Ukraine’s Farm Instructors Learn Western Agri-Business Management

The difficulties were many. The project office was shut down just as the Canadian team arrived on the scene with tight deadlines to meet. Often there was no running water or electricity. Paper supplies ran out.

But ask Len Bauer, agricultural management specialist for the Agri-Business Learning Project, completed this fall by the Ukrainian Resource and Development Centre (URDC), whether he feels the project accomplished something worthwhile, and the answer is a resounding “Yes.”

“People in Ukraine are absolutely hungry for printed material,” explains Dr. Bauer, a professor at the University of Alberta’s Department of Rural Economy. “When our manuals finally arrived and we put them out in the classroom, people came rushing up and scooped them up like it was Christmas.”

Dr. Bauer was one of three instructors, including Lorne Owen from the B.C. Ministry of Agriculture and Don Bushe, an Edmonton-based educational consultant, who travelled to Ukraine May 10 to June 2 to review translations of the farm management modules they put together for the project, and to teach agricultural college directors and instructors how to use the material.

About 30 participants from 18 technikums attended the six-day Farm Business Management symposium held at the Agriculture College of Crimea located near Simferopol. Although a number (those who attended a one-week workshop in Edmonton last February) had some familiarity with the subject matter, the majority were learning about Western agricultural concepts and practices for the first time.

Instructors were careful to adopt a descriptive rather than prescriptive approach from the start which proved to be effective and popular.

“We began with a slide presentation showing Alberta farms and agriculture,” explains Dr. Bauer. “We told people ‘This is who we are and where we come from. This will help you understand how we think and the way we do things. It’s up to you, however, to pick and choose what you think will work for you in your particular circumstances.’ We repeated this theme throughout the week. It helped us build a bond much more readily than if we had come in and said ‘Here’s how you do it.’”

Dr. Bauer notes: “You don’t get very far in development work if you don’t respect the people you are working with.”

On a personal level, the trip to Ukraine represented a homecoming of sorts for Dr. Bauer who had an opportunity to visit the Crimean villages (German communities settled under the reign of Catherine the Great) where his grandparents grew up before they immigrated to Canada around 1905.

Reading the reports filed by Dr. Bauer and his two colleagues, one gets the impression that the trio thrived under the obstacles they encountered. The team arrived in Kyiv last May to discover...
that the Ukraine Ministry of Agriculture had decided to "relocate" project headquarters which meant there was no office space. Meanwhile, materials had to be completed in time for the conference which was to begin 12 days later.

Bohdan Chomiak, the Canadian project manager, made his small Kyiv flat available. The translation and localization team headed by Vitaly Ovsienko worked in the kitchen with the authors, handing their completed pages to the Ukrainian-trained desktop publishing and graphics staff working on computers set up in the living-room. Logging in 14 to 16 hour days, the crew managed to get the modules completed in time.

As of October 30th, the Agri-Business Learning Project successfully completed its goal of preparing 1,200 pages of materials on farm management, translated into Ukrainian and adapted to Ukrainian needs. The resources cover five basic subject areas: production (what, when and how), marketing, risk management, managing human resources, and finance. One thousand copies of the modules, which can be used for home study by farmers as well as by agricultural college students in the classroom, have been distributed throughout techinikums in Ukraine.

Three Canadian farm management videos have been dubbed into Ukrainian. A staff of four Ukrainians (a translator and editor, two computer experts and a secretary) have been trained to work together as an educational desktop publishing unit, using the four computers purchased as part of the project.

The 18-month, $553,905 project, put together and managed by URDC, was funded by the federal government to develop learning materials for Ukrainian farmers who are having to make their own marketing and business decisions for the first time as Ukraine slowly changes over to a free market economy.

High-ranking Ukrainian bureaucrats and directors of agricultural colleges and state farms were invited to Alberta a year ago to visit farms and agricultural colleges. Lead farm economy instructors and directors from six agricultural colleges were invited to attend a seminar in Edmonton to study early drafts of the farm management learning materials. The three Canadian authors then travelled to Ukraine to hand over the final product and to teach the teachers how to use it.

