

CANADIAN ASSOCIATION FOR UNIVERSITY CONTINUING EDUCATION



**CREATIVE CONTINUING EDUCATION:
Imaginative and Diverse Worlds**

June 1-4, 2010 Fredericton, NB



CONFERENCE PROGRAM

CONFERENCE HOST



College of
EXTENDED
LEARNING



CAUCE
Canadian Association for
University Continuing Education

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Please join us in thanking the following sponsors and exhibitors for their support of this year's conference.

We invite you to meet with representatives from these organizations in the Exhibit Area (located in the Grand Ballroom Lobby) on Wednesday, 7:30 am - 6:00 pm and Thursday, 7:30 am - 4:30 pm. Be sure to get your Exhibitor Passport initialled while you are there. At the Thursday dinner banquet, there will be a prize draw from completed passports for a Digital Reader from Sony.

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CAUCE
Canadian Association for
University Continuing Education



Welcome to CAUCE 2010

The University of New Brunswick's College of Extended Learning (UNB CEL) is honoured to host the 57th Annual Conference of the Canadian Association for University Continuing Education. On behalf of the CAUCE 2010 organizing committee and our entire staff at UNB CEL, we are pleased to welcome you to the beautiful City of Fredericton.

The theme of this year's conference is "Creative Continuing Education: Imaginative and Diverse Worlds," and the 2010 conference organizing committee has put together an amazing program surrounding this theme that will benefit those who work in the realm of continuing education.

You will have a chance to hear from world-class keynote speakers and attend over 30 presentations from a variety of creative continuing education colleagues. They will provide insights and ideas that you can take away and use when you get home. We also hope you have brought some creative and imaginative ideas to share with fellow delegates. Over the next few days, let your creative juices flow as you attend the sessions, talk with colleagues, socialize with old friends, and meet new people. Be sure to visit the vendor booths, you may find some creative ideas there as well.

CAUCE 2010 offers plenty of opportunities for personal and professional growth. We hope you will take some time to relax and enjoy your time here and that you will leave feeling refreshed, enlightened, and full of imaginative creative ideas.

Thank you for attending CAUCE 2010!

Best wishes,

CAUCE 2010 Organizing Committee



ABOUT THE UNIVERSITY OF NEW BRUNSWICK'S COLLEGE OF EXTENDED LEARNING

Founded in 1785, UNB is one of the oldest public universities in North America. It is a comprehensive, multi-campus institution offering undergraduate and graduate programs in more than 60 disciplines. UNB's College of Extended Learning is an outward-looking, academic extension of UNB that exists to provide continuing education to individuals, as well as private and public organizations at provincial, national, and global levels. CEL's services include analysis and planning, design and development, and delivery and administration of courses and programs for professional development, degree credit, personal and cultural enrichment, and English language training. We invite you to visit our website to find out more: www.cel.unb.ca.

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Program Changes

Every effort will be made to proceed with the CAUCE 2010 conference program as planned. However, UNB's College of Extended Learning reserves the right to change, reschedule or cancel any speaker, session, social event or fee related to the conference without notice.

Organizing Committee

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Anne Higgins

Admin/Finance

Chair: Trisha Fournier-Hoyt
Helen Armstrong

Marketing/Promotions

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Richard Duijnstee

Logistics

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2011 Reception

Chair: Mimi Marrocco
Laurel Ann Finn

Special thanks to all presenters and volunteers for making the conference a success.

THEMES AND SUB-THEMES

CAUCE 2010 focuses on the role of university continuing education and its power to inspire, be creative, and embrace diversity. The conference themes invite us to engage in how creativity in continuing education can underpin and be the catalyst for innovative and forward thinking in all aspects of programming; as well as how programs can be inspiring for both instructor and learner, and ways in which it can embrace diversity. The following three conference tracks are reflected in over 30 concurrent session seminars, case studies, workshops, and panel discussions that form the conference program.

Creativity-Catalyst for Change

Creativity is key to successful continuing education programming in the current economic environment. Regardless of the field of study, the service, or the target audience, active exploratory approaches to solving problems requires doing things that are new and different. How can our approaches to problem solving be creative? What is new and different, or perhaps even original?

Models, Strategies, and Methods to Challenge the Times

Our ever-changing economic environment demands that we be imaginative and inventive when developing and adjusting operational strategies and programs. Not only this, we have to not just cling to the learners we have today, but strategically target emerging groups of learners and innovatively find new ideas to keep them. Are there tried and true applications that will carry us through these tough times? What inventive strategies has your organization employed to adjust to the changing economy?

Embracing Diversity

Diversity in all its meanings is a key to our success. Embracing the opportunities it provides can give you 'a leg up' on competitors. The changing face of Canadian society means there is a new clientele to serve. Are there particular programs or concepts that are unique to this dynamic? Diversity can be a reflection of our institution and our community. Where are the opportunities for new programming, partnership, and strategic alliances to broaden the reach of continuing education?



Schedule-at-a-Glance

Monday, May 31		Location
10:00 am - 5:00 pm	Executive Committee Meetings	Aberdeen
Tuesday, June 1		
7:30 am - 7:30 pm	Delegate Service Desk Open: Registration, Check-in & Information	Grand Ballroom Lobby
8:30 am - 12 noon	Pre-conference Sessions (<i>Sponsored by Adler International</i>) • Creative Project Development and Management	Hampstead
	• A Toolbox for Creating a Positive, Inclusive, Welcoming Workplace: Moving Beyond the Buzz Words	Victoria
10:00 am - 2:00 pm	Guided Tour of the Beaverbrook Art Gallery & Gallery 78 Tour and Lunch at Crowne Plaza	Meet in main lobby
12:30 pm - 5:00 pm	Golf at Mactaquac Golf Course	Meet in main lobby
1:00 pm - 4:00 pm	Kayaking on the St. John River	Meet in main lobby
7:00 pm - 8:30 pm Buses depart at 6:45 pm	Welcome Reception & Tour of UNB Campus (<i>Sponsored by the University of New Brunswick</i>)	UNB Art Centre Meet in main lobby

