



CAUCE2009 • VANCOUVER



INSPIRING POSSIBILITIES

The Transformative Role of
Continuing Education

May 20-23, 2009

AWARDS PROGRAM

Conference Host



THE UNIVERSITY OF BRITISH COLUMBIA

Continuing Studies

MARKETING AWARDS

The CAUCE/AÉPUC awards of distinction are given annually to recognize the exemplary work of continuing educators who market continuing education programs.

PROGRAM AWARDS

The CAUCE/AÉPUC awards of distinction are given annually to recognize the exemplary work of continuing educators who create continuing education programs.

JOURNAL AWARD

The journal award is given annually to the best article published in the Canadian Journal of University Continuing Education.

RESEARCH AWARDS

The CAUCE/AÉPUC research awards recognize both graduate student research and individuals who have made a sustained contribution to research in university continuing education.

MARKETING AWARDS

Winner, Major Brochure Category

Writing Centre Spring/Summer 2008 Brochure

University of British Columbia Continuing Studies

Submitted by: Tanya Reid, Manager, Marketing Services

"Clearly laid out, beautiful design."

"An inspiring piece. Portrays 'quality.'"

Winner, Small Brochure

English Language Program Brochure 2008–09

University of Calgary Continuing Education

Submitted by: Lorna Prediger, Manager, Marketing & Communications

"This brochure creates excitement—made me want to enroll!"

"For an international market you want to go totally overboard, and that is what they did. Well done."

Winner, Pamphlet/Flyer/Postcard

Aboriginal Health & Community Administration Program Rack Card

University of British Columbia Continuing Studies

Submitted by: Tanya Reid, Manager, Marketing Service

"A welcoming piece—appealed to target audience."

"Good use of money."

"Direct and a quick read."

Winner, Advertisement (Print)

YOU Campaign—Transit (2008–09 Campaign)

G. Raymond Chang School of Continuing Education

Ryerson University

Submitted by: MarComm Team

"It was so striking!"

"Original, unique, and effective. The image and the message were bang on."

Winner, Advertisement (Broadcast)

Complete Your Degree from Wherever You Are—Radio

Distance Education & Learning Technologies,
Memorial University

Submitted by: Peggy Miller, Marketing & Business
Development Manager

"Wow! Catchy! Loved it!"

"Clever use of humour."

Winner, Marketing Campaign

Learn from Experience

University of Calgary Continuing Education

Submitted by: Lorna Prediger, Manager, Marketing &
Communications

"A fresh approach, well executed."

*"'Learn from Experience' is brilliant; it truly speaks to the
target audience."*

Winner, E-Marketing

City Program Website and Blog

Simon Fraser University Continuing Studies

Submitted by: Elena Ouliankina, Marketing Director

"Clean and easy to navigate."

*"Inclusion of new media (video, audio, and especially
the blog) is noteworthy."*

Winner, Other Printed Materials

Continuing Studies Annual Report, 2007–08

Simon Fraser University Continuing Studies

Submitted by: Elena Ouliankina, Marketing Director

*"Effectively demonstrates the range of activities and
contributions to their communities."*

"Nicely designed and well written."

Winner, Marketing on a Shoestring

Non Credit Courses Promotion

University of New Brunswick College of Extended Learning

Submitted by: Belinda Elliott, Manager, Marketing &
Promotions

*"A warm, friendly air to it—makes everyone feel as though
they can be a part of the program."*

"I love the tear offs, so simple and yet so effective."

Honourable Mention, Marketing on a Shoestring

Darwin and You Poster

Simon Fraser University Continuing Studies

Submitted by: Elena Ouliankina, Marketing Director

"I was impressed by the impact that the free seminars had on showcasing continuing education."

"It made thousands of people aware of their programs—for under \$350!"

Winner, Best of Show

YOU Campaign

(Marketing Campaign Category)

The G. Raymond Chang School of Continuing Education

Ryerson University

Submitted by: MarComm Team

"Strong, creative. Nicely refreshed from last year—this campaign has serious legs!"