"Transferring knowledge is what it's all about," comments URDC Director Dr. Roman Petryshyn. "We now have a finished product. These are the first agricultural business materials to be available in Ukraine and the first ones to be available in Ukrainian."
AMBASSADOR PRAISES GMCC PROGRAMS

by Suzanna Siddar

Canada's newly-appointed ambassador to Ukraine praised GMCC's initiatives in Ukraine during a recent visit to Edmonton.

His Excellency Christopher Westdal said he was impressed with GMCC's sense of vision and its willingness to support programs in Ukraine during difficult fiscal times.

During his two-day visit to Edmonton, the ambassador spent an afternoon as the guest of GMCC, meeting with the deans and faculty of the three college divisions involved with GMCC.

Ukraine's Kyiv office, and discussing their projects. Ambassador Westdal said that student scholarships and student and faculty exchanges are an invaluable means of furthering reform in Ukraine at relatively little cost.

Ambassador (centre) meets with Allen Watson, Dean of Arts and Science (l), Dr. Petryshyn (r) and Barbara North, Chair of the English department.

Education is always a sound investment, he added, because the benefits continue to be reaped long after the initial investment. The needs of children and the status of women are also among his foremost concerns. Addressing these issues will establish a solid base to alleviate other major social problems, according to the ambassador.

After touring the City Centre Campus facility, Ambassador Westdal was honoured at a special reception. While in Edmonton, he also met with provincial government and University of Alberta representatives, and attended a formal reception hosted by the Canadian Institute of Ukrainian Studies. Before coming to Edmonton, he attended the 18th Congress of Ukrainian Canadians in Winnipeg.

Westdal brings a wealth of experience to his post, having served as Regional Director for East Africa for CIDA, Director General for the International Organizations Bureau of the Foreign Policy Defense Secretariat, Privy Council Office, First Secretary for Development in New Delhi, Ambassador of Canada to Pretoria and High Commissioner of Canada to Dhaka.

To prepare himself for his new posting in Kyiv, which he is expected to formally take up before the end of the year, Westdal is undergoing intensive Ukrainian language instruction. He looks forward to the challenge in Ukraine.

FIRST CAREER CENTRE ESTABLISHED AT NAUKMA

Three Edmonton volunteers were sent by Grant MacEwan Community College (GMCC) to the National University of Kyiv-Mohyla Academy (NaUKMA) to help set up a career and job centre last spring.

Twenty-thousand dollars for the project was provided by the Canadian Bureau for International Education through the Canada-Ukraine Partners Program (CUPP) funded by the Department of Foreign Affairs and International Trade Canada.

The need for such a centre was identified by Professor Natalia Andrievska, head of NaUKMA's international relations department when she visited GMCC last winter as part of a three-month faculty exchange. University graduates in Ukraine are having to search and compete for jobs for the first time.

URDC staff helped to draft the project proposal and select the volunteers who spent from four to ten weeks in Kyiv. The volunteers chosen were Wendy Coffin, Director of Career and Placement Services at the University of Alberta, Diane Allen, Director of Public Affairs at Edmonton Power and former Executive Director of the GMCC Foundation, and Georgina Lukkin, former Manager of the Canada Employment Centre at GMCC.

Their first task was to familiarize university administrators and students with the concept of career counselling and then to actualize it by helping to set up a career and job centre on-campus.

"The idea of applying for a position and getting it on the basis of merit and experience is still new to most people," says Coffin. "In the past, most positions were gained by influence or appointment."
“We had to counteract assumptions that a career centre would make something magical happen—that international jobs would suddenly materialize, for example,” she adds. “We had to explain that a lot of groundwork has to be done to make it work.”

