

Bridging Workforce Gaps

How McMaster Continuing Education Utilizes Online Courses to Deliver In-Demand Career Training

McMaster University Continuing Education

Monica Moryta
Program Manager

Kristine Stolar
Program Coordinator

ed2go, part of Cengage Group

Elnora Talbert
Product Team Manager

Geredith Gonzalez
Regional Director



Land Acknowledgement

We acknowledge the land on which Brock University was built is the traditional territory of the Haudenosaunee and Anishinaabe people. This territory is covered by the Upper Canada Treaties and is within the land protected by the Dish with One Spoon Wampum agreement.

A Case Study in Collaboration

- **Introductions**
- **About McMaster Continuing Education**
- **Case Study:**

How McMaster Continuing Education Used Online Courses to Diversify Offerings and Drive Student Success

- The opportunity
- Why McMaster partnered with ed2go
- The strategy in action
- Achieving positive outcomes
- Looking ahead

University Snapshot



Continuing Education

- Established in **1931**
- Located in downtown, Hamilton, **Ontario**
- One of **Canada's largest** and leading providers of online certificate, diploma and professional development programs and courses





What are your institution's top priorities when expanding your course offerings?

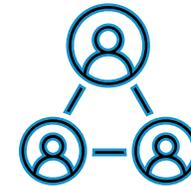
Identifying Gaps and Opportunities



Growing need to address skills gaps in key sectors and better prepare students for job market demands



Ability to offer flexible learning models and broader access to upskilling and reskilling programs



Internal resources and time required to rapidly develop new course offerings

Collaborative Approach



Continuing
Education

IN PARTNERSHIP SINCE 2020



Industry-recognized
credentialed courses
for in-demand
occupations



Online format serves
individuals with
barriers to training

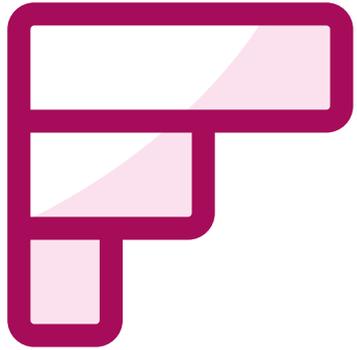


Highly trained
facilitators and
quality curriculum



Dedicated student
and Partner support
services

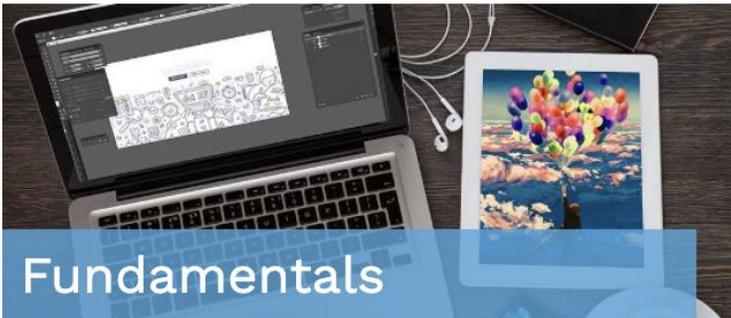
Knowledge Knows No Boundaries



How important are the following delivery formats to your learners and institution? Rank in order of importance.

Implementation and Execution

The ed2go courses have helped McMaster diversify their offerings and complement existing programs



Fundamentals

Courses focus on soft skills, career exploration and introductory computer skills

Different learning options to choose from:

- **6-week** instructor-moderated courses or **3-month** self-guided courses

Categories include:

- Arts and design, business, computer applications, information technology, and more



Advanced Career Training

Courses prepare students for a new career or career advancement

- Open enrollment, students work at their own pace
- 6-18 months course duration
- Most courses lead to industry-recognized certifications and include voucher for certification exam fee