Schedule-at-a-Glance

Wednesday, June 2		Location
7:30 am - 6:00 pm	Delegate Service Desk Open: Registration & Information	Grand Ballroom Lobby
7:30 am - 6:00 pm	Exhibitor Hall Open	Grand Ballroom Lobby
7:30 am - 8:45 am	Buffet Breakfast	Grand Ballroom C & D
8:45 am - 10:00 am	Keynote Speaker: Freeman Patterson - The Call of Creativity (Sponsored by Augusoft)	Grand Ballroom C & D
10:00 am - 10:30 am	Nutrition Break	Grand Ballroom Lobby
10:30 am - 11:30 am	CONCURRENT SESSIONS ONE	
Session A	<i>Models, Strategies, and Methods to Challenge the Times</i> Social Media: Listening, Engaging, then Marketing	Governor's A
Session B	<i>Models, Strategies, and Methods to Challenge the Times</i> Customer Share Marketing: Customer Loyalty as Revenue Driver	Governor's B
Session C	<i>Embracing Diversity</i> Capturing Diversity: Addressing the Challenge of Designing Educational Needs Assessments for Diverse Populations	Victoria
Session D	<i>Creativity-Catalyst for Change</i> Kids@MUN 2009 Summer Camps	Hampstead
Session E	<i>Creativity-Catalyst for Change</i> Going for Gold: CE Programming and Marketing Strategies When Your City Hosts the Olympic Games	Aberdeen
11:45 am - 1:30 pm	Awards Luncheon (Sponsored by McInnes Cooper)	Grand Ballroom C & D
2:00 pm - 3:00 pm	CONCURRENT SESSIONS TWO	
Session A	<i>Models, Strategies, and Methods to Challenge the Times</i> Employer Engagement What Does this Mean for Higher Education?	Governor's A
Session B	<i>Creativity-Catalyst for Change</i> Necessity or Invention? Sources of Innovation in UBC Evening Courses, 1939 - 2009	Governor's B
Session C	<i>Embracing Diversity</i> The Importance of Culture in Language Instruction and Choice of Program: Results of a Study and Preliminary Conclusions	Victoria
Session D	<i>Models, Strategies, and Methods to Challenge the Times</i> Strategies for Retaining and Recruiting Older Workers	Hampstead
Session E	<i>Creativity-Catalyst for Change</i> Walking the line between Vision and Reality: Creating Spaces for Innovative Collaboration	Aberdeen
Session F	<i>Models, Strategies, and Methods to Challenge the Times</i> A New Model of Validating	Carleton
3:00 - 3:30 pm	Nutrition Break	Grand Ballroom Lobby
3:30 - 4:30 pm	CONCURRENT SESSIONS THREE	
Session A	<i>Models, Strategies, and Methods to Challenge the Times</i> Making Good Better: Fine-tuning Distance and Online Advising Practice	Governor's A
Session B	<i>Embracing Diversity</i> Explore Diversity Through Travel	Governor's B
Session C	<i>Creativity-Catalyst for Change</i> Intellectual Muscle for Vancouver 2010, An Experiment in University Dialogues and Collaboration: A Model to Replicate?	Victoria
Session D	<i>Creativity-Catalyst for Change</i> Developing CE 101: Everything You Wish You'd Known When You Started	Hampstead
Session E	<i>Models, Strategies, and Methods to Challenge the Times</i> Proprietary Online Universities as Drivers of Innovation and Diversity in Higher Education	Aberdeen
Session F	<i>Models, Strategies, and Methods to Challenge the Times</i> Emerging Technologies in Continuing Education	Carleton
6:00 pm - 7:00 pm	Wine and Food Pairings 101	Royal Suite 717
8:00 pm - midnight	Hospitality Suite	Royal Suite 717

Schedule-at-a-Glance

Thursday, June 3		Location
7:30 am - 6:00 pm	Delegate service Desk open: Registration & Information	Grand Ballroom Lobby
7:30 am - 4:30 pm	Exhibitor Hall open	Grand Ballroom Lobby
7:30 am - 8:45 am	Buffet Breakfast	Grand Ballroom C & D
8:45 am - 10:00 am	Keynote Speaker: Alan C. Middleton - The Times They Are "A-Changing" Time for a Branded Focus on Lifelong Learning	Grand Ballroom C & D
10:00 am - 10:30 am	Nutrition Break	Grand Ballroom Lobby
10:30 am - 11:30 am	CONCURRENT SESSIONS FOUR	
Session A	<i>Creativity-Catalyst for Change</i> Marketing Webcasts 101: Building a Marketing Video for YouTube	Governor's A
Session B	<i>Creativity-Catalyst for Change</i> Creative Showcase: Reaching Out and Engaging Community	Governor's B
Session C	<i>Embracing Diversity</i> Cultural Orientation: Paving the Way to Academic Success for International Students	Victoria
Session D	<i>Models, Strategies, and Methods to Challenge the Times</i> Emerging Technologies and Continuing Education Programming: The Light and Dark Side	Hampstead
Session E	<i>Models, Strategies, and Methods to Challenge the Times</i> Des officiers en 2e cycle universitaires	Aberdeen
Session F	<i>Creativity-Catalyst for Change</i> Creativity and Change in the Mature CE Career	Carleton
11:45 am - 1:30 pm	Lunch on own	
1:30 - 2:30 pm	CONCURRENT SESSIONS FIVE	
Session A CANCELED	<i>Creativity-Catalyst for Change</i> Breaking the Mould: What it Means to Be Creative	Governor's A
Session B	<i>Models, Strategies, and Methods to Challenge the Times</i> Aboriginal Business Development Programs in Central Interior BC: A University and Communities Collaborative Project	Governor's B
Session C	<i>Models, Strategies, and Methods to Challenge the Times</i> Blended Learning: Strategy for Deployment in a University	Victoria
Session D	<i>Models, Strategies, and Methods to Challenge the Times</i> Content and Competition in Online Higher Education	Hampstead
2:30 pm - 3:00 pm	Nutrition Break	Grand Ballroom Lobby
3:00 - 4:00 pm	CONCURRENT SESSIONS SIX	
Session A	<i>Creativity - Catalyst for Change</i> Creativity in Collaborative Partnerships: A UK Example of Best Practice	Governor's A
Session B	<i>Embracing Diversity</i> Continuing Education for the Plus 50 Population: Challenges and Emerging Opportunities	Governor's B
Session C	<i>Models, Strategies, and Methods to Challenge the Times</i> Best Practices in E-mail Marketing: A Case Study in Effectively and Efficiently Engaging Your Target Audience	Victoria
Session D	<i>Models, Strategies, and Methods to Challenge the Times</i> Food for Thought: A Down to Earth Approach to Growing a Learning Community	Hampstead
Session E	Global Issues, Standardization, and New CE Program Opportunities	Aberdeen
6:00 pm - 7:00 pm	CAUCE 2011 Reception Hosted by the University of St. Michael's College	Governor's Ballroom
7:00 pm	Annual Dinner Banquet	Grand Ballroom C & D
8:30 pm - midnight	Music & Dance featuring the popular Downtown Blues Band	Grand Ballroom C & D
10:00 pm - midnight	Hospitality Suite	Royal Suite 717
Friday, June 4		
8:00 - 9:00 am	Buffet Breakfast	Victoria
9:00 am - 10:30 am	Annual General Meeting	Victoria
10:30 am - 12 noon	Executive Committee Meeting	Hampstead

Keynote Speakers

FREEMAN PATTERSON

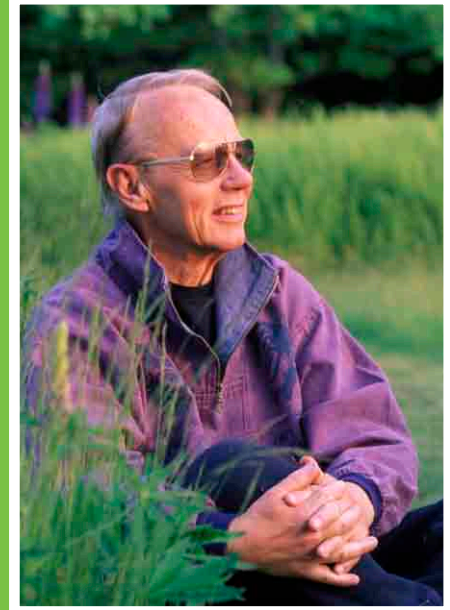
THE CALL OF CREATIVITY

Freeman Patterson, photographer, teacher, and writer, will discuss the natural gift of creativity that everyone has received, about recognizing it, accessing it, and using it in our daily lives. Freeman believes that creativity is our ultimate gift and using it is our fundamental responsibility. He will be discussing how a sense of awe and wonder feeds our natural creativity, identifying essential facts about creativity, and examining ways that we can access it.

Through the years, Mr. Patterson has received numerous awards and honours, including Gold Medals for distinguished contribution to photography from Canada's National Association for Photographic Art and The National Film Board of Canada.

In 1985, Freeman was awarded The Order of Canada, and in 1990, he received the Progress Medal, the highest award offered by the Photographic Society of America (other recipients include Ansel Adams, Eliot Porter, and Jacques Cousteau). In 1995 he received a Fellowship in the Photographic Society of South Africa and shortly thereafter, a Fellowship in The Nature Photographic Society of New Zealand and the Lifetime Achievement Award from the North American Nature Photographic Association.

