

Robert Kirwan, OCT., B.A.(Math), M.A.(Ed)

Program Development Consultant

Education, Training, Career & Staff Development

4456 Noel Street, Val Therese, Ontario P3P 1S8

Phone: (705) 969-7215 Email: rkirwan@infocomcanada.com

PERSONAL RESUME

(March 2013)

ACADEMIC QUALIFICATIONS

BACHELOR OF ARTS DEGREE IN MATH

Major in Mathematics and Minor in Economics
Graduated from Laurentian University in 1972

MASTER OF ARTS DEGREE IN EDUCATION

Specializing in Education Administration
Graduated from Central Michigan University in 1984

PROGRAM OF TEACHER EDUCATION

Graduated from North Bay Teachers' College in 1973
Primary, Junior and Intermediate Divisions

PRINCIPAL'S QUALIFICATIONS

Program Development & Implementation (1984)
Program Supervision & Assessment (1985)

ONTARIO CERTIFIED TEACHER - OCT

Member of Ontario College of Teachers since 1973

WORK EXPERIENCE

BUSINESS MANAGEMENT CONSULTANT

Concession Management Consultant *since September 2011*

Program Development Consultant *since June 2001*

Education, Training, Career & Staff Development Consultant *since June 2001*

Marketing & Public Relations Consultant *since January 1978*

TRUSTEE – RAINBOW DISTRICT SCHOOL BOARD

Elected to represent Area 3, Wards 5 & 6 of the City of Greater Sudbury *since December 2010*

PROFESSIONAL TEACHER & EDUCATION ADMINISTRATOR

Sudbury Catholic District School Board; Elementary School Teacher from 1973 to 2001

Night school and summer school management: 1975 to 1984

Secondary School Liaison with CDI College Sudbury (2004-2005)

CTS Course Instructor (2003) - Paralegal Program;

CDI Course Instructor (2004) - Business Administration (Marketing)

LABOUR RELATIONS

President of Local Teachers' Association from 1991 to 2000;

LTD Plan Administrator from 1991-2000;

Collective Agreement Manager & Chief Negotiator for Local Teachers' Association from 1980 to 2000

Support services to legal counsel on criminal & arbitration cases involving local Teachers from 1991 to 2000

Member of School Board Labour Relations Committee with RDSB *since December 2010*

MARKETING & PUBLIC RELATIONS

Marketing Management Services to private sector corporate clients in retail, sports & recreation sectors *since 1978*

Publisher & Editor-In-Chief of Valley East Today Online Community News Magazine *since 2003*

Web site development & management *since 2003*

Editor-In-Chief of Weekly Community Newspaper – The Vision Paper (1998 to 2009)

Former weekly columnist for The Sudbury Star; Northern Life; Lambda (Laurentian University)

Host of a weekly live talk radio show on CKLU 96.7 FM *since January 2008*

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BACKGROUND SUMMARY

I enjoyed a successful career as a classroom teacher from 1973 to 2001. Beginning in 1978 I also operated an independent business consulting practice on a part-time basis from my home office, specializing in advertising, marketing and special interest publications. As a result of the expanded network of business and professional contacts that I had established over those years I decided to devote full-time to my private practice as a Program Development Consultant in June 2001, specializing in the fields of Education, Training, Career & Staff Development. I recognized the need for young people to receive more information and guidance with respect to the selection of the most appropriate post-secondary training in order to prepare for entry into a career that is most suited to their particular interests and natural talents. My mission is to provide people of all ages with the information they need to decide upon a career that is right for them, help them choose the proper training, and finally recommend strategies which will improve their chances of finding an entry level position from which to launch their new career. This has led to a desire on my part to help people find out more about employment agencies and the non-traditional post-secondary training options that are available to help with one's personal career development.

As a Program Development Consultant I seek out short-and long-term contracts with businesses and institutions where I am able to utilize my experience and expertise to help in the development of effective training and staff development procedures and protocols which will ensure a consistent standard of excellence among employees and management. It is my belief that training is one of the areas where employers are beginning to place more of an investment in order to retain qualified and productive employees. My role is to help employers develop an effective training program that will be easy to implement and track.

In December of 2010 I was elected to the position of School Board Trustee for the Rainbow District School Board in the Greater Sudbury Area of Northeastern Ontario. The term is finished in November 2014.

In the fall of 2011 a neuropsychologist from Detroit and I collaborated on a special initiative which is intended to help school boards and minor sport organizations develop customized concussion management programs, in particular, helping teachers accommodate students who are dealing with symptoms of concussions.

PERSONAL SKILLS INVENTORY

- Excellent written and verbal communications skills;
- Problem-solving and conflict-management skills;
- Proven leadership & management skills;
- Thorough knowledge of labour relation law, contracting, negotiating and working with collective agreements;
- Time management expert – ability to meet deadlines and motivate teams;
- Ability to conduct effective meetings;
- Willing to travel and work flexible days and hours to fulfil responsibilities;
- Ability to apply effective strategies to enhance public image & community relationships;
- Excellent organizational skills to generate business development and expansion;
- Effective presentation skills; comfortable with audiences of all ages and sizes;
- Ability to assess and evaluate existing programs and then restructure protocols to achieve results;
- Project management skills including strategic planning and execution of plan of action;
- Ability to plan and implement Marketing & Promotion programs;
- Ability to develop effective staffing & recruitment programs.

