

Education & Training Partner Roundtable



Tuesday, September 27, 2011
10:00 a.m. – 11:00 a.m. (EST)
1-800-465-3278 / 807-345-5221 (local)



AGENDA

1. Introduction and Objectives (Maxim Jean-Louis, President – Chief Executive Officer)
2. Ontario-wide Fall Recruitment Initiative (Luc Comeau, Executive Director, Marketing, Communications & Network Development)
3. Student/Prospective Student Requests for Online Programs and Courses Not Available at the Time of Request (Rose Kerr, Director, Institutional Liaison)
4. Fall College & University Faculty and Instructor Training (Lois Tobin, Senior Director, Learning Technologies)
5. Upgrade of Contact North | elearnnetwork.ca Web Conferencing System (Paul Porlier, Director, Information Technology (IT) Services)
6. Ontario Online Learning Institute (Maxim Jean-Louis, President – Chief Executive Officer)
7. Naming Committee (Maxim Jean-Louis, President – Chief Executive Officer)
8. Date for Next Roundtable

Agenda – Education & Training Partner Roundtable – September 27, 2011 - IL

Regional Coordinating Centres located in Sudbury & Thunder Bay | *Les centres régionaux de coordination sont situés à Sudbury et à Thunder Bay*

Northeast Regional Coordinating Centre | *Centre régional de coordination du Nord-Est*
410, *chemin* Falconbridge Road, Sudbury, Ontario P3A 4S4
 (705) 560.2710  (705) 525.0136

Northwest Regional Coordinating Centre | *Centre régional de coordination du Nord-Ouest*
1139, *promenade* Alloy Drive, Suite/bureau 104, Thunder Bay, Ontario P7B 6M8
 (807) 344.1616  (807) 344.2390

An Ontario-wide Fall Recruitment & Marketing Campaign

Three Percent Target Growth in Online College and University Course Registrations

Local recruitment of students for online programs and courses from Ontario's 24 colleges and 20 universities is one of the core services provided by Contact North | elearnnetwork.ca. As it does each year, Contact North | elearnnetwork.ca is implementing an intensive and systematic Ontario-wide campaign this fall to generate course registrations for its education and training partners from small, rural and remote areas.

To help recruit more students for your programs and courses, we took the following four special steps:

- 1) Increased the number of bilingual [course guides](#) distributed in 112 small, remote and rural communities across Ontario by 66%, from 150,000 copies per semester to 250,000 copies per semester. The course guide is a printed listing of online programs and courses available from our education and training partners. Click [here](#) to download the course guide from our website.



- 2) Launched complementary advertising (postcard reminder in August 2011 and radio advertisements planned for December 2011) to raise awareness at the community level of the distribution of the course guide.
- 3) Organized a two-and-a-half day Recruitment and Training Summit for our 51 Centre Coordinators focusing on recruitment and retention training to generate college and university course registrations for our education and training partners.
- 4) Established the Recruitment Working Group, a sub-committee of our management team, with the task of coordinating and monitoring our Ontario-wide recruitment efforts. The Recruitment Working Group is composed of the management staff responsible for recruitment and student support services in each of the four regions (East Central, Northeast, Northwest and Southwest) as well as the Executive Director, Marketing, Communications and Network Development.

We are also continuing to:

- 1) Develop and implement new local promotional tools to help generate more student referrals from local agencies in the employment and learning field including:
 1. Modifications to our business card format to include space for filling out appointment requests
 2. Development and distribution of a rack card to inform local agencies of our focus on college and university:



3. Development of a brief information packages template to outline course and program options to local agencies
- 2) Increase direct outreach to 53 smaller communities with an access centre that are not currently staffed with a Centre Coordinator.
- 3) Develop partnerships with regional and/or provincial organizations that could refer potential students.

- 4) Increase the number of the course guides to be distributed in winter 2012 (from 150,000 to 250,000) which will also include an insert listing the full-time online programs available from our education and training partners.
- 5) Develop a greater variety of flyers used to promote specific programs and courses available from our education and training partners.

CONCLUSION

During the current period of September 1, 2011 to August 31, 2012, we have set a goal of a 3% increase in the number of online course registrations supported in 2011 – 2012, to 28,048. In 2010-2011 we generated and supported 27,231 online course registrations from small, rural and remote areas.

