



5

years since the School  
was founded

1000%

enrolment growth  
in professional  
programs over 5 years

18%

increase in  
annual enrolment

students from

84

countries

# Annual Report

## 2019-2020

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school of  
continuing studies | **YORK U**

I have never been prouder to lead such a wonderful community of ambitious, growth-minded students, instructors, and staff. This has been a triumph of a year for our community.



**Tracey Taylor-O'Reilly**  
Assistant Vice-President, Continuing Studies

We've accomplished so much and shown that the need for our programming is more vital than ever. We also reached two major milestones this year, as 2020 marked the fifth anniversary of the School of Continuing Studies and the 35th anniversary of the York University English Language Institute.



(from left)  
**Christine Brooks-Cappadocia,**  
Director, Continuing Professional  
Education, and **Tracey Taylor-O'Reilly,**  
Assistant Vice-President, Continuing  
Studies, celebrate the School's  
fifth anniversary.

In the last five years, the English Language Institute has built upon its reputation in Canada to become a world-class leader in providing English language programming to international students and new Canadians. For the second year in a row, the Institute has received the iStudy award for World Language School of the Year, as well as a coveted nomination for the PIONEER 2019 Language Educator of the Year award.

The Institute will be vital to York University's new Academic Plan, which includes a priority of reaching a 20 to 25% international student population within the next five years. This year, more than 41% of the incoming international undergraduates were recruited and prepared by the Institute. Year after year, the Institute prepares more international students for study at York University, with an increase of 120% from 2013 to 2019.

Along with the School, our professional programs also turned five this year. In 2015, when we established the School, we were determined to create student-centred programs that emphasized the importance of the cohort experience, the need for technical and human skills, and an accelerated delivery that put students on the

fast track to achieving their career ambitions. In five years, we have also become leaders in Canada in offering first-to-market, innovative new programs that address emerging professions.

So, what has the response been to our innovative approach to education? A staggering 1,000% growth in our professional program enrolments over the course of five years. Our programs are attracting people from all over Canada and the world as our domestic enrolment grew by 32% this year and our international enrolment grew by 26%. Looking to the future, we must continue to expand nationally and internationally to have a larger and more impactful reach. A key step in that plan happened this year as we formed a partnership with Mount Royal University in Calgary, offering our Cyber Security program in the Alberta market. Going forward, we aim to secure more partnerships and establish the School as the nationwide leader in professional programming.

The School's new self-funded building, which broke ground this spring, will support this growth. It will also be the first home for both our professional and language program students, instructors and staff, and I cannot wait to see the new lifelong connections that form when this diverse community finally comes together in fall 2021.

As big as our new building will be, the need for the building is even bigger. With the impacts of the pandemic and the resulting economic devastation, our programming is needed now more than ever. That's why, in late April, we launched our Continuing Studies Emergency Benefit and awarded 24 Canadians negatively impacted by the pandemic with \$1,500 toward their School of Continuing Studies certificate tuition. This benefit gave 24 individuals the chance to quickly prepare for new careers and rebound from the crisis.

Our online certificate programs are tied to high demand careers that are still experiencing a shortage of qualified candidates during this crisis. The need to fill the skills gap isn't going away and our professional programs will prepare Canadians for career success in high demand jobs during, and after, COVID-19.

We are supplying an urgent, unmet national and international need for accelerated, university-level programs that empower students to pursue their career ambitions. We have also worked tirelessly to ensure that international students can continue their plans to study language, degree and certificate programs in Canada, and pursue their dreams without interruption.

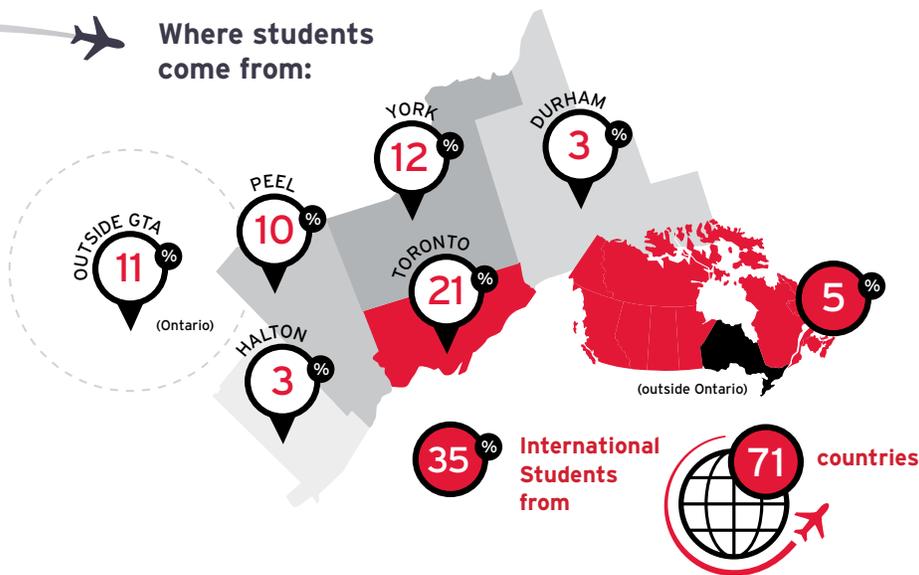
As we look to the future and begin our next strategic plan, we are excited by the opportunities that the current climate brings for us to step up and fill emerging gaps to help our people around the world to realize their potential.