Top-Enrolling Courses

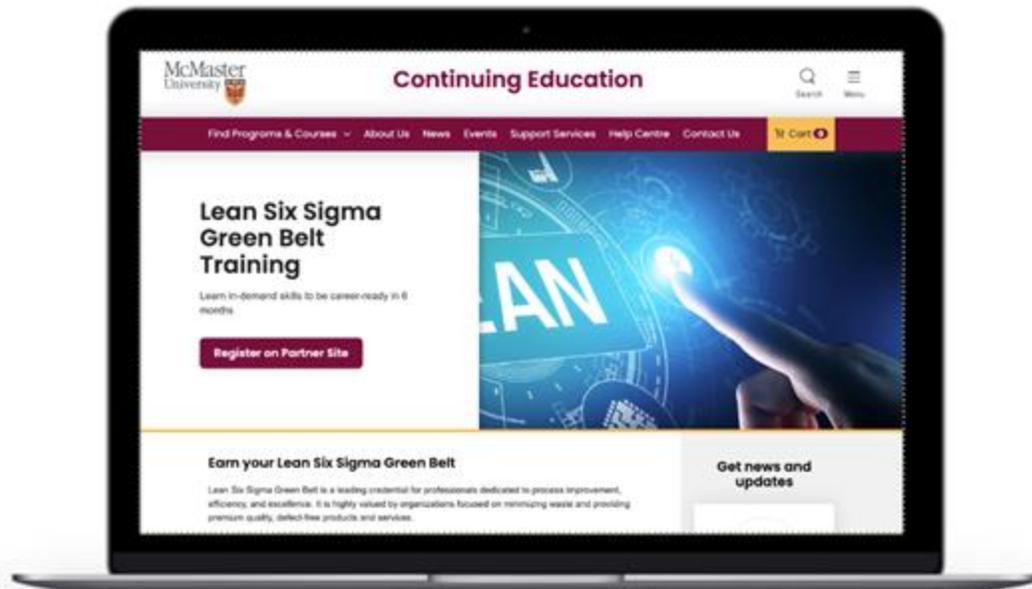
Fundamentals Courses

- Mastering Public Speaking
- Nonprofit Management and Grant Writing Suite
- Certificate in Healthy Aging
- QuickBooks Online Series
- Introduction to Artificial Intelligence

Advanced Career Training Courses

- Lean Six Sigma Green Belt
- Microsoft Office Specialist (MOS) Expert Certification Training
- Java Programmer
- Certified AWS Cloud Practitioner (Voucher Included)
- Career Counselor and Life Coach

Driving Demand through Marketing Collaboration



Students who found course via search engine

47%

Together, we are leveraging search engine optimization (SEO) and high-quality content to make the courses more discoverable to prospective students. In the last 12 months, we've:

- ✓ **Increased organic web traffic** to McMaster's ed2go course catalog by 230%
- ✓ **Attracted 3,300+ new web visitors** by building optimized webpages for in-demand courses
- ✓ **88% increase** in student enrollment revenue

Student Engagement & Feedback



I did worry that taking a course while working full time would be too much to handle, but as you can take this course at your own pace, I found it fit well into my life as a working professional. I wish more courses were set up like this!

The real-world examples used in the course also made it easy to understand concepts and how to apply them to actual business-based scenarios I may come across. Past business courses I have taken have been on the drier side, but this course managed to bring theories and concepts to life with the restaurant example used throughout the course content.

Sydney B. | Registered Dietitian | Completed Lean Six Sigma Training

Impact on Learners

1 Course Completion

83%

of learners completed courses

2 Course Satisfaction

85%

of learners rated courses with high satisfaction

3 Certification Pass Rate

90%

of learners who sat for certification exams passed and earned an industry recognized credential

4 Employment Benefits

36%

of learners reported a meaningful change in employment: new job, promotion, team or role change

5 Income Benefits

32%

average income growth across all learners three-years post completion

6 Personal Benefits

83%

of learners reported a personal or career benefit



Download the full
Cengage Work
Outcomes Report

Looking Ahead

What's Next

- Expanding course offerings aligned with Canadian job demand
- Technology and logistics investments



Which area do you see as the most important to focus on for your continuing education programming over the next 1–3 years? Select one:

Thank You | Q & A