Shane Altenstad
Director, Recruitment & Student Services, Southwestern Region
shane@elearnnetwork.ca

Shaun Baron
Director, Recruitment & Student Services, East Central Region
shaun@elearnnetwork.ca

Simone Chisholm
Director, Recruitment & Student Services, Northeast Region
simone@contactnorth.ca

Debby Sefton
Vice-president, Recruitment & Student Services, Northwest Region
debby@contactnorth.ca

Luc Comeau
Executive Director, Marketing, Communications & Network Development
luc@elearnnetwork.ca

Student/Prospective Student Requests for Online Programs and Courses Not Available at the Time of Request

During the March 1, 2011 to September 9, 2011 period, the staff at our 112 centres throughout Ontario recorded requests by students and prospective students for programming that is not currently available online from Ontario's colleges and universities:

- 49 programs
- 28 courses
- 3 apprenticeship programs

In some cases, the programs and courses may not be available during that particular semester. In others, they were not available in the specific community for online delivery.

For each request, we indicated:

- Sector (college, university, college/university collaboration, other)
- Delivery method
- Full-time/Part-time
- Number of requests
- Location requests are coming in from
- Unless otherwise noted, the courses/programs are requested in English

Data Collection

Our regional staff collects this data on programs and courses requested by students and prospective students via telephone, walk-ins at the centres and at outreach events.

It is ad hoc information, volunteered by students and prospective students.

Rose Kerr
Director, Institutional Liaison
rosekerr@contactnorth.ca

Type	Course/Program Name	Level	Delivery Mode	FT / PT	Requests	Centres
Apprenticeship	Cooks Level 1	College	Synchronous	Part-Time	1	Parry Sound (1)(NE)
Apprenticeship	Mechanic	Others	Asynchronous	Part-Time	1	Chapleau (1)(NE)
Apprenticeship	Plumbing	Others	Asynchronous	Part-Time	1	Chapleau (1)(NE)
Course	Aboriginal Language	College	Synchronous	Part-Time	2	Kirkland Lake (2)(NE)
Course	Advanced Foot Care	College			4	Fort Frances (4)(NW)
Course	APA Reference Style Workshops	College	Blended	Part-Time	1	Kirkland Lake (1)(NE)
Course	Basic Foot Care	College		Part-Time	4	Fort Frances (4)(NW)
Course	Chain Saw Course excluding Practical	Others	Blended	Part-Time	5	Kirkland Lake (5)(NE)
Course	Common Core	College	Synchronous		1	Wawa (1)(NW)
Course	Cree Language, Interpreter	College	Synchronous	Part-Time	2	Cochrane (2)(NE)
Course	Cree Language, Written	NA	Synchronous	Part-Time	1	Cochrane (1)(NE)
Course	Dental Office Administration	College	Asynchronous	N/A	1	Haliburton (1)(EC)
Course	Dental X-Ray Technician	College	Synchronous	Part-Time	2	Cochrane (2)(NE)
Course	Excel	College	Synchronous	Part-Time	1	Fort Frances (1)(NW)
Course	Foot Care	College	Blended	Part-Time	1	Wawa (1)(NW)
Course	Gas Fitter G 1 Certification	College	Synchronous	Part-Time	2	South Porcupine (2)(NE)

Course	H2S Live	NA	Synchronous	Part-Time	1	Dryden (1)(NW)
Course	High School Courses (without age restrictions)	Secondary School	Asynchronous	Part-Time	16	St Thomas (16)(SW)
Course	How to start a non-profit organization	College	Asynchronous	Part-Time	1	Cochrane (1)(NE)
Course	ILC elearning	Secondary School	Synchronous	Full-time	2	Sturgeon Falls (2)(NE)
Course	Intro to Microsoft Word 2007	Literacy	Synchronous	Part-Time	2	Orleans (2)(EC)
Course	Meat Processing/Butchery	NA	Blended	N/A	1	Haliburton (1)(EC)
Course	Medical OHIP billing	NA	Synchronous	Part-time	1	Wawa (1)(NW)
Course	Microsoft Excel 2007	Literacy	Synchronous	Part-Time	2	Orleans (2)(EC)
Course	Microsoft Power Point 2007	Literacy	Synchronous	Part-Time	2	Orleans (2)(EC)
Course	Phlebotomy	NA	Blended	N/A	2	Haliburton (2)(EC)
Course	Plumbing Theory II	College	Blended	Part-Time	1	Sturgeon Falls (1)(NE)
Course	Propane Handling	College	Synchronous	Part-Time	1	Mattawa (1)(NE)
Course	Septic System Installation	College	Synchronous	Part-Time	1	Cochrane (1)(NE)
Course	Sheet Metal Theory	NA	Synchronous	Part-Time	3	Dryden (3)(NW)
Course	Simply Accounting	College	Asynchronous	Part-Time	1	Chapleau (1)(NE)
Program	Addictions Counselling	College/University Collaboration	Asynchronous	Part-Time	1	Chapleau (1)(NE)
Program	Animal Grooming	College	Synchronous	N/A	1	South Porcupine (1)(NE)
Program	Animation	College	Blended	N/A	1	Haliburton (1)(EC)
Program	BA in Social Work	College/University Collaboration	Asynchronous	Part-Time	1	Chapleau (1)(NE)
Program	Carpentry	College	Synchronous	Full-Time	0	Nipigon (0)(NW)

