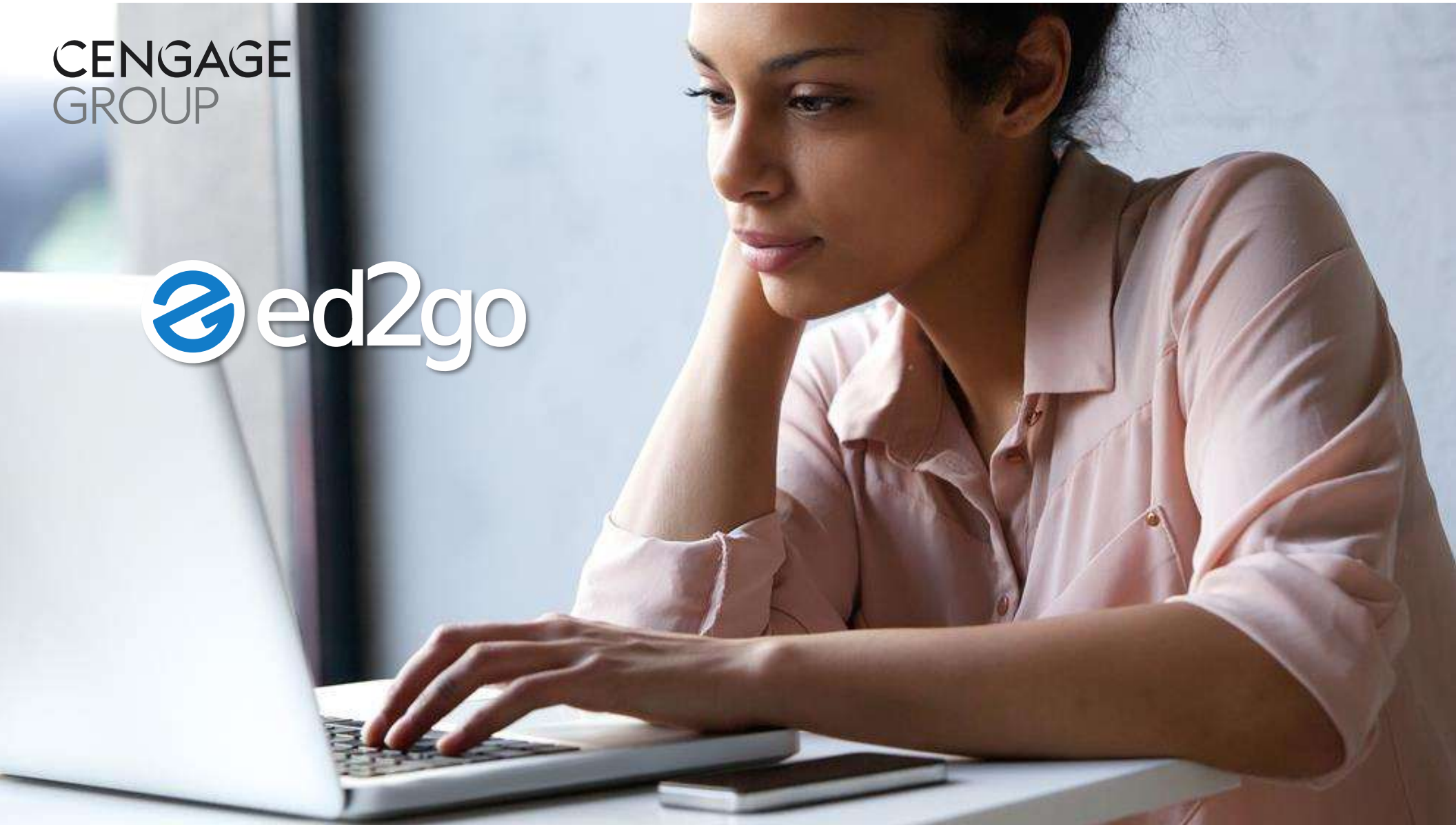
CENGAGE
GROUP

ed2go



Who We Are

ed2go believes education is the most influential and transformative tool in one's career pursuit.

Our purpose is to empower our Academic Partners to engage the communities they serve as they assist individuals to achieve and even exceed their goals.

We exist to support our partners as they work to enrich the lives of students, equipping them with relevant and transferable skills.

Student-Focused Approach

Our offering allows Academic Partners to further enrich the lives of students, equipping them with relevant and transferable skills. All while providing our Partners the expertise and support they need to ensure their students' successes.

- Online format effectively serves individuals with barriers to training and teaches all learners to use technology effectively
- Stackable and industry-recognized credentialed courses
- One-on-one support from our Student Support team throughout their Advanced Career Training program
- Well-trained facilitators and quality curriculum that leads to industry-recognized credentials
- Training for locally, regionally, and nationally in-demand occupations
- Funding Support – Provincial Grants, Employer Grants, Indigenous Grants, and more

Why ed2go?

Wage Growth

47%

A recent student survey revealed a **47%** increase in wages within 1 year of completion.

Completion Rates

85%

At a national level, self-pay students average **85%** completion rates.