He holds honorary doctorates from UNB and Acadia University. He is a member of the Royal Canadian Academy of Arts (RCA), and his photographic images have been accepted into the permanent collection of the National Gallery of Canada. Mr. Patterson regularly conducts workshops in photography and isual design near his home in Shampers Bluff, New Brunswick, and he travels the world to photograph and teach.



ALAN C. MIDDLETON, Ph.D

THE TIMES THEY ARE 'A-CHANGING' TIME FOR A BRANDED FOCUS ON LIFE LONG LEARNING

Alan will look at some of the mega-trends globally and how these might impact university education and continuing education in particular. He will discuss how Canadian universities have fallen into the rut of thinking that they are about degree programs for the young and research resources for the academics, but what the focus should be in every discipline and every activity is lifelong learning. If they do not put this front and centre in their missions then the private sector will take this activity away to the detriment of the role of Universities in Canada.

Born and educated in London, and Brighton, England, Alan graduated with a B.Sc. Honours Sociology. Alan commenced a career in advertising with the J. Walter Thompson (JWT) advertising agency in London, England and after four years, he emigrated to Toronto, Canada and became President and owner of Amca Marketing Inc. Later, Alan joined JWT again. After leaving JWT, Alan pursued his Ph.D. in Business Administration specializing in marketing, at the Schulich School of Business, York University.

Since 1992 Alan has taught numerous marketing courses in the BBA and MBA programs at Schulich. In September 2001 he took over as Executive Director for the Schulich Executive Education Centre (SEEC).

Alan co-authored the books "Advertising Works II", and "Ikonica - a Fieldguide to Canada's Brandscape" and the reports on MarCom PBR, MarCom ROI and MarCom Client-Agency Relations" for the Association of Canadian Advertisers and the Institute of Communications Agencies.

Alan is a frequent speaker at conferences in North America on subjects relating to marketing or conducting business internationally.



Pre-conference Sessions

Tuesday, June 1

Hampstead

Creative Project Development and Management

8:00-8:30 am (Continental Breakfast and Networking)

8:30 am – 12 noon (Session)

Fee: \$85 (Members)
\$110 (Non-members)

University continuing education is once again undergoing dramatic change from within and without: Severe budget constraints across the country are entrenching the expected role of the CE unit as revenue generator for the institution. Internal competition from professional schools and faculties for ownership of the more lucrative professional CE programs is intense.

External competition from numerous other providers such as professional associations and other educational institutions is equally intense. One-off high profile programs are becoming endangered species, as is non-credit programming generally, because of a lack of R&D resources to incubate such programs in their development phase.

There is an ever-greater reliance on mirroring regular credit course offerings or utilizing standard delivery formats in order to maximize scarce human and financial resources.

In this environment, university continuing education units and program directors in them are finding it ever more difficult to create the value-added programming that traditionally distinguishes the specialized continuing education unit from other administrative service-delivery units on campus. Encouraging and promoting value-added content and delivery models can actually enhance the business model of the continuing education enterprise.

This workshop focuses first on the creative aspects of identifying new programming opportunities in the home institution and the community at large. It also identifies practical and cost-effective enhancements of existing programs, credit and non-credit, that will add value to the program. Topics include creative partnering, creative program structures and non-standard use of technology.

This workshop focuses secondly on a disciplined approach to project management including the calculation of real costs and time estimates to complete a project, communication with partners and target audiences to determine the viability of the program and the access to resources as needed, setting quality levels for all aspects of a program, production timetable, effective closure and program evaluation.

The workshop will feature strong interaction with participants.

Presenters:

Margit Nance has been engaged in university continuing education as a program director for many years, has been a producer of television news, documentaries and international exhibits (for EXPO) and is now a program development consultant in post-secondary education and the non-profit sector. She has most recently completed a national podcast series for UBC Continuing Studies and VANOC and an international conference on Peak Performance for the Heart and Lung Institute in Vancouver. She is a YWCA Woman of Distinction in Communications and Public Affairs, and an Honorary Member and Past President of CAUCE.

Milton Orris is a former Dean of continuing education and has been teaching Project management concepts and applications in Canada and around the world for many years, with particular emphasis on the health care field. He is currently writing a book "Project Manage Your Life: a Pathway to Success".

Victoria

A Toolbox for Creating a Positive, Inclusive, and Welcoming Workplace: Moving Beyond the Buzz Words

8:00-8:30 am (Continental Breakfast and Networking)

8:30 am – 12 noon (Session)

Fee: \$85 (Members)
\$110 (Non-members)

Join lawyer, journalist, and human-rights expert Mark Walma as he explores the waves of inclusion that have washed over institutions of higher education across Canada. This half-day session will examine the words and phrases that are being tossed around, investigate what they might mean to you and your workplace and help you to develop a set of skills and strategies designed to make the buzzwords meaningful where you work.

Interactive and entertaining, Mark's workshop looks to make inclusion real and to add even more positivity to your skills as a manager, colleague, and educator.

Presenter:

A lawyer by training with a background in journalism, **Mark Walma** is a Human Rights Specialist who has taught courses in the Continuing Education framework at both the University of Western Ontario and McMaster University.

Now in his tenth year of performing Human-Rights-related services in university settings, Mark is the Human Rights Officer at the University of New Brunswick. He has a long history of trying to explain to people what universities mean when they say they are committed to creating *an Inclusive Community, a Positive Environment, or a Welcoming Climate* and then helping them figure out how they can contribute to the effort.

What to do in FREDERICTON

New Brunswick's capital city is rich in culture and riverside beauty. Step outside the hotel and find a magnificent trail along the beautiful St. John River, ideal for walkers, runners, and bikers. Fredericton's strong cultural roots have earned the city a reputation as the crafts capital, a pewtersmith capital, and the poets corner of Canada. Spend a day exploring great galleries. Stroll tree lined streets and discover unique handmade crafts, created by Fredericton's artisan community. For a rollicking good time spend the evening in one of our Maritime pubs (most feature live music). If you are here on Saturday morning, be sure to visit the Boyce Farmers' Market, one of the best in Canada. For details, visit the Delegate Service Desk.



Tuesday, June 1

Guided Tour of the Beaverbrook Art Gallery & Gallery 78 and Lunch at the Crowne Plaza

10:00 am – 2:00 pm (meet in Delta Hotel lobby at 9:45 am)
Fee: \$30

Spend the morning exploring two great galleries. The Beaverbrook Art Gallery offers everyone an opportunity to discover and explore original works of art by artists who lived four hundred years ago and by artists who are alive today, including Salvador Dali, Cornelius Krieghoff, Canadian Impressionist James Wilson Morrice, works of art by members of the Group of Seven, Emily Carr, and David Milne, as well as other twentieth-century artists such as Paul-Emile Borduas, Jean-Paul Riopelle, Jack Bush, Harold Feist, Harold Klunder, and John Boyle.

After the guided tour of the BAG, mosey across the street to the oldest and largest commercial art gallery in New Brunswick, Gallery 78. Gallery 78 boasts the widest selection of fine art in Eastern Canada, exhibiting the work of the province's most notable and established painters, print makers and sculptors. Afterward enjoy a leisurely lunch at the nearby Crowne Plaza Lord Beaverbrook Hotel.

Golf at Mactaquac Provincial Park Golf Course

12:30 – 5:00 pm (Meet in Delta Hotel lobby at 12:00 noon)
Fee: \$95

This 18 hole championship course, designed by architect William Mitchell, is carved out of mature forest and offers a unique series of challenges for all skill levels. The 7030-yard layout features meticulously groomed fairways, leading to generous sized greens, most of which are well guarded by large bunkers.

Golfers are required to share this scenic course with a wide range of wildlife, including white-tailed deer. The water hazards on hole numbers 13 and 14 are often visited by ducks and geese and add to the course's natural charm. Fee includes transportation to and from, box lunch while you play, and power cart. Additional club rental fees apply. First tee time is 12:30 pm.

