



Continuing Education Council of Senate Report

September 2024

CE UNIVERSITY OF ST. MICHAEL'S COLLEGE
CONTINUING EDUCATION
Learning with Purpose

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Introduction

This report provides an update on activities and initiatives since the last report distributed in advance of the April 2024 meeting of the CE Council. Over the past few months, we have continued to focus on operational and process development, as well as new program development and learner recruitment.

The meeting package also includes a draft 3-year workplan for the Division intended to provide a strategic focus for each year to renew the Division and to achieve its full potential as a provider of both personal and professional growth programs and courses.

Governance

An additional member has been invited to join the Continuing Education Council:

Roberto Machado is an Ontario Certified Teachers (OCT) who has experience developing and teaching Additional Qualification (AQ) courses for teachers. Roberto is also an USMC alumnus.

The expansion of the Council to include an additional OCT is important as the Division prepares to offer accredited AQ courses. It is anticipated that a subcommittee comprised of Council members who are OCTs will be established to satisfy the Ontario College of Teachers requirement that all AQ providers have a Teacher Education Advisory Committee.

The appointment of Roberto Machado as an alumnus also brings the Council into full compliance with the USMC Senate statutes which require 2 alumni representatives on the council.

Council of Continuing Education Division

Membership and terms where applicable

David Sylvester, President, USMC

Irene Morra, Principal, USMC

Jerry Skira, Dean, Regis-St. Michael's Faculty of Theology

James Roussain, Interim Chief Librarian, USMC

Michael Salvatori, Director, Continuing Education USMC, CE Council Chair

Kathryn Cooper, Program Manager, Advanced Diploma Social Responsibility & Sustainability USMC, CE Council member appointed to Senate Committee on Academic Planning

Mimi Marrocco, Course Instructor, Advanced Diploma Social Responsibility & Sustainability USMC

Theresa O'Keefe, Professor, Practice, Religious Education and Youth and Young Adult Faith, School of Theology and Ministry, Boston College, Appointed February 2024 to a 4-year term

John Kostoff, Executive Director, Ontario Catholic Supervisory Officers' Association, CE Council Vice Chair

Ritika Jain, Program Coordinator, Ryse Solutions, Inc., Appointed February 2024 to a 4-year term

Roberto Machado, OCT, Appointed February 2024 to a 4-year term

Disha Makhijani, Executive Assistant Continuing Education, Secretary to CE Council

Strategic Planning

The Division has developed a draft 3-year workplan to guide the ongoing renewal of the Division.

Year 1 of the plan (current year) is focused on expansion and foundation building and includes the expansion of course offerings, development of a marketing and outreach plan, and building strategic partnerships.

The focus of **year 2** beginning in 2025 is consolidation and quality enhancement. Among the strategic goals in year 2 are the development of quality assurance measures, assessment of learning outcomes and learner satisfaction, the exploration of international course offerings and the implementation of sustainable practices in Continuing Education.

Year 3 of the plan will focus on innovation and sustainability of the Continuing Education Division. In year 3, diversification will allow the Division to expand its revenue through customized training and leadership programs. While continuing to expand programs and partnerships, the Division will also examine and integrate emerging technologies such as Artificial Intelligence and immersive technologies to enhance the learner experience.

A high-level budget outlining projected expenses and revenues to accompany the workplan is in development.

The feedback of members of the CE Council will be valuable in refining this workplan. Once finalized, the workplan will be used to report on the Division's work through CE Council reports.

Operations

Business process and policy and procedure development continue to be points of focus of the Continuing Education Division heading into Fall 2024.

Key items in development at present include a process map for the creation and launch of new professional studies courses and a marketing and recruitment plan.

The current course registration and payment platforms used for the existing programs have been adapted to include some new programs the Division anticipates offering in Fall 2024 and Winter 2025.