Increased Enrollments

230%

partner institutions reported a **230%** increase in enrollments after 1 year

ed2go Solution

Deliver Ready-to-Go Online Course
- 100+ courses that align with in-demand occupations in Canada
- Advanced Career Training and certifications
- Fundamentals for soft skill development and employability

Manage Your Websites
- Branded sites and web pages
- CAD retail pricing in your online catalog
- Offline payment options
- API and single sign-on (SSO) capabilities

Enroll Students
- Career Training enrollment team for advising, course registration, and confirmation
- Phone, chat, and email support

Evaluate Local Job Demand Analysis
- Personalized reporting on local workforce demand and student progress

Provide 3rd Party Funding
- Identify and secure funding sources and enable access from provincial and federal grants, military, employer, indigenous funding, and more

Grow with Marketing Support
- Customizable marketing assets
- Search engine optimization
- Embedded lead generation

Partner Services
- Dedicated Account Manager and Marketing Manager to ensure your success

Student Services
- Student Advisors provide support and career advice
- Administer drop, refund, and transfer requests

CONTENT TEAM SHOWREEL

Learning Design Principles

Intentionality

Ensures that a learning experience will be effective, challenging without being overwhelming, and that students will be motivated to accomplish increasingly complex goals.

Inclusivity

Considers the full range of human diversity and difference. We create a flexible learning environment that accommodates individual learning differences and creates a sense of belonging.

Authenticity

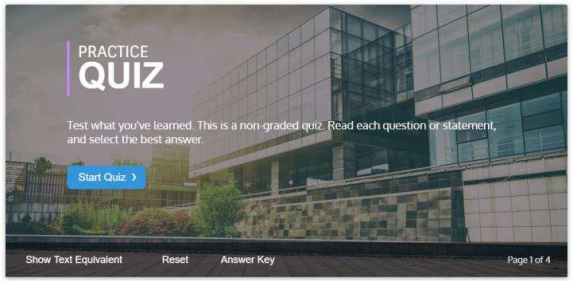
Asking learners to complete authentic tasks, in a real-world wrapper, applying and demonstrating their learning outside of the classroom.

Personalization

Every learner is an individual. Meeting learners' needs for competency, autonomy, and belonging feeds into their senses of intrinsic motivation, self-regulation, and well-being, all of which affect their level of success.

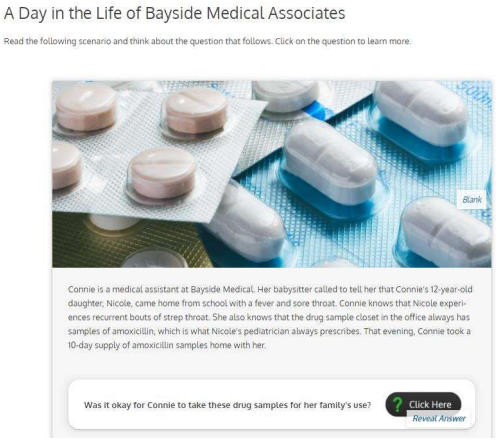
Baseline Course Features

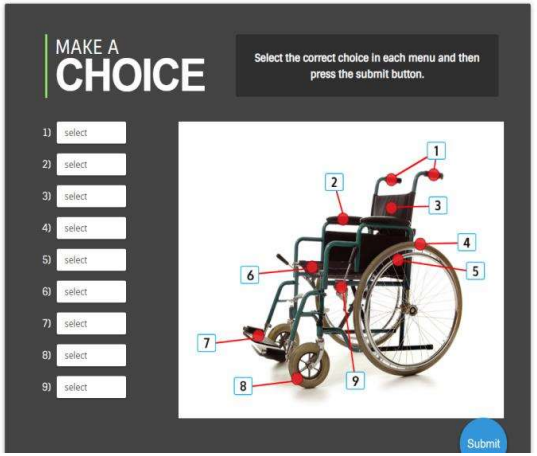
- Objective-Driven (discoverable in LMS)
- National Certification Competency Mapping
- Narrative Content Authored by Experts
- Textbooks, eBooks, Kits, and Tools
- Problem-based & Real-World Application
- Personas reinforce professional Tips, Tricks, and Lessons Learned
- Self-Check Interactives and Simulations
- Safe-to-Fail & Graded Assessments mimicking certification exam question style
- Audio, Image, and Video elements
- Embedded Durable Skill Preparation
- Job Readiness & Obtainment Assets
- Fully Accessible – WCAG 2.1*
- Dedicated Instructor Support
- Course meets quality rubric threshold