Kayak Adventure on the St. John River

1:00 – 4:00 pm
Fee: \$80 (cost may be reduced if group exceeds 16 or more people)

Seasoned kayakers and beginners alike will enjoy a leisurely paddle on the majestic St. John River. An on site facilitator will greet kayak adventurers at the Delta and transport you to nearby Hartt Island. There you will be introduced to expert guides who will suit you up with life jackets and equipment for the adventure.

The trip follows the scenic coastal route—you will see bald eagles, ducks and osprey, as well as fish jumping, and farm animals grazing on pastured river islands. Enjoy the views of the rolling river valley with lush green hills flowing to the rivers bank and historic church steeples peeking above the treetops. No experience is required. Full paddling and safety instruction is provided prior to departure to ensure you are ready for the river.

*Fee includes all kayak and safety equipment, paddling instruction, certified professional kayak guides, transportation from the Delta Fredericton to Hartt Island, bottled water, and a nutritional snack. Participants will pay operator directly. Cash, cheque, Visa or Mastercard accepted.

Please note: this activity is dependent on the weather. You will be advised of any changes or cancellation upon check-in at the Delta.

Welcome Reception & Tour of the UNB Campus

7:00 – 8:30 pm Buses depart from the Delta at 6:30 and 6:45 pm

Join the CAUCE 2010 conference committee and UNB CEL staff for a Down East welcome! The reception takes place at the UNB Art Centre located on the beautiful University of New Brunswick campus. Meet CAUCE keynote speaker, internationally acclaimed photographer and author, Freeman Patterson, and view an exhibition of his photographic prints, "A Natural Reverence." Delight in the eclectic sounds of one of the East Coast's most innovative ensembles, Isaac & Blewett. Enjoy great food and drinks and catch up with old friends and welcome newcomers. An event not to be missed!

Wednesday, June 2

Awards Luncheon

11:45 am - 1:30 pm

CAUCE marketing, program development, journal, and research awards will be presented at this annual event which recognizes innovation and excellence in a number of categories. Directly following the luncheon submissions will be on display for delegates to view.

Wine and Food Pairings 101

6:00 pm - 7:00 pm
Royal Suite (Room 717) at the Delta Fredericton
Fee: \$25 (pay at the door)

Discover and experience some of the world's most diversified wines with your tour guide, sommelier Eric Manning. Come and discover the reasons why certain wines are different—red vs. white, strong vs. light bodied, and dry vs. sweet. Eric has been in the business of beverage alcohol for over 10 years, and will pour up a "Wine 101" for you. Eric will engage participants and get each person to discover his/her "4-S" (see, swirl, smell, and sip) with a glass. You will discover five new wines, exploring each one in detail including food pairing suggestions. Discussion points will include old world vs. the new world, the profile of the grapes, and more. Join us for this fun session—good wine, good food, good company—it will surely be a good time!

Thursday, June 3

CAUCE 2011 Reception Sense & Sustainability

6:00 – 7:00 pm Governor's Ballroom

The University of St. Michael's College invites you to enjoy a Taste of Toronto, in anticipation of your visit to our campus and our city, June 5-8, 2011. Next year's conference will celebrate a triple bottom line approach to University Continuing Education: Enlightenment, Economics, and the Environment.

Annual Dinner Banquet and Dance

7:00 pm – 12 midnight

Celebrate a successful conference experience at the annual dinner banquet and recognize one individual's outstanding contributions to adult and continuing education in Canada as we present the CAUCE Award of Recognition. Distinguished Research Award will also be presented. Following the banquet, dance the night away with the high-energy, rhythm-n-blues sound of Fredericton's own Downtown Blues Band.

Session A - Governor's A*Models, Strategies, and Methods to Challenge the Times (Case Study)***Social Media: Listening, Engaging, then Marketing***Amy Clausen, Communication and Marketing, Continuing Studies, Emily Carr University of Art + Design*

Social media channels offer unprecedented opportunities to connect with students and the University's larger community, but there is no road map for building a social media marketing program. In the past year, Emily Carr's Continuing Studies department has explored the use of blogging, Facebook, YouTube, and Twitter, and discovered some of the surprising benefits of engaging the local online community with each tool. Part guided tour, part case study, this session will touch on social media practices and etiquette, and the paradigm shift required for successful social media marketing.

Session B - Governor's B*Models, Strategies, and Methods to Challenge the Times (Seminar)***Customer Share Marketing: Customer Loyalty as Revenue Driver***Anu Varsava, Director of Marketing, Faculty of Extension, University of Alberta*

The need for marketing to drive strategy has never been more acute. Shrinking markets during recessionary times along with increased competition are making the marketing and customer service function increasingly essential to our programming sustainability. Long ago, marketing theory concluded that it costs much more to attract a new customer than to retain one, yet it has taken years until commitment to customer relationship management has been accepted as a necessity for repeat business. This session will offer strategic metrics for both novice program coordinators and seasoned marketing leaders. The session will demonstrate ways to shape marketing tactics to be more efficient, accountable, and customer-oriented.

Session C - Victoria*Embracing Diversity (Workshop)***Capturing Diversity: Addressing the Challenge of Designing Educational Needs Assessments for Diverse Populations***Julia Liska, Program Coordinator, Department of Health Sciences & Public Relations, Division of Continuing Studies, University of Victoria*

Our ever expanding diversity challenges traditional methods of creating needs assessments, as well as how we choose and market our educational programs. Greater diversity demands a greater scope and holistic view of our present and future students. Institutions must not only identify ethnicity and cultural aspects of students, but also other roles such as location, group association, age, interest, physical, and professional needs. This workshop explores some of the challenges associated with designing an educational needs assessment in today's diverse society. It will identify some key factors, which may influence question selection, group selection, and overall quality of results and course marketing success.

Session D - Hampstead*Creativity-Catalyst for Change (Panel Discussion)***Kids@MUN 2009 Summer Camps***Elaine Healy, Assistant Director, Division of Lifelong Learning, Memorial University*

Memorial University's Division of Lifelong Learning has been offering summer camps for children for over five years. Traditionally camps were offered in art, computer technologies, and science with a focus on quality learning in a secure environment during the summer months. Based on a saturated local market for summer camps, Lifelong Learning engaged in a creative planning process for the 2009 Summer Camp season. Our approach to becoming more creative included the evaluation and implementation of changes in areas such as camp age groups, expansion of camp themes, pricing, marketing, and staff recruitment and training. By the end of the planning cycle, the Kids@MUN 2009 Summer Camp program had undergone significant programming changes and the results were outstanding! Registrations increased by 46% from the previous year. The Division of Lifelong Learning's presentation would be complimentary to the 2010 conference theme by showcasing the success that follows creative programming.

Session E - Aberdeen*Creativity-Catalyst for Change***Going for Gold: CE Programming and Marketing Strategies When Your City Hosts the Olympic Games***Lang Sun, Director, Asia-Pacific Programs, Languages, Cultures & Travel, UBC Continuing Studies*

Vancouver had the honour of being the host city of the 2010 Winter Olympic and Paralympics Games. This world-class event consumed the city over a four-week period and affected both of UBC's Vancouver campuses. UBC Continuing Studies Languages, Cultures and Travel Programs unit devised a strategic approach that would navigate the challenges created by the Olympics such as programming blackouts, loss of facility space and shifting marketing campaigns all while still striving to maintain student satisfaction levels, quantity of course offerings and budget targets, all within a recession!

Planning and implementation of these strategies required negotiation, collaboration, flexibility, and process changes, which have resulted in a host of best practices that have geared UBC Continuing Studies Languages, Cultures and Travel Programs unit to handle other types of future challenges. This session will use a case-study format to look at the main issues that UBC Continuing Studies Languages, Cultures and Travel Programs had to contend with and the strategies they implemented to address them. Find out what worked well and what didn't, and what learnings your CE unit can make use of to become a stronger organization.