While the current system is adapted for immediate use, the Division is exploring a long-term integrated solution to include an application, registration, e-commerce, and proof of learning platform that can be integrated into the website. It is anticipated that a permanent integrated solution will be adopted by the end of 2024 that will include a learning management system to support learners in all courses and programs. The platforms under consideration also include some student information system and reporting functions.

Human Resources

The Continuing Education Division welcomed Roxanne Wright as the Manager of Program Development and Delivery on July 2, 2024.

Roxanne brings a wealth of experience and expertise in continuing education, adult education, curriculum design, and program development and has worked most recently at Toronto Metropolitan University and the School of Continuing Studies at the University of Toronto.

In her role Roxanne oversees the development of new and innovative general interest and professional learning courses and programs. She also leads the development of recruitment and promotional strategies and strategic partnerships in addition to the appointment and supervision of experienced and engaging course and program instructors, facilitators and course developers.

The Division also welcomed Purvi Jaswal, a University of Toronto student in the summer [Work-Study program](#) sponsored by the University. In her role of Events Assistant, Purvi supports the marketing and recruitment of our programs on social media and provides onsite support at events including set up, provision of supplies, registration and providing direct support to the instructors and speakers.

We are pleased that Purvi will continue in her role for the fall term as part of the work-study program.

Marketing and Recruitment

The CE Manager of Program Development and Delivery, Roxanne Wright, is currently collaborating with the Communications Unit to develop a marketing and recruitment plan. The plan has 2 broad purposes: promote awareness of the renewal of Continuing Education at USMC and recruit participants for new and existing courses and programs.

The plan will include the following elements:

Identification of our target audiences

- demographics, interests, and needs
- preferred means of communication and course delivery

Key pain points or needs of our target audience

- challenges or problems are they trying to solve
- capacity of our offerings to address these needs.

Main competitors and collaborators

- strengths and weaknesses
- complementarity of offerings, partnerships

Market trends influencing Continuing Education

- emerging trends that could affect our strategy
- how to leverage trends to our advantage

Marketing tactics

- Paid and earned media opportunities
- Exhibits and demonstrations

As the plan is being developed, the Division is engaging in several different marketing and recruitment activities to acquire information on effective practices.

To date the USMC social media channels, LinkedIn, X, Facebook and Instagram have been used to advertise the general interest courses. The Division has also identified a series of events, conferences and opportunities for in-person exhibits and presentations which will allow CE to promote courses and programs.

One pilot event was held in August 2024 at Presentation Manor to promote the Interfaith Dialogue Program to residents with an offer of free registration to increase numbers in the fall courses.

Website redevelopment project

The University is redeveloping its website, which is expected to relaunch in January 2025.

The CE Division will benefit significantly from this redevelopment project which will support the creation of the CE Division as one of four distinct components of the USMC website: USMC (the institution), St. Michael's College (undergraduate division), RMS Faculty of Theology and the Continuing Education Division.

The information architecture for the CE site has been determined and will include the following main pages:

About Us

- Mission, Vision and Values
- Why Study with USMC CE
- USMC Traditions and History
- Staff
- Governance

Professional Learning

- Social Responsibility & Sustainability
 - Diploma program
 - Standalone courses: Climate change, Social Impact, Materiality Assessment
- Teacher Education
 - Additional Qualification courses
- Faith and Spirituality
 - Diploma in Interfaith Dialogue

General Interest Learning

- Arts & Culture
 - Book Arts
 - Contemporary issues through Children's Literature
 - Medieval Symposium
- Faith and Spirituality
 - Poetry, Prayer and the Political Moment
- Language and literature
 - Irish language, culture and sport

What's Happening

- Events
- Newsletter

Staff in the CE Division will attend a web writing workshop to support the development of text for each of the pages aligned with industry standards. The draft version of the CE site will be ready by mid-fall 2024.

Summary of Spring 2024 Courses

We re-launched our general interest courses in June 2024 which included one course and a half day event.

The course, Exploring the Arts of the Book, was held on Tuesday evenings from June 4 to June 25, 2024 (6:30 – 9:00pm) in the Kelly Library Print Studio.

