



CAUCE

Canadian Association for
University Continuing Education

AWARDS PROGRAM 2020

DESIGN AND MARKETING AWARDS

To acknowledge excellence in design and marketing in university continuing education in Canada.

DESIGN STREAM

Winner, Advertising—Broadcast and Video

Video Marketing - Languages Programs

Extended Learning, University of British Columbia

Winner, Print Advertising/Out-of-Home

The 'Questions' Campaign

University of Calgary Continuing Education, Marketing and Communications

Winner, Print Publications—Small

Modern-Day Management

Direction générale de la Formation continue, Université de Moncton

Winner, Print Publications—Large

Liberal Arts and 55+ Brochure Redesign

Lifelong Learning, Simon Fraser University

MARKETING STREAM

Winner, Advertising—Online (Paid)

PowerED™ Brand Launch—Online Advertising

PowerED™ by Athabasca University

Winner, Email Marketing

Using email campaigns to build awareness while driving enrolment

University of Toronto School of Continuing Studies

Winner, Marketing Campaign (budget over \$1,000)

Fall Pop-up Cafe Campaign

Lifelong Learning, Simon Fraser University

Winner, Marketing Campaign (unpaid/budget under \$1000)

Social media as a way to raise the profile of continuing education while driving enrolment

University of Toronto School of Continuing Studies

Winner, Website

Public View - continuing.ryerson.ca

The G. Raymond Chang School of Continuing Education—MarComm, Ryerson University

PROGRAM AWARDS

To recognize the exemplary work of continuing educators who create and support the delivery of continuing education programs.

Winner, Credit Programming over 48 hours

Certificate in Aging and Gerontology

The G. Raymond Chang School of Continuing Education, Community Services, Ryerson University

Winner, Credit Programming under 48 hours

Antimicrobial Stewardship in Primary Care

School of Pharmacy and the Centre for Extended Learning, University of Waterloo

Winner, Non-credit Programming under 48 hours

Caregiving Essentials: A No-cost Online Program for Caregivers of Older Adults

McMaster University Continuing Education

Winners, Non-credit Programming over 48 hours

The Bioengineering Summer Institute

Continuing Education and the Schulich School of Engineering, University of Calgary

Certificate in Machine Learning

School of Continuing Studies, York University

Certificate in Data Science

University of Toronto, School of Continuing Studies, and University of Waterloo, Professional Development

THE RESEARCH FUND

Three research grants were awarded for the 2019–2020 year.

Dimitriadou, Anastasia., The G. Raymond Chang School of Continuing Education, Ryerson University

What are professional development needs for online instructors in continuing education?

Gokiert, Rebecca., University of Alberta

Evaluation-Focused Continuing Education in the Social Sector.

Grindrod, Kelly., School of Pharmacy, University of Waterloo

Pharmacy 5in5 - Social Giving.



AWARD COMMITTEES

PROGRAM AWARDS COMMITTEE

Jo-Anne Clarke, Dean (Chair)
Division of Continuing Studies, University of Victoria

Effie Dracopoulos, Program Coordinator
School of Continuing Studies, McGill University

Lorraine Mercer, Department Chair/Associate Professor/Director,
Huntington University

Kristopher Noseworthy, Coordonnateur
Division de l'éducation permanente, Université de Saint-Boniface

Raveen Sanghera, Associate Director, Career and Professional Programs,
Lifelong Learning, Continuing Studies, Simon Fraser University

Nada Savicevic, Instructional Designer
The G. Raymond Chang School of Continuing Education, Ryerson University

Nicole Tate-Hill, Program Manager, Western University Continuing Studies

Marcia McKenzie, Director, Continuing and Professional Studies,
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CAUCE Liaison: Christie Schultz, Assistant Dean, Faculty of Extension,
University of Alberta

DESIGN AND MARKETING AWARDS COMMITTEE

Stevi Dram, Manager, Marketing, Online Learning and Business Systems (Chair)
Professional, Applied and Continuing Education, The University of Winnipeg

Christina Abraham, Marketing and Communications Coordinator
The G. Raymond Chang School of Continuing Education, Ryerson University

Meghan Clark, Manager, Marketing, Communications and Enrolment
Open Learning and Educational Support, University of Guelph

Jody Edwards, Graphic Designer
University of Calgary Continuing Education

Rachel Watters, Web & Digital Marketing Manager, College of Extended
Learning, University of New Brunswick

Laurenne Spratt, Director of Marketing & Strategic Insights, Faculty of
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Alison Brophey, Program Coordinator
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Kerrie Strathy, Division Head, Lifelong Learning Centre
Centre for Continuing Education, University of Regina

Kyle Whitfield, Associate Professor
Faculty of Extension, University of Alberta

CAUCE Liaison: Aldo Caputo, Director, Centre for Extended Learning,
University of Waterloo