Session A - Governor's A*Models, Strategies, and Methods to Challenge the Times (Case Study)***Employer Engagement: What Does This Mean for Higher Education?**

Renata Danielle Eyres, *Head of Partnerships and Business Engagement and Paul Ward*, *Associate Head, Business Services Unit, University of Salford*

Working with businesses effectively challenges universities to adapt to the culture and demands of the commercial world. In 2007, in strengthening its commitment to meet these challenges, the University of Salford outlined its plans for employer engagement through its "Driving Transformational Change™" project which has been driven by the need for institution-wide change. At its heart is a series of enablers each designed to provide a sound infrastructure for effective employer engagement and simplify access for employers. Driving Transformational Change is recording early results with several key successes already achieved. These changes to internal structures and cultures have in turn made it possible to engage with new clients and secure new business. These challenges will be shared and discussed throughout the presentation.

Session B - Governor's B*Creativity-Catalyst for Change (Seminar)***Necessity or Invention? Sources of Innovation in UBC Evening Courses, 1939 – 2009**

Scott McLean, *Director, Continuing Education, University of Calgary*

In 1936, UBC established a Department of University Extension. One of the first initiatives of the new department was to launch a program of evening courses. In the early years, fewer than a dozen such courses were offered each year; by the 1960s, over 6,000 people enrolled in over 150 courses per year. From the 1970s through the present, the Centre for Continuing Education and UBC Continuing Studies maintained large and diverse evening programs. We will describe several periods of innovation in evening course programming, and explore structural factors behind such innovation, including: changing employment patterns; globalization; the evolution of post-modern culture; and institutional politics. Our goal will be to situate the creativity of continuing education programmers within social and historical contexts. Much time in the session will be spent by the participants in working groups discussing our presentation, sharing their own experiences with program innovation or expansion, and debating how our theory of the social roots of innovation may be pertinent to their experiences.

Session C - Victoria*Embracing Diversity (Seminar)***The Importance of Culture in Language Instruction and Choice of Program: Results of a Study and Preliminary Conclusions**

Louise Ashcroft, *Course Lecturer, Department of English and French Language Programs, McGill University*

Globalization in all its incarnations obliges us more than ever to question the role and place of culture in language teaching today. What impact does culture and the intercultural dimension have when it comes to choosing a language program? What importance do students lend to these dimensions? And how should language programs and instructors respond to students' expectations within the framework of their pedagogical mission? The aim of this proposal is to present the preliminary results of a survey aimed at identifying how learners perceive the role and place of culture in English and French Second Language (ESL/FSL) programs.

Session D - Hampstead*Models, Strategies, and Methods to Challenge the Times**(Roundtable Discussion)***Strategies for Retaining and Recruiting Older Workers**

Atlanta Sloane-Seale, *Professor and Director, Continuing Education and Bill Kops*, *Professor and Director, Summer Session and General Studies, Extended Education, University of Manitoba*

Demographic shifts are rapidly changing the nature of work and concepts of aging. To remain competitive and meet the demands of the changing work environment, employers and organizations will have to maintain, build, and use their human resource capacity in new, innovative, and creative ways. Older workers' participation in lifelong learning activities over the life span may be critical to individual, organizational, and societal success because it promotes intellectual, physical, emotional, and social well-being (Hammond, 2004). Nevertheless, there remains little research on their demographic characteristics, and little or no evidence to support the benefits of these activities to workplace development, or individual health and well being (Sloane-Seale & Kops, 2004). This Roundtable session will be of interest to adult educators and practitioners who work in the field of adult and continuing education.

Session E - Aberdeen*Creativity-Catalyst for Change (Panel Discussion)***Walking the Line between Vision and Reality: Creating Spaces for Innovative Collaboration**

Janet Pivnick, *Program Coordinator; Heather McRae*, *Program Director; Alison Brophay*, *Program Coordinator; Robyn Fila*, *Program Coordinator; and Brenda Weatherston*, *Program Coordinator, Division of Continuing Studies, University of Victoria*

A cross-departmental team at the University of Victoria has been exploring ways to effectively combine an interest in expanding involvement in civic engagement with the demands of current workplace realities. Partnerships in Learning and Civic Engagement (PLACE) was formed to create a collaborative, interdisciplinary space where we could explore and create innovative models of practice which integrate social change goals within the cost recovery models and competing values, which are part and parcel of current Continuing Studies departments. The panel will engage participants in a discussion about their own experiences creating spaces for innovative practice, collaboration, and civic engagement.

Session F - Carleton*Models, Strategies, and Methods to Challenge the Times***A New Model of Validating Learning**

Mark Kolodziej, *Owner, World ICU*

Competence is something that we talk about all of the time, but we are not sure if those around us are competent. We know that many people have been trained or educated, but the question is "can they put their learning into action?" The second question is: if people can put their learning into action, why don't they? A competency validation tool has been developed that allows us to measure competence in any setting (educational or business and industry), and can be used as a valid prior learning assessment tool. Join in this session and learn about this tool, accepted by CAPLA as a best practice in PLA.

Session A - Governor's A*Models, Strategies, and Methods to Challenge the Times (Panel Discussion)***Making Good Better: Fine-Tuning Distance and Online Advising Practice**

Leena Niemela, *Manager, Admissions and Advising, Thompson Rivers University Open Learning*; **Lori Wallace**, *Dean, Extended Education, University of Manitoba*; and **Karen Wong**, *Director, Learner Support Services, Athabasca University*

This year, over 90,000 students are taking distance or online courses at the ten universities that are part of the Canadian Virtual University consortium. Retention and continuation of students taking distance courses has always been a challenge, and in turbulent economic times it is even more critical. What strategies and new technologies are universities with decades of experience and the largest numbers of distance students implementing to maximize student engagement and continued growth in online enrolment? Advising plays a key roll. Three specialists from three different university cultures will outline new models, methods, and standards of distance advising practice aimed at improving student uptake and success in distance and online education. Thompson Rivers University, Open Learning, will present a case study of itself, based on a current six-month re-evaluation and restructuring of its advising services. Athabasca University will discuss use of tracking software to identify potential problems and proactive methods for increasing student engagement. University of Manitoba will present the strategies that the Military Support Office and Distance and Online Education unit have developed to support students who are in the Canadian Forces.

Session B - Governor's B*Embracing Diversity (Roundtable Discussion)***Explore Diversity Through Travel**

Ron Jeffery, *Educational Travel Specialist, Innovative Group Travel, University of Calgary*

As the 21st Century emerges, it is increasingly important to develop a personal understanding and knowledge of a globalized and culturally diverse planet. From climate change to international trade, the demand to see the world is more important than ever and of increasing value to business and government and our schools. Understanding and appreciating diversity can be significantly enhanced by direct experience in these cultures. Travel Study is a great way to experience the world as you are traveling with a resource person who has studied the region extensively and is an expert in their field. You also get to travel with people who love to learn and experience other cultures in a way that you would not find if you were on a typical bus tour of a destination. By study of the destination prior to departure and in-depth study as you travel, you learn about the intricacies of a new culture and how they relate to our own culture.