The instructor, Andrew Huot, is a book artist and bookbinder in Toronto, ON, Canada, where he operates Big River Bindery. Course participants learned a range of book arts from both Western and Eastern traditions, beginning with paper decoration and then completing several modern book forms. Students took with them experience and handouts to recreate these practices at home for use as sketchbooks, journals or artists' books.

While this initial offering was undersubscribed at 5 students, post course survey feedback indicated that the participants found Andrew to be a warm, knowledgeable, and passionate instructor who taught the art of bookbinding with a thoughtful, step-by-step approach. The workshop scheduling (a weeknight evening) suited the schedule of most participants. Participants also found the learning, projects, and lessons valuable.

Participants suggested that they would benefit from handouts, such as a glossary of terms and illustrations for reference after the course, as taking notes during demonstrations was challenging. They also suggested extending the course to 6 or 8 weeks to accommodate different learning paces and reduce the feeling of being rushed. Despite these suggestions, the course was highly praised. Some participants from this course have enrolled in the fall course which will be offered by Andrew in the fall on printmaking.

The second general interest event, held on Saturday June 22 was a Dante lecture and garden tour held on campus.

Guest lecturer, USMC Professor Giulio Silano, provided an enlightening learning opportunity to the community on Dante Alighieri's immortal work, the Divine Comedy. The event included lunch, and a tour of the Dante Sculpture Garden created by artist Timothy Schmalz, and an opportunity to view the DiGiovanni Dante Collection in the Kelly Library. Kelly Librarian, Noel McFerran provided an interesting and insightful commentary on the collection.

The event was well attended with 32 participants who expressed appreciation for the lecture by an esteemed scholar and were also appreciative of the chance to view and learn about the Dante Collection in the Kelly Library. Notable donors in attendance included Caroline Di Giovanni (donor of the Dante Collection in the Kelly Library along with her husband Alberto), Sylvia and Edmond Vanhaverbeke (patron donors to the Dante Garden). Some guests noted that the venue (Fr. Madden Hall) did not have the best acoustics and sometimes made the speaker difficult to hear properly. As a solution, those that attended were sent a summary of the lecture via email.

New Program Delivery

A schedule of fall 2024 and spring 2025 professional and general interest courses and programs is attached to this report.

An analysis of the new course and program offerings will be undertaken following the delivery of the course and program offerings and will include enrollment, revenue generation, learner satisfaction and instructor feedback. This information will contribute to the design and delivery of courses in spring and fall 2025.

Micro Credential Development

Micro-credentials, defined as a certification of assessed learning associated with a specific and relevant skill or competency, are becoming more prevalent among providers of continuing education and higher education generally. Micro-credentials permit rapid retraining and often augment traditional education through pathways into postsecondary programs.

[ECampus Ontario](#), sponsored by the Ontario Ministry of Colleges & Universities, has developed a framework for Micro-credentials and well as portal which allows learners to identify education and training related to their areas of interest.

We are working with ECampus to have USMC recognized as a provider for micro-Credentials, which would allow these courses, or a component of a course to be recognized as a micro-Credential and to appear on the portal.

Once portal access has been secured, it is our intention to register two courses as Micro-Credentials: Sustainability & ESG Materiality Assessment, and Social Impact Measurement and Evaluation (approved by Senate in April 2024).

New Program Development

Preliminary planning and consultation regarding the development of a new professional learning program, a Certificate in Catholic Leadership, will be undertaken this fall.

The Ontario Catholic Supervisor Officers' Association has identified a need for an executive education program for senior District School Board leaders (Superintendents and Directors of Education) to support their ongoing learning and leadership development.

Through discussions with representatives of Catholic health care and social services (Unity Health, Catholic Charities), the possibility of a combined program in Catholic Leadership has emerged. The potential program could be comprised of a common or core component for participants for all sectors with a series of electives or break-out sessions which are sector specific.

Consultation with leaders in each of these sectors will be undertaken this fall to determine the framework for a potential program.