

The Power of Insight Shaping the Future of Continuing Education through Market Research

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**Hi, I'm
Austin**

Labour Market Data Geek who has spent entire professional life thinking about: *"why people decide to live and work where they do?"*

**The Conference
Board of Canada**



**Hi, I'm
Partha**

Had my first mimosa on this trip...
~four years in higher ed
At heart, a market research practitioner
Thinking way too much about this stuff





Agenda

- The Evolving Landscape of Continuing Education
- The Role of Market Research in Higher Education
- Strategies for Implementing Market Research in CE
- Use Cases
- Key Takeaways and Q&A

A group of five people and a dog are sitting on a grassy hill, looking out over a mountain range at sunset. The sun is low on the horizon, creating a warm, golden glow. The people are silhouetted against the bright light. The dog is sitting on the right side of the group. The mountains in the background are layered and hazy. The overall mood is peaceful and contemplative.

The Evolving Landscape of Continuing Education in Canada

increase in
tuition cost

decline in funding

inflation

global
competition

AI

Other
odds?



administrative and operating costs

policy changes





What does data and market research bring to the table?

Identify Specific Points of Strain

- Labour market insights (e.g., job posting data, sectoral trends) show where skills gaps are growing.
- Enrollment data, learner feedback, and competitor scans identify misalignments between programming and demand.

Prioritize Interventions

- Data helps allocate resources to high-impact programs.
- Forecasting tools (e.g., Vicinity Jobs, Lightcast, StatsCan) let us anticipate future strain points—such as under-enrolled programs or oversaturated sectors.

Support Decision-Making with Confidence

- Data-informed decisions lead to more sustainable program planning, pricing, and partnerships.
- Market research provides evidence to make the case for change—internally and to funders.



THE JOURNEY SO FAR

YOU WANT TO LAUNCH



**WITHOUT ANY
MARKET
RESEARCH?**

- What specific skills and qualifications are currently in demand in the industry?
- Which sectors are experiencing skill shortages that this program could address?
- Can market research help with my decision making?
- What job roles would our graduates of this program be qualified for?
- Are employers willing to hire graduates from this program?

Market Research Toolkits

We use many different toolkits to reach our business and research objectives.

Resource/Toolkit
Labour Market Data, Enrollments, Cube
Secondary research (Stats Can, Conference Board of Canada, FSC, Industry Associations and Events)
In-depth interviews with stakeholders
Online focus groups
Survey platform (Qualtrics)
Qualitative Projective exercises using Miro boards
Internal data: Google Analytics, Marketing Stats, Revenue data etc.

+ other toolkits and solutions....



**Ongoing Use case
work with various
LLMs as a research
toolkit.**

Program Assessment Criteria

Student demand
(Cube, Statistics Canada,
external release)

Employment
(Vicinity Jobs & Industry Interviews)