Program	Child and Youth Worker	College	Asynchronous	Full-Time	2	Georgina (2)(EC)
Program	Child and Youth Worker	College	Synchronous	Full-Time	1	Cochrane (1)(NE)
Program	Civil Engineering	College	Blended	Full-Time	1	Cochrane (1)(NE)
Program	Civil Engineering Technician	College	Asynchronous	Part-Time	1	White River (1)(NW)
Program	Communicative Disorders Assistant	College	Asynchronous	N/A	1	Haileybury (1)(NE)
Program	Computer Networking Diploma	College	Asynchronous	Part-Time	2	St Thomas (2)(NW)
Program	Construction Certificate	College	Synchronous	Full-time	2	Red Lake (2)(NW)
Program	Culinary Arts	College	Asynchronous	N/A	1	Haileybury (1)(NE)
Program	Culinary Management	College	Asynchronous	Part-Time	1	Sturgeon Falls (1)(NE)
Program	Dental Hygienist	College	Blended	Full-Time	1	Chapleau (1)(NE)
Program	Developmental Service Worker	College	Blended	Part-Time	1	Ignace (1)(NW)
Program	Early Childhood Educator	College	Synchronous	Full-Time	1	Iroquois Falls (1)(NE)
Program	ECE Resource Teacher	College	Synchronous	Part-Time	1	Dryden (1)(NW)
Program	Educational Assistant	College	Synchronous	Full-Time	2	Geraldton (1)(NW) Parry Sound (1)(NE)
Program	Electrical Engineering Techniques	College	Synchronous	Part-Time	1	Cochrane (1)(NE)
Program	Environmental Technician	College	Asynchronous	N/A	1	Fort Frances (1)(NW)
Program	Environmental Water & Waste Waters Systems Operations	College	Synchronous	Full-Time	1	Nipigon (1)(NW)
Program	Food Services Worker Kitchen Management	College	Asynchronous	Part-Time	1	Sturgeon Falls (1)(NE)
Program	Health Care Aide	College	Asynchronous	Full-Time	1	Sturgeon Falls (1)(NE)
Program	Horticulture	College	Blended	N/A	1	Stratford (1)(SW)
Program	Hotel/Restaurant Management	College	Synchronous	Full-Time	1	Cochrane (1)(NE)
Program	Industrial Mechanical Millwright	College	Synchronous	Full-Time	1	Espanola (1)(NE)