Winner, Best Results

Learn More 2008–09 Strategic Marketing Campaign

(Marketing Campaign Category)

School of Continuing Studies, University of Toronto

Submitted by: Almira Mun, Strategic Marketing Director

"Fantastic results, significant increase in overall enrolments."

"This campaign appeals to their target group."

PROGRAM AWARDS

Winner, Local/Regional Category

Certificate in Canadian Business Management Essentials (Cantonese)

University of Toronto School of Continuing Studies

Business and Professional Studies

Submitted by: Lee McTavish, Manager, Partnerships and Programs

UBC Certificate in Entertainment Administration

UBC Continuing Studies

The University of British Columbia

Submitted by: Fiona McAuley, Program Leader

Honourable Mention, Local/Regional Category

The Canadian Academy of Independent Scholars

Simon Fraser University Continuing Studies

Submitted by: Yosef Wosk, Director of Interdisciplinary Programs

National Category

Diploma in Pedorthics

The University of Western Ontario Continuing Studies

Submitted by: Kim Miller, Director

International Category

Distance Learning Program for Nursing

The G. Raymond Chang School of Continuing Education–
Distance Education Unit

Ryerson University

Submitted by: Digital Education Strategies

Certificate in International Development

University of British Columbia–Continuing Studies

Centre for Intercultural Communication

Submitted by: Karen Rolston, Associate Director

JOURNAL AWARD

Award Winner

Dianne Conrad, Athabasca University

Revisiting the Recognition of Prior Learning (RPL): A Reflective Inquiry into RPL Practice in Canada

Canadian Journal of University Continuing Education

Vol. 34, No. 2, Fall 2008

pp. 89–110

Comments by committee members:

"This article is about topics that affect many aspects of continuing education: how best to link CE to "the world outside"; different approaches to valuing learning for its own sake and in terms of its benefits to the learner and to society; how to make formal learning more accessible; and the intransigence of formal institutional education about recognising that people can learn effectively outside its domain.

Conrad's writing epitomizes the thoughtfulness and integration of knowledge that we look for in a reflective piece. She manages to be both creative and analytical about a topic of high relevance to university continuing education.

The article is well-written, develops each aspect of the topic in a logical sequence, and uses reliable source information coherently."

Honourable Mention

Irene E. Karpiak, University of Oklahoma

The Weir: Storytelling that Transforms

Canadian Journal of University Continuing Education

Vol. 34, No. 1, Spring 2008

pp. 81–94

Comments by committee members:

"This article is quite different from most conventional scholarly articles, but I think it is central and relevant because it explores the transformational power of learning. It is well written, and presents clear observations and experiences about how storytelling can enable both emotional and cognitive learning and create a supportive context for adult learners. It reminds me of Virginia Griffin's writing on the multiple dimensions of learning and on the power of group learning to draw on the latent learning talents within ourselves.

Karpiak changed me from skeptic to believer in the power of storytelling in adult education. Her article is exceptionally well-written and elicited in me the kind of emotional response I usually get only from literature."

Honourable Mention

Faye P. Wiesenbergs, University of Calgary and Elizabeth Stacey, Deakin University, Australia

Teaching Philosophy: Moving from Face-to-Face to Online Classrooms

Canadian Journal of University Continuing Education

Vol. 34, No. 1, Spring 2008

pp. 63–79

Comments by committee members:

"A well written comparison of attitudes towards teaching in online situations and in conventional classroom settings in two universities in Australia and Canada. The authors analyse the compatibility of online and classroom situations with instructors' preferred perspectives on teaching: their framework presents a useful lens for further studies of this question.

Wiesenbergs and Stacey have produced an excellent piece of research, well-grounded in theory with a strong mixture of quantitative and qualitative approaches."

RESEARCH AWARDS

Graduate Student Research Award

No recipients for 2009.

Distinguished Research Award

No recipients for 2009.

The Research Fund

Four research grants were awarded for the 2008-09 year.