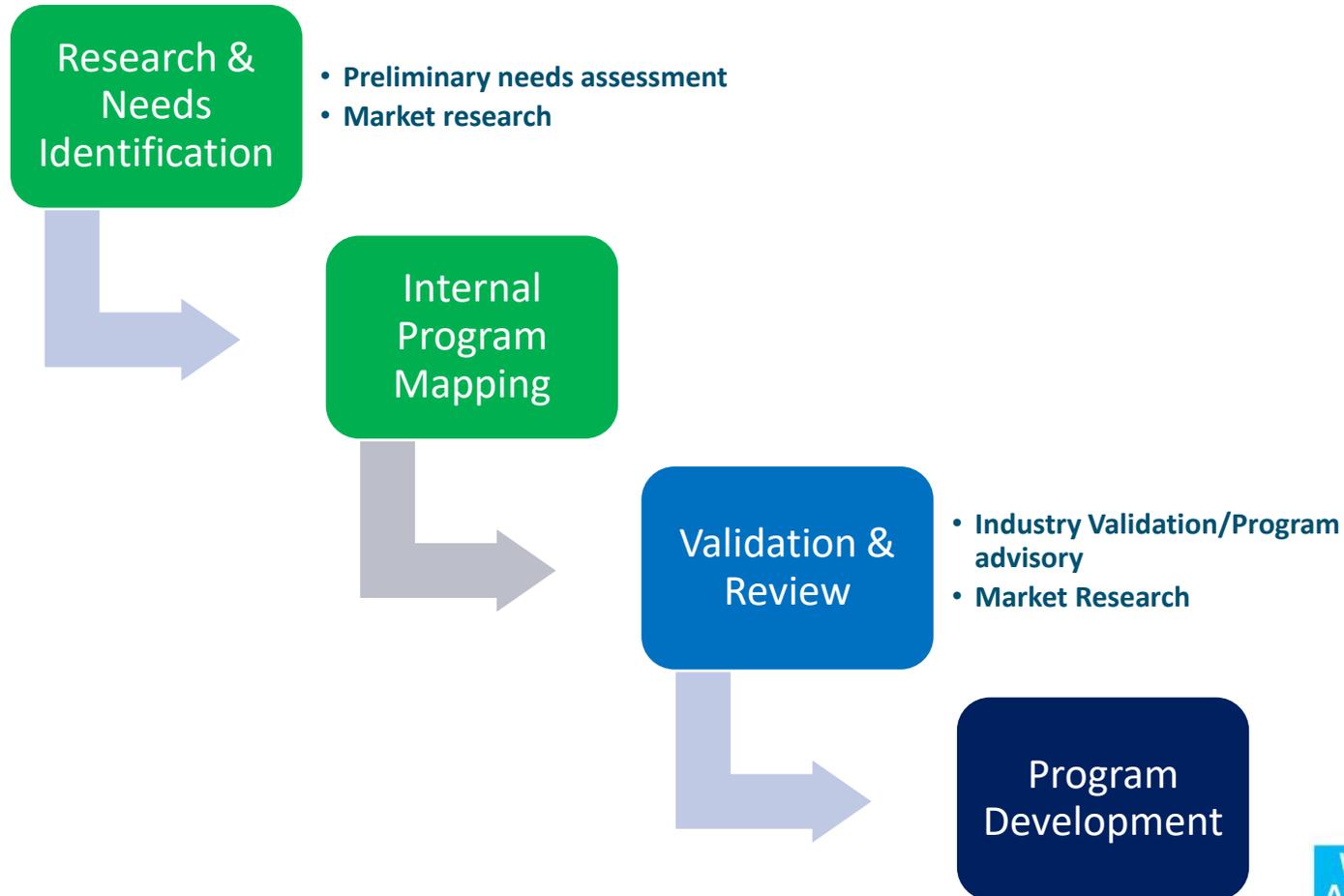
Competition Intensity

Other Indicators
(Enrollments, Google search trends,
secondary research, International
student demand, MOOCs, US data etc.)

**Strong Alignment with Regional
Labour Market**

Pathway to Immigration
(see through International student lens)

Market Research and New Program Assessment in the Product Development Process



Use Cases

01

Ideate new programs

03

Manage portfolio

Repackaging courses
Curriculum update
Evaluate and review existing programs viability

05

Support grant proposal writing

07

Support Marketing Plans

02

Program/Course development

04

Partnership Evaluation

06

Inform strategic decisions

Join at menti.com | use code 7331 3663

Mentimeter

Of these activities, which one consumed the majority of your time in the last 6 weeks?



AH

Menti

Power of Insight CAUCE...



Choose a slide to present



Ideate new programs

Market Scan: A year back

Potential Programs (IT based)	Shorter Term	Longer Term
	Computer Software Development	Cloud Development and Operations
	Full Stack Web Development	Applied AI
	Interactive Media Design	

Market Scan: Now

Potential Programs (IT based)	Shorter Term	Longer Term
	Intelligent Systems Engineering	Health Informatics
	Applied AI	Smart Cities and Urban Computing
	AR/VR Development	
	Mobile Application Development	Tech Entrepreneurship

Emerging Programs



Curriculum mapping and update

<i>Estimator/appraiser/assessor</i>		
Top Specialized Skills	Top Soft Skills	Software Skills
Construction	Detail Oriented	Microsoft Office
Subcontracting	Management	Microsoft Word
Quantity Take-Offs	Planning	AutoCAD
Construction Management	Microsoft Excel	Microsoft Outlook
AutoCAD	Time Management	Autodesk Revit
Change Orders	Problem Solving	PlanSwift (Takeoff Software)
Civil Engineering	Microsoft Office	Primavera (Software)
Project Management	Self-Motivation	On-Screen Takeoff (Estimating Software)
Project Risk Management	Operations	Autodesk
Cost Estimation	Organizational Skills	Project Management Software
Residential Construction	Microsoft Word	Microsoft Access
Architectural Drawing	Critical Thinking	Workday (Software)
Constructability	Scheduling	Construction Management Software
Industrial Construction	Ability To Meet Deadlines	Design Software
Commercial Construction	Microsoft Outlook	Sage 300 Construction And Real Estate
Bidding	Negotiation	Accounting Software
Procurement	Written Communication	SAP Applications
Drawing Interpretation	Budgeting	Microsoft Office 365