Program	Medical Laboratory Technician	College	Synchronous	Full-Time	2	Cochrane (2)(NE)
Program	Native Councillor	College	Asynchronous	Full-Time	1	Fort Frances (1)(NW)
Program	Ontario Teacher Certification	University	Asynchronous	Part-Time	1	St Thomas (1)(SW)
Program	P.M.A.C.	College	Synchronous	N/A	1	Red Lake (1)(NW)
Program	Paralegal (cert. by Law Society of Upper Canada)	College	Synchronous	Full-Time	1	Haliburton (1)(EC)
Program	Paralegal post-graduate	College	Synchronous	Full-Time	2	Cochrane (2)(NE)
Program	Paramedic	College	Synchronous	Full-time	2	Chapleau (1)(NE) White River (1)(NW)
Program	Paramedic	College	Asynchronous	Part-Time	1	Chapleau (1)(NE)
Program	Personal Support Worker	College	Asynchronous	Part-Time	1	Sturgeon Falls (1)(NE)
Program	Practical Nursing Diploma	College	Synchronous	Full-Time	14	Cochrane (7)(NE) Mattawa (1)(NE) Parry Sound (1)(NE) Sault Ste. Marie (2)(NE) Sturgeon Falls (2)(NE) White River (1)(NW)
Program	Practical Nursing Diploma	College	Asynchronous	Full-Time	4	Mattawa (1)(NE) St Thomas (1)(SW) Wikwemikong First Nation (2)(NE)
Program	Practical Nursing Diploma	College	Blended	Part-Time	1	Sturgeon Falls (1)(NE)
Program	Professional Bartending/Bartending		Asynchronous	Full-time	1	MNCFN (1)(SW)
Program	Radiation Technology	College/University Collaboration	Blended	Full-Time	1	Parry Sound (1)(NE)
Program	Recreational Therapy Assistant	College	Blended	Full-time	2	Parry Sound (2)(NE)
Program	Registered Practical Nursing Medication Administration Certificate	College	Asynchronous		1	Sturgeon Falls (1)(NE)
Program	Social Service Worker Diploma	College	Synchronous	Part-Time	1	Dryden (1)(NW)
Program	Social service worker/gerontology	College	Synchronous	Full-time	1	Sturgeon Falls (1)(NE)
Program	Stationary Engineer	College	Synchronous	Full-Time	1	Cochrane (1)(NE)

Program	Ultrasound Technician Program	College	Asynchronous	Full-Time	1	Mattawa (1)(NE)
Program	Veterinary Assistant	College	Blended	Part-time	1	MNCFN (1)(SW)
Program	Veterinary Asst/Technician	College	Blended	Full-Time	1	Marathon (1)(NW)

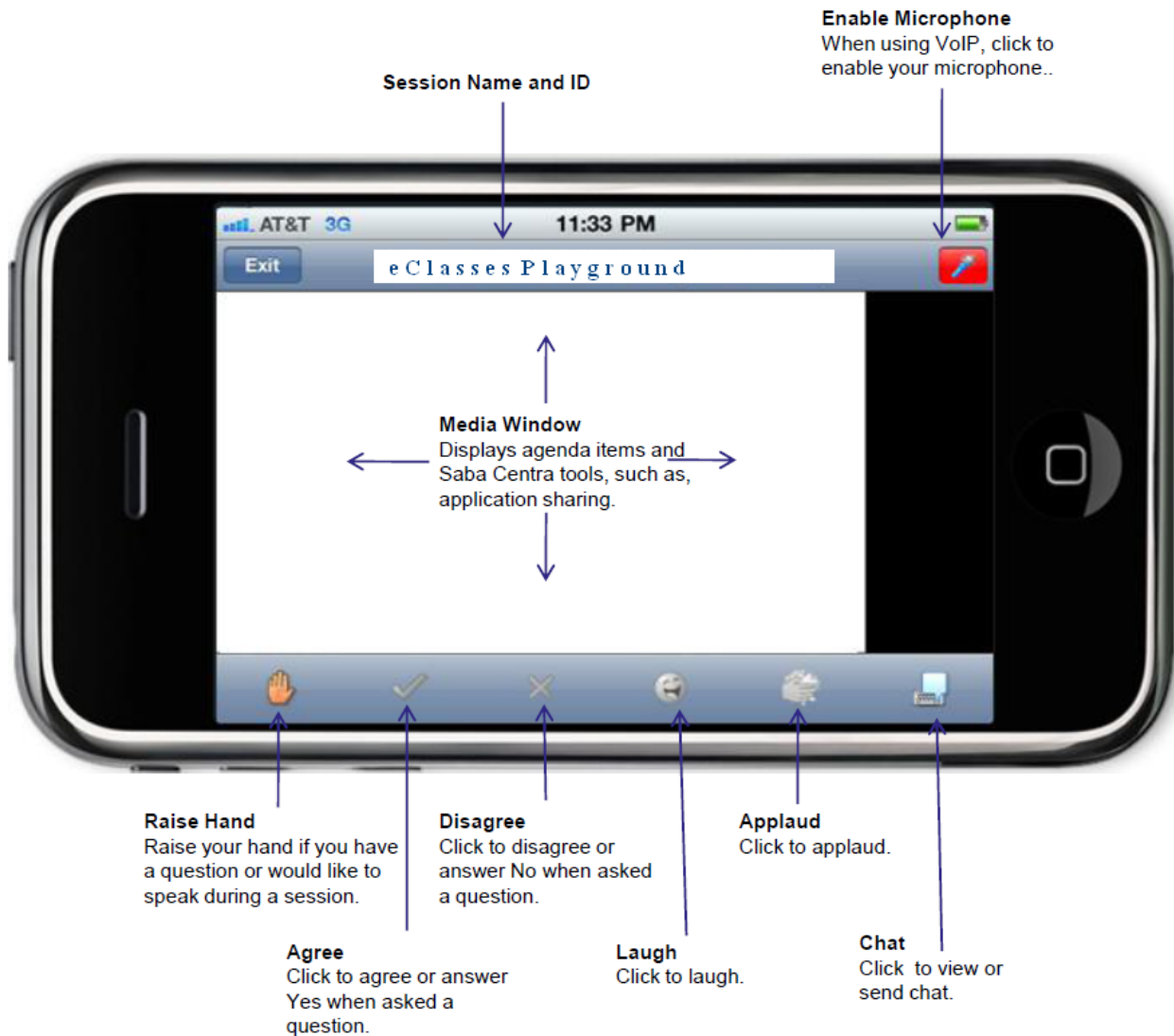
Contact North | elearnnetwork.ca Upgrades Web Conferencing Platform to Provide an Enhanced Learning Experience for Students and New Tools for Faculty and Instructors