Meg

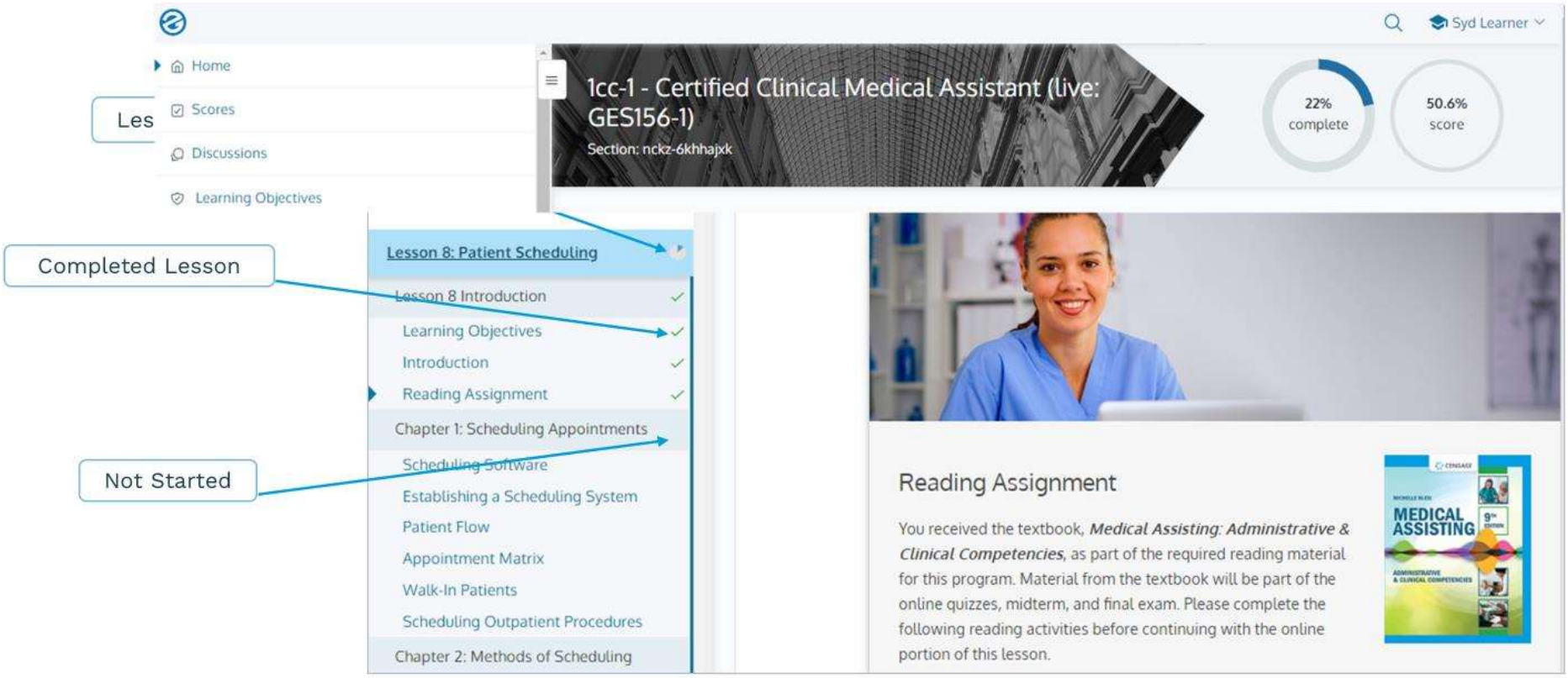
Meg, Certified Sterile Processing Technician with one year's experience





**There are occasions when courses are partially accessible due to media elements, in those cases equivalent fully accessible activities are available.*

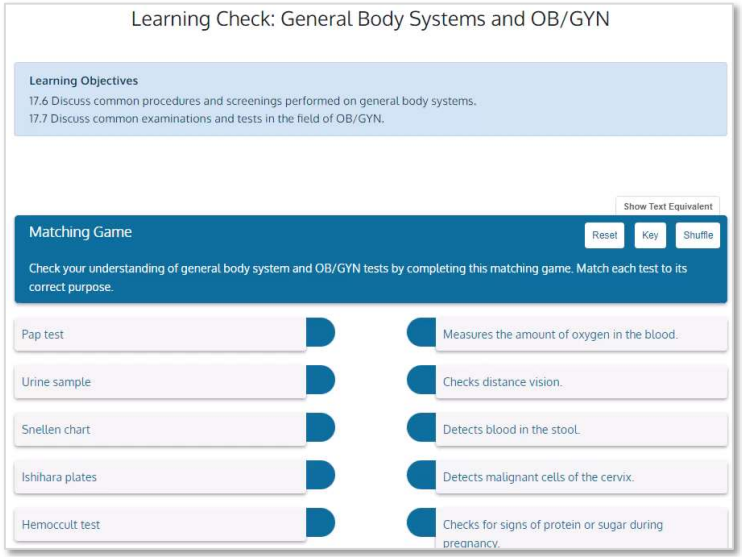
LMS: Students can easily track progress and grades

