

**CAUCE**  
Canadian Association for  
University Continuing Education

# The State of University Continuing Education Across Canada

**Sheila LeBlanc**

Director of Continuing Education, University of Calgary

**Ian Allen**

Executive Director of the College of Extended Learning, University of New Brunswick

**Amrit Ahluwalia**

Editor in Chief, The EvoLLLution and Director of Content, Modern Campus

# 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

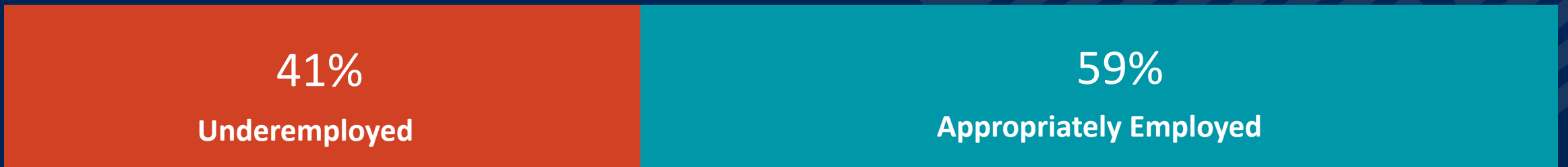


# Outcomes and Expectations are Misaligned

## Why Students Pursue Postsecondary Education



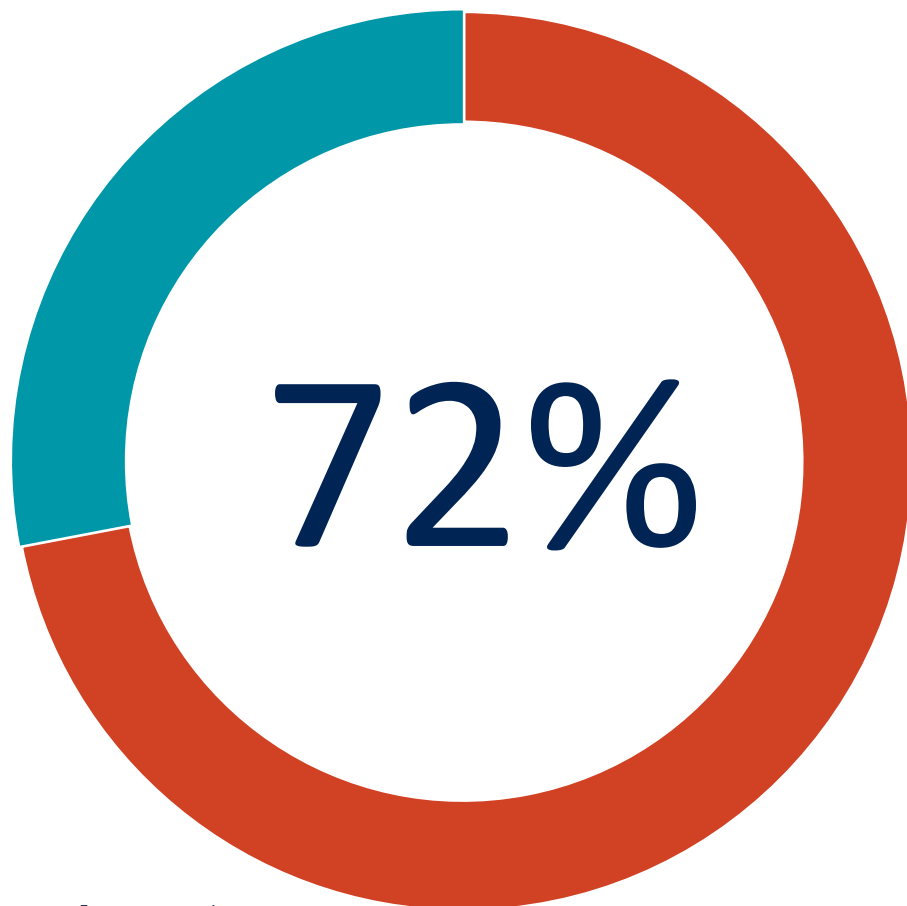
## Underemployment Among Recent Graduates