Before leaving for Ukraine, Coffin pulled together the basics needed to set up a full-service career centre including a computer, instructional manuals and publications, and a detailed files and records system. Through a step-by-step training process, she and her colleagues explained the functions of a centre to NaUKMA students and staff, including how to get employers interested in recruiting on-campus, how to set up job postings, how to search for jobs and write resumes, how to interview and short-list, and how to match up qualified students with prospective employers.

The project team was fortunate in being able to work with Kateryna Smaghyly, a political science student at NaUKMA who later came to Edmonton as part of a two-month work-study placement organized by URDC. Smaghyly broadened her experience by continuing to work with Coffin at the U of A career centre, and returned to NaUKMA to apply the practical skills she learned.

“If anybody can make the centre work, it will be Kateryna,” says Coffin. “She’s an extremely hard worker. Young students like her really believe changes can happen.”

Current plans are to open the centre this fall in the newly-remodeled office space provided by the university and to have it fully operational by next spring to help launch 140 new graduating students into the job market. During their time in Kyiv, project volunteers set up contacts with international corporations doing business in Ukraine including major soft-drink companies and shipping lines as well as with organizations such as the American Chamber of Commerce.

Diane Allen shared her fundraising expertise with NaUKMA administrators who rely on private as well as public support for the independent university. She sees the job and career centre as a cornerstone of the university’s future fundraising efforts. “The centre will give corporations a first-hand opportunity to assess

ENGLISH DEPARTMENTS DEVELOP STRONG BONDS

A
fter spending four weeks teaching newspaper reporting at the National University of Kyiv-Mohyla Academy (NaUKMA), former GMCC journalism instructor Alan North, described his experiences as follows:

“Ukrainian journalism is a fantastic thing. Overwrought with rumors and suspicions, reporters there argue about politics the way Jehovah’s Witnesses argue about God. Only they do it in print. On the front page.”

“The peculiar Western notion that journalists are supposed to report facts, clearly and concisely, and not to malign, slander, cajole, or just rave on until they tired, surprised my 15 students at first, but they seemed to like the idea, and by the end of the course they were even starting to get the hang of it.”

North found his students to be charming and delightful, on average more intelligent and better read than Canadian university students, and slightly lazier but less apathetic. Several scored over 90 per cent in his course, quite an achievement—as he pointed out — given the fact they were studying in English and in a field alien to the culture in which they had grown up.

The former newspaper reporter was sent to NaUKMA as part of a faculty exchange in May and June between the English departments at GMCC and the Ukrainian university. The trip was funded by GMCC’s Arts and Science division, one of the shareholders of GMCC Ukraine. Also involved in the exchange were Barbara North, Chair of the English department, who investigated the feasibility of future student and faculty exchanges, and Laurie Morison,
a GMCC English instructor who taught a business communications course.

"I see a strong bond developing between the two English departments," says Allan Watson, Dean of the Arts and Science Division. "This may broaden out to include other sections in our division — such as political science, economics and the social sciences — which have expressed an interest."

As a follow-up to the exchange, arrangements are being made to have the Chair of NaUKMA's English department and one other faculty member spend two months in Edmonton next spring to work with their counterparts at GMCC. "The rector of the

Ukraine to organize first national nurses association

Delegates to the first nursing conference in Ukraine called for the establishment of an independent, national nursing association and for professional upgrading to meet international standards.

About 400 people attended the conference held in Chernivtsi September 12 to 14, including directors and faculty from Ukraine's 107 schools of nursing, health administrators from every oblast, and senior nursing personnel from hospitals throughout the country.

"The response was overwhelming," according to Gern Nakonechny, Dean of Health and Community Studies at GMCC and one of the organizers of the conference.

"The Ukrainian organizers said that if they had known it would be so successful, they would have called it a congress instead of a conference."

A gathering becomes a congress in Ukraine when 400 or more people show up, Nakonechny explained with a laugh.