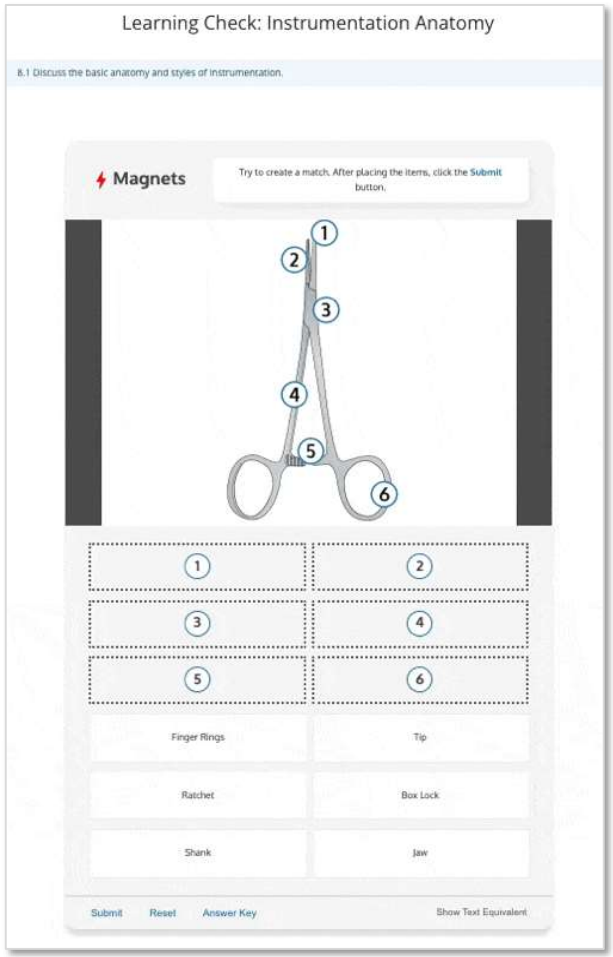


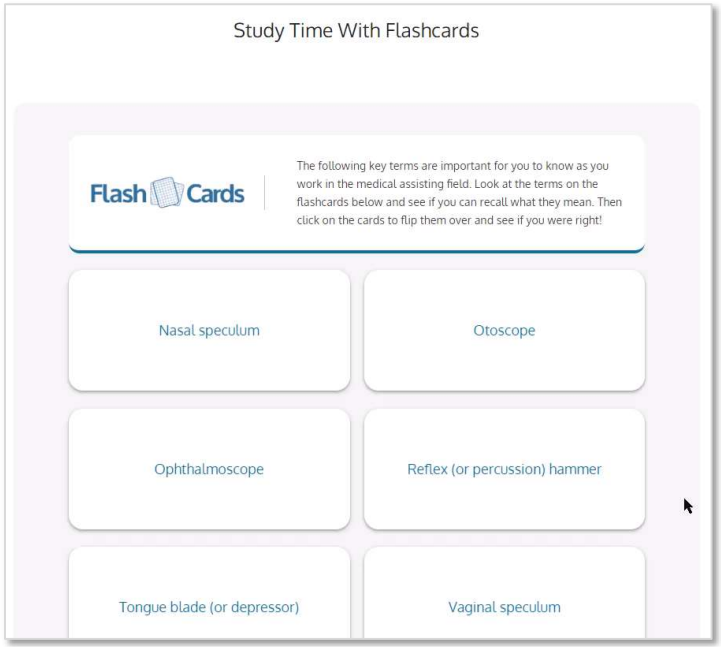
Discoverable Learning Objectives

The learning objective alignment can be found on all content pages, and they are accessible from a menu on the course homepage.