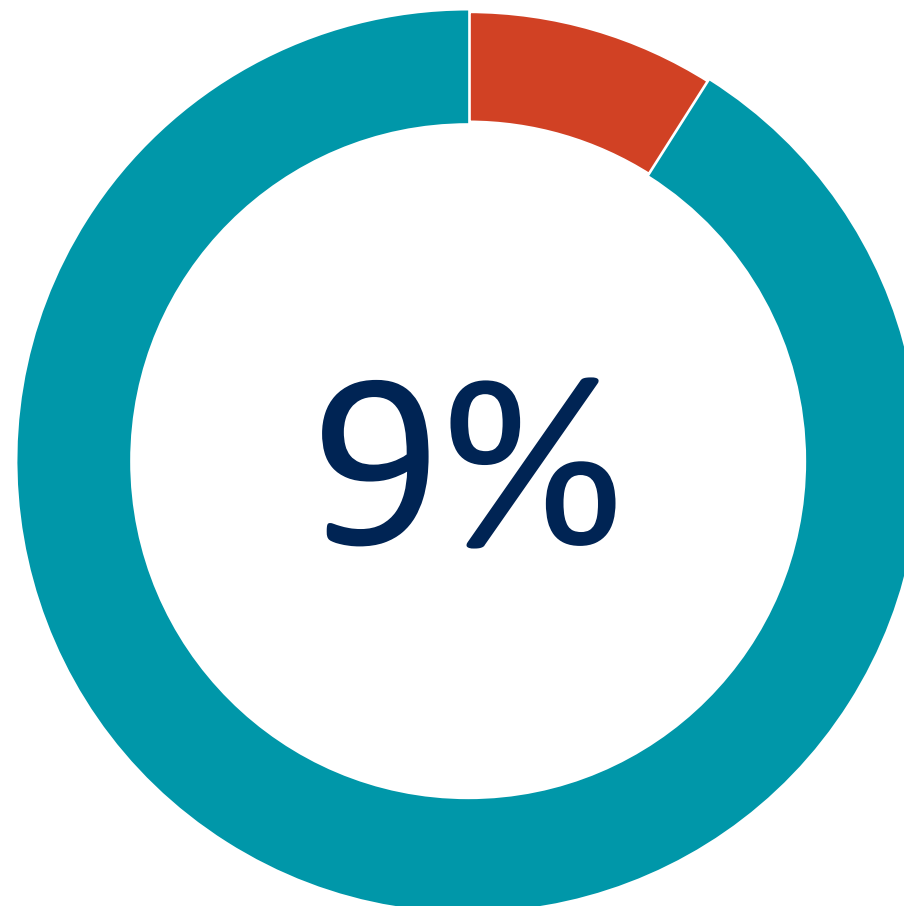
# Students Tie Education ROI to Career Support

