



## What's New!

### **ACCESS partners with member institutions to enhance online courses**

Mount Royal College and ACCESS “the education station” have teamed up to promote and enhance courses and programs, including one eCampusAlberta offering that explores the influence that popular novels, television and movies have on people’s perceptions of society and the world.

English 3373: Reading the Popular, to be offered starting in January, 2008, was developed by Mount Royal English instructor Mario Trono.

“The course is about understanding the effects that popular fiction, television and film have on society as a whole, how they shape our perception of the world around us,” Trono says.

As an example, Trono says many science fiction novels and movies increase people’s confidence in science to solve world problems and provide a sense that humankind is headed towards a future where most social problems are solved.

ACCESS has teamed up with Trono to both promote this new course and produce lecture segments for online and broadcast use.

“By bringing television into academic study – and academic study into television – critical thinking plays a greater role in our experience of popular, visual culture,” he says.

The course also features online lecture segments, which ACCESS produced for Trono.

“This arrangement will benefit students and viewers by enhancing the relevance of ACCESS programming to the content of some courses and benefit the course itself by providing high-quality video segments for online delivery,” says Eric Rice, ACCESS’ manager of Creative and Production Services.

Since 2005, ACCESS has produced and broadcast two PSAs which promote eCampusAlberta. A third is scheduled for fall 2007.

“Now we’ve broadened the scope of our involvement to include the acquisition of digital rights for programs to be delivered as part of eCampusAlberta courses,” Rice says.

These acquisitions are made possible through funding from Alberta Advanced Education and Technology. Institutions that have benefited from this partnership include Mount Royal College and SAIT. Other participating institutions include Grant MacEwan College and Bow Valley College.



▲  
Mount Royal’s English 3373 features online lecture segments produced by ACCESS television.

# Featured Program!

## Keyano program assists aspiring aboriginal entrepreneurs

Keyano College's new online Aboriginal Entrepreneurship program is helping a new generation of aboriginal entrepreneurs gain the skills they need to start and run businesses in the Fort McMurray area.

"Our industry partners had suggested there was a need for a program that would assist local aboriginals with developing business plans and learning how to conduct business in the region. This program is designed to focus on specific issues, such as conducting business on reserve land and any legal implications associated with that. The students also learn about working with their band and family members, respecting their elders and the traditional way of life," says Teresa Outhouse, coordinator, Aboriginal Entrepreneurship certificate program.



▲  
Teresa Outhouse,  
coordinator Aboriginal Entrepreneurship

"Due to the economic boom in our region, most of our students have entered the workforce full time but they still want to continue their courses. In order to make it accessible to students who are working, commuting or have family commitments, we decided to deliver the program online and remove some of the barriers," Outhouse says.

Keyano had previously offered courses in aboriginal entrepreneurship for several years but this spring was the first time the program was offered online. This fall, Keyano College estimates there will be seven students enrolled in the online program.

Graduates complete the program with a finished business plan in hand and they gain a solid understanding of best practices for conducting business in the Fort McMurray region. They also have the opportunity to attend trade shows, Aboriginal Business Association meetings and make valuable contacts in their home area. Many students are matched with a mentor who they can call upon for guidance throughout the life of their business.

"This program has allowed local aboriginals to gain independence and develop their own businesses. Some have opened businesses to assist their communities by offering services that were previously lacking. There have been businesses created based on personal goals or past influences, such as youth centres or elder care services. Our students have such original ideas and such commitment and having the chance to provide them with the skills they need to make their dreams a reality is a privilege for Keyano College."

For more information, please check the eCampusAlberta website and select Aboriginal Entrepreneurship in the course catalogue.

# In the News!

## eCampusAlberta news release results in solid media coverage

A Sept. 5 news release issued jointly by eCampusAlberta and Alberta Advanced Education and Technology resulted in significant media coverage of eCampusAlberta and online post-secondary education offered in the province.

The news release reported that registrations in eCampusAlberta courses for 2006/07 totalled 5,189 and it was positioned as a back-to-school story to encourage media coverage.

The release triggered a wide response from media outlets across the province and resulted in the following coverage:

- 🕒 The **QR77** (Calgary) afternoon show with Mike Blanchard – Sept. 5.
- 🕒 A story on **CBC** radio in Edmonton – Sept. 7.
- 🕒 An interview on the **Dave Rutherford** (QR77) show – Sept. 7.
- 🕒 A story in the **Lethbridge Herald** – Sept. 9.
- 🕒 The **Calgary Herald** ran an educational feature that discussed how students are increasingly turning to online studies – Sept. 10.
- 🕒 A feature story on **City TV** that ran on the Your City news program – Sept. 10.
- 🕒 An interview on Wild Rose Country (province-wide on **CBC AM** radio) – Sept. 10.
- 🕒 A story in the **Western Producer** - Sept. 20.

In addition, several other media outlets requested interviews or information for stories, including: **Shaw Cable** (Edmonton), the **Edmonton Journal**, and the **Edson Leader**.

## Members to benefit from Faculty Development Fund

Instructors and content developers across the eCampusAlberta consortium will soon have access to many new resources that will assist them with creating and teaching online courses.

In April, eCampusAlberta called for member institutions to submit project proposals to access a \$250,000 Faculty Development Fund. Last week, it was announced that eight proposals had been accepted for funding.

“Funds were awarded for the design and development of new resources or the refinement or modification of existing resources. The projects funded will create a wealth of resources in a variety of formats available to online faculty and support personnel in the eCampusAlberta consortium,” says project manager, Sheila Whitmore.

Among the proposals accepted for funding were:

- ② A joint submission by NorQuest College and Mount Royal College to develop online tutorials that will assist faculty with the development of courses for people with disabilities
- ② A Red Deer College proposal to create an online workshop for faculty interested in developing and delivering courses internationally

“All of these new resources will be available to faculty at all member institutions to ensure that everyone can benefit from these new initiatives,” Whitmore says.

The new projects will be completed by December 31, 2008 but many will be available for faculty to use before that date. Watch the eCampusAlberta website for more information.

## New marketing initiatives designed to increase awareness

eCampusAlberta has begun a marketing campaign and has placed ads in several publications during August and September. These include:

- 🕒 The Great West Newspapers Guide to Education (208,000 copies province-wide)
- 🕒 Brilliant Minds Go Online (an Ontario publication promoting online education across the country)
- 🕒 Alberta Views (September)
- 🕒 Business in Calgary (September)
- 🕒 Windspeaker and Sweetgrass – Alberta aboriginal publications (September)

A print advertising campaign will continue in these publications and others throughout the fall and winter months. The plan is flexible and new promotional opportunities will be acted upon as they arise.



## Call for student stories and testimonials

eCampusAlberta is looking for student stories and testimonials. We would like to run advertorials (paid advertising that reads like a news story) in rural weekly newspapers across Alberta.

If you know of students who have good stories to tell or who can provide us with quotes we can use for student testimonials, please contact Paul Rescanski at (403) 210-5863 or e-mail [paul.rescanski@ecampusalberta.ca](mailto:paul.rescanski@ecampusalberta.ca)

We will contact the students to arrange interviews.

If you have a project or article you would like to see featured in the eCampusAlberta eZine, please contact Paul Rescanski at (403) 210 - 5863 or e-mail: [paul.rescanski@ecampusalberta.ca](mailto:paul.rescanski@ecampusalberta.ca)