In August 2011, we launched the latest version of our web conferencing platform, Saba Centra Version 7.7, aimed at providing an enhanced learning experience for students and new tools for your faculty and instructors. Through the web conferencing platform, Contact North | elearnnetwork.ca offers rich, real-time interactive virtual classrooms to Ontario's public colleges, universities, and training and literacy providers. (see *list of institutions using the web conferencing platform at the end of this document*)

This latest version includes the following 13 feature enhancements:


- Improved high definition audio over Internet (no long distance calling fees)
- Improved high definition video over the Internet
- Greater virtual class capacity, up to 300 students in a session
- Improved desktop sharing capabilities
- Improved drawing and markup tools
- Enhanced compatibility with Apple computers and devices
- Improved operating system compatibility including Windows, Mac and Linux
- Improved web browser compatibility including Internet Explorer, Safari and Firefox
- Extended agenda tool functionality, including new markup tools available for HTML slides and resizing of HTML slides.
- Extended application sharing functionality, markup tools now available while in application sharing session
- Introduction of ability to export agenda content to Adobe PDF
- Introduction of Closed Captioning capabilities.
- Enhanced administrative functionality

The upgrade to version 7.7 is particularly important as it includes greater compatibility for Apple computers and devices. An “app”, which can be used on Apple’s iPhone and iPad devices, is now available for the web conferencing platform. This is an important upgrade to support the use of mobile learning (m-learning) for students.




Version 7.7 also provides a “clientless” option for students. Previously, for the web conferencing platform to run on a PC or Mac computer, a small program (client) had to be downloaded and installed on the computer in order for the participants to connect to the web conferencing platform and participate in virtual classes. This new “clientless” option allows participants to participate in virtual classes through their Internet web browser without having to install the client software on their computer. While the full client method is still preferred in most cases, installing the full client can at times be difficult due to various security policies and programs used by both students and education and training partners. The browser option offers users a rapid solution for attending virtual classes using computers which prevent the installation of the full client.