## Was Taking Out Student Loans Worthwhile?

**STRONG CAREER SUPPORT**

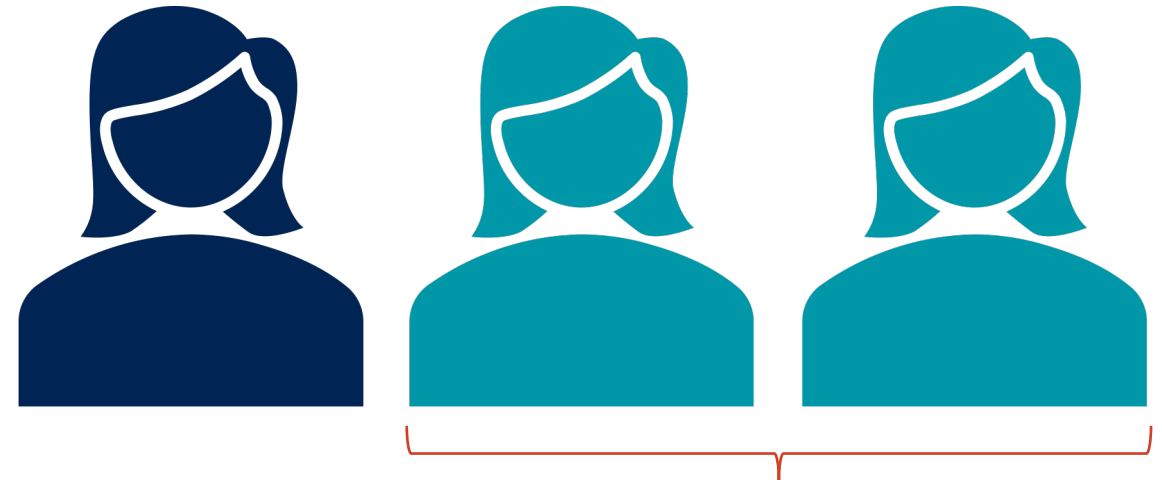
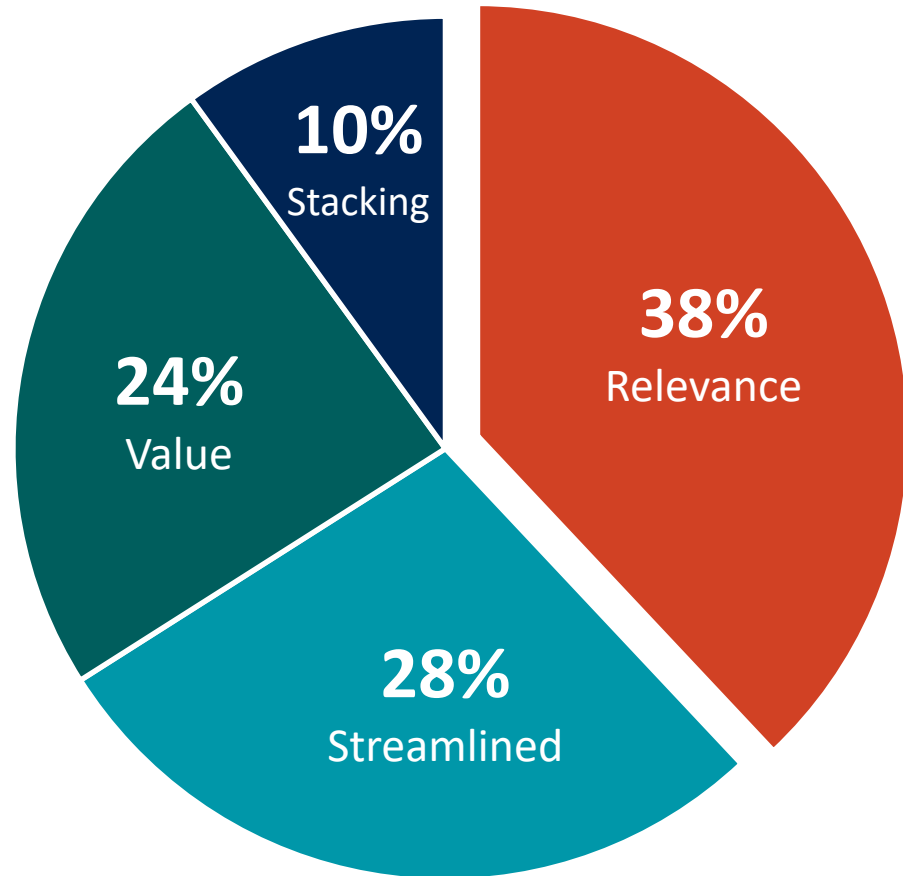


**POOR CAREER SUPPORT**



# Learner Priorities are Shifting

## Considerations When Choosing an Education Program



**68%**  
Prefer non-degree and  
alternative credentials

# Overview

## University Continuing Education in Canada Today

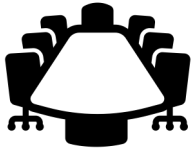


# Mixture of UCE Program Types and Modalities

## Program Types



Online Education



Corporate Training



Upskilling & Reskilling



International Programs



Part-Time Degrees



PLAR



Online Ed Support



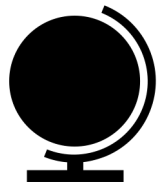
Academic Prep



Faculty Training



Community Engagement



Language Education

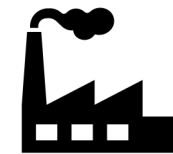


Personal Interest

## Range of Modalities



In Class



On Site



Online (Synchronous)



Online (Asynchronous)



