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Knowledge Knows No Boundaries



CAUCE

Canadian Association for
University Continuing Education



How to Master Data to Craft Your Strategic Direction

Shauna Cox | The EvoLLLution: A Modern Campus Illumination

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Urgency for Data-Driven Strategy

Enrollment Trends:



Enrollment Cliff & Trends

- 7% decline in the U.S. (2019-2023) — Over 1M lost



Recovery Areas

- 4.5% increase in enrollment; growth led by vocational and alternative credentials



Student Expectations

- Personalized, ROI-focused experiences



Data's Role

- Essential for meeting evolving learner needs

Complexity of Data in Continuing Education

Fragmented Data

Disconnected systems create inefficiencies

Diverse Learners

40% of U.S. students are adult learners with complex needs

Integration Needs

Seamless data integration critical for informed decisions

Strategic Solutions: Centralized data improves operational agility and student support

Reimagining Success Through Personalization and Data



Students in personalized programs score 30% higher on standardized tests



Engagement rates rise from 30% to 75% with personalized digital environments



Attendance rates improve by 12%; dropout rates decrease by 15%



A Vision for Lifelong Learning Leadership

Changing Demographics



23% of U.S. undergrad students are 25+ years old

Strategic Focus



Data-driven decision-making enhances program relevance and continuous improvement



Breaking Down Silos for Institutional Agility

*“Collaboration comes down to **improving efficiency and effectiveness** to help **streamline processes and avoid duplication**. Optimizing your resource allocations by leveraging faculty and staff strengths is a part of that. You'll have **cost savings and increased productivity** that will lead to improved outcomes.”*

— Michael Kurilla | Director of Continuing Education and Certificate Programs in the School of Pharmacy, Duquesne University



Institutional Challenge

Siloed data limits holistic decision-making



Collaborative Approaches

2. Optimized workflows reduce duplication and improve productivity



The Power of Data to Shape Future Success



Strategic Value of Data

Predictive analytics anticipates enrollment trends
and at-risk students



Constantly Adapting

Continuous data-driven refinement aligns with
evolving student needs



Key Takeaway

Data empowers CE leaders to drive
transformation, establish resilience, and
create competitive advantage



Panel Q&A



Evan Cortens

Dean of the Faculty of Continuing Education
Mount Royal University



Amrit Ahluwalia

Executive Director of Continuing Studies
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Thank you!