – 15 23:59 EST.	Please remember to upload a

Instructor: Claybourne, Stephanie

(This example online application was screen-snapped during the summer 2020-21 hiring period and otherwise adjusted to make some sense in the current context)

3.2 Order Selection (5)

Step 4: Waiting List Step 5: Upload Documents

Step 6: Confirm and Submit

Please rank your selected courses in order of preference (1 = first choice) and click confirm.

	Order	Course Number	Title	Contract Dates	Days	Time
8	1	JMSB 506/1 AA	THE BUSINESS OF MEDICINE	2019/04/29 - 2019/06/21	-T-J	17:45-20:15
8	2	MARK 302/1 CA	MARKETING RESEARCH	2019/06/25 - 2019/08/16	M-W	18:00-22:00
8	3	COMM 223/1 CA	MARKETING MANAGEMENT I	2019/06/25 - 2019/08/16	-T-J	11:45-14:30
8	4	GDBA 534/1 AA	MARKETING MANAGEMENT	2019/04/29 - 2019/06/21	M-W	17:45-20:15
8	5	MARK 201/1 AA	INTRODUCTION TO MARKETING	2019/04/29 - 2019/06/21	M-W	11:45-14:30

Confirm

3.1 Select Courses

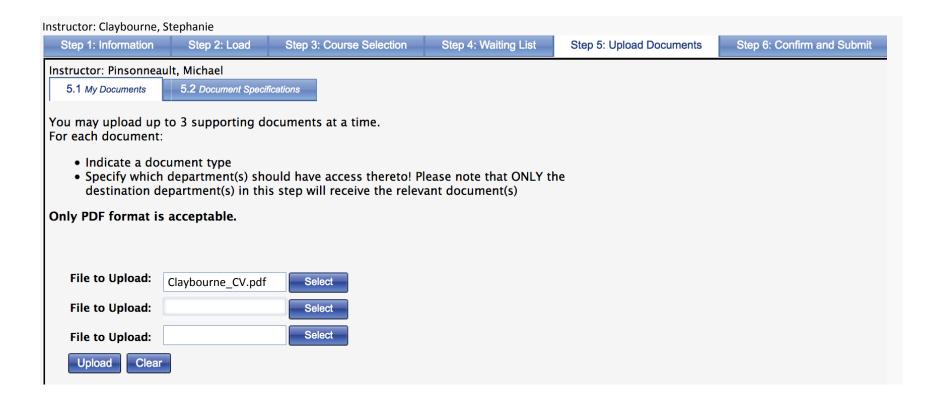
Please note that you must click "Confirm and Submit" in Step 6 in order for your application to be registered. If you do not, your application will NOT be sent to the selected department(s).

Please note that you may access and modify your application until the application deadline of 2019 - Feb - 15 23:59 EST. Please remember to upload all relevant documents.

Back Ne

Next

(This example online application was screen-snapped during the summer 2020-21 hiring period and otherwise adjusted to make some sense in the current context)



(This example online application was screen-snapped during the summer 2020-21 hiring period and otherwise adjusted to make some sense in the current context)

Instructor: Claybourne, Stephanie			
5.1 My Documents 5.2 Document Sp	ecifications		
Information for Claybourne_CV.pdf			
Document Type:			
Document Title: Clayb	ourne_CV.pdf		
Open to Departments:			
Set Document Type:	Course Evaluation Re		
Enter document title: Claybourne_cover.pdf			
Highlight the chosen department(s) fro	om the list and click on		
Departments		Destination	
Marketing		Marketing	
	Sav	ve	(This example online application was screen-snapped during the summer

screen-snapped during the summer 2020-21 hiring period and otherwise adjusted to make some sense in the current context)

Dear committee members,

Please note that I have successfully taught the majority of the courses in my application this semester (including MARK 201, *Introduction to Marketing*, COMM 223, *Marketing Management I*, and GDBA 534, *Marketing Management*) three or more times each. All have all been highly successful in terms of student interest and retention, with 'well above average' and 'above average' ratings in the evaluations (which I have made available to the PTHC in my Academic and Professional Service Dossier) on every question relating to the instructor and the course.

