





## Jim's Corner

This past month, we celebrated Keyano College's 12<sup>th</sup> Annual Aboriginal Awareness Day. The event was

organized by the Aboriginal Education Coordinating Committee to highlight the cultural heritage of aboriginal people in our region.

Keyano College has a long history of support of aboriginal communities through a variety of educational programs, services and facilities. In fact, our name, Keyano, derives from a

Cree word that means "sharing". The name of our institution stands as a reminder of the College's on-going commitment to serve the educational and professional needs of our aboriginal neighbors in northeastern Alberta.

The Department of Communications and Development has embarked on a project to make us all look good! The Department has undertaken a comprehensive exercise to develop a strategic brand image that will communicate Keyano's message in a visually consistent and dynamic way. Many of you were involved in the development of our Strategic Plan which outlined one

of the goals that directed us to "Assess the effectiveness of strategies used to communicate Keyano's programs and devise and implement the next generation of strategies." In addressing this goal, the Department of Communications and Development has designed a visual template and message that will greatly enhance our image in the community.

How we visually present our College to the public has a tremendous impact on the perceptions people have of Keyano as a comprehensive and diverse institution that provides excellent education, training and services. The visual identity standard will ensure that all Keyano communications are coordinated to foster long-term understanding and create a strong appreciation of the quality of education services and programs that we offer. Keyano's new brand will make the College more visible by utilizing consistent messages and themes as well as uniform graphic standards.

You have likely seen some aspects of the new brand image in our recent print advertisements. I think you will agree that Keyano's new brand is an exciting, dynamic representation of our institution, and reflects the wealth of opportunities that are available to the residents of northeastern Alberta. Examples of the new brand can be viewed on our website at [www.keyano.ca/graphic](http://www.keyano.ca/graphic).



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## Arctic Winter Games Update

### Athletes arriving this week

Carol Theberge, Coordinator of the Keyano venue for the Arctic Winter Games (AWG), reminds staff and students that athletes will begin to arrive at the College on February 27.



In addition to Northern Alberta, this year's contingents include the Yukon, Alaska, the Northwest Territories, Greenland, Nunavut, Yamal-Nenets and Magadan of Siberian Russia, Nunavik-Quebec and the Sami people of Northern Finland, Norway and Sweden.

It will be lights out by 12:00 a.m.—the curfew for participants staying at the College. AWG chaperones will be on hand at King's Lounge, which will be open to students, staff and participants from 7:00 a.m. to 11:00 p.m.

### Carolyn Slade of First North

**Catering** reported during a recent AWG meeting at the College that, including Keyano, her company expects to serve approx. 52,500 meals over the course of the Games.

### Games Preparation

Student Housing is looking for white Christmas lights to decorate the student living room of the 'Purple Palace'. If you have lights to lend, call Housing Assistant Kelly Tetreault at 791-4926.

The Childhood Development department is looking for concentrate juice cans with lids or beaded car seat covers to assist in the children's programming at the Games. Donations can be dropped off at room 212.

### Parking

The first row in Parking Lot C stalls 300-327, behind the Bob Lamb Industry Education Centre, will be designated as parking for the AWG from February 24 to March 7. The remainder of this parking lot is available to staff and students.

### Tickets

The AWG Marketing Manager has provided the following ticket information to help clarify any questions (except for Children under 6 who only require

tickets for Opening and Closing Ceremonies and Children under 2 who do not require any tickets):

**Sport SuperPasses** enables you to attend all sporting events, including finals on a first come, first served basis. Outdoor events will not be ticketed. Volunteers will gain free entry for their sport only.

**Concert SuperPasses** allows the holder to attend all three cultural concerts—Stoney Mountain, Leela Gilday and Aaron Lines on Sunday, February 29; Undertakin' Daddies, The Johnny Guitar Blues Band and Crystal Plamondon on Tuesday, March 2; and The FunHouzE Crew, Spare Parts and Reddation on Thursday, March 4. The concerts begin at 8 p.m. in the ATCO Plaza.

**The Syncrude Opening Ceremonies and Telus Closing Ceremonies** require tickets for every person, including volunteers and staff. The ceremonies will be held in the ATCO Plaza on MacDonald Island.

## Keyano's Emergency Medical Response programs grow with community

The Emergency Medical Technician - Ambulance and Technologist - Paramedic Programs at Keyano College are helping address the Municipality's expansion needs, according to **Jim O'Brien**, Deputy Chief of Training for the Fort McMurray Fire Department.

"Our local fire halls provide students with their ambulance practicum, which works very well," said O'Brien. "We're very happy with the quality of graduates." Two graduates from the first class are currently working for the department.

While there were only 52 fire and emergency response employees in this

region in 2000, the goal is to increase that number to 116 by 2005. This is evident with the opening of a new Hall 4, slated for March 2004 in Timberlea and the renovation and expansion of the Gregoire Hall, Fire Hall 2.

It was in 2000 that the Fire Department identified the need for local training, said **Brad Grainger**, Keyano College Pre-Hospital Care Programs Coordinator. Larger centers such as Calgary and Edmonton were getting the majority of the required specialists. Grainger was approached in September 2001 to coordinate the first EMT-

Paramedic Program for 11 students at Keyano College.

Keyano was approached again in January of 2003 by the community to offer an EMT-Ambulance program, which got underway in October with an intake of 17 students. Approval was granted by the Alberta College of Paramedics for Keyano to develop its own Emergency Medical Technician - Ambulance and Technologist - Paramedic programs in the summer of 2003. Currently the College has both programs running for the second time with 18 EMT-A and nine Paramedic students registered.