**Tracey Taylor-O'Reilly**  
Assistant Vice-President, Continuing Studies

# Professional Programs

The School had ambitious plans for its professional programs in the 2019-2020 year.

These plans included increasing enrolments and launching new certificates in emerging and in-demand fields that help students realize their career ambitions. The School also formed a partnership with Mount Royal University in Calgary, a crucial step in the School's plans to offer its professional programs to a wider national audience.



Our program offerings are:



"The network I formed with the students and professors [at the School of Continuing Studies] greatly helped me to continue to explore my field and understand the career possibilities that may lay ahead."

### Victoria Granova

School of Continuing Studies Cyber Security Program alumna, Senior Information Security Consultant, 2020 nominee for Canada's Most Powerful Women: Top 100 award in the RBC Future Launch Future Leaders category

**43**  
Employers recruited to **guide the creation of new programs**

**3.94**  
Courses per student

# Awards



Canadian Association for University Continuing Education (CAUCE) Program Award for Certificate in Machine Learning



4 University Professional and Continuing Education Association (UPCEA) Marketing Awards:

- Gold winner for Print Ad Campaigns
- Gold winner for Trade Show Exhibit
- Silver winner for Radio
- Bronze winner for Streaming/ On-demand Content



Toronto Star Readers' Choice 2019 Gold Winner for Adult Education

# Enrolment growth

- 23%** Enrolment growth
- 32%** Domestic enrolment growth
- 26%** International enrolment growth

# 6 Certificates Launched

- Post-Graduate Certificate in Public Relations
- Post-Graduate Certificate in Digital & Content Marketing
- Certificate in Cloud Computing
- Certificate in Content Marketing
- Certificate in User Experience (UX) Design
- Certificate in IT Audit Execution

## English Language Institute

The English Language Institute is the largest university provider of Academic English programming in Canada and continues to rise in reputation both in Canada and globally. The Institute is one of the few in Canada offering pathway programs with a range of entry points—from absolute beginner to PhD-level language competency.



42

Number of countries Institute students come from



100%

of core instructors hold a **Master's or PhD**



41%

York University incoming undergraduate international students who **completed their pre-university training at the Institute**

### Awards



York University English Language Institute  
Multi-Reward Winner | 2018-20  
World Language School of the Year  
Toronto | Canada



120%

increase over five years of students who went on to study at York University

Institute students outperform other York international undergraduate students in the following key areas

GPA:

**+0.31** points

Retention Rate:

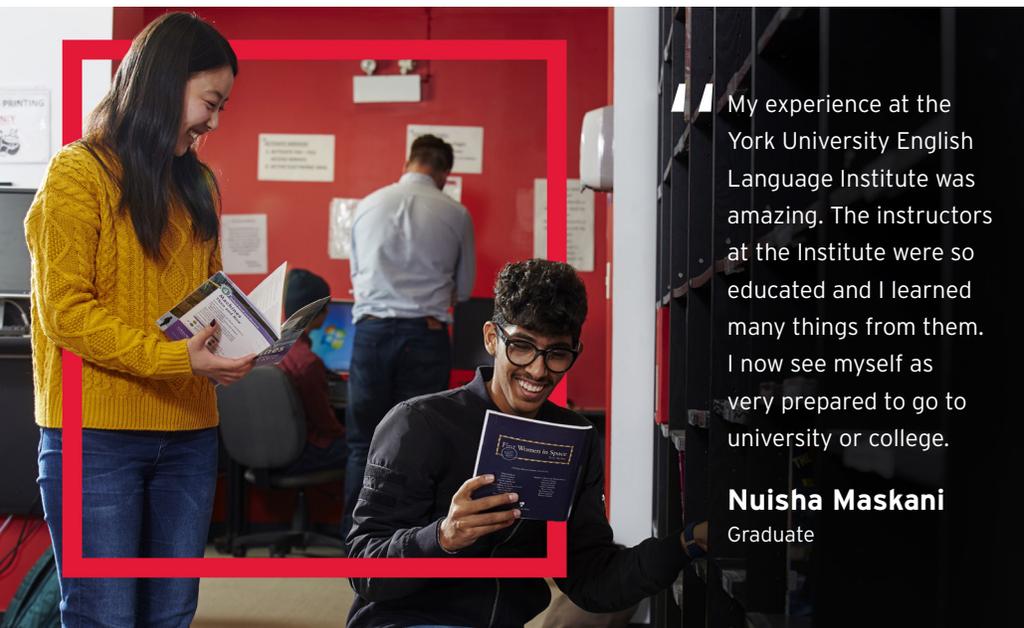
**+18%**

Graduation Rate:

**+18%**

nearly **1200**

Institute students who accepted offers to York undergraduate degrees this year



My experience at the York University English Language Institute was amazing. The instructors at the Institute were so educated and I learned many things from them. I now see myself as very prepared to go to university or college.

**Nuisha Maskani**  
Graduate

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