Lorraine Carter, Laurentian University

Investigating the Learning Needs of Telehealth Nurses in the Context of University-based Continuing Education

Doug Scotney and Pat Methuen, Bow Valley College

The Role of Continuing Education in Supporting the Re-entry and Retention of Mature Workers in the Workplace

Hervé de Fontenay, Kevin Callahan, and Joëlle Imbert, McGill University

Culture in Language Instruction in Continuing Education: Student Perspectives

Andrew Seales, University of British Columbia

Building Transformative Learning Communities

MARKETING AWARDS SUBMISSIONS

*Award winner

Advertisement—Broadcast

*Memorial University
University of British Columbia

Advertisement—Print

Memorial University
*The G. Raymond Chang School of Continuing Education,
Ryerson University
Simon Fraser University
*University of Calgary
University of Toronto

E-marketing

*Simon Fraser University
University of British Columbia

Major Brochure

The G. Raymond Chang School of Continuing Education,
Ryerson University
Simon Fraser University
*University of British Columbia
University of Northern British Columbia
University of Toronto
University of Victoria
University of Western Ontario

Marketing Campaign

McMaster University
Memorial University
The G. Raymond Chang School of Continuing Education,
Ryerson University
Simon Fraser University
University of British Columbia
*University of Calgary
University of Toronto

Marketing on a Shoestring

Simon Fraser University
University of British Columbia
*University of New Brunswick

Other Printed Materials

Athabasca University

The G. Raymond Chang School of Continuing Education,

Ryerson University

*Simon Fraser University

University of New Brunswick

Pamphlet/Flyer/Postcard/Poster

Memorial University

Simon Fraser University

*University of British Columbia

University of Manitoba

University of New Brunswick

University of Toronto

University of Western Ontario

Small Brochure

University of British Columbia

*University of Calgary

PROGRAM AWARDS SUBMISSIONS

*Award Winner

Local/Regional

*University of British Columbia

University of Guelph

McMaster University

Memorial University

Simon Fraser University

*University of Toronto

University of Winnipeg

National

Memorial University

*University of Western Ontario

York University

International

University of Alberta

*University of British Columbia

*Ryerson University

AWARD COMMITTEES

MARKETING AWARDS COMMITTEE

Lisa Berg, University of Saskatchewan
Marilou Cruz, Ryerson University
Belinda Elliott (Chair), University of New Brunswick
Kim Loeb, University of Winnipeg
Lorna Prediger, University of Calgary
Gladys We, Simon Fraser University
Executive Liaison: Anu Varsava, University of Alberta

PROGRAM AWARDS COMMITTEE

Marilyn Carkner, University of New Brunswick
Andrew Scales, University of British Columbia
Erin Stewart, University of Winnipeg
Ken Radway, Ryerson University (Chair)
Gwen Wojda, Lakehead University
Executive Liaison: Anu Varsava, University of Alberta

JOURNAL AWARD COMMITTEE

A committee of three anonymous reviewers select the Journal Award winner. The reviewers represented CAUCE members, the Contributing Editors of CJUCE, and the academic community of university continuing education. This committee was chaired by the CJUCE Editor in Chief, Walter Archer, from the University of Alberta.
Executive Liaison: Tracey Taylor-O'Reilly

RESEARCH AND INFORMATION COMMITTEE

Walter Archer, University of Alberta
Bettina Brockerhoff-MacDonald, Laurentian University
Lorraine Carter (Chair), Laurentian University
Dianne Conrad, Athabasca University
Betty MacDonald, Saint Mary's University
Katherine McManus, Simon Fraser University
Heather McRae, University of Victoria
Tom Nesbit, Simon Fraser University
Caterina Valentino, Ryerson University
Lori Wallace, University of Manitoba
Executive Liaison: Sandy Hughes, Wilfrid Laurier University



CAUCE/AEPUC
56th ANNUAL CONFERENCE
AWARDS PROGRAM 2009

*Congratulations to all award
winners and thank you to
everyone who submitted.*



Canadian Association for University
Continuing Education

Association pour l'éducation permanente
dans les universités du Canada