As well as being one of two volunteer Canadians to help put together the conference, she was one of eight Canadians, among them GMCC Vice-President Sherry Rainforth, university nursing faculty, and senior hospital and regional health nursing administrators, invited to present papers in Chernivtsi and the Vinnitsia Mid Medical College. Funding for the Canadian delegation was provided by the Association of Universities and Colleges of Canada and the federal government's Partners in Health program.

Other priorities of action set by the conference were: developing university nursing programs at the baccalaureate, masters and PhD levels; adopting a national nursing curriculum by June 1996; and renewing post-diploma education in selected centres.

Delegates also requested further assistance from Alberta in developing distance education and curricula for nursing specialties. Distance education, using print and audio materials, can be a valuable tool in upgrading nursing education in smaller, more isolated centres in Ukraine, said Nakonechny.

Canada was asked to provide leadership training to Ukrainian nursing educators and administrators. A number of organizations, among them GMCC, the University of Alberta, federal and provincial nursing associations, university nursing schools and Partners in Health, have put together a proposal for CIDA to set up a leadership training program for Ukrainian nursing faculty and administrators to work and study in Canada.

In her keynote address to the conference, Dr. Tatiana Chernichenko, Chief Medical Specialist in Ukraine's Ministry of Health, told delegates that "reforming health care in Ukraine is simply not possible without introducing certain changes to the nursing profession." With more than 326,000 practitioners, nurses
make up the largest medical profession in Ukraine, but their work is often undervalued and invisible.

Nurses have no say in policy decisions made regarding health care, according to Chernychenko, who cited inadequate levels of education as a factor in their low status. Only 20% of nurses working in Ukraine today have any professional certification. The profession is overwhelmingly female which also accounts for its low stature, reflecting the generally unequal position women face in society. As a result, working conditions are bad, the pay is poor and there are few opportunities for advancement.

Nurses have a critical role to play in improving public health standards, said Chernychenko, who instigated the conference through her ministry. As front-line caregivers, they are well-informed about the condition of their patients and therefore, should be actively involved in their treatment. They can help cut health care costs through home care programs, ensuring patient health while reducing expensive hospital and institutional stays.

After spending two months at GMCC in Edmonton in 1994, Chernychenko returned to Ukraine determined to pull together a nursing conference to organize the profession and initiate much-needed changes. Improving nursing education and standards was a health care priority cited by Chernychenko during a health care conference organized by the college during her stay. URDC, GMCC Ukraine’s Kyiv office staff welcome GMCC Vice-President, Dr. Sherry Rainsforth.

Nursing conference organizers take a lunch break, (l.to r) Professor Vasyl Pishuk, Rector of the Medical Institute in Chernivtsi, Dr. Tatiana Chernychenko and Gerri Nakorechny.

GMCC’s Health and Community Studies division and the International Education Centre as well as the Canadian Society for International Health brought together Canadian health care professionals, government officials and non-governmental agencies involved with health care projects in Ukraine for the first time.

Within weeks, GMCC and Ukraine’s Ministry of Health exchanged letters of intent pledging to continue collaborative efforts to improve the education of health care professionals in Ukraine.

“They’re eager and ready to go ahead,” comments Nakorechny. “These people have proven themselves. What they say, they do. Now, we just have to convince Canadian funders to back projects.”

Ukraine’s second national nursing conference is scheduled to be held in Poltava in May 1997.

Banquet raises $17,000 for GMCC Ukraine

The second annual Kyiv Konnection banquet, sponsored by the Ukrainian Foundation for College Education (UFCE), raised nearly $17,000 for GMCC Ukraine.

About 300 people attended the event held May 25 at Grant MacEwan Community College (GMCC) to support GMCC Ukraine’s Kyiv office and programs, including faculty and student exchanges.

Four National University of Kyiv-Mohyla Academy (NaUKMA) students, Hanna Rudycky, Kateryna Smaghyly, Oksana Medvedeva and Anton Shmagin, who received UFCE scholarships to participate in a two-month work study program at GMCC, addressed the guests.