Given that I have taught MARK 302, *Marketing Research*, two previous times (in 2013-14 and 2015-16), I have recently updated and expanded on previously-submitted application materials for this course in my Academic and Professional Service Dossier for the committee's consideration.

For JMSB 506, *The Business of Medicine*, a new offering in the Department, I wish to direct the committee's attention to the following items in my submitted C.V. as they relate to the posted Job Specific Requirements for the course:

— Minimum MBA/MSc (Marketing Option) or similar qualifications.

I have a Masters of Business Administration degree from HEC Montréal, completed in 2001

<u>Candidates must demonstrate significant and ongoing activity in the practice of marketing in the healthcare industry.</u>

My professional experience as Assistant Director, Marketing & Communications for the Research Institute of the SLUHC, and as Digital Marketing Specialist for Calloway Pharmaceuticals, is outlined on pages 2 and 3 of the C.V.

Graduate level teaching experience is required.

As indicated on page 1 of the C.V., I have taught at the 500 and 600 level in the Department previously. The work history and teaching evaluations in my Academic and Professional Service Dossier attest to the extent and success of this experience.

Also in the Academic and Professional Service Dossier is the AACSB classification information mentioned in the JMSB 506 and MARK 302 postings.

Thank you for considering my application,

STEPHANIE CLAYBOURNE, BBA, MBA,

48 Bostic Ave. Sainte-Maura, QC H8G 100 514-200-0001 ext. 9989 (office) 438-101-0101 (mobile)

EDUCATION
Graduate:
MASTER OF BUSINESS ADMINISTRATION, HEC Montréal, Montreal QC, 2001
Undergraduate:
BACHELOR OF BUSINESS ADMINISTRATION, YORK UNIVERSITY , Toronto ON, 199 Specialization in Marketing
TEACHING EXPERIENCE
CEGEP CHAMPLAIN SAINT-LAMBERT, Saint-Lambert QC (1998 – Present)
Courses taught include:
— Introduction to Business
— Marketing
— International Business
— Business Careers
— Case competition coach, 2010 – Present
CONCORDIA UNIVERSITY, Montreal QC (2001 – Present) Courses taught include:
— MARK 201 Introduction to Marketing
— COMM 223 Marketing Management I
— MARK 301 Marketing Management II
— GDBA 534 Marketing Management
— MARK 462 Environment of World Business

— MARK 673 Social Media Marketing

PROFESSIONAL EXPERIENCE

ASSISTANT DIRECTOR – MARKETING & COMMUNICATIONS, RESEARCH INSTITUTE OF THE SLUHC (2009-2014) Saint-Lambert, QC

Oversaw the successful implementation of a marketing strategy and communication plan for the RI-SLUHC, creating and implementing a multi-faceted communications program, and content for campaigns on varied communications channels, including website, email, and social media. Oversaw the implementation process provided quality control for communications programs, media activities and special events.

Other duties included:

- Responsibility for the content of the RI-SLUHC website
- Working with the research community to identify and develop stories about patients, programs and services, for internal and external distribution, that represented the community's diverse activities related to its vision and mission.
- Overseeing the creation, distribution, scheduling, and maintenance of digital content across channels and platforms, including social media (Facebook, Twitter and other platforms).
- Ensuring all content was on brand and consistent in terms of style, quality and tone.
- Promoting organizational identity
- Assisting in planning and executing key organization-wide communications initiatives.
- Developing strategies to increase community engagement.
- Developing and implementing digital communications plans for specific initiatives.
- Managing and reporting on Google Analytics and other performance metrics.
- Serving as editor for communications materials including news releases, news materials, online content, program announcements and the annual report.
- Overseeing development of news releases, news materials, fact sheets and talking points for publicity of the organization's programs.

DIGITAL MARKETING SPECIALIST, CALLOWAY PHARMACEUTICALS (2014 – Present) Sherbrooke, OC

Responsible for developing and executing social media and digital marketing strategies that transform how the company interacts with customers to drive engagement, awareness, brand messaging and product conversion. Consult on strategies and planning processes for paid and organic search initiatives, optimization efforts to meet objectives and ongoing performance analysis throughout the duration of each campaign. Execute and manage social media and paid

digital marketing campaigns across various platforms and channels while providing expertise on strategies with internal teams to develop full integrated campaigns. Work closely with various social media platforms and search and digital advertising partners to ensure the organization's ongoing adoption of the latest technology and products. Create and execute complete SEO strategies including site architecture, keyword analysis, meta-tags, categorization, social media optimization and video marketing. Train Product Marketing teams on SEO best practices. Lead and harmonize social media messaging to enhance product and company brand messaging. Provide insights and best practices to the management team for digital marketing and social media programs.

