

1. Reconciliation Road – series postcard (Front and back)



Reconciliation Road is a series of events and activities supported by VIU, focusing on engaging Canadians in the challenging process of reconciliation between Indigenous and non-Indigenous people.

Upcoming events:

Witness Blanket Art Installation

October 6 – November 30
The View Gallery (Building 330)
on VIU's Nanaimo campus

Totem Celebration

Viewing of the totems is open to
the public
Outside Shq'apthut
(The Gathering Place, Building 170)

Buffy Sainte-Marie Concert

November 20
VIU is sponsoring this Port Theatre
Spotlight Series concert

Indigenous Speakers Series

Dr. Tracey Lindberg - Cree academic
and novelist, author of *Birdie*
November 22

The Malaspina Theatre (Building 310)
on VIU's Nanaimo campus

Testify: a Project of the Indigenous Laws & the Arts Collective

November 26 – December 9
VIU's Nanaimo campus

From more information visit
viu.ca/reconciliationroad



2. Reconciliation Road – example of postcard for specific event (Front and back):



You're invited!

Join us at the **second annual Indigenous Speakers Series**. Cree academic and novelist Dr. Tracey Lindberg, author of *Birdie*, will be our guest, explaining the provocative role story-tellers are playing in the process of reconciliation between Canada's Indigenous and non-Indigenous people.

Register for this **FREE** event at [eventbrite.ca](https://www.eventbrite.ca) under VIU's Indigenous Speakers Series or email university.relations@viu.ca

November 22, 7 pm
Malaspina Theatre
(Nanaimo Campus - Bldg 310)

For more information visit
viu.ca/reconciliationroad



3. Reconciliation Road - example of poster for specific event:



 **RECONCILIATION ROAD**
Join the Journey with VIU

(W)rec(k)-oncillation: Indigenous
Lands and Peoples' Respect,
Reciprocity and Relationships

**“What we always *hope* for is to
challenge staid or safe ideas. I want
to talk to people about what does
reconciliation do. If it’s an active verb,
what are some of the steps we have
to take to be able to participate in it?”**
— *Tracey Lindberg*

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Nov 22, 7 pm, Malaspina Theatre (Nanaimo Campus - Bldg 310)



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under VIU's Indigenous Speakers Series or
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4. Reconciliation Road Logo examples and rationale:



Reconciliation Road - Join the Journey with VIU (rationale)

The word mark utilizes the VIU institutional font with some subtle modifications to align with the subject including two “i”s symbolizing this is ultimately about people.

The symbol of the compass represents the finding of your way, and also echoes the west coast First Nations artwork look and feel through the use of colour and shapes offering a nod to graphic elements and motifs within the Witness blanket. It can also be interpreted as a sun shining the light of truth, the author of nourishment. It can be viewed as a shield providing protection from harm.

It can also be viewed as a star. All cultures have their own understanding of the stars and no matter where you live or how you make sense of the world, we all look up at night to help us find direction with the knowledge that we all live under the same sky.

The circle can be seen as a healing circle with the four triangles representing the coming together in the spirit of reconciliation and moving forward together. Some may see a flower representing growth and never ending renewal.

Join the Journey with VIU is the descriptor and a call to action. Both the word mark and descriptor would appear on all marketing materials as appropriate. These materials would have a combination of compelling contemporary and historical images as well as quotes from first nations residential school survivors along with the specific information about the offerings.

5. Social Media banner examples – different events and series in general



(W)REC(K)ONCILIATION
INDIGENOUS SPEAKERS SERIES



 RECONCILIATION ROAD

6. Table top banner example (used at different trade shows/conferences events to promote the various events)



Reconciliation Road is a series of events and activities focused on engaging our communities in the challenging process of reconciliation between Canada's Indigenous and non-Indigenous people.

Learn more at viu.ca/reconciliationroad



Upcoming events

- Nov. 20 Buffy Sainte-Marie Concert
- Nov. 22 Indigenous Speakers Series
- Nov. 28 Testify: a Project of the Indigenous Laws & the Arts Collective


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7. Facebook ad example (we did a number of ads tailored for different events and the series in general)

Post Details Reported stats may be delayed from what appears on posts ✕

Vancouver Island University
Written by Shari Bishop Bowes [?] · November 8 at 11:22am · 🌐

Reconciliation Road -- Join this important journey with VIU. Nov-Dec events.