Quick Reference Card – Participants – Web Browser

Speaking
1. Press and hold the Talk Button 

OR

2. Use **Lock to Talk** to speak for an extended time. Click again to allow others to speak. 

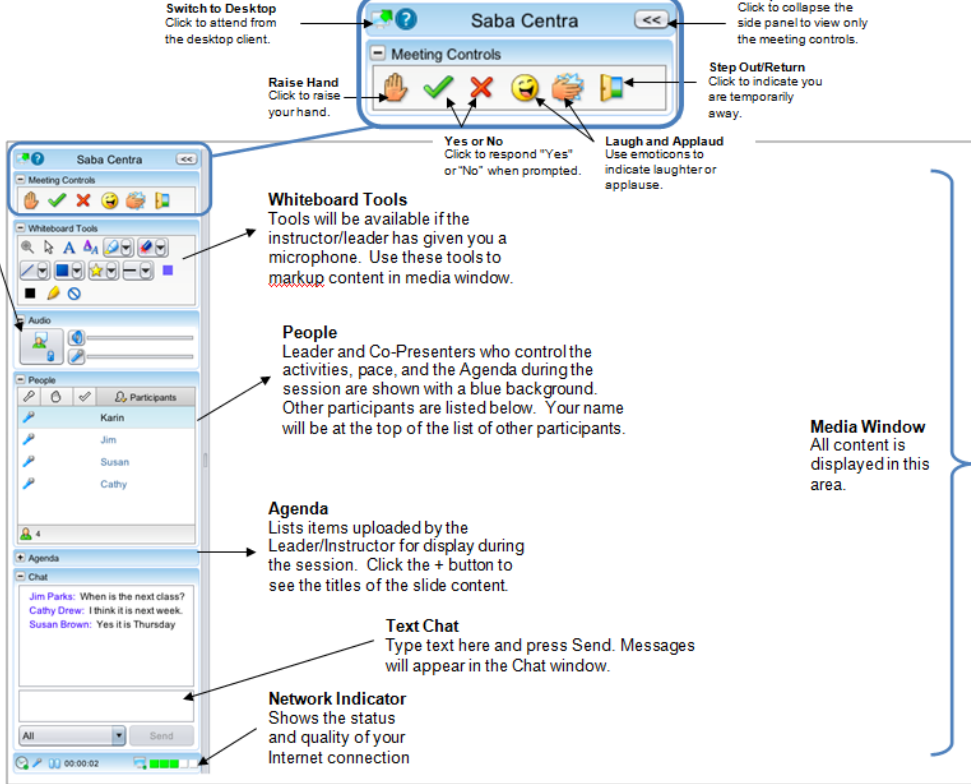
Sending Text Chat
1. Use **Text Chat** to send a message to other participants or the instructor.

2. Type a message in the text box. **Note:** A message is sent to all participants, unless you select a specific name from the drop-down list.

3. Click **Send**.

Switching to Desktop Client
At any time during your session you can switch to the desktop client (if it is installed). Click on the Launch Desktop Client green arrow in the top left corner of the side panel. Note: to switch back you will have to exit and login again.

Exiting the Session
Press the Back button on your browser.



Switch to Desktop
Click to attend from the desktop client.

Collapse Side Panel
Click to collapse the side panel to view only the meeting controls.

Step Out/Return
Click to indicate you are temporarily away.

Yes or No
Click to respond "Yes" or "No" when prompted.

Laugh and Applaud
Use emotions to indicate laughter or applause.

Whiteboard Tools
Tools will be available if the instructor/leader has given you a microphone. Use these tools to markup content in media window.

People
Leader and Co-Presenters who control the activities, pace, and the Agenda during the session are shown with a blue background. Other participants are listed below. Your name will be at the top of the list of other participants.

Agenda
Lists items uploaded by the Leader/Instructor for display during the session. Click the + button to see the titles of the slide content.

Text Chat
Type text here and press Send. Messages will appear in the Chat window.

Network Indicator
Shows the status and quality of your Internet connection

Media Window
All content is displayed in this area.

In addition to the upgrades described above, the platform was migrated to a new state of the art virtual environment. This infrastructure migration offers:

- Improved performance through use of new high capacity servers and switches
- Improved efficiency and optimized hardware usage which lowers the cost of the equipment and reduces energy consumption.
- Improved reliability using rapid recovery options which allow for shorter disaster recovery time.
- Improved availability through enhanced redundancy allowing seamless transfer to backup servers in the event of a hardware issue.

The following public colleges, universities, and training and literacy providers use our web conferencing Saba Centra platform:

- Algoma University
- Alpha Plus Centre
- Avon Maitland District School board
- Brock University
- Canadore College
- Coaches Association of Ontario
- Coalition francophone pour l'alphabétisation et la formation de base en Ontario
- Collège Boréal
- Community Literacy of Ontario
- Conestoga College
- Confederation College
- Fédération canadienne pour l'alphabétisation en français
- HROntario, Ministry of Government Services
- Jump Math
- Kingston Literacy of Ontario
- La Cité collégiale
- Laurentian University

- Mid North Network for Adult Learning
- Ministry of Children & Youth Services (CCRC)
- Ministry of Government Services
- Ministry of Training, Colleges and Universities
- Mohawk College
- Northern College
- Ontario Law Enforcement Training Academy
- Ontario Native Literacy Coalition
- Oshki Pimache-O-Win
- PARO Centre for Women's Enterprise
- Queen's University
- Sault College
- Sault Tribe of Chippewa Indians
- Simcoe/Muskoka Literacy
- Sioux Hudson Literacy Council
- Sir Sanford Fleming
- University of Toronto
- University of Western Ontario

We also provide a free comprehensive [training program](#) for all faculty and instructors using the web conferencing platform.