Other duties include:

- Leading and developing strategy, planning and tactics in order to generate qualified leads via digital marketing to deliver continuous growth and improvement against key metrics.
- Working cross-functionally and collaboratively with the Directors of Sales and Marketing, Marketing teams, IT, Regulatory, Legal, Compliance, Market Access and Sales Effectiveness to brainstorm, assess, develop and execute digital strategies and marketing campaigns from concept to execution
- Assessment of what drives most online revenue (e.g. new customer acquisitions, existing customer renewals/upgrades, customer/patient activation, brand awareness, etc.)
- · Following and analyzing trends in direct marketing and identifying opportunities
- Conducting research and analysis of competitor sites and offerings
- Researching and evaluating emerging techniques and technologies, and proposing approaches for adoption where appropriate
- Executing mobile app tactics as outlined in the Marketing plan with the objective of raising brand awareness
- Developing and maintaining digital marketing campaigns on Facebook Ads, Google Adwords, etc.)
- Developing integrated strategic communications and content plans to advance the corporate brand identity and raise awareness.
- Monitoring and reporting on appropriate metrics for all SEM programs, including PPC ads and PPC landing pages
- Consulting on analytics plans and the determination of key e-commerce, traffic, and advertising metrics needed to track progress of campaigns and strategies on a daily, weekly, and monthly basis
- Providing analysis of campaigns and translating data into recommendations and plans for improving digital marketing programs

ADDITIONAL ACTIVITIES

EXECUTIVE MEMBER, CANADIAN WEGENER'S SOCIETY QUEBEC (2009 – present).

Have served in several roles including Executive Secretary, Vice-President Outreach, and President.

CONSULTANT, ASSOCIATION OF MEDICAL VOLUNTEERS OF ONTARIO (2012 – present).

Regularly provide expertise on fundraising and related matters on a pro bono basis.

PROFESSIONAL ASSOCIATIONS

MEMBER, CANADIAN ASSOCIATION OF MARKETING PROFESSIONALS.

MEMBER, MARKETING RESEARCH AND INTELLIGENCE ASSOCIATION.

PERSONAL DATA

Fluent in spoken and written English, French and German.

Holder of Canadian and EU passports

CUPFA PTHC REP TRAINING

2. Pre-meeting

- Check that members have complied with the requirements of the postings:
- * demonstration of qualifications (degrees, experience, etc.)

Note that the new cross-University language in postings may enter into qualifications discussions – be vigilant

CUPFA PTHC REP TRAINING

2. Pre-meeting

- Check that members have complied with the requirements of the postings:
- * demonstration of qualifications (degrees, experience, etc.)

Note that the new cross-University language in postings may enter into qualifications discussions – be vigilant

* readings lists or any other additional documents can be specifically demanded (but not course outlines); evaluations may be included by the member, but no one should take for granted that their positive course evaluations are available by default in a given Department (only in ones where the member has previously taught courses)

CUPFA PTHC REP TRAINING

2. Pre-meeting

- Anticipate scenarios, assess potential issues or controversies, and consult with us if you need any advice:

CUPFA office: 514-848-2424 ext. 3691 (voice mail only at this time)

Michael Pinsonneault: 514-883-7712

Patrice Blais: 514-561-0481

- Indicate when your hiring meetings are/were scheduled in the online PTHC reporting system form, and if possible do so as soon as you have a date & time confirmation in the "Active Reports" tab as a way of letting the Association know about the scheduling of your meeting beforehand. (More on the reporting system later.)

CUPFA PTHC REP TRAINING

3. Meeting

CUPFA PTHC REP TRAINING

3. Meeting

- Assuming all necessary information is available regarding multi-Departmental hiring,* everything proceeds as described in Article 10.18 of the Collective Agreement, with references as required to Articles 10.15, 10.16, 10.17 and 10.18.

