

Joanna Cockerline
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POSITION

Lecturer

Joint Appointment: Faculty of Creative and Critical Studies and Faculty of Management

TEACHING SPECIALIZATIONS

- Composition
- Communications (particularly Management Communications and Engineering Communications)
- Contemporary Canadian fiction and memoir
- Intersectional feminisms
- East African literature
- Writing that inspires social change

EDUCATION

2000

University of Guelph: Master of Arts, English

- Awarded the Distinguished Thesis Prize for the Top M.A. Thesis: “Pathology Becomes Us: Representations of Eating Disorders in North America, 1965-2000”
- Board of Governors Research Scholarship Winner
- Board of Graduate Studies Scholarship Winner
- Areas of Specialization:
 - Critical Theory
 - Cultural Studies
 - 20th Century Women’s Literature

2000

Humber School for Creative Writing

- Received a full scholarship to write a novel manuscript with guidance and editorial feedback from Booker Prize-winning author Peter Carey

1996 - 1999

University of Guelph: Bachelor of Arts, English (Honours)

- Board of Governors Scholarship
- Areas of Specialization:
 - Critical Theory
 - Creative Writing – Fiction, Literary Non-fiction, and Poetry
 - Postcolonial Literatures, particularly East African Literature
 - 20th Century Canadian Fiction, Memoir, and Survivor Narratives

UNIVERSITY TEACHING

2018-Present **Lecturer, University of British Columbia, Okanagan Campus**
Joint Appointment:
Faculty of Creative and Critical Studies and Faculty of Management

Year	Course	Enrollment
2020	MGMT 240 001 – Intro. to Management Communications	251
	ENGL 112 001 – Studies in Composition	29
	ENGL 112 113 – Studies in Composition	29
	ENGL 112 116 – Studies in Composition	28
	ENGL 112 123 – Studies in Composition	29
2019	MGMT 240 001 – Intro. to Management Communications	64
	MGMT 240 002 – Intro. to Management Communications	93
	MGMT 240 003 – Intro. to Management Communications	84
	ENGL 112-114 – Studies in Composition	30
	ENGL 345 001 – St. in International Literatures (Go Global)	7
	ENGL 395E 001 – Popular Literature (Go Global)	7
ENGL 395F 001 – Popular Literature (Go Global)	14	
2018	MGMT 240 001 – Intro. to Management Communications	75
	MGMT 240 002 – Intro. to Management Communications	106
	MGMT 340 001 – Intro. to Management Communications	108
	MGMT 240 002 – Intro. to Management Communications	105
	ENGL 112 113 – Studies in Composition	35
	(On leave W2 2018 due to broken femur)	

Summary of 2020 Teaching Scores (TEQs)

“Very Good Instructor” scores were:

- 4.73** MGMT 240 (student enrollment: 251)
- 4.5** ENGL 112 (student enrollment: 29)

TEQ Scores over 4.79 for ENGL 112 (29 students enrolled):

- “set high expectations” (4.79)
- “provided effective feedback” (4.79)
- “treated students with respect” (4.79)
- “broad knowledge of subject matter” (4.79)
- “enthusiasm for subject matter” (4.94)
- “encouraged participation” (4.88)
- “assignments returned within a reasonable amount of time” (5.00)

TEQ Scores over 4.5 for MGMT 240 (251 students enrolled):

- “provided effective feedback” (4.67)
- “available outside of class” (4.54)
- “treated students respectfully” (4.82)
- “broad knowledge of subject matter” (4.70)
- “responded effectively to students’ questions” (4.59)
- “enthusiasm for subject matter” (4.62)
- “assignments returned within a reasonable amount of time” (4.8)

Teaching Highlights (2018-2021):