Paul Porlier
Director, Information Technology (IT) Services
paulp@contactnorth.ca

Fall 2011 College & University Faculty and Instructor Training Sessions

How to Use e-CLASSES Web Conferencing, Audioconferencing, Videoconferencing to Teach Students enrolled in Virtual Classes

The Fall 2011 Contact North | elearnnetwork.ca series of online instructor training events is currently underway. Sessions provide faculty and instructors at Ontario's public education and training providers a broad range of interactive training sessions to learn how to use e-learning technologies to teach students enrolled in virtual classes.

These no-cost sessions focus on how to optimize the use of technology in the online classroom and provide faculty /instructors with opportunities to practice and build effective online teaching skills.

Using Contact North | elearnnetwork.ca's learning technologies Ontario students, faculty, instructors and trainers can interact in real-time virtual classrooms. Education and training providers have the choice of using either webconferencing (e-CLASSES); videoconferencing and/or audioconferencing classrooms:

Web Conferencing (e-CLASSES): Faculty/ instructors schedule online classes using Contact North | elearnnetwork.ca's virtual e-CLASSES platform where they interact with students by using microphones and webcams to discuss topics and content, online whiteboards, sharing documents, exploring websites or breaking into smaller online work groups whenever appropriate. These virtual classes can be recorded and made available to students if an instructor chooses to do so.

e-CLASSES is available in all of our 112 access centres across Ontario.

Videoconferencing: Videoconference classes meet at scheduled time(s) and dates. Students and faculty/instructors attend and participate in live classes using video cameras and microphones to see each other, talk and work together. Presentation materials and content can also be seen at each location.

Videoconferencing is available at 77 of our access centres across Ontario.

Audioconferencing: Students and faculty/instructors attending audioconference classes participate in live conference call sessions at the pre-scheduled time(s) and dates for the course. The students and faculty/instructor interact with one another and contribute to the class.

Audioconferencing is available in all of our 112 access centres across Ontario.

FREE INSTRUCTOR TRAINING SESSIONS

This Fall, as every semester, training sessions are provided at no cost and are easily accessible online from campus, Contact North | elearnnetwork.ca Access Centres, or at any Internet access point convenient to faculty/instructors. Connection information is provided by e-mail to all registrants of the sessions.

Registration details and scheduled dates/times for the following sessions are posted at our website address [here](#).

e-CLASSES Web Conferencing Training for Instructors

These training sessions are held in an e-CLASSES virtual classroom. Registrants receive connection information by e-mail from Contact North | elearnnetwork.ca prior to their session.

Session Name	Session Topic	Description	Length
What's New in e-CLASSES v 7.7	Saba Centra v 7.7	Explore new features available in Saba Centra v7.7	60 minutes
Level 1 Part A	Introduction to e-CLASSES	Explore e-CLASSES from a student's perspective	90 minutes
Level 1 Part B	Leading e-CLASSES	e-CLASSES Content Uploading, Content Guidelines	120 minutes
Level 2 Orientation	Orientation to Content Uploading	e-CLASSES Content Uploading, Content Guidelines	90 minutes
Level 2 Agenda Builder	Agenda Builder Basics	How to use the Agenda Builder tool	60 minutes

Videoconferencing Training for Instructors

Training sessions are held in a videoconference classroom. Registrants receive connection information by e-mail from Contact North | elearnnetwork.ca prior to their session.

Session Name	Session Topic	Description	Length
Videoconference Instructor Training	Videoconference Basics	Videoconference equipment, protocols, effective practices	90 min

Audio Conferencing Training for Instructors

Training sessions are held in an audioconference classroom. Registrants receive connection information by e-mail from Contact North | elearnnetwork.ca prior to their session

Session Name	Session Topic	Description	Length
Audioconference Instructor Training	Audioconference Basics	Audioconference equipment, protocols, effective practices	60 min

ADDITIONAL RESOURCES AND SUPPORT

Additional online resources and activities are also part of our instructor training program available to faculty/instructors using Contact North | elearnnetwork.ca technologies and include the following:

e-CLASSES Laugh and Learn Series

The Fall semester brings back the informal *Laugh and Learn* weekly e-CLASSES sessions where instructors join collegially online to ask questions, share thoughts, suggestions or challenges, seek information or support in using the e-CLASSES technology. The sessions are on Fridays, 12:30 p.m. - 1:30 pm ET for interested e-CLASSES instructors.

e-CLASSES Training Resources Download Centre

e-CLASSES How To Sheets, Tip Sheets, Instructional Recordings and Videos and PowerPoint Presentation Notes to assist and support faculty/instructors using Contact North | elearnnetwork.ca technologies in virtual classrooms are available online in the Training Resources Download Centre on our website. Click [here](#) to access the Download Centre.