CUPFA PTHC REP TRAINING

3. Meeting

- Assuming all necessary information is available regarding multi-Departmental hiring,* everything proceeds as described in Article 10.18 of the Collective Agreement, with references as required to Articles 10.15, 10.16, 10.17 and 10.18.
- * IMPORTANT: the FRIS system can be an inaccurate source of information regarding multi-Departmental hiring. Input of assigned courses can sometimes be delayed and not reflect the actual situation when your Phase allotments begin. It is essential to the hiring process that the results from all other relevant Departments be known and confirmed via email or in phone calls before the meeting and course assignments begin.

CUPFA PTHC REP TRAINING

3. Meeting

- Assuming all necessary information is available regarding multi-Departmental hiring,* everything proceeds as described in Article 10.18 of the Collective Agreement, with references as required to Articles 10.15, 10.16, 10.17 and 10.18.
- * IMPORTANT: the FRIS system can be an inaccurate source of information regarding multi-Departmental hiring. Input of assigned courses can sometimes be delayed and not reflect the actual situation when your Phase allotments begin. It is essential to the hiring process that the results from all other relevant Departments be known and confirmed via email or in phone calls before the meeting and course assignments begin.

The Phase I and Phase II seniority thresholds and credit allotments are clearly described in the CA. Make sure to review these details after the training session and be thoroughly familiar with them by the time of your hiring meeting.

CUPFA PTHC REP TRAINING

3. Meeting

Applications are considered in order of seniority. Qualifications are to be considered as passing a minimum threshold based on the posted "hard" job-specific requirements (e.g. required as opposed to "preferred"), and never as one member being 'more qualified' than another. If you have any doubt regarding the qualifications of a member, we advise abstaining if the decision comes to a vote, but otherwise support your member in any way possible.

CUPFA PTHC REP TRAINING

3. Meeting

Applications are considered in order of seniority. Qualifications are to be considered as passing a minimum threshold based on the posted "hard" job-specific requirements (e.g. required as opposed to "preferred"), and never as one member being 'more qualified' than another. If you have any doubt regarding the qualifications of a member, we advise abstaining if the decision comes to a vote, but otherwise support your member in any way possible.

IMPORTANT: provisions regarding conflict-of-interest during PTHC proceedings are part of the Collective Agreement. Sitting PT reps are obliged to leave the room if discussions of their qualifications for a given course take place. A FT rep selected by a random method (e.g. a coin toss) is obliged to leave the room to maintain a parity committee. If the sitting PT rep is automatically qualified (has taught the course 3 or more times), the course(s) can be awarded automatically and the meeting may continue uninterrupted.

CUPFA PTHC REP TRAINING

3. Meeting

Applications are considered in order of seniority. Qualifications are to be considered as passing a minimum threshold based on the posted "hard" job-specific requirements (e.g. required as opposed to "preferred"), and never as one member being 'more qualified' than another. If you have any doubt regarding the qualifications of a member, we advise abstaining if the decision comes to a vote, but otherwise support your member in any way possible.

IMPORTANT: provisions regarding conflict-of-interest during PTHC proceedings are part of the Collective Agreement. Sitting PT reps are obliged to leave the room if discussions of their qualifications for a given course take place. A FT rep selected by a random method (e.g. a coin toss) is obliged to leave the room to maintain a parity committee. If the sitting PT rep is automatically qualified (has taught the course 3 or more times), the course(s) can be awarded automatically and the meeting may continue uninterrupted.

There may be other situations in which a rep is asked to leave (e.g. someone above them in seniority has applied for the same courses), and the parity procedure remains the same in all cases.

CUPFA PTHC REP TRAINING

3. Meeting

IMPORTANT: the CA normally requires that in any case of a member's qualifications being discussed, the hardcopy academic and professional dossier kept in the Department for that member usually must be made available and consulted by the PTHC. Since access to the paper dossiers will likely not be possible this round, members should be advised to either submit the equivalent of what is in their dossier in the PDF sent to the Department as part of the application, or in the online dossier (or both). A PTHC's failure to consult the dossier when a member is refused a course can (and commonly does) result in a grievance, so it is critical that as close as possible an equivalent of the normal procedure is followed.