Safe-to-Fail Interactivities for Comprehension and Reinforcement







Real-World Scenarios for Application and Practice

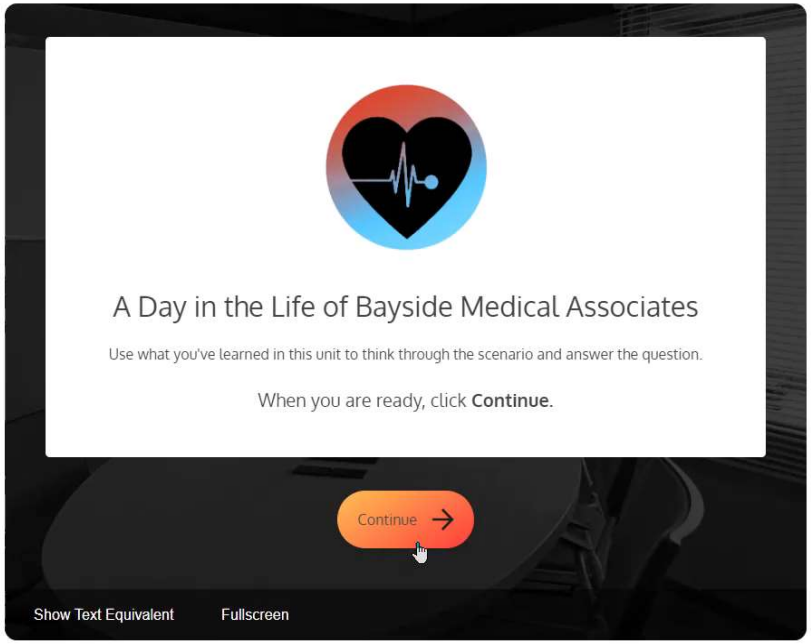
ed2go

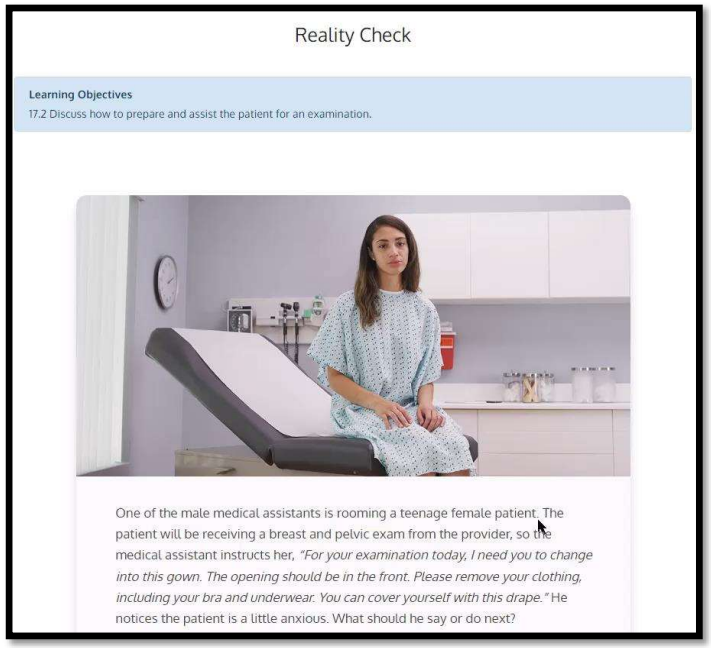
Real-life Scenarios & Reality Checks

Throughout our courses students are asked to participate in real-life scenarios & reality checks that offer an immersed, hands-on experience.

This allows students to use their critical thinking skills while offering the opportunity to respond how they would handle similar situations in the real-world.

Feedback is given each step of the way.





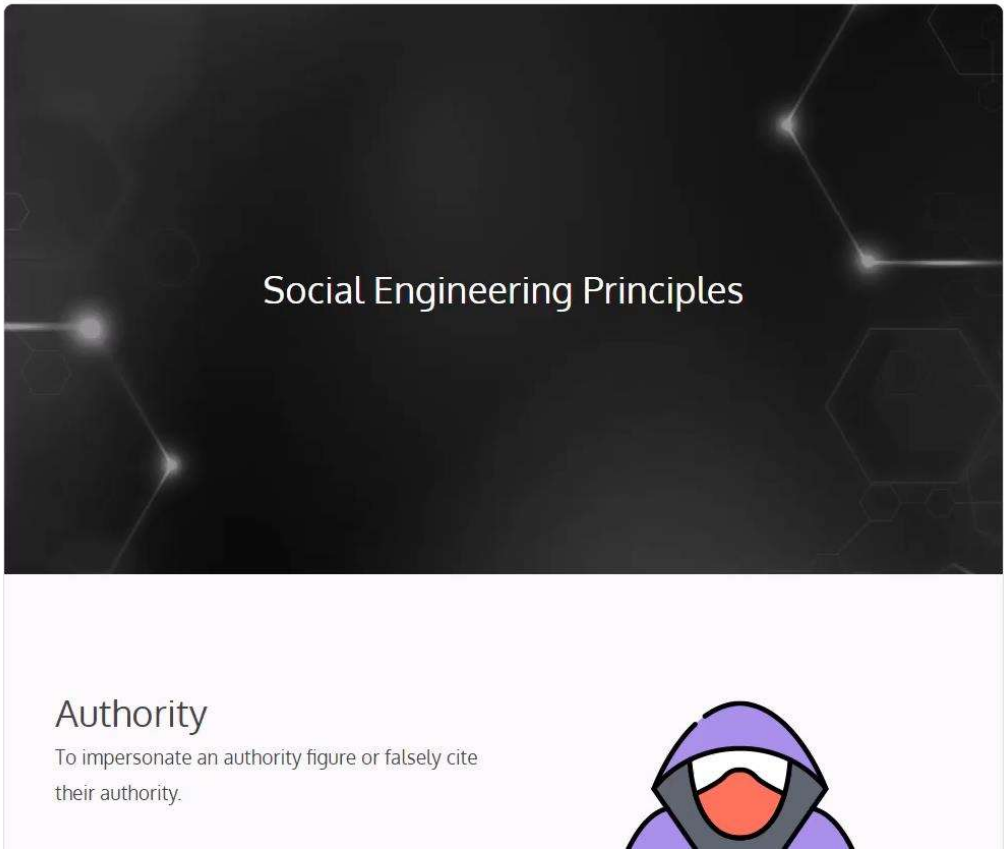
CompTIA Security+

- Recognized industry credential with global value
- First step toward a cybersecurity career
- Online, self-paced, and ideal for workforce reskilling
- This Automake feature offers a more visual approach to chunking out content.
- Offers learners a diverse range of learning experiences and ensures they receive ample practice;

Course also includes:

- 40 hands-on activities (including projects and case studies)
- 26 labs (including virtual labs and simulations)
- 15 flashcards
- 51 learning checks
- 21 videos
- 2 podcasts