OVER 150 FACULTY AND INSTRUCTORS FROM ONTARIO'S PUBLIC COLLEGES AND UNIVERSITIES TRAINED EVERY YEAR

Each year Contact North | elearnnetwork.ca trains more than 150 faculty/ instructors from public colleges, universities and organizations throughout Ontario including:

Algoma University

Algonquin College

Brock University

Canadore College

Collège Boréal

College Connect

Colleges Ontario

Conestoga College

Confederation College

Durham College

Fédération canadienne pour l'alphabétisation en français (FCAF)

Fleming College
George Brown College
Government of Ontario
Haldimand Norfolk Literacy Council
Kingston Literacy
La Cité collégiale
La Coalition ontarienne de formation des adultes (COFA)
Laurentian University
Literacy Link South Central
Literacy Network Northeast
McMaster University
Ministry of Government Services
Ministry of Training, Colleges and Universities
Mohawk College
Niagara College
Nipissing University
North Algoma Literacy Coalition
Northern College
Ontario Provincial Police
Ontario College of Art and Design (OCAD)
Oshki-Pimache-O-Win Education and Training Institute
Royal Ontario Museum
Queen's University
Sault College of Applied Arts & Technology
Seneca College
Sioux Hudson Literacy Council
St. Clair College
The LearningHub, Avon Maitland District School Board
Trinity College School
Université de Sudbury

Lois Tobin
Senior Director, Learning Technologies
lois@contactnorth.ca

Update on Contact North | Contact Nord Board of Directors Name Recommendation Committee

In December 2010, the Contact North | Contact Nord Board of Directors established the Name Recommendation Committee to develop a recommendation to the Board of Directors for a new name for the corporation as a result of its transition to an Ontario-wide mandate.

The Name Recommendation Committee includes the following members:

- Paul Taillefer, Chair of the Contact North | Contact Nord Board of Directors (Chair of the Committee)
- Sylvia Barnard, Vice-Chair of the Contact North | Contact Nord Board of Directors
- Michelle Fach, Chair of the elearnnetwork.ca Executive Committee
- Janice Priest, Vice-Chair of the elearnnetwork.ca Executive Committee

Maxim Jean-Louis, President – Chief Executive Officer and Marion Zuback, Director, Financial Services act as resources to the Committee.

The Committee has engaged in the following activities:

1. Contracted with DDB Canada, a creative agency, through a competitive process to assist with the organization of focus groups and development of options for a new name for the corporation.
2. Focus groups with users and prospective users of our services were conducted in communities across Ontario in the spring to gauge their impressions of Contact North | elearnnetwork.ca and help guide the development of potential names.
3. Members of the Committee participated in a full day Brand Conviction Workshop on June 2, 2011, in Toronto to review the results of the focus groups and validate the results.
4. The Committee received a presentation from DDB Canada on July 5, 2011, with a series of possible names. The Committee was not satisfied with the name options presented and requested that DDB develop additional options.
5. The project was temporarily put on hold over the summer months.

6. The Committee met on September 12th and asked DDB to finish their work and present additional name options for the Committee's consideration in early October.
 - a. If the Committee does not recommend any of the proposed options, DDB will provide a final report by the end of October on the entire process.
 - b. If the Committee selects one of the name options, DDB will provide the final version including all supporting information by the end of November.
7. The Committee will report back to the Board of Directors as to the findings and a recommendation for going forward, dependent on the outcomes.

This is in fact the second phase of the process of developing a name for the corporation. In June 2010, the Contact North | Contact Nord Board of Directors, supported by the elearnnetwork.ca Executive Committee, approved the name "Contact Ontario" as the proposed name to be included in a submission to the Ministry of Training, Colleges and Universities. Based on informal feedback from key stakeholders on this proposed name, the Board of Directors approved this second phase of the process.

Maxim Jean-Louis
President – Chief Executive Officer
maxim@contactnorth.ca