

# Sauder School of Business Remote/Rural CSL Pilot

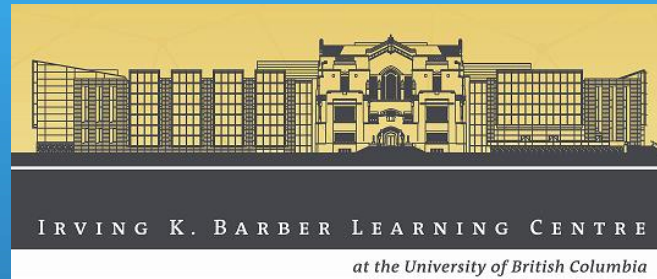
Rebecca Kindiak

Manager, Research and Evaluation  
UBC-Community Learning Initiative

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# Pilot Partners

- I K Barber Centre



- UBC-Community Learning Initiative



- ISIS, A Research Centre at the Sauder School of Business



# Community Partners

- Terrace
- Campbell River
- Fort St John
- A mix of small businesses, non profits and local economic development agents
- How were these partners identified?

# CSL Courses

- 4<sup>th</sup> year E-Marketing
- 4<sup>th</sup> year Marketing Communications
- 4<sup>th</sup> year Information Systems Analysis and Design
- MBA E-business
- 3<sup>rd</sup> year E-business

# Students and Projects

<b>Course Code</b>	<b>Course Instructor</b>	<b>Number of Students Involved in CSL</b>	<b>Nature of Student Projects</b>
BAIT 513 Managing E-Business	Dr Ron Cenfetelli	21	E-business consulting
COMM 462 Marketing Communications	Paul Cubbon	19	Preparation of Communication Strategy and MarCom campaign
COMM 464 E-marketing	Paul Cubbon	15	Adwords Challenge and Online Marketing Plan
COMM 436 Information Systems Analysis and Design	Dr Andrew Burton Jones	18	Information system consulting
COMM 336 Introduction to E-Business	Dr Mingdi Xin	4	E-business consulting

# Outcomes

- Student learning

‘A richer learning experience’ ...a chance to work on a project that really mattered to the people we were working with.’ - MBA student

- Community capacity development

‘The value that this pilot has brought to our community would be in the region of \$100K’. Terrace-based community partner

# Next Steps

- Formal evaluation
- Expanding to new communities
- Deepening the engagement in existing communities
- Expanding to new courses
- Embedding CSL within the academic fabric at Sauder

# Further Information

- [www.csl.ubc.ca](http://www.csl.ubc.ca)
- [Rebecca.Kindiak@ubc.ca](mailto:Rebecca.Kindiak@ubc.ca)

Thank you!