Session C - Victoria*Creativity-Catalyst for Change (Seminar)***Intellectual Muscle for Vancouver 2010, An Experiment in University Dialogues and Collaboration: A Model to Replicate?**

Don Black, *Director Community Programs, University of British Columbia, Continuing Studies* and **Margit Nance**, *Margit Nance Communications*

In a crowded educational marketplace, university continuing education units and programmers are ever seeking new students, new collaborations, more creative and more cost-effective programming and more influence in the university and the community. One very successful and complex example of all of these was the recent partnership between the University of British Columbia Continuing Studies and the Vancouver 2010 Olympic and Paralympics Winter Games Education Program. One of the programs that arose out of this partnership was Intellectual Muscle: University dialogues for Vancouver 2010, a series of podcasts

for the Vancouver 2010 website, in partnership with the Globe and Mail, that brought together 26 universities across Canada, both Anglophone and Francophone, to showcase Canadian scholarship and issues to the world. This session will discuss the experiences of various participating universities in this collaboration and analyze the educational value that was brought to Vancouver 2010 by the collaboration with UBC and the other universities and vice versa.

Session D - Hampstead*Creativity-Catalyst for Change***Developing CE 101:****Everything You Wish You'd Known When You Started**

Bob Cram, *Executive Director, Centre for Continuing and Distance Education, University of Saskatchewan*; **Betty MacDonald**, *Director, Continuing Education, Saint Mary's University*; **Janice Landry**, *Director of Continuing & Distance Education, St. Francis Xavier University*; and **Judith Potter**, *Dean of Continuing Education, Centre for Continuing Education, McGill University*

This session will explore what sorts of knowledge are most needed for those entering the field of University Continuing Education (UCE) and how best to help newcomers acquire that knowledge. CAUCE wants to develop a course (or multiple mini-courses) primarily for such people. A secondary audience would be those who have worked in the field and want to expand knowledge in particular areas. We will present some tentative ideas that we've already developed about what such a course (or courses) might look like as well as different options for delivery. We will then facilitate a group discussion in order to test our ideas against the lived experiences of those working in the field. The information gained from this session will directly influence any course development.

Session E - Aberdeen*Models, Strategies, and Methods to Challenge the Times (Panel Discussion)***Proprietary Online Universities as Drivers of Innovation and Diversity in Higher Education**

Ron Richard, *Manager, Course and Program Development and Karen Ludwig*, *Director, Academic Affairs, Meritus University*

Higher Education in the 21st Century faces many challenges that must be met by introducing innovative approaches to curriculum and program design and delivery, and by seeking out and engaging an ever broadening spectrum of students. Proprietary universities, particularly those that operate exclusively in an online environment, are by their very nature and by necessity, well suited to finding ways of attracting students from around the world that are both cost effective and pedagogically sound. This panel discussion will describe how Meritus University used the business model to identify markets based on social and economic indicators, find and cater to client learners based on their needs and availability, and provide them lifelong learning skills, support and resources.

Session F - Carleton*Models, Strategies, and Methods to Challenge the Times (Seminar)***Emerging Technologies in Continuing Education**

Jon Horn, *President, JMH Consulting, Inc.*

As continuing education professionals, most of us rely upon technology to help with everything from marketing to registration to online delivery. The technology landscape changes quickly, however, which makes it difficult to stay familiar with emerging trends. This session will provide a glimpse into how cutting-edge technologies are reshaping the way we engage students and create learning experiences. We'll explore the impact of technologies such as blogs, computer simulations, mash-ups, social networks, data visualization tools, learning management systems, and synchronous and asynchronous online delivery systems. Don't miss this opportunity to explore how you can begin to embrace the next generation of education, known as Learning 2.0!

Session A - Governor's A*Creativity-Catalyst for Change (Seminar)***Marketing Webcasts 101: Building a Marketing Video for YouTube***Nicole Foerschler, Vice President, JMH Consulting, Inc.*

YouTube—you want to promote your program using video, but how do you get started? This session introduces you to the fundamentals of building and posting an online webcast. We'll examine various continuing education webcasts and discuss what makes prospective students tune in and enroll. We will explore the three of the most common types of marketing webcasts, and introduce some guiding principles to help CE teams decide which type of webcast is the best fit to promote their program. During this presentation, attendees will learn best practices for creating a webcast and how these principles can impact what programs you choose to promote, what webcast format you use, and how to best leverage the format. Finally, we will also take a look at the top five mistakes continuing education marketers make when creating and launching a webcast.

Session B - Governor's B*Creativity-Catalyst for Change (Roundtable Discussion)***Creative Showcase: Reaching Out and Engaging Community**

Beth Paynter, Coordinator, No Limits Program, University of New Brunswick; **Kerrie Strathy**, Division Head, Regina Seniors Education Centre, University of Regina; and **Carolynn Rafman**, Program Coordinator, McGill Centre for Continuing Education, McGill University

This panel explores the creative process by highlighting the successes and challenges of designing new non-credit personal and cultural development programs that reach out and encompass the wider community. Three program coordinators from three provinces will present their perspectives on recent initiatives that engage a variety of communities including aboriginal populations, the reading public, and university faculty members. Our stories encompass what attracts and sustains learners; learning through field trips; how to showcase and provide a window into the university with ideas to maximize resources; the importance of venue, innovative delivery modes, and social networking; and ways to bolster instructor dynamics and enlist significant partners.

Session C - Victoria*Embracing Diversity (Workshop)***Cultural Orientation: Paving the Way to Academic Success for International Students**

Colleen Meagher-Alkan, Senior Administrator, English Language Programme, University of New Brunswick

First impressions are lasting impressions. How do we welcome our international students? What verbal and non-verbal messages do we transmit? How do our students know we care about their successes? By what means do we celebrate internationalism on our campuses? Is there a connection between positive first impressions and student retention? As we continue to experience a rise in international student enrollments, questions such as these are worth considering. How do we pave the way to academic success for students who are experiencing a new environment, culture and, perhaps, language? Investing human resources to guide our students through the maze of university life in a new culture results in students acquiring a sense of security and comfort as they adapt. A team of presenters from the UNB English Language Programme will share a variety of field-tested techniques incorporated in orientation workshops. Participate in this workshop and contemplate the complexities and challenges faced by international students entering Canadian academic university culture for the first time.

Session D - Hampstead**CANCELED***Models, Strategies, and Methods to Challenge the Times (Panel Discussion)***Emerging Technologies and Continuing Education Programming: The Light and Dark Side**

Christina Rogoza, Senior Instructional Designer, Online and Distance Education; **Kathleen Matheos**, Associate Dean, Extended Education; and **Nicole Hamilton**, Program Director with Continuing Education, University of Manitoba

There is increasing pressure on continuing education programs to provide alternative modes of delivery such as blended and online formats. The rationale often cited is the increasing presence of digital learners and the necessity to accommodate their unique learning preferences. Additionally there is concern as to the need to enhance the level of technological literacy for all continuing education students. Strategic decisions may be based on assumptions that require further examination. The goal for this session is to engage the audience in the debate about the direction of continuing education programming in the context of emerging technologies. The session will be facilitated as a panel discussion. Panelists will be presenting a variety of perspectives based on their experiences in grappling with these issues.

Session E - Aberdeen*Models, Strategies, and Methods to Challenge the Times (Case Study)***Des officiers en 2e cycle universitaires**

Marc Imbeault, Coordinator, Continuing Studies, Royal Military College Saint-Jean

La DEP a pour mandat de rendre les études universitaires accessibles à tous les membres des Forces canadiennes (65 000 environ). Or, depuis quelques années, le nombre d'officiers ne croient presque plus. Par contre, le nombre d'officiers et de sous-officiers qui étudient à la DEP est passée de quelques centaines il y a moins de dix ans à plusieurs milliers aujourd'hui. Ceux-ci possèdent souvent déjà un diplôme de premier cycle universitaire et aspirent à rehausser leurs connaissances dans le domaine des sciences humaines et du management. Il faudrait donc, pour préparer l'avenir, que la DEP oriente ses efforts vers des programmes de 2e cycle en sciences humaines qui permettent aux officiers, dans le contexte de plus en plus exigeant des missions de type 3D (défense, développement, diplomatie) de se montrer à la hauteur des défis actuels.

