The State of University Continuing Education Across Canada

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Agenda

Part One: Level Set

Indicators: Shifting Student Demand
Overview: University Continuing Education in Canada Today
Insights: Opportunities and Challenges for UCE Leaders
Mission: The Core Value Proposition of UCE

Part Two: Discussion

Readiness: Universities and Industry 4.0
Role: UCE and the Institutional Framework
Recommendations: Establishing a True Lifelong Learning Ecosystem
Indicators

Student Demand is Shifting
Outcomes and Expectations are Misaligned

Why Students Pursue Postsecondary Education

- **58%** Job and Career Outcomes
- **23%** General Motivation to Learn
- **19%** Other

Underemployment Among Recent Graduates

- **41%** Underemployed
- **59%** Appropriately Employed

Sources:
- Gallup (Learner Aspirations)
- Inside Higher Ed (Underemployment)
Students Tie Education ROI to Career Support

Was Taking Out Student Loans Worthwhile?

72% 9%

Source: Strada Public Viewpoint Survey
Learner Priorities are Shifting

Considerations When Choosing an Education Program

- 38% Relevance
- 28% Streamlined
- 24% Value
- 10% Stacking

68% Prefer non-degree and alternative credentials

Source: Strada Public Viewpoint Survey
Overview

University Continuing Education in Canada Today
Mixture of UCE Program Types and Modalities

**Program Types**
- Online Education
- Corporate Training
- Upskilling & Reskilling
- International Programs
- Part-Time Degrees
- PLAR
- Online Ed Support
- Academic Prep
- Faculty Training
- Community Engagement
- Language Education
- Personal Interest

**Range of Modalities**
- In Class
- On Site
- Online (Synchronous)
- Online (Asynchronous)
- Evening
- Weekend
- Intensive
- Hybrid

Source: CAUCE and Universities Canada,
Overviews of Micro-Credentials and the Adult Learning Ecosystem in Canada’s Universities
Diverse Students and Support Services

**LEARNER PERSONAS**

- Entry-Level Career Builder
- Mid-Life Career Changer
- Workforce Re-Enterer
- Career Enhancer
- Equity Seeker
- Part-Timer
- New Canadians
- Displaced/Unemployed

**LEARNER SUPPORTS**

- Writing Centre (66%)
- Language Skills Training (55%)
- General Study/Leaning Skills (53%)
- New Culture Adaptation Skills (48%)
- Employment Readiness & Job Search (45%)
- Mental Health Support (45%)
- Numeracy Supports (37%)
- Learning Commons (21%)
- Job Placement (3%)
- Education Financing (3%)

Source: CAUCE and Universities Canada; Overviews of Micro-Credentials and the Adult Learning Ecosystem in Canada's Universities
Operational Frameworks for Canadian UCE

Where University Continuing Education Sits In the Institution

**OPERATING MODEL**
- 60% Standalone
- 20% Centralized
- 20% Other

**FINANCIAL SELF-SUPPORT**
- 71% Mostly/entirely financially self-supporting
- 29% Moderately financially self-supporting

Source: CAUCE and Universities Canada, Overviews of Micro-Credentials and the Adult Learning Ecosystem in Canada’s Universities
Insights

Opportunities and Challenges for CE Leaders
Qualifying Senior Leadership Support for UCE

**SENIOR LEADERS SUPPORT CE SCALE**

76%

**FOLLOW-THROUGH IS MORE CHALLENGING**

“Support from higherups is common at every stage of the leadership ladder, **but it’s difficult to execute on that support** ‘when the pie is shrinking.’”

Anonymous Survey Respondent

“To really play in this space you have to resource it.”

Rob Westervelt | Vice President for Strategy and Innovation, Lindenwood University

Source: The EvoLLLution and Modern Campus, The State of Continuing Education 2021
Mission

The Core Value Proposition of University Continuing Education
University Continuing Education:

- The nucleus of the lifelong learning ecosystem
- The driver of programmatic innovation
- The workforce development access hub
- Influences community growth and transformation
- Impacts local labour market readiness
- Essential to the work: Universities must do to support the future of work