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* Online dossier demo

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Regarding course preferences: here is the standard advice we give members:

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This means, on the one hand, that hiring committees do not absolutely have to respect the course preference order in an application. But the unstated reality behind that instruction is that if a hiring committee were to juggle application preferences such that a member ended up short of courses they otherwise would have received, it would result in a grievance. Standard practice is therefore to respect preferences whenever possible, and to only consider juggling if respecting them would deprive other members of work and there is a clear-cut, win-win scenario in which minor preferences adjustments are beneficial to all concerned.

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E.g.: Member A has 85 credits and applies for 6 sections of the same course. Member B has 30 credits and has applied for two of those same sections, which are Member A's first choices. By giving Member A her/his 3rd and 4th choices in Phase 1, the 1st and 2nd choices are left open for Member B, and Member A receives her/his 5th and 6th choices in Phase 2 for a full load. Member A is not left short of her/his maximum teaching load, while Member B receives everything she/he applied for.

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- Article 10.19 is then referenced in drawing up a draft, before the meeting is adjourned, of the Waiting List (or confirming that the FRIS Waiting List is correct if recommendations have been entered during the meeting).

CUPFA PTHC REP TRAINING

3. Meeting

IMPORTANT: The 10.19 list (now known simply as the Waiting List in the online application) is created at the first hiring meeting of the academic year, and is updated from then on throughout the academic year for the purpose of inter-meeting hiring.

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The list in not wiped clean and restarted after each meeting. For example, if your Department posted summer-term courses, a Waiting List of part-time faculty members who do not yet have their full allotment is automatically drawn up by the FRIS system after that first meeting. The list then stays in place and is used for assigning newly-available courses until the May (June in 2020) hiring meeting. In May/June, posted courses are assigned to applicants according to 10.16, 10.17 and 10.18 during that meeting, and the existing Waiting List is then revised and added to as required at the end of the May/June hiring meeting. A member who applied during Summer does not need to re-apply in May/June to retain her/his place on the list (but must apply if (s)he wants to teach any of the posted Fall, Winter or Fall/Winter courses).

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The May/June revised list is then used for assigning newly-available courses until the October hiring meeting. Posted courses are then assigned to applicants according to 10.16, 10.17 and 10.18 in the third meeting, and the existing Waiting List is revised and added to as required at the end of the October hiring meeting. A member who applied during Summer or in May is not required to re-apply in October to retain her/his place on the list (but again must apply if (s)he wants to teach any of the Winter courses posted in October). The revised list is then used for assigning newly-available courses for the remainder of the academic year. If no October hiring takes place, the revised Waiting List from May/June continues to be used for assigning newly-available courses until the end of the academic year.

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Therefore, only one application per year is necessary in a given Department to ensure a member's place on the 10.19 list until her/his phase allotments are full.

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New applicants who were not allocated courses are not put on the 10.19/Waiting List. Only part-time faculty members appear on the list according to their missing Phase I and/or Phase II allotments. New hires who were allocated a course are CUPFA members-to-be, and therefore are included on the 10.19 list

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All members missing Phase I credits are the first to be considered in Waiting List allocations in order of seniority. Those missing Phase II allotments are considered next.

CUPFA PTHC REP TRAINING

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New procedural points for Waiting List execution in LOA

- Step 1: [after the hiring period ends and the recommendation deadline has passed,] Department emails all members on the Waiting List and the Department Extract, cc'd to PTHC, with requirements and delays for response specified.

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- Step 1: [after the hiring period ends and the recommendation deadline has passed,] Department emails all members on the Waiting List and the Department Extract, cc'd to PTHC, with requirements and delays for response specified.
- Step 2: Chair makes a preliminary assessment and shares recommendation <u>and</u> <u>documentation</u> with all members of the PTHC. Delay for response noted, no reply is to be taken as agreement.