- Nominated for a Faculty of Creative and Critical Studies Teaching Excellence Award by students (2018)
- Recipient of Thank a Prof – Centre for Teaching and Learning (2019)
- Consistently high Teaching Evaluation (TEQ) scores for courses taught 2011-2020
- Developed innovative teaching methods to deliver a highly successful MGMT 240 “mega section” (250+ students) in 2020 that:
 - cultivated a sense of community despite a large class size and remote learning due to Covid, with opportunities for teamwork;
 - enriched curriculum with best practices and skills from my work as a communications consultant with top national and international firms, providing students with leading-edge insights;
 - incorporated international perspectives and intercultural communications;
 - created an innovative “Applying Your Skills” final project for students to apply the skills developed throughout the course; and
 - ensured detailed personalized feedback from the instructor despite the size of 250+ students
- Teaching benefits from participating in the Provost’s Speaker Series on Systemic Racism and Indigenous Cultural Safety Training Workshops
- Developed the Go Global Tanzania program, successfully led in 2019

Go Global Program Design

- Developed the Go Global Tanzania: Community, Creativity, and Communications program from conception forwards; this interdisciplinary program is open to students from all degree programs
- Curriculum Design - designed two entirely new courses for Go Global:
 - ENGL 395E Beyond Borders: Strategies Interdisciplinary and Intercultural Communications
 - ENGL 395F Writing a Place, Writing a Self: Travel Writing, Representations of East Africa, and Contemporary East African Writing and Cultural Productions

Go Global Program Design, Continued:

- Panned all logistics for the six-week program, including four weeks in rural Tanzania. Responsibilities included coordinating:
 - Guest speakers (including six speakers, five of whom were brought from Kenya; included an internationally-recognized human rights activist and award-winning authors)
 - Language training (pre-departure and in country)
 - Experiential learning and field trips (including multi-day trips)
 - Communications access for students (in challenging rural areas)
 - Logistics such as student accommodation and in-country transport
 - Student health and safety

Go Global Program Outcomes

- Go Global Tanzania: Community, Creativity, and Communications 2019 was a huge success; the program was to be offered in 2020 but was cancelled due to Covid, and hopes are to offer it again in 2022
- Beyond the two courses and experience itself, students went on to:
 - Collaborate to produce a dual-campus, multidisciplinary, multi-media gallery exhibition, held in FINA Gallery September 2-6, 2019, showcasing their writing, photography, and creative projects, such as a collaborative film project and a computer game a student designed
 - Publish writing and photography in the student newspaper *The Phoenix* as well as “In the Field” (University Relations) on the UBC website: <https://ok.ubc.ca/in-the-field/creativity-in-tanzania/>
 - Publish writing in international online literary journals, such as poetry in *Liberated Pen: Liberated Voices Journal*
 - Develop contacts and experience in the international publishing community, such as Arielle Shakour’s involvement as copy editor and assistant for the African-based literary journal *Brave Voices* (67)
 - Publish a chapbook (Arielle Shakour’s *Swala Three*)

*The program inspired interest in writing beyond those who participated. For example, a student in my MGMT 240 class had her interest so sparked by the sounds of the program and its opportunities that she came to talk to me about her interest in creative writing. I put her in contact with the editor of an international online literary journal, and student Jayitha Vunnam had a short story published in *Brave Voices*.

UNIVERSITY TEACHING (Prior to 2018):

2011-2017 **Sessional Instructor, University of British Columbia, Okanagan Campus
Department of Critical Studies and School of Engineering**

- Responsible for course design (or in the case of Engineering, teaching existing courses) plus instruction and marking of essays, rhetorical analyses, business communications, summaries, reports, and team and individual oral presentations for:
 - ENGL 112 Studies in Composition
 - ENGL 112 Studies in Composition (Management focus)
 - ENGL 150 Introduction to Literary Genre
 - APSC 176 Engineering Communication
 - APSC 201 Technical Communication

UNIVERSITY PROGRAM DESIGN AND DELIVERY EXPERIENCE

2002-2013 **Writing Skills Development Program Director and Instructor
University of Guelph Bachelor of Agriculture - B.Sc., B.Sc.Ag., B.Comm.**