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DETAILS OF WORK EXPERIENCE

Business Management Consultant (Since 2001)

I have worked as an independent business consultant primarily in the fields of marketing, public relations and business management and development since 1978. In June 2001, when I decided to devote full-time to my practice, I began focusing more on the areas of Education, Training, Career & Staff Development. I now work as a Program Development Consultant helping employers and managers create an effective professional development and customized training program that will empower employees to keep up-to-date with advances in their industry and enable them to advance their skill levels, thereby improving overall productivity.

In the areas of Public Relations & Corporate Image Enhancement, I will continue to develop and implement a variety of strategies which will help create a public education program that will effectively utilize print, video, radio and the internet. This is a service that will be popular with business owners, professionals, and public sector institutions wishing to create more public awareness of their goods and/or services. This should be of particular interest to companies that are seeking to establish a greater profile in Northeast Ontario in order to expand their market base or to recruit employees for their international operations. My knowledge of the Ontario education sector will serve me well when it comes to implementing strategic plans for the companies with which I become involved.

The Learning Clinic Live Talk Radio Show Host (Since 2008)

I host *The Learning Clinic*, a live talk radio show that is broadcast from the CKLU 96.7 FM studio at Laurentian University in Sudbury every Monday afternoon from 12 noon to 3 p.m. The show is also streamed live over the internet from www.cklu.ca and most of the shows are archived on the web site at www.thelearningclinic.ca. The show features interviews with special guests who provide insight into the world of education, training, career planning and development, employment agencies, private career colleges, and pretty well anybody from the public and private sector who can add some information that may be helpful to people from secondary school to retirement who are interested in entering or advancing in their career path.

Elected School Board Trustee (Since 2010)

I was elected to office as a Rainbow District School Board Trustee for Area 3, Wards 5 & 6 of the City of Greater Sudbury on December 1, 2010 for a four year term that will end on November 30, 2014. My previous experience as a classroom teacher; a local union president; and working with children and parents through my private practice as a tutoring agent has allowed me to bring a new perspective to the board, enabling me to make a difference in the education and learning landscape in the Greater Sudbury Area.

Marketing & Public Relations (Since 1978)

I have been involved in the publication of community and special interest magazines and tabloids for the Greater Sudbury region since 1978. These publications were used to provide marketing and public relations services for local businesses and institutions. Once my practice was incorporated in 2001, I began to focus on the internet and now manage and operate several special web sites, including www.valleyeasttoday.ca, www.thelearningclinic.ca, www.afterthewhistle.com, and www.concussionmanagementpartners.com. The web sites are primarily communication vehicles through which articles, photos, and educational resources are made available to the general public. They also are used from time to time for the marketing and promotion of business clients. I was also employed to provide marketing management services to a local shopping centre, a community newspaper and many other small businesses which had short-term, specific events that required marketing and promotion. These services included everything from designing advertisements to managing promotional campaigns for community events, golf tournaments, etc. I have also had marketing experience with local sports teams, golf courses and school boards create their own "in-house" training & education institute as a way of attracting qualified employees in hard to fill fields.

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Concussion Management Consultant (since 2011)

Dr. Michael Czarnota, is a practicing Neuropsychologist from Detroit with extensive experience in sport-related Concussions. I am an Ontario Certified Teacher (OCT) who holds a Master's Degree in Education and is currently serving as a School Board Trustee. We are the founding partners of a private practice which provides concussion management program development workshops to school boards and minor sport organizations in Canada and the USA.

Dr. Czarnota and I will be providing coaches, parents, volunteers and teachers from school boards and minor sport organizations establish the foundation for a new and/or revised concussion management program for young athletes and will include the most practical, effective and up-to-date procedures and protocols for sport-related concussion identification and rehabilitation.

I will also work with school boards and minor sport organizations in a variety of other ways in order to empower them to enhance their concussion management protocols. In particular, I will work with teachers, coaches, and administrators of school boards on the development of concussion management programs.

Professional Teacher & Administrator (From September 1973 to June 2001)

During my 28 years as a professional educator with the Sudbury Catholic District School Board, I was an elementary school classroom teacher, mostly in the Junior and Intermediate grade levels. I was also a Community Night School & Summer School Coordinator for a period of approximately eight years. From 1991 to 2000, in addition to teaching half time, I was President & Executive Director of the Sudbury Unit of the Ontario English Catholic Teachers Association. During this time I was responsible for management of the collective agreement; representing over 400 members of the unit in labour relations matters with the Sudbury Catholic District School Board; legal assistance to counsel in grievance and criminal law matters; and all other labour relations activities. From March 2004 to February 2005 I accepted a short-term contract as a Secondary School Liaison for C.D.I. (Everest) College and was responsible for making career planning presentations to secondary school classes from Sudbury to North Bay. I have also had some experience working with an employment agency and a local engineering firm on the development of a framework which would enable both of these distinct companies to provide improved service to their respective clients.

Community Animator at True Sport - Northern Ontario (From July 2011 to October 2011)

True Sport is a national charitable organization that promotes values-driven sport. It is endorsed by the Federal and Provincial governments and receives funding from Sport Canada, the Ontario Trillium Foundation, and other sources through the True Sport Foundation. My role during my four month contract as a Community Animator was to assist groups, organizations, schools, etc. in the effective promotion of sport that makes a positive contribution to the development of our youth, the well-being of individuals, and the quality of life in our communities.