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Note that all LOAs with an impact on the Collective Agreement are now posted on the CUPFA website, including this one

CUPFA PTHC REP TRAINING

Negotiating the FRIS Waiting List

ACYEAR	FACULTY	DEPARTMENT	INSTRUCTOR NAME	SENIORITY CREDITS	PHASE1	PHASE2
2020 (-21)	Faculty AA	Department BB	Member A	421.00	12/12	0/6
2020	Faculty AA	Department BB	Member B	327.50	12/12	6/6
2020	Faculty AA	Department BB	Member C	263.23	0/12	0/6
2020	Faculty AA	Department BB	Member D	169.75	3/12	0/6
2020	Faculty AA	Department BB	Member E	163.00	3/12	0/6
2020	Faculty AA	Department BB	Member F	144.00	0/12	0/6
2020	Faculty AA	Department BB	Member G	84.00	6/6	0/6
2020	Faculty AA	Department BB	Member H	81.24	0/6	0/6
2020	Faculty AA	Department BB	Member I	71.75	6/6	0/6
2020	Faculty AA	Department BB	Member J	61.00	0/6	0/6
2020	Faculty AA	Department BB	Member K	30.00	0/6	0/6
2020	Faculty AA	Department BB	Member L	28.00	0/6	0/6
2020	Faculty AA	Department BB	Member M	21.00	-/-	0/6
2020	Faculty AA	Department BB	Member N	21.00	-/-	0/6
2020	Faculty AA	Department BB	Member O	15.00	-/-	0/6
2020	Faculty AA	Department BB	Member P	10.00	-/-	0/6
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Key to correct 10.19 /
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FRIS indicates
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— in two columns;
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Member B has been <u>assigned</u> 12/12 possible credits in Phase 1, AND has been <u>assigned</u> 6/6 possible credits in Phase 2 and therefore has no room for additional courses

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Member B has been <u>assigned</u> 12/12 possible credits in Phase 1, AND has been <u>assigned</u> 6/6 possible credits in Phase 2 and therefore has no room for additional courses

Member C has been <u>assigned</u> 0/12 possible credits in Phase 1, AND has been <u>assigned</u> 0/6 possible credits in Phase 2 and therefore has room for all 18 credits additional courses; and so on

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The proper order for consideration in 10.19 / Waiting List assignments is therefore:

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2020	Faculty AA	Department BB	Member J	61.00	0/6	0/6	0/
2020	Faculty AA	Department BB	Member K	30.00	0/6	0/6	
2020	Faculty AA	Department BB	Member L	28.00	0/6	0/6	t.
2020	Faculty AA	Department BB	Member M	21.00	-/-	0/6	
2020	Faculty AA	Department BB	Member N	21.00	-/-	0/6	
2020	Faculty AA	Department BB	Member O	15.00	-/-	0/6	M
2020	Faculty AA	Department BB	Member P	10.00	-/-	0/6	171
2020	Faculty AA	Department BB	Member Q	4.00	-/-	0/6	4.3
2020	Faculty AA	Department BB	Member R	3.00	-/-	0/6	$A\lambda$
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Key to correct 10.19 /
Waiting List
procedure is the
respecting of Phase
availability.
FRIS indicates
available credits:
— in two columns;
— in reverse

In this example, Member A has been assigned 12/12 possible credits in Phase 1, but has been assigned 0/6 possible credits in Phase 2 and therefore has room for additional courses only in Phase II

Member B has been <u>assigned</u> 12/12 possible credits in Phase 1, AND has been <u>assigned</u> 6/6 possible credits in Phase 2 and therefore has no room for additional courses

Member C has been <u>assigned</u> 0/12 possible credits in Phase 1, AND has been <u>assigned</u> 0/6 possible credits in Phase 2 and therefore has room for all 18 credits additional courses; and so on

The proper order for consideration in 10.19 / Waiting List assignments is therefore:

1. Member C (12 credits)	9. Member A (6 credits)
2. Member D (9 credits)	10. Member C (6 credits)
3. Member E (9 credits)	1125. Members D-R (6 credits)
4. Member F (12 credits)	
5. Member H (6 credits)	
6. Member J (6 credits)	
7. Member K (6 credits)	
8. Member L (6 credits)	

