

# REIGNITE

INNOVATION & ENTREPRENEURSHIP  
IN CONTINUING EDUCATION



CAUCE CONFERENCE  
**CALGARY**  
MAY 22-24, 2024

## AWARDS PROGRAM

### PROGRAM AWARDS

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To recognize excellence in university continuing education programs in Canada and to nurture the concept of the scholarship of practice inherent in the program development process.

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

**Caregiving Essentials Monthly Webinar Program**  
Continuing Education, McMaster University

**Custom Workshops Program**  
Faculty of Continuing Education, Mount Royal University

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

**LifTing & Sepsis Canada Research Training Program**  
Continuing Education, McMaster University

**Employment Preparation Certificate Program**  
Faculty of Continuing Education, Mount Royal University

### DESIGN AND MARKETING AWARDS

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To acknowledge excellence in the field of design and marketing in university continuing education throughout Canada.

#### DESIGN STREAM

##### Winner, Advertising – Broadcast and Video

**Build with Brock University – Professional and Continuing Studies**  
Professional and Continuing Studies, Brock University

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

**University of Calgary Out of Home Campaign**  
University of Calgary Continuing Education

##### Winner, Publications

**University of Calgary Publication**  
University of Calgary Continuing Education

##### Winner, Best in Show

**Build with Brock University – Professional and Continuing Studies**  
Professional and Continuing Studies, Brock University

#### MARKETING STREAM

##### Winner, Digital Advertising

**Fast-Track Your Career Video Series**  
Continuing Education, McMaster University

##### Winner, Email Marketing

**Email Marketing With Intention**  
Continuing Education, McMaster University

##### Winner, Marketing Campaign Large (budget over \$5,000)

**You're Built To Learn. We're Built For You.**  
The G. Raymond Chang School of Continuing Education,  
Toronto Metropolitan University

##### Winner, Marketing Campaign Medium (budget between \$1 and \$5000)

**Pioneering Thought Leadership in Executive Education at the  
University of Waterloo**  
WatSPEED, University of Waterloo

## MARKETING STREAM continued

### Winner, Marketing Campaign (No Budget/Unpaid)

#### *Applied Leadership Program*

Continuing Education, University of Windsor

### Winner, Website

#### *Redefining WatSPEED's Web Landscape*

WatSpeed, University of Waterloo

### Winner, Internal Communications

#### *McMaster Continuing Education – Marketing Minute Newsletter*

Continuing Education Marketing Department, McMaster University

### Winner, Best in Show

#### *Email Marketing With Intention*

Continuing Education, McMaster University

## HONORARY MEMBERSHIP AWARD

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This honor is awarded at the conclusion of an individual's career in University Continuing Education and is intended for those who have served the objectives of CAUCE in outstanding fashion.

### **Michelle Fach**

OpenEd, University of Guelph

## OUTSTANDING SERVICE AWARD

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This award recognizes individuals for the demonstrated impact of their outstanding leadership, commitment, and service to university continuing education in Canada.

### **Patsy Knutson**

University of Calgary Continuing Education

### **Robert Wensveen**

University of Calgary Continuing Education

## AWARD COMMITTEES

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### PROGRAM AWARDS COMMITTEE

#### **Effie Dracopoulos, Program Coordinator**

School of Continuing Studies, McGill University

#### **Kathleen Geenlen, Program Manager**

McMaster Continuing Education

#### **Heather Gore Liddell, Director, CLE Programs**

York University, School of Continuing Studies

#### **Natalie Green, Associate Director, Distance and Continuing Education**

OpenEd, University of Guelph

#### **Marcia McKenzie, Director, Continuing and Professional Studies**

Extended Education, University of Manitoba

#### **Kris Noseworthy, Coordonateur (Chair)**

Division de l'éducation permanente, Université de Saint-Boniface

#### **Raveen Sanghera, Associate Director, Career and Professional Programs**

Lifelong Learning, Simon Fraser University

#### **Nada Savicevic, Instructional Designer**

The Chang School of Continuing Education, Toronto Metropolitan University

#### **Tatiana Qaqish, Program Coordinator**

University of Victoria, Continuing Studies

#### **Nicole Tate-Hill, Program Manager**

Western University Continuing Studies

#### **Ewa Wasniewski, Director, Domestic Programs (CAUCE liaison)**

University of Calgary Continuing Education

### DESIGN AND MARKETING AWARDS COMMITTEE

#### **Christina Abraham, Digital Marketing Specialist (Co-Chair)**

The G. Raymond Chang School of Continuing Education, Toronto Metropolitan University

#### **Amy Baier, Strategic Communications and Marketing**

School of Continuing Studies, University of Toronto

#### **Liz Dirksen, Manager, Marketing, Communications and Enrolment (Co-Chair)**

OpenEd, University of Guelph

#### **Jody Edwards, Graphic Designer**

University of Calgary Continuing Education

#### **Karen Hamilton, Assistant Director, Marketing and Enrolment (Co-Chair)**

McMaster Continuing Education

#### **Shawna Kirkbride, International Marketing Administrator**

College of Extended Learning, University of New Brunswick

#### **Samantha Lemond, Marketing Manager**

Centre for Continuing Education, University of Regina

#### **Patricia St. Laurent, Manager, Program Marketing**

Extended Learning, University of British Columbia

#### **Ewa Wasniewski, Director, Domestic Programs (CAUCE Liaison)**

University of Calgary Continuing Education