Testify @VIU Opening Nov. 26 [Learn More](#)

Buffy Sainte-Marie in concert Nov. 20

33,358 People Reached

598 Reactions, Comments & Shares

| | | |
|-----------------------|-----------------------|------------------------|
| 412 Like | 362 On Post | 50 On Shares |
| 35 Love | 31 On Post | 4 On Shares |
| 9 Wow | 9 On Post | 0 On Shares |
| 1 Sad | 0 On Post | 1 On Shares |
| 1 Angry | 0 On Post | 1 On Shares |
| 43 Comments | 28 On Post | 15 On Shares |
| 97 Shares | 95 On Post | 2 On Shares |

1,961 Post Clicks

| | | |
|-------------------------|-----------------------------|------------------------------|
| 1 Photo Views | 1,494 Link Clicks | 466 Other Clicks ⓘ |
|-------------------------|-----------------------------|------------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 15 Hide Post | 1 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

33,358 people reached

402 21 Comments 95 Shares

Like Comment Share

Jason Sims I must go see this show, I love and have loved Buffy since I was a

8. Examples of targeted invites we sent to different audiences for different events:

Email to schools for KAIROS Blanket Exercise and Witness Blanket

Jenn McGarrigle @

To: Janina Stajic

FW: You're Invited: VIU Offers a Free Workshop Focused on Educating Students on Canada's Residential School History

Today at 2:16 PM

J

From: Jenn McGarrigle
Sent: Wednesday, October 26, 2016 1:07 PM
To: 'halstead@sd64.bc.ca' <halstead@sd64.bc.ca>; 'lunderwood@sd64.bc.ca' <lunderwood@sd64.bc.ca>
Subject: You're Invited: VIU Offers a Free Workshop Focused on Educating Students on Canada's Residential School History

**You're Invited: VIU Offers a Free Workshop Focused on Educating Students on Canada's Residential School History
Come See the Witness Blanket and Participate in a Reconciliation Workshop**

The Witness Blanket, a nationally recognized and thought-provoking art installation about the impacts of Canada's Residential School Era, is now on display at The View Gallery on Vancouver Island University's Nanaimo campus.

Created by First Nations artist and master carver Carey Newman, The Witness Blanket is a wood-based art installation made up of more than 800 items reclaimed from residential schools, churches, government buildings, and traditional and cultural structures across Canada. The installation, which is more than eight feet tall and 40 feet long, recognizes a darker side of Canada's past, and supports reconciliation. VIU partnered with the Regional District of Nanaimo to bring the installation to Nanaimo. The University hopes it will create opportunities for the community to have conversations about this challenging but critical topic in Canadian history.

In order to engage students in this important piece of work and provide an opportunity for them to learn about the critical process of reconciliation with Canada's Indigenous peoples, VIU is offering a number of opportunities aimed at school groups.

Tour the exhibit: School groups are invited to tour the exhibit at **The View Gallery** (Building 330 on VIU's Nanaimo campus). The Witness Blanket can be viewed until **November 30, 2016** during The View Gallery's normal hours: **Tuesday to Saturday, 11 am to 5 pm**. Entry is free of charge.

Take part in The KAIROS Blanket Exercise, an interactive reconciliation workshop: The KAIROS Blanket Exercise leads students through the history of treaty-making, colonization and resistance, using blankets to represent First Nations peoples living on the lands of what is now called Canada. The workshop has had a powerful and meaningful impact on all who have taken part.

Vancouver Island University would like to acknowledge KAIROS Canada for developing this exercise and providing VIU permission to facilitate these sessions. KAIROS Canada is a joint venture ecumenical program administered by the United Church of Canada.

Representatives from KAIROS Canada will also host a free Facilitator Training Session at Shq'apthut, VIU's Aboriginal Gathering Place on the Nanaimo campus, on Friday, November 25 from 1 - 4 pm for those interested in running workshops themselves. To take the facilitation training, people will need to have participated in the Blanket Exercise at least once. To register for the training workshop, email Janet Gray at thegrays@shaw.ca or call 778-679-9011.

For more information on the Witness Blanket exhibit, click [here](#). To book a time for your class to participate in The KAIROS Blanket Exercise workshop, please contact Sharon Hobenshield, VIU's Director of Aboriginal Education and Engagement, at Sharon.Hobenshield@viu.ca.

The Witness Blanket and The KAIROS Blanket Exercise are part of **Reconciliation Road**, a series of events VIU is hosting to stimulate dialogue about reconciliation. To learn more, go to viu.ca/reconciliationroad.

Jenn McGarrigle
Communications Officer, Vancouver Island University

Email to internal community for Special Meeting of Convocation with Buffy Sainte-Marie

REMINDER: Special Meeting of Convocation to confer an Honorary Doctorate of Laws on Buffy Sainte-Marie

University Relations

To: [University Relations](#)

Bcc: [ML Employees](#)

Sent Items, 2016 Completed Emails

   Actions -

Thursday, November 17, 2016 1:54 PM

Sent on behalf of Dr. Ralph Nilson, President and Vice-Chancellor

Please join us at a Special Meeting of Convocation being called to confer an Honorary Doctorate of Laws on Buffy Sainte-Marie in recognition of her remarkable career as a musician, visual artist, composer, and actor as well as her commitment to social activism and humanitarian causes.

Date: Monday, November 21, 2016

Location: Malaspina Theatre, Bldg 310, Nanaimo Campus

Ceremony: 12:30 - 1:15 pm (theatre doors open at 12 noon); reception to follow in theatre lobby

Please contact convocation@viu.ca for more information.