Session F - Carleton*Creativity-Catalyst for Change***Creativity and Change in the Mature CE Career**

Beth Hawkes, Director, Life and Career Centre, Continuing Studies, University of British Columbia

Many professionals experience considerable ambivalence when contemplating retirement. Despite the appeal of renewed personal freedom and choice, perhaps even ongoing professional work in a new form, imagining the loss of familiar forms of responsibility, role, and influence can challenge even the most confident person. It can be tempting to avoid difficult issues, hold tight to familiar strategies, or even actively resist the innovations brought forward by more junior colleagues. This seminar challenges the notion that actively preparing for retirement undermines one's capacity to lead or to address effectively emerging organizational challenge. On the contrary, a more conscious process of letting go may liberate new capacities for risk, service, and intelligent action. Moving on may have less to do with loss and more to do with discovering the gifts inherent in the next stage of one's own continuing education.

Session A – Governor’s A**CANCELED***Creativity-Catalyst for Change (Workshop)***Breaking the Mould: What it Means to be Creative***Virginia Stephen, Executive Director, Liberal Studies, Faculty of Extension, University of Alberta*

We say that creativity is the key to our success in providing the vibrant, relevant, and sustainable programs that these turbulent times require and our students now (and in the future) expect. ‘Creativity’ is one of those words that we see used everywhere today and which we all assume we understand. It is also a word that can scare seemingly intelligent, together adults to their core. This workshop is designed to explore what ‘creativity’ means in terms of our practice as individuals and groups charged with managing change, addressing new challenges, and breaking the mould of how we do things. Be prepared to be an active creator in this session!

Session B - Governor’s B*Models, Strategies, and Methods to Challenge the Times (Seminar)***Aboriginal Business Development Programs in Central Interior BC: A University and Communities Collaborative Project***Titilope Kunkel, Continuing Studies Program Coordinator, SLI/School of Business and Randall Brazzoni, Continuing Studies, University of Northern British Columbia*

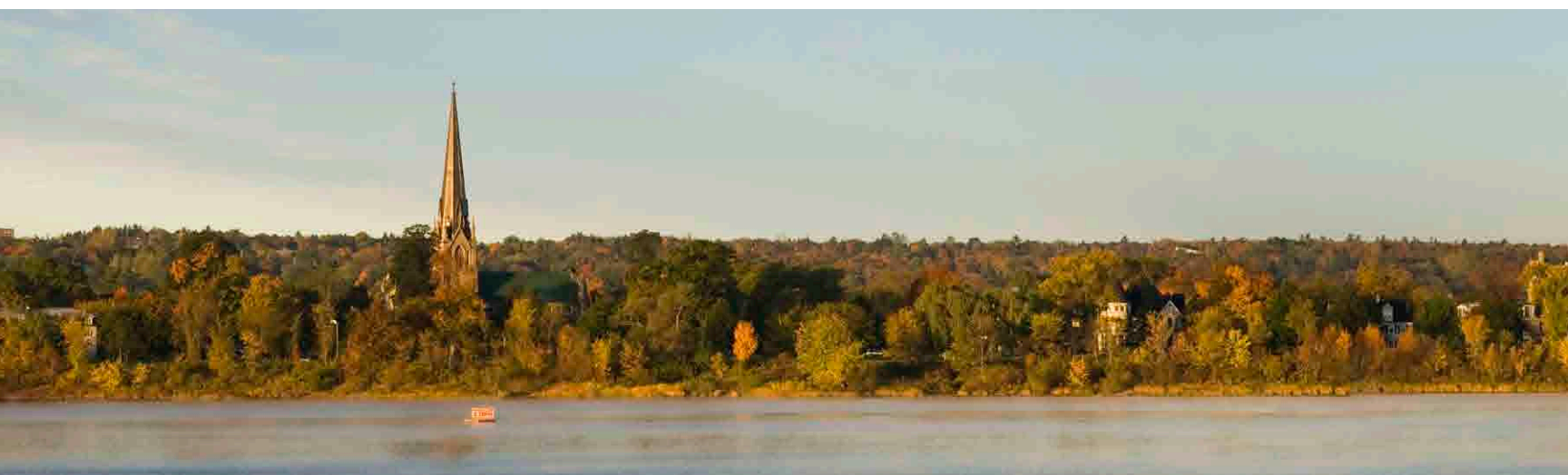
The University of Northern British Columbia (UNBC) Continuing Studies piloted an Aboriginal and Small Business Leadership Certificate program in the central interior of British Columbia (BC) between November 2008 and May 2009. The success of the pilot program resulted in more interest in business programs with enhanced Aboriginal content. Aboriginal communities in Canada typically have very low employment participation rates. These communities are marginalized and have limited economic infrastructure. The downturn in global economies further marginalized these people. UNBC Continuing Studies was successful in accessing funds through the government’s Community Adjustment Funds and is now collaborating with Aboriginal communities in BC to deliver a new and enhanced business development program. This paper is a report on community engagement and learning as a result of both the pilot project and the enhanced program. The enhanced program is currently providing practical skills and capacity building for students through intern positions with collaborating Aboriginal communities and organizations.

Session C - Victoria*Models, Strategies, and Methods to Challenge the Times (Case Study)***Blended Learning: Strategy for Deployment in a University Continuing Education Context***Jean-Paul Remillieux, Director, Instructor Services and Educational Technologies, McGill University, Centre of Continuing Education*

Blended learning is a growing trend in education that uses a combination of physical and virtual environments to deliver instruction that promotes student engagement. Continuing education (CE) programs, using blended learning models, have the potential to offer flexibility to a population typically constrained by professional schedules or family obligations. For institutions, it is an alternative that can improve the quality of its programs and address some physical space issues. This session presents a multidisciplinary project aimed at developing a strategy for the gradual and successful integration of blended learning models into CE courses and programs. The project includes a review of success factors and challenges; establishes guidelines, methodology and policies for blended learning models; and proposes a plan for deployment. Participants are encouraged to engage in the discussion by sharing their own experiences in this area.

Session D - Hampstead*Models, Strategies, and Methods to Challenge the Times (Seminar)***Content and Competition in Online Higher Education***Keith Hampson, Director, Digital Education Strategies, The G. Raymond Chang School of Continuing Education, Ryerson University*

To date, online higher education providers have had little success in differentiating their courses, programs, and services in what is becoming an increasingly competitive market. An opportunity exists to approach the development and acquisition of digital instructional materials in new ways that can establish clear and tangible differences that will serve as the basis of comparative advantage. This session will describe new models for developing and acquiring digital instructional media for online learning. Participants will have an opportunity to discuss the benefits, drawbacks, and feasibility of the new models for their own institutions.



Session A - Governor's A*Creativity-Catalyst for Change (Seminar)***Creativity in Collaborative Partnerships:
A UK Example of Best Practice**

Jane Timlin, *Business Services Unit and Renata Eyres*, *Head of Partnerships & Business Engagement, Business Services Unit, The University of Salford*

In 2008 the University of Salford won a competitive tender to develop a dedicated management development postgraduate certificate to support the ongoing development needs of a company's technical graduates. We will share our experiences of developing and implementing this innovative and creative collaborative partnership with one of UK's largest multi-disciplinary consultancies Capita Symonds. Specifically we will explore our collaboration on the BusinessWise postgraduate certificate in management which, would be jointly designed developed and delivered by the company and university staff at both Capita Symonds sites and university lecture rooms. The aim of the provision was to deliver academic rigour and business awareness in one combined package. We will provide best practice advice, recommendations, and insight into the Partners' perspective, as well as explore the issues raised for higher education institutions when entering into collaborative partnerships designed to meet the higher level skills needs of a specific organization.

