



## SPOTLIGHT 2021: **REIMAGINING**

The Role of CE in Higher Education

May 25-27, 2021



## AWARDS PROGRAM 2021

### PROGRAM AWARDS

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

#### Winners, Non-credit Programming under 48 hours

**The Alberta Education Superintendent Leadership Certification**  
University of Calgary Continuing Education

**Connection During COVID: Online Wine and Beer Tastings**  
Communications and Design, University of Alberta Faculty of Extension

#### Winners, Non-credit Programming over 48 hours

**Certificate in User Experience (UX) Design**  
School of Continuing Studies, York University

**Online Horticulture Studies**  
Open Learning and Educational Support, University of Guelph

### DESIGN AND MARKETING AWARDS

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

#### DESIGN STREAM

##### Winner, Advertising—Broadcast and Video

**UCalgary Online Learning Video**  
University of Calgary Continuing Education

##### Winner, Digital and Print Advertising/Out-of-Home

**Professional Programs Display Ads**  
School of Continuing Studies, York University

##### Winner, Print Publications—Large

**A Unique Microsite to Tell Our SCS Story**  
Strategic Communications and Marketing, University of Toronto School of Continuing Studies

##### Winner, Print Publications—Small

**School of Continuing Studies 2019-2020 Annual Report**  
School of Continuing Studies, York University

#### MARKETING STREAM

##### Winner, Advertising – Online (paid)

**Fall Acquisition Campaign – UBC Certificate in Organizational Coaching**  
Extended Learning, University of British Columbia

##### Winner, Email Marketing

**UCalgary Personalized Certificate Campaign**  
University of Calgary Continuing Education

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

**Spring/Summer 2020 Advertising Campaign: This way forward**  
MarComm, The Chang School of Continuing Education, Ryerson University

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

**Engaging Adult Learners Through the UofT SCS Knowledge Hub**  
Strategic Communications and Marketing, University of Toronto School of Continuing Studies

##### Winner, Website

**U of A Faculty of Extension Website: Powering New Pathways**  
Marketing and Strategic Insights, University of Alberta Faculty of Extension

### GRADUATE STUDENT RESEARCH AWARD

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To recognize both graduate student research and individuals who have made a sustained contribution to research in university continuing education.

Marlowe Morrison, Program Coordinator  
University of Victoria, Division of Continuing Studies

This title: **Examining the Employability of Professional Program Students at the University of Victoria: An application of the Graduate Capital Model**

Christina White, Research Assistant  
Continuing Studies, University of Calgary

This title: **Perspectives on Correctional Education: Engaging the Voices of Instructors and Incarcerated Students**

## AWARD COMMITTEES

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### PROGRAM AWARDS COMMITTEE

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

Effie Dracopoulos, Senior Academic Partnerships Advisor  
School of Continuing Studies, McGill University

Natalie Green, Associate Director, Distance and Continuing Education  
Open Learning and Educational Support, University of Guelph

Marcia McKenzie, Academic Specialist (Instructor Development)  
Extended Education, University of Manitoba

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, Simon Fraser University

Nada Savicevic, Educational Developer/Lecturer  
The Chang School of Continuing Education, Ryerson University

Christie Schultz, Director (CAUCE Liaison)  
Centre for Continuing Education, University of Regina

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

Leonora Zefi, Senior Manager,  
Learning Experience Design Lab/Teaching Chair  
The Chang School of Continuing Education, Ryerson University

### DESIGN AND MARKETING AWARDS COMMITTEE

Christina Abraham, Marketing and Communications Coordinator (Co-Chair)  
The Chang School of Continuing Education, Ryerson University

Amy Baier, Director, Strategic Communications and Marketing  
School of Continuing Studies, University of Toronto

Jody Edwards, Graphic Designer  
University of Calgary Continuing Education

Karen Hamilton, Assistant Director Marketing and Enrolment (Co-Chair)  
McMaster University Continuing Education

Shawna Kirkbride, International Marketing Administrator  
College of Extended Learning, University of New Brunswick

Christie Schultz, Director (CAUCE Liaison)  
Centre for Continuing Education, University of Regina

Laurenne Spratt, Director, Marketing & Strategic Insights  
Faculty of Extension, University of Alberta

### RESEARCH AND SCHOLARSHIP COMMITTEE

Jennie Atkins, Executive Director (CAUCE Liaison)  
Continuing Education, University of Windsor

Alison Brophey, Program Coordinator (Co-Chair)  
Division of Continuing Studies, University of Victoria

Paul Jenkins, Professor  
Extended Education, University of Manitoba

Harvey King, Honorary Member (Co-Chair)  
Centre for Continuing Education, University of Regina

Brad Mahon, Dean  
Faculty of Continuing Education, Mount Royal University

Juan Mavo Navarro, Learning Technology Specialist  
School of Continuing Studies, University of Toronto

Dijana Praskac, Research Analyst  
The Chang School of Continuing Education, Ryerson University

Christie Schultz, Director  
Centre for Continuing Education, University of Regina

Kerrie Strathy, Division Head, Lifelong Learning Centre  
Centre for Continuing Education, University of Regina

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

Kristin Wilson, Online Learning Consultant  
Centre for Extended Learning, University of Waterloo