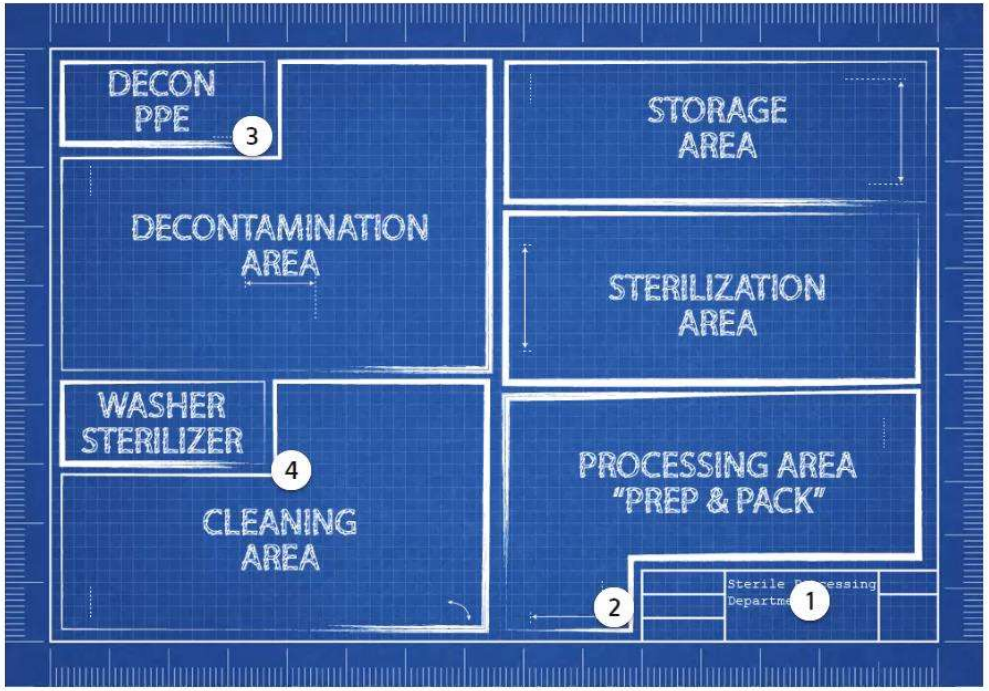
Given the emphasis on repetition and practice for passing the CompTIA Security+ exam, these resources are designed to thoroughly prepare learners.