- Designed and directed the Writing Skills Development Program in consultation with faculty and administration
- Designed, integrated, and marked writing components within core degree program courses in the sciences and business (AGR 1100, AGR 1250, ECON 2100, ENVM 2500, SOIL 2010)
- Upon its success after the first five years, the program expanded to a new degree program, the Bachelors of Bio-Resource Management, and further incorporated scientific and business writing assignments for courses in economics, plant agriculture, animal biology, and equine studies (AGR 2400, AGR 2470, AGR 2320, CIS 2000, EQN 2200)
- Wrote and presented a White Paper at the request of the university's Senior Vice President regarding the program's success and the ways in which the program's innovative approach, methodologies, and achievements could impact additional degree programs and, on a larger scale, the fulfillment of several key university objectives towards writing across the curriculum

UNIVERSITY PROGRAM COUNSELLING EXPERIENCE

2006 **Program Counsellor (Limited Term Appointment)
Bachelor of Arts and Sciences, University of Guelph**

UNIVERSITY SERVICE

Faculty Councils and Committees

2018 – 2021	Faculty of Management – Faculty Council
2018 – 2021	Faculty of Creative and Critical Studies – Faculty Council
2018 – 2021	English Program Committee
2018 – 2021	First-year English Program Committee
2019 – 2020	Communications Committee (Advisory)

Additional Involvements

2018, 2019	Live Case Challenge Judge, Faculty of Management
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PROFESSIONAL WRITING, EDITING, and COMMUNICATIONS INSTRUCTION

2008 – Present

Writing Consultant and Proposal Team Leader Independent Contracts - Canada and Internationally

- Collaborate with multi-disciplinary teams towards proposal writing and procurement of major infrastructure, engineering, and international airport projects, plus development of project materials
- Cumulative capital value of projects to date is over \$6 Billion
- Examples of clients include WSP, Hatch Mott MacDonald, and a Joint Venture initiative in the United Arab Emirates
- Initiatives with capital values in the multi-million and multi-billion dollar ranges include, but are not limited to, projects such as:
 - Toronto Pearson International Airport Expansion –
A P3 initiative comprised of numerous projects, from runway expansions to terminal upgrades (Terminals 1, 2, and 3) to airside and landside facilities and infrastructure
 - Surrey Memorial Hospital – Critical Care Tower and Heliport P3
 - Vancouver Marine Landing Transportation Engineering Study
 - District of North Vancouver Transportation Plan Proposal
 - TransLink Design Manuals Proposal
 - Pitt River and Mary Hill Interchange Project
 - Jasper National Park Wildlife Bridges and Highway Connectivity
 - Halifax International Airport Security Redesign Proposal
 - Red Deer Airport Master Plan and Runway Expansion
 - BOW Skyscraper Project – Geomatics, plus numerous industry-specific articles and press releases for this innovation
 - Waterloo International Airport Master Plan

PROFESSIONAL WRITING, EDITING, and COMMUNICATION INSTRUCTION,
Continued:

2008 – Present

Technical and Professional Writing Instructor
Independent Contracts – Canada and Internationally

- Design and deliver customized courses to strengthen the writing skills of hundreds of engineering, financial, and project management professionals in leading national and international firms such as the engineering firm WSP and the financial services firm MNP
- Consistently receive excellent feedback regarding the design and delivery of customized courses for industry professionals of diverse levels, including senior management, for:
 - Maximizing Written Communication Skills for the Workplace
 - Professionalizing English: A Course for Engineering Professionals for whom English is an Acquired Language
 - Successful Proposal Writing Strategies

NATIONAL KEYNOTE SPEAKER

2019

Keynote Speaker, Canadian Society for Marketing Professional Services
Vancouver, April 23, 2019

ACADEMIC PRESENTATIONS

2019 - International: “Cultural Stereotypes in African Literature: Changing the Narrative for the 21st Century Reader” Speaker/Panelist. African Writers’ Conference, Nairobi, Kenya.

2019 - International: “Teaching Contemporary African Literature” Panelist, African Writers’ Development Trust event (co-hosted by the Writers’ Guild Kenya and the Nairobi International Book Fair), Nairobi, Kenya.