ACYEAR	FACULTY	DEPARTMENT	INSTRUCTOR NAME	SENIORITY CREDITS	PHASE1	PHASE2	Ľ
2020 (-21)	Faculty AA	Department BB	Member A	421.00	12/12	0/6	
2020	Faculty AA	Department BB	Member B	327.50	12/12	6/6	
2020	Faculty AA	Department BB	Member C	263.23	0/12	0/6	
2020	Faculty AA	Department BB	Member D	169.75	3/12	0/6	
2020	Faculty AA	Department BB	Member E	163.00	3/12	0/6	
2020	Faculty AA	Department BB	Member F	144.00	0/12	0/6	
2020	Faculty AA	Department BB	Member G	84.00	6/6	0/6	In
2020	Faculty AA	Department BB	Member H	81.24	0/6	0/6	<u>c</u>
2020	Faculty AA	Department BB	Member I	71.75	6/6	0/6	_
2020	Faculty AA	Department BB	Member J	61.00	0/6	0/6	0
2020	Faculty AA	Department BB	Member K	30.00	0/6	0/6	U.
2020	Faculty AA	Department BB	Member L	28.00	0/6	0/6	ı
2020	Faculty AA	Department BB	Member M	21.00	-/-	0/6	
2020	Faculty AA	Department BB	Member N	21.00	-/-	0/6	
2020	Faculty AA	Department BB	Member O	15.00	-/-	0/6	M
2020	Faculty AA	Department BB	Member P	10.00	-/-	0/6	17.2
2020	Faculty AA	Department BB	Member Q	4.00	-/-	0/6	4 7
2020	Faculty AA	Department BB	Member R	3.00	-/-	0/6	AN
							cro

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As stated in the new LOA, in any 10.19 consultation with the Chair or Departmental administrator, please be sure to reply in a timely fashion (usually within 48 hours), otherwise your assent may be inferred. If you become aware of a 10.19 assignment that was made without consultation with the PTHC, please contact CUPFA immediately as this could result in a grievance.

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2. Member D (9 credits)	10. Member C (6 credits)
3. Member E (9 credits)	1125. Members D-R (6 credits)
4. Member F (12 credits)	
5. Member H (6 credits)	
6. Member J (6 credits)	
7. Member K (6 credits)	
8. Member L (6 credits)	

CUPFA PTHC REP TRAINING

4. Post-meeting

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- Articles 10.20 and 10.21 may come into play over the weeks / months after the hiring meeting; familiarize yourself with these in case the Chair consults with you regarding the correct procedures.

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IMPORTANT: in the case that Article 10.20 is needed to staff a course, only members (i.e. people with seniority) are eligible for consideration in 10.20 (1) and (2). If the Department Chair/Unit head informs the Association of an unsuccessful search for a qualified candidate after Article 10.20 (1) and (2) have been exhausted, CUPFA will identify, in 10.20 (3) the most likely Departments in which other suitable part-time faculty may be found, and send an e-mail notice about the job opportunity to those members. Sometimes applications from candidates without seniority are also included in case the course cannot be staffed with CUPFA members. If 10.20 (3) and 10.21 (external applicants) fail to produce a candidate, the Department now has the option to convert the course to a full-time offering or Reserve, but only if the course was not initially posted.

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It is now specified in the Collective Agreement that there is ongoing consultation with the PTHC through all of the 10.20 steps.

CUPFA PTHC REP TRAINING

5. Other points

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- IMPORTANT: Overloads procedure: as soon as CUPFA receives a request from a Chair/Unit head for an emergency overload in a Department, we immediately forward the request to the hiring reps from that Department. Within 48 hours, we need confirmation from the reps that the situation is indeed as described in the request. The short delay is necessary given the 5-day total time limit stipulated in Article 9.03 before approval of the overload is inferred.

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[Note that the minimum eligibility of 6 credits for members under 24 credits allows them to accept non-emergency overloads without needing to average the following year if they remain under 24]

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- All hiring reps should have a contact list, including current e-mails and phone numbers, for all of the members on their Departmental extract. An e-mail should be sent to these members, explaining the reps' role and inviting them to stay in touch with any questions they may have regarding the hiring process (particularly important at time like this when many members are feeling insecure and have a lot of questions). If you receive any questions you are uncomfortable about answering, please refer the member or the question(s) to the Association.

CUPFA PTHC REP TRAINING

PTHC REPORTING SYSTEM REVIEW / INTRO

(including recently implemented changes to the PTHC report form)