Evening



Weekend



Intensive



Hybrid



# Diverse Students and Support Services

## LEARNER PERSONAS

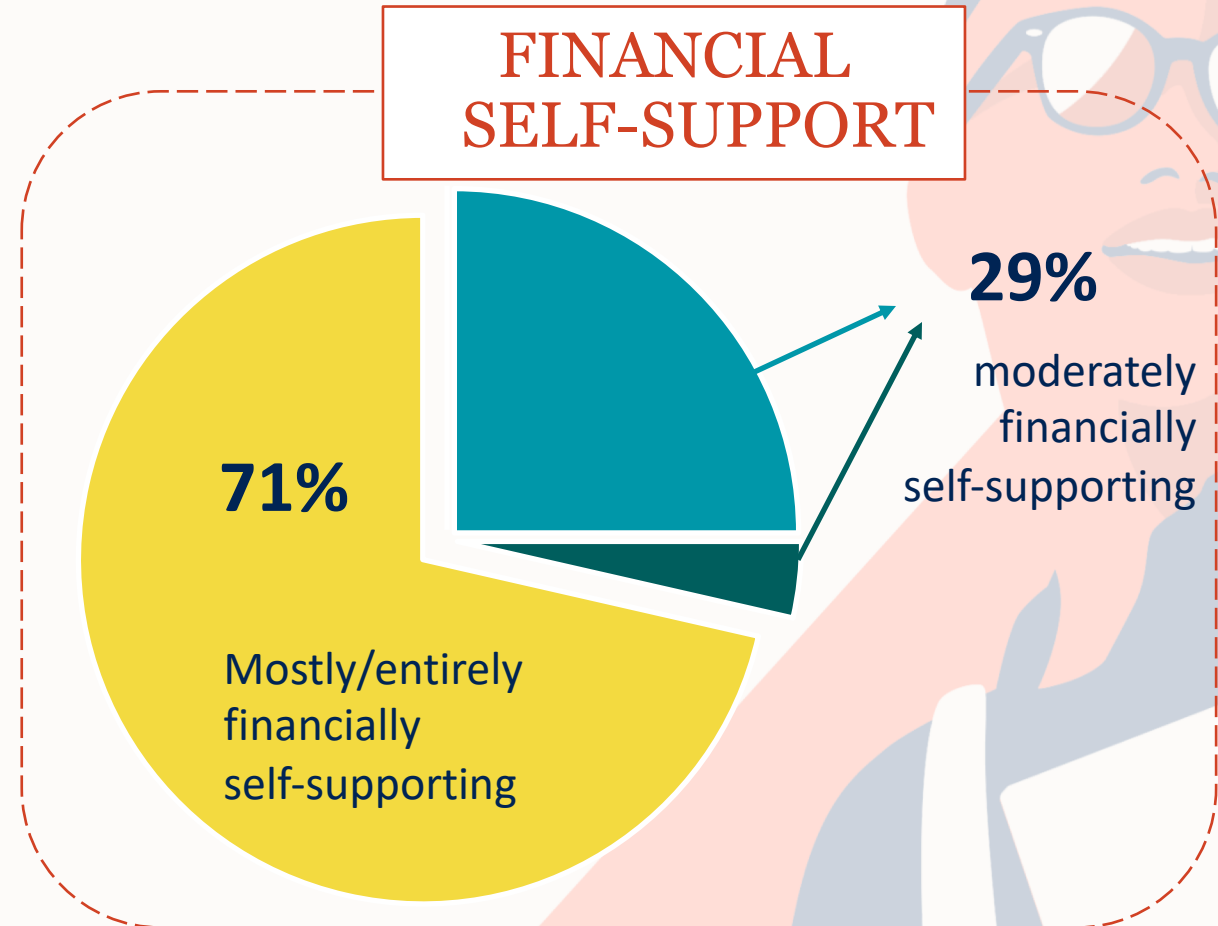
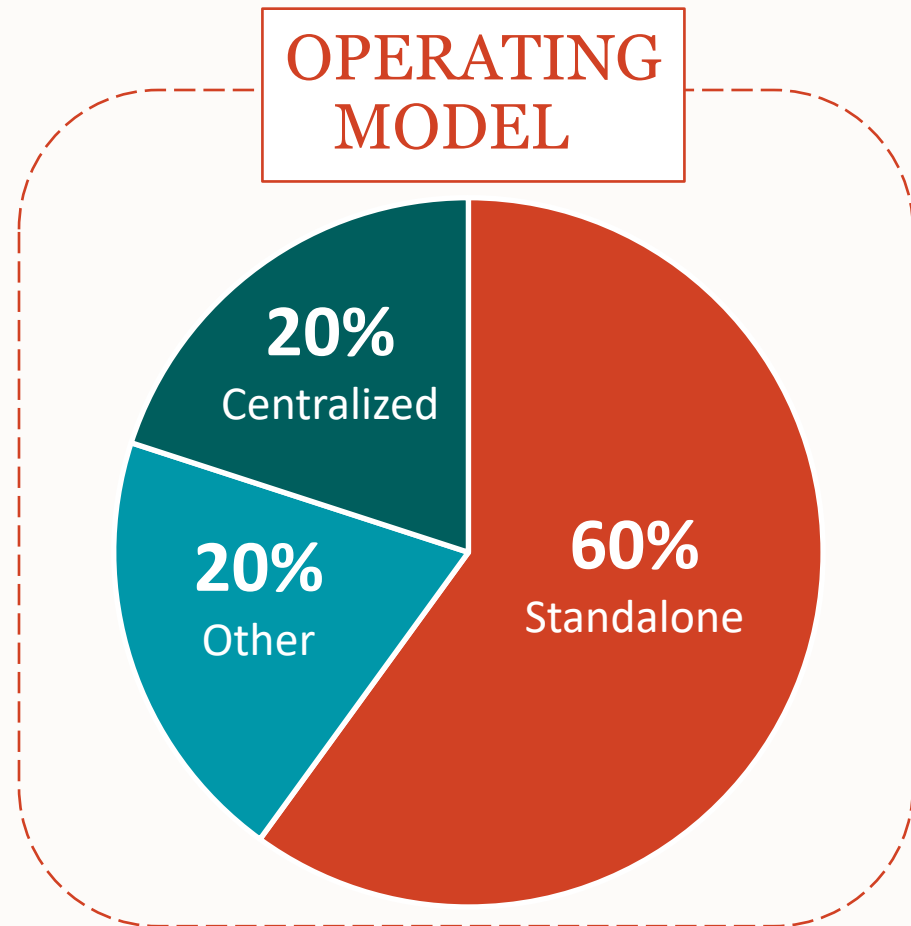
- Entry-Level Career Builder
- Mid-Life Career Changer
- Workforce Re-Enterer
- Career Enhancer
- Equity Seeker
- Part-Timer
- New Canadians
- Displaced/Unemployed