2019 - International: Fiction Writing Workshop (co-hosted with African writers), African Writers’ Development Trust workshop (co-hosted by the Writers’ Guild Kenya), Nairobi, Kenya.

2006 - “Successes of the Ontario Agricultural College’s Writing Skills Development Program: A Model for the University of Guelph.” University of Guelph Senior Administration White Paper Committee. Guelph, Ontario.

2006 - “Assessing Writing Skills across the Curriculum.” Cockerline, J. and Rice, K. North American College Teachers of Agriculture (NACTA). UBC, Vancouver, BC.

LITERARY READINGS

2003 - Invited Literary Readings: Various events, from “Bully to You! Voicing Views of Violence”, YMCA-YWCA Toronto, to the Eden Mills Writers’ Festival, Ontario.

PUBLICATIONS (SELECTED FOR RANGE)

Various publications about equestrian sport, coaching, pedagogy, and community in international equestrian publications such as Horsesdaily.com, Dressagedaily.com, and Eurodressage.com. 2016 – 2020.

“Fighting for HOPE: Re-Opening of the Women’s Safe House, House of HOPE (Helping Out People Exploited.” *Kelowna Capital News*. April 28, 2017.

“Assessing Writing Skills across the Curriculum.” Cockerline, J. and Rice, K. *Journal of North American College Teachers of Agriculture*. 50. 2 (2006): 65-80.

“Blank Spaces.” *En Route Magazine*. June 2003. 67-70.

“Postcards (Not Sent) From Africa.” *The Fiddlehead*. Summer 2003. 59-64.

“Cold Lake, Alberta, December.” *Room of One’s Own*. 24:2 (2001). 90-91.

GRANTS

2019

External Grant (Prepared):

- Spearheaded preparation of a grant application for a UBCO-Exeter Collaborative Grant (\$20,000) towards a collaborative research opportunity and symposium, *Sasa: Celebrating Contemporary African Writing and Artivism*, which entailed:
 - Design and organization of a week-long symposium and literary and cultural event featuring presentations, guest lectures, literary readings, film screenings, and both FCCS-wide and campus-wide cultural events
 - Collaboration towards an anthology of current East African writing
 - Discussions towards ways in which UBCO can partner with the University of Exeter to celebrate East African writing as part of Exeter’s recently successful bid as a UNESCO City of Literature

GRANTS, Continued:

- 2019 UBCO Grant (Applied for):
- Applied for an Invited International Distinguished Visitor grant (\$5,000) to bring internationally-recognized human rights activist, spoken word artist and filmmaker Ndungi Githuku and poet and fiction author Munira Hussein, both of Kenya, to UBCO and UBC Vancouver
- 2002 Canada Council for the Arts Grant Recipient (for fiction writing)
- 2002 Ontario Arts Council Grant Recipient (for fiction writing)

NATIONAL LITERARY AWARD

- 2003 CBC Literary Award (Second Place, Short Story)

COMMUNITY INVOLVEMENT

- 2018 – Present **Writing Mentor**
- Gladly mentor all interested UBCO students with their writing goals
 - Mentor emerging writers in Kenya, Rwanda, and Nigeria, through contacts made through the African Writers' Development Trust and the African Writers' Conference
 - Mentor for Jessica Donaldson's book-length project (BC Arts Council Mentorship Program – Donaldson was awarded \$22,000)
- 2016 – Present **H.O.P.E. (Helping Out People Exploited) Outreach and Safe House Night Outreach Volunteer, Literacy and Writing Mentor, Grant Writer, Board of Directors Executive**
- Provide direct street outreach 1-3 nights per week, year round for women living and/or working on the streets of Kelowna
 - Identified by the street community as a trusted, "safe" first responder for sexual violence, trauma, overdoses, mental health issues, and other crises
 - Co-organizer of numerous gatherings in safe spaces and community centres such as the Ki-Lo-Na Friendship Society
 - Facilitate reading and writing opportunities for women
 - Provide literacy support and assistance with legal documents, plus assistance with educational and employment opportunities
 - Grant writer responsible for securing numerous small grants totaling over \$30,000 to date and enabling significant program expansion