Session B - Governor's B*Embracing Diversity (Seminar)***Continuing Education for the Plus 50 Population: Challenges and Emerging Opportunities**

Patrick Neale Methuen, *Director, Continuing Education and Workforce Development, Bow Valley College*

The diverse demographic characteristics of current and potential students in continuing education programs include an increasing number of older students. This study is designed to inform Canadian post-secondary institutions about the needs of plus 50 workers/learners, and provide a set of recommendations for Continuing Education. Additionally, the demand and feasibility of such programs will be highlighted. The first key question addressed by the study examined how Canadian post-secondary institutions were responding to the need to provide relevant learning opportunities for the plus 50 population; the second key question examined best practices that continuing education programs could adopt to meet the needs of this population. Some of the barriers to the development and implementation of services and programs to the plus 50 population will be discussed, along with strategies for addressing these barriers.

Session C - Victoria*Models, Strategies, and Methods to Challenge the Times (Case Study)***Best Practices in E-mail Marketing: A Case Study in Effectively and Efficiently Engaging Your Target Audience**

Maureen Marriott and Kim Clayton, *Promotions Coordinators, Marketing Services, Continuing Studies, University of British Columbia*

With economic considerations and sustainability concerns in mind, many institutions have reduced their reliance on print-based marketing materials over the last number of years, shifting their focus to online promotional options. UBC Continuing Studies has been implementing e-mail marketing in one form or another for the last nine years. Over that time, we have encountered many challenges, learned from our mistakes, and honed our processes to produce effective results in an increasingly sophisticated marketing stream. This case study looks at how UBC Continuing Studies has used technology, creativity, and marketing best

practices to raise the level of e-mail marketing in our institution so that it now accounts for 35% of the marketing mix. This presentation reviews building distribution lists, the advantages of using e-mail management software systems, planning campaigns, writing effective messages and calls to action, testing effectiveness, and tracking results. If time permits, presenters will invite participants to expand the discussion by sharing their own e-mail marketing experiences.

Session D - Hampstead*Models, Strategies, and Methods to Challenge the Times (Seminar)***Food for Thought: A Down to Earth Approach to Growing a Learning Community**

Elaine Crebo MacLeod, *BA, MA, TESL, MA Educator, Writer Program Manager, Continuing Studies, UBC Okanagan*

Experience a back to basics approach to marketing and engaging the community through active involvement in the local Farmer's Market. In these times of digital technology, e-based marketing, and social media, an often overlooked segment of engaging the individual at the grass roots level is evident. In this "two-season" project, local producers, community members, and an academic institution were brought together through the common denominator of food. An innovative and cost-effective approach to marketing, this proved to be a delicious introduction to UBC Okanagan Continuing Studies and specifically, to the Food and Wine related classes. In an effort to engage the community, it was necessary to meet the people and nowhere is a community spirit exhibited better than at the local Farmers Market. Partnering with the management of the Farmers Market and the Chef of Green Thread Cafe, (a new campus market that promotes organic, local, and sustainable food practices), a series of cooking demonstrations were offered using local, seasonal ingredients. Attractive, branded recipe cards were handed out to those attending the demonstration and while observers munched on samples, a warm and inviting ambience was created in which to hand out course calendars and offer a personal invitation to explore learning opportunities. Yes, UBC Okanagan Continuing Studies is a part of your community! Media coverage ranged from newspaper, magazine, the internet and of course, UBCO TV.

Session E - Aberdeen**Global Issues, Standardization, and New CE Program Opportunities**

Richard Louttet, *Manager, e-Learning, Learning Services, Canadian Standards Association*

Global issues can often result in major industry movements, the development of new standards, and the requirement for organizations to adapt and overcome new economic or social factors. With this, there is often a need for new knowledge and skill sets within organizations and adult learners begin to explore continuing education opportunities. Together we will examine standards-related industry movements as well as emerging global issues, new standards development work, and the opportunities for Canadian university continuing education to help organizations overcome new challenges.



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The CAUCE Professional Development Committee's Webinar Series

Each year, the CAUCE Professional Development Committee hosts a series of professional development sessions. New this fall, the entire series will be offered in webinar format!

You asked and the CAUCE Professional Development Committee listened. According to the results of the CAUCE membership survey, the preferred delivery format for professional development sessions is webinars so we've moved in that direction. Speakers will continue to be drawn from the university continuing education community, with topics reflecting current trends and CAUCE member interests.

The 2010-2011 series will focus on three areas of interest that were identified in the CAUCE membership survey results: leadership, marketing strategy and program development.

WHAT PEOPLE LIKED BEST ABOUT THE PROFESSIONAL DEVELOPMENT SESSIONS

"Hearing from a variety of people from different perspectives. Being able to see and hear the presenter, while also seeing slides was fantastic."

"Seeing how other universities approach their strategic planning and finding out what strategies they found to be most useful."

"The professionalism of the presenter both in terms of his knowledge base and his audience connection."

"The examples used were specific to the education industry and touched on marketing initiatives that are relevant to our organization."

FIND OUT MORE

Visit <http://www.cauce-aepuc.ca/news-events/events.aspx> in September for complete details on the 2010/11 professional development series.

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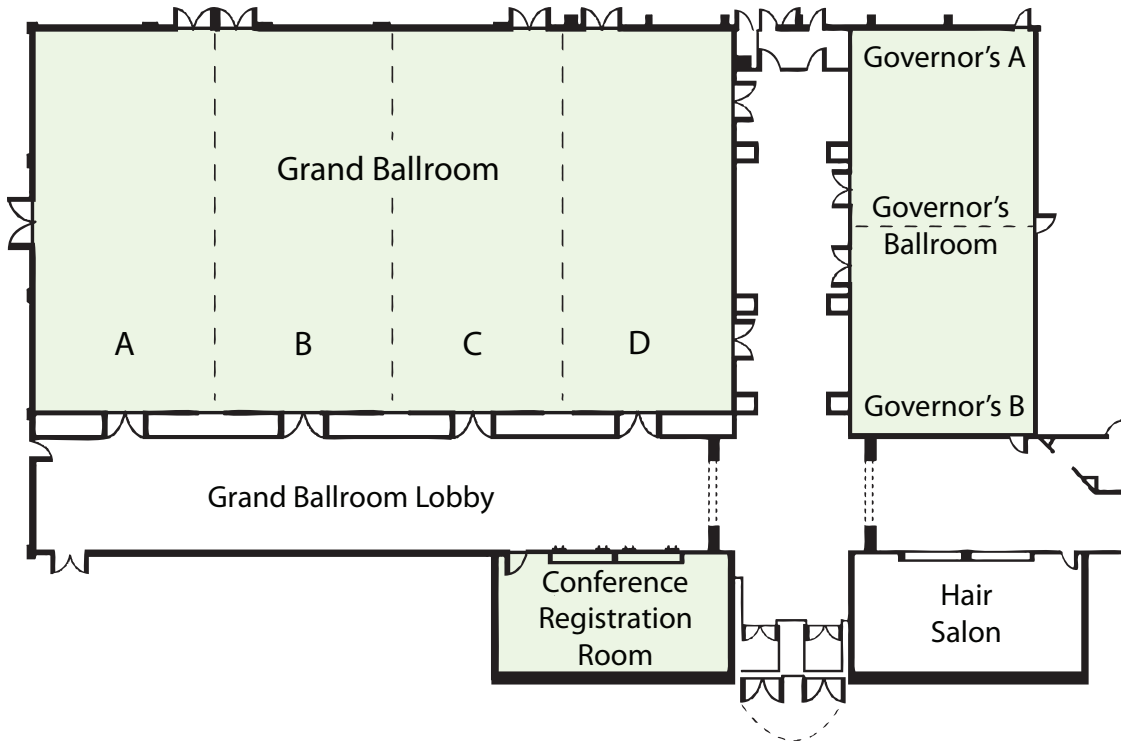
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