

182 Florence Street,
Ottawa, Ontario
K1R 54
tel: (613) 851-5300
tomaxtell@rogers.com
www.axtell.ca

SKILLS

Knowledge Broker - 8 Years

Inventing *the Naasautigator*, the first community centric statistical browser
Managing a national collection of Web resources on addictions
Writing articles and Web resources
Designing and building Web easy to navigate applications

Project Management & Consulting - 9 years

Research, proposal writing and project management
Developing Aboriginal regional radio and television networks

Teaching and Courseware - 10 years

Ontario high school courses online
Management, journalism, television and Internet in Aboriginal communities
Technology integration for teachers
English as a Second Language

PROFESSIONAL EXPERIENCE

National Aboriginal Health Organization (NAHO)
Ottawa, Ontario

Feb 2007 to present

National Coordinator/Web Developer

Managed all aspects of the *Naasautit*. Inuit Health Statistics project (see: www.naasautit.ca) for the Inuit Tuttarvingat (Centre) of NAHO. Responsible for a 1.6 million fund to develop and implement plans to make statistics useful to Inuit regional land claims organization, leading to better understanding of health determinants and better informed health decision-making. This includes designing the “statistical browser” based on usability testing with the target audience, but more importantly, building capacity in the Inuit Nunangat partners to manage the new data application with support from Statistics Canada and PHAC’s Skills Online (i.e. Epidemiology). Also the Web designer/developer/master for www.inuitwellness.ca and the new *Alianait Mental Wellness Directory*.

Canadian Centre on Substance Abuse (CCSA)
Ottawa, Ontario

June 2002 to April 2006

Project Manager

Managed the Substance Use/Addictions and Tobacco Affiliate of the Canadian Health Network. The Affiliate was a partnership of the Canadian Centre on Substance Abuse (CCSA), Canada's National addictions agency, and three provincial partners; the Association des intervenants en toxicomanie du Québec inc.; Addictions Foundation of Manitoba and the Centre for Addictions Research for British Columbia. The Affiliate worked with dozens of health organizations to develop and maintain a large collection of online health promotion resources for the Canadian public. Developed Web-based quality assurance and marketing tools and pioneered resources for low literacy readers.

Axtell Health Communications visit: www.axtell.ca
Ottawa, Ontario

April 2006 to present

Owner and Consultant

A health promotion service that supports organizations to build healthier communities through communications. Clients include the National Aboriginal Health Organization.

Axtell Communications
Ottawa, Ontario

January 1979 to present

Owner and Consultant

Provides education and communications services for the public and private sector including training, research, project management, product development and marketing. I have worked in Ottawa for Aboriginal Business Canada, Indian and Northern Affairs Canada, the Movement for Canadian Literacy, Lougheed and Associates, and Unaaq Inc.. Clients in Quebec included Universalia, Taqramiut Nipingat Inc., and Maison Waseskun House. I developed a language teaching service for Télé-langue Canada in Gatineau, Qc. Projects include:

- Labrador Inuit Communication Needs Assessment (1979)
- Start-up of the Inuit Broadcasting Corporation (1980)
- Northern Native Broadcast Access Program evaluation (1986)
- Internet infrastructure project in Nunavik (Qc.) - 3 CAP sites (1994)
- Aboriginal Exporters* television series (1995)
- Story of Nunavut*, a multi-media kiosk presentation. (1995)
- Waseskun Community Network, an electronic training and support
Intranet for Aboriginal care-givers development (1996)
- Aboriginal Writing Network proposal (1996)
- Online national workshop to develop service standards with Tribal Councils (2002)
- Product development and marketing for www.tele-langues.com (2007)
- Marketing for www.viorica.ca (2006)

Champlain College
Odanak, Quebec

February to March 2002

Professor

Taught 12 First Nation trainees to produce digital audio, video and images in an initiative to establish Aboriginal capacity in Information Technology and Web media. Taught Adobe Premiere (video editing), PhotoShop and Dreamweaver software applications.

Keewaytinook Internet High School
Poplar Hill, Ontario

August 2000 to June 2001

Teacher

Taught grade 9 in new multi-campus school linked via Internet. Facilitated and mentored all courses while authoring and teaching English Second Language (ELS30) and Information Technology (BTT10) courses. Wrote Course Profiles for new Ministry of Education (Ontario) expectations and exemplars. Created several innovative E-lesson formats.

Secondary, Post-secondary and Institutes
Quebec, Ontario and Saudi Arabia

Sept. 1999 to Feb. 2002

ESL Teacher -- in a variety of classroom settings.

Connected University
Brisbane, California

November 1999 to June 2000

Online Instructor

Taught professional development courses online to teachers and principals across the USA in a program aimed at technology integration in the classroom.

Belarus State University
Minsk, Belarus

September to December 1999

ESL Instructor

Taught writing to intermediate and advanced ESL students using e-mail. University students received daily feedback on their work and maintained a dialogue with their online instructor.

Atii Training Inc.
Ottawa, Ontario

September 1990 to Dec. 1993

Director

Coordinated and developed Inuit management training programs for 400 participants in Nunavut. Organized over 60 workshops with Arctic College. Directed research on Nunavut government training requirements and supported the Nunavut Tungavik to secure Article 23 of the land claim agreement establishing the Nunavut Training Trust Fund and then set-up the Nunavut Implementation Training Committee. Initiated and managed a national pilot project in which three courses were delivered across 4,000 km of territory linking Inuit students in 10 remote classrooms using live television. This experiment provided the opportunity to conduct a research project resulting in my thesis, [*The Apprenticeship of 32 Inuit Managers*](#).

Aboriginal Communications Societies
Northern Canada

November 1980 to April 1989

Trainer

Wawatay Native Communications Society, Sioux Lookout, Ontario

Taught English skills, journalism, radio, television and newspaper production, community radio and management to a staff of over 70 people. Created a Children's TV series to maintain the Cree language and culture.

OkalaKatiget Society, Nain, Labrador & Newfoundland

Established and supported a broadcast and print production center in the Canadian Arctic. Taught English skills, journalism, radio, television, newspaper production, community radio and management. Prior to this project I conducted needs assessment research for the Labrador Inuit Association in 1979. I organized start-up dollars for this organization which is still the voice of Nunatsiavut.

Inuit Broadcasting Corporation, Baker lake, Nunavut

Established and the first Inuit television production center in Canada. Taught English skills, journalism, and television production. This pioneering effort led to the establishment of the Inuit Broadcasting Corporation and later, the Aboriginal Peoples Television Network (APTN). Wrote training curriculum for the Inuvialuit Communications Society.

EDUCATION

Skills Online (Epidemiology I & II)

Public Health Agency of Canada

May 2009 -

Masters of Arts (Education)

Bishop's University, Lennoxville, Québec

June 1999

Teaching English as a Second Language

Bishop's University, Graduate School of Education, Lennoxville, Québec

June 1999

Online Guide

Connected University, Brisbane, California - Online Teacher Certificate

November 1999

French Immersion

McGill University, Montreal, Québec

August 1979

B.A. Communications

Concordia University, Montreal, Québec

June 1976

College

Antioch College- Center for Social Action/Change, Baltimore, Maryland

June 1973