“Many people said that was the best part of the event,” commented Suzanna Sidlar, MC for the evening and a UFCE board member. “It gave them a chance to see what the money is being used for. These students are the hope for the future. The training they receive here will help them to return home and affect changes.”

Telus Corporation was honored as the official sponsor of GMCC Ukraine for 1995-96 for its $5,000 contribution. In making the presentation, Bohdan Romaniuk, Vice-President of AGT, a Telus subsidiary, commented: “The focus of this event is consistent with the values we hold at Telus. We wish the Ukrainian Foundation for College Education every success in its future endeavors and applaud all of you gathered here for your generosity and community spirit.”

Delivering the keynote address, Dr. David Marples, University of Alberta history professor, praised Ukraine for its political stability and commitment to reform.
Earlier in the day, Ukraine’s economic potential was touted by the president of a Canadian oil company doing business in Ukraine. Addressing a panel discussion on business opportunities in Ukraine, Ed Southern, head of Uk-Ran Oil Corporation, dubbed the country a “sleeping giant.”

About 40 people attended the afternoon seminar, Business Connection, which was co-sponsored by UFCE, the Canada-Ukraine Foundation, Canada-Ukraine Chamber of Commerce, Western Economic Diversification Canada, Ministry of Natural Resources Canada, Alberta Department of Agriculture, Food and Rural Development, and the World Trade Centre, Edmonton.

Suzanna Sidlar, MC of Kyiv Connection '95

A number of Canadian businessmen discussed their ventures in Ukraine ranging from a dry-cleaning plant in Odessa to a concrete block plant near Rivne, a varenky producing machine marketed in Sumy, and a waterfront hotel plan being developed in Yalta.

“The support of business and government increases the visibility of the work the foundation is doing,” said Sidlar, commenting on the seminar’s success. “It also sets up links for educational institutions, government and business to work together on future projects in Ukraine.”

Anyone who would like to become a member of UFCE is invited to send a cheque for $10 payable to UFCE to:

Suzanna Sidlar, URDC, GMCC, Box 1796, Edmonton, AB, T5J 2P2.

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Students Trained in University Administration

Four Kyiv university students completed a two-month work study placement at Grant MacEwan Community College (GMCC) in May and June.

NaUKMA exchange students (l to r):
Oksana Medvedeva, Anton Shmaglin, Kateryna Smaghiy and Hanna Rudyck

The fourth-year students from the National University of Kyiv-Mohyla Academy (NaUKMA) took courses at GMCC as well as working in the areas of career development, community relations, fundraising and computer sciences at the college and at the University of Alberta.

Their costs were covered by the Ukrainian Foundation for College Education which paid for accommodation, transportation and a stipend while GMCC’s Arts and Science division handled tuition and books. GMCC’s Kyiv office raised additional funds to cover the students’ airfare.

“The significance of this program is that we’re training students who will end up working at NaUKMA once they’ve graduated,” says URDC Director Dr. Roman Petyshyn.

“The university is just beginning to develop a proper administrative structure. Students are helping to set up these infrastructures through the part-time work they do at the university to pay off their tuition.”

After working with GMCC’s Community Relations Department, Hanna Rudyck, a history and theory of culture student, was impressed, with the way the college markets its programs and facilities. “I can see many opportunities for the academy to work with businesses and the general public,” says Rudyck, who is involved with NaUKMA’s public relations.

Anton Shmaglin, a physics student who switched to computer sciences when NaUKMA opened its first program of computer studies this year, learned how computerized informational systems are organized at GMCC and U of A. He would like to help set up an instructional centre at NaUKMA to develop computer literacy. Institutions of higher learning in Ukraine are looking up to the global network, Shmaglin said, but they remain isolated from each other and need to learn to share data.