Sterile Processing – POV and 360 Images

Panorama with Hotspots
Panorama with Hotspots

Orientation Walking Tour
Orientation - Walking Tour

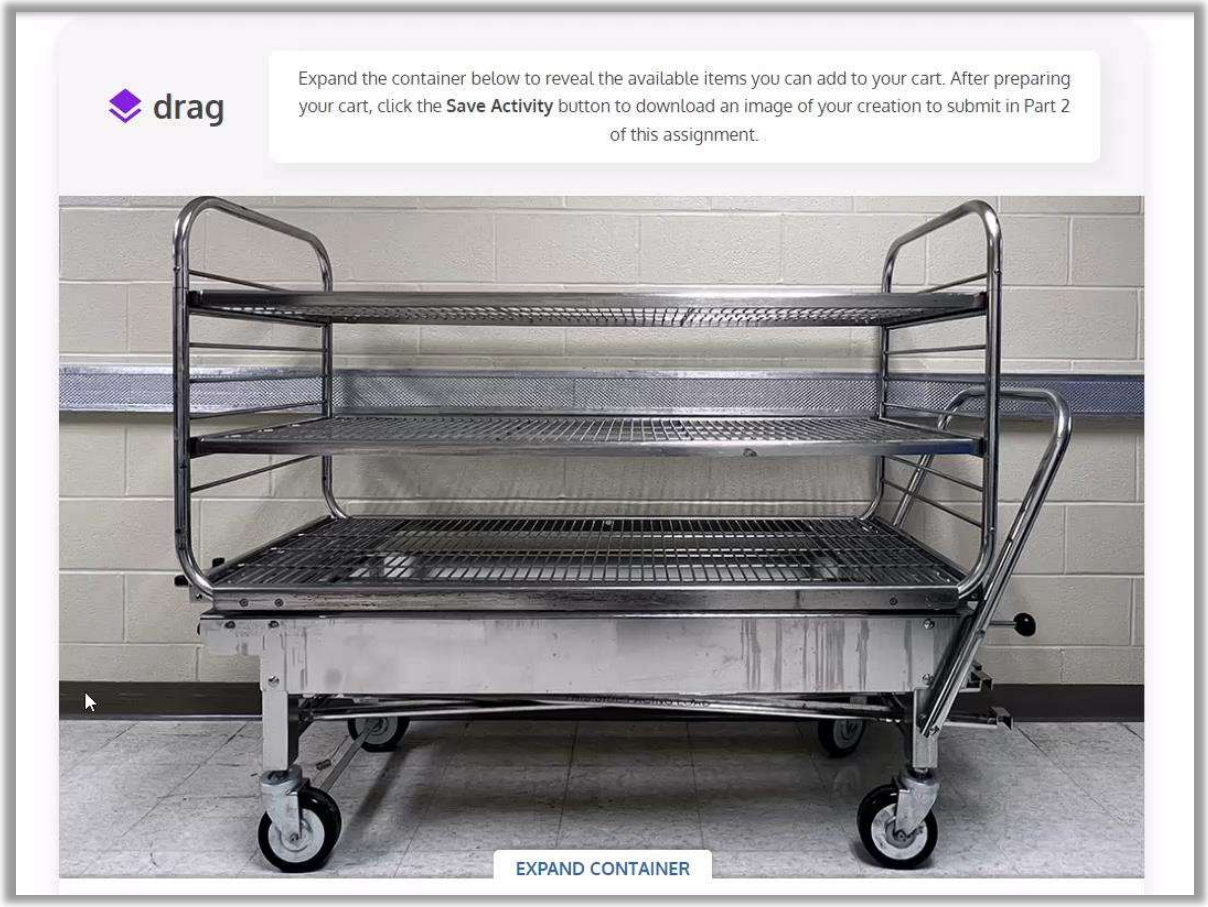


Sterile Processing — Drag

New Drag Activity

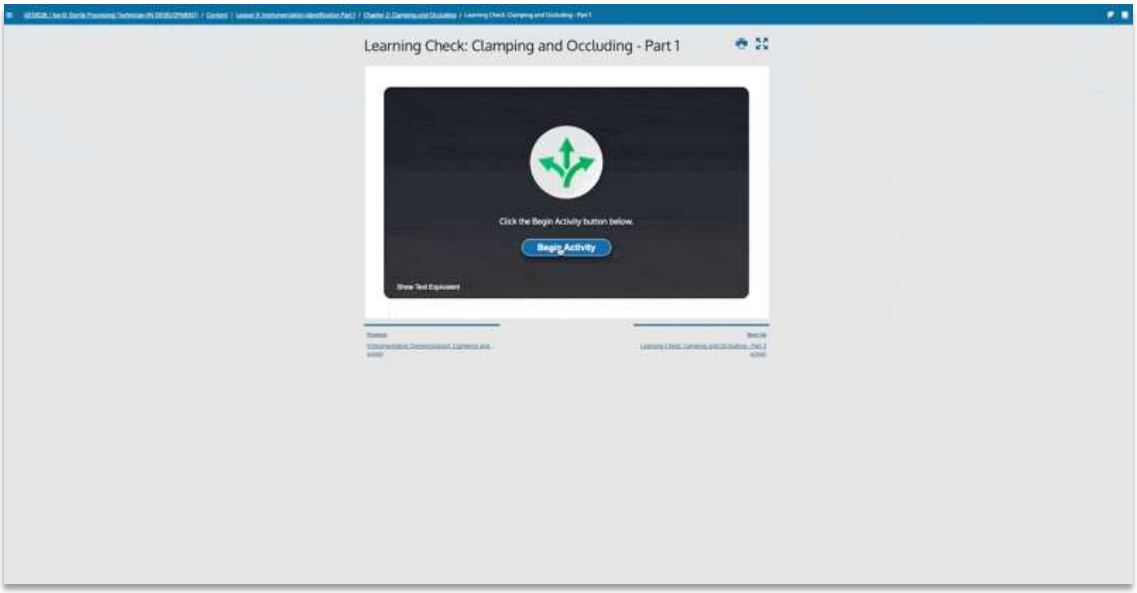
Lesson 7 Assignment- Drag Automake

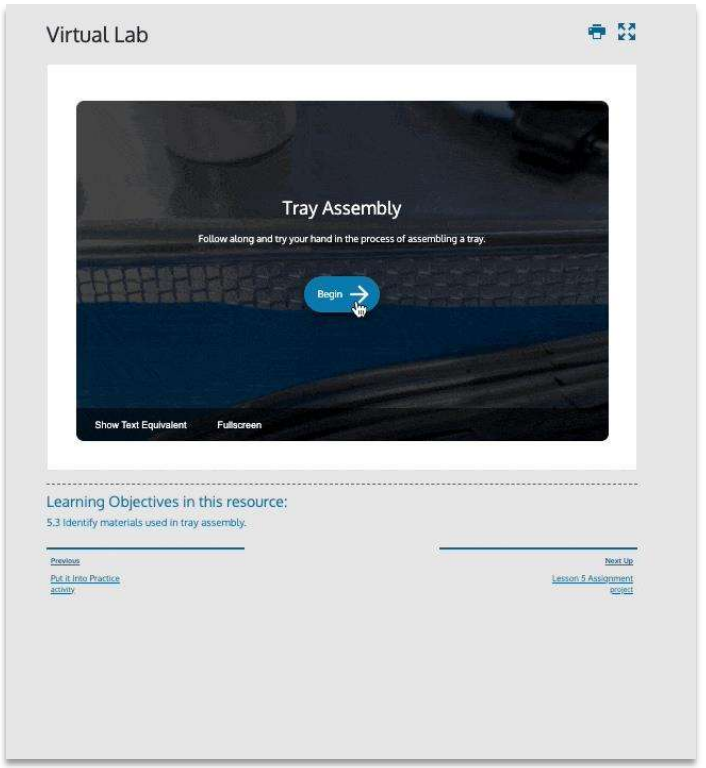
- New Automake created to act as a simulation for a unique demonstration assignment
- Allows student to critically think about items to be loaded on the cart. Correct items and placement play an important role for this activity
- Allows the instructor to grade and provide feedback on this simulation workaround



SPT | Lab Kit In-Action

- SPT students receive a lab kit and practice manual to complete to complete a series of activities to prepare them for hands-on tasks in the sterile processing setting.
- Learning activities like the “Instrument Identification Game” allow students the opportunity to connect lab kit items to the objective driven content.