## 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%)

# Operational Frameworks for Canadian UCE

## Where University Continuing Education Sits In the Institution

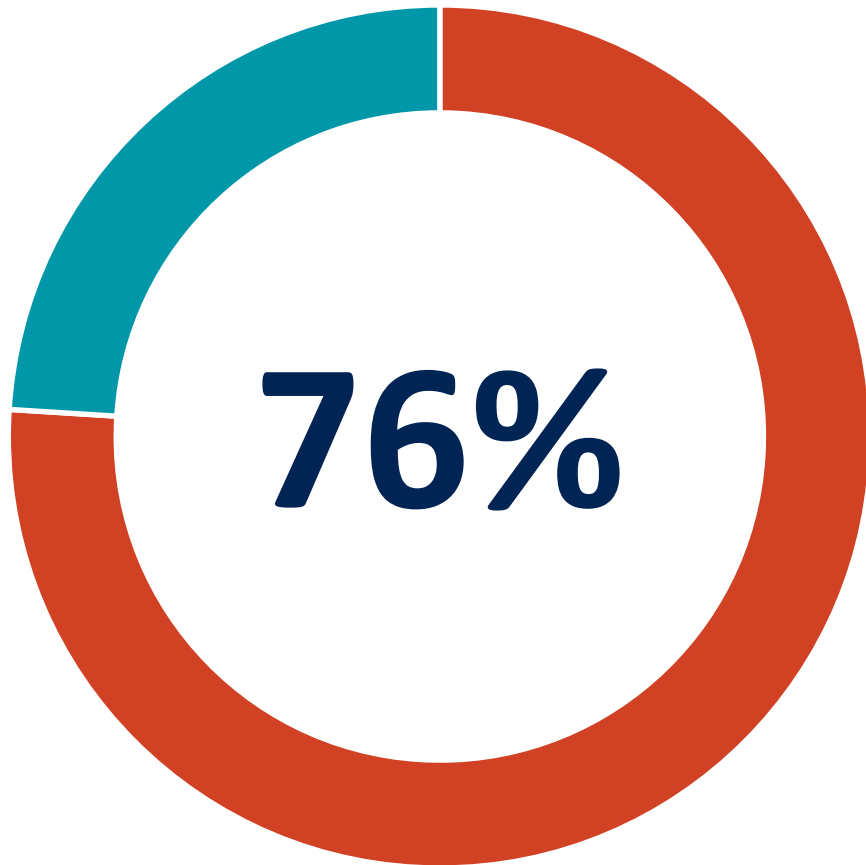


# Insights

## Opportunities and Challenges for CE Leaders

# Qualifying Senior Leadership Support for UCE

SENIOR LEADERS SUPPORT  
CE SCALE



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

# 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