Oksana Medvedeva, a comparative literature student, gained additional fundraising expertise as a result of her placement with the GMCC Foundation where she helped organize special events. She’d like to see NaUKMA try the idea to raise money. “We don’t have a tradition of fundraising because the educational system was completely supported by the government in the past,” she said. “Our university wants to be independent, however.”

Kateryna Smaghiy, a political science student, had a chance to
experience the day-to-day functions of a career and job placement centre during her time with the University of Alberta's Career and Placement Services. Since her return to Kyiv, she has become instrumental in the establishment of NaUKMA's first career and job centre which officially opens this fall.

The students described themselves as extremely fortunate not only to have been chosen to take part in the GMCC-NaUKMA student exchange, but to be enrolled in NaUKMA. They had high praise for their university's progressive program and top-notch academic faculty.

"Everyone involved with the academy deeply cares about its future," commented Shmagin. "We feel our efforts and contributions really count." ♦

URDC announces
NEW ARTS AWARD

URDC is proud to announce a new $500 award for Ukrainian art in Alberta. The award is being sponsored by the Alberta Council for Ukrainian Arts (ACUA) to mark its tenth anniversary in 1996.

"One of the objectives of ACUA is to educate the public in regards to Ukrainian art in Alberta," says ACUA president Rena Hanchuk. "This helps get our name out there, and gives people working or studying in the arts a financial boost."

The award will be made available for the next five years to an individual or group for fostering a greater awareness of Ukrainian arts in Alberta through an exhibit, tour, festival, educational program or special project.

It is one of five annual Ukrainian arts and education awards administered by URDC. This year’s submission deadline is November 30th. Award winners will be announced in the spring of 1996.

Other categories are as follows:

The William and Mary Kostash Award for Film and Video Arts ($500) is given to a film or video project which promotes Ukrainian Canadian identity. The Anna Pidruchney Award for New Writers ($500) is given to a novice writer for a work on a Ukrainian Canadian theme. Submissions for this year's award must be in Ukrainian.

The Royal Canadian Legion: Norwood Branch #178 sponsors a $750 award for Ukrainian Performing Arts and a $750 award for Educational Exchanges between Canada and Ukraine.

For further information, contact:
URDC, Grant MacEwan Community College,
P.O. Box 1796,
Edmonton, AB, T5J 2P2
or phone (403) 497-4374,
Fax (403) 497-4327. ♦

80TH BIRTHDAY HONOURS FOR MARY KOSTASH

"They're good and they keep getting better," commented Mary Kostash after viewing the winners of the film and video award she helped establish at URDC. "I'm impressed with the work that's being done."

The special screening was organized by URDC as part of an afternoon reception to celebrate Mrs. Kostash's 80th birthday in September. The event was attended by 15 family members and close friends who contributed a further $1,350 to the endowment in honour of Mrs. Kostash's birthday.

The William and Mary Kostash Award for Film and Video Arts was established in 1989 on the occasion of the Kostash's 50th wedding anniversary. The couple, both retired school teachers and committed Ukrainian Canadian community activists, wanted to mark the milestone in a lasting and significant way. After consulting with their daughter, Edmonton writer Myrna Kostash, who referred them to URDC's Dr. Roman Petryshyn, the Kostashes decided to endow a film and video award because they saw the medium as an increasingly important teaching tool and as being underfunded.

Mrs. Kostash has been an active member of the St. John's Cathedral

(1 to r) Mary Kostash, daughter Myrna and Dr. Roman Petryshyn

Branch of the Ukrainian Women's Association of Canada and of the Edmonton Branch of the Local Council of Women. She describes her work as a docent with the Edmonton Art Gallery as her "first love," however. Over the past 20 years, she has organized many special art history programs for docents and community groups, including the history of childhood in art, women artists from the medieval period onwards, Canadian women artists, and Ukrainian icons.

Her husband, William, a well-loved and respected leader in the Ukrainian and Edmonton community, passed away last year. ♦

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