Credit Articulation vs. Credit Recommendation (we have both!)

Credit Articulation

- Agreement made with an individual HED institution (1:1 relationship)
- Number of credits and level (sometimes direct course alignment)
- Once the agreement is made, credit granting is assured*
- Credit evaluation process can differ across schools; consumes time and capacity
- Limited external endorsement/ROI

Ed2go credit articulation with Excelsior University

Credit for ed2go Programs

Program	Program Completion Date Range	Credits
Certified Bookkeeper	10/1/2020 – 9/30/2025	3 LL
Certified Electronic Health Records Specialist	05/01/2021 – 04/30/2026	7 LL
Certified Physical Therapy Aide	05/01/2021 – 04/30/2026	11 LL
Certified Paralegal	10/1/2020 – 9/30/2025	9 LL

ACE Credit Recommendation

- Guidance provided to any HED institution (1:many)
- Number of credits, level, and course title alignment
- Institutions can choose to accept credit ACE recommendations
- Credit evaluation process consumes time and capacity
- Broad external endorsement/ROI

Area	ed2go ACT Program	Credit Hours	Level	
			Lower Division	Vocational
Allied Health	Certified Clinical Medical Assistant	12	x	
	Certified EKG Technician	5	x	
	Certified Phlebotomy Technician	6	x	
	Clinical Dental Assistant	3	x	
	Medical Billing and Coding	11		x
	Medical Terminology	3	x	
	Pharmacy Technician	10	x	
	Sterile Processing Technician	9	x	
	Veterinary Assistant	15	3	12

- ✓ By receiving ACE credit recommendations, our courses gain recognized external validity, ensuring that they are recognized and respected by colleges, universities, employers, and EBMs nationwide.
- ✓ ACE's endorsement assures our educational partners and learners that ed2go courses meet high-quality standards, aligning with the expectations of both academia and the workforce.

ACE Credit Recommendations

Area	ed2go ACT Program	Credit Hours	Level		Rec Date	Course Alignment
			Lower Division	Vocational		
Allied Health	Certified Clinical Medical Assistant	12	x		10/1/24	Clinical Medical Assisting (3), Healthcare Records Management (2), Healthcare Office Procedures (3), Healthcare Communication (1), Medical Terminology (3)
	Certified EKG Technician	5	x		10/1/24	Intro to EK Tech 1 (2), Medical Terminology (3)
	Certified Phlebotomy Technician	6	x		10/1/24	Intro to Certified Phlebotomy Technician (3), Medical Terminology (3)
	Clinical Dental Assistant	3	x		10/1/24	Chairside Dental Assisting
	Medical Billing and Coding	11	3	8	10/1/24	Billing and Reimbursement (2), CPT Coding (3) ICD-10 PCS Coding (3), Medical Terminology (3)
	Medical Terminology	3	x		02/01/25	Medical Terminology (3)
	Patient Care Technician	6	x		10/1/24	Introduction to Patient Care Tech (3), Medical Terminology (3)
	Pharmacy Technician	10	x		10/1/24	Basic Pharmacology for Allied Health (3), Medical Math (1), Law and Ethics for Pharmacy Careers (1), Pharmacy Technician Capstone (2), Medical Terminology (3)
	Sterile Processing Technician	9	x		10/1/24	Sterile Processing (3), Surgical Instrumentation (3), Medical Terminology (3)
	Veterinary Assistant	15	3	12	10/1/24	Veterinary Assistant (12 VC), Veterinary Technology (3 LD)
Education	Child Development Associate	5	x		10/1/24	Early Child Development (3), Communications (2)
	Teacher's Aide with ParaPro Prep	3		x	10/1/24	Education
IT/Cyber	CompTIA A+ Certification Training	6	x		10/1/24	Computer Repair
	CompTIA Network+ Certification Training	3	x		10/1/24	Network Fundamentals
	CompTIA Security+ Certification Training	3	x		10/1/24	Cyber Security Essentials
Trades	HVAC/R Technician	6	x		10/1/24	Intro to Refrigeration (3), Commercial Refrigeration Systems (3)
Business	Entrepreneurship	3	x		10/1/24	Entrepreneurship & Small Business Management
	Human Resources Professional	3	x		10/1/24	Human Resource Management
	Professional Bookkeeping with QuickBooks	3	x		10/1/24	Principles of Accounting

Expanding Access Through Language Learning:

Ed2go and EnGen, channel partners, offer personalized English language learning. This collaboration integrates language proficiency and vocational skill credentials, providing a comprehensive pathway to success.

EnGen and ed2go Courses

Construction & Trades

- Certification HVAC en español (incluye curso de ingles y examen profesional) EnGen (HVACR Technician)

Allied Health

- Asistente Médico Clínico Certificado Para Estudiantes de Español A Inglés (CCMA) (Vale Incluido) (Medical Assistant)

- Técnico de Atención Al Paciente Para Estudiantes de Español a Inglés (Value Incluido) (Patient Care Technician)

Teacher Professional Development

- Asociado de Desarrollo Infantil – Base Central (De Español a Inglés) (Child Development Associate – Center Based)

English Workforce Skills

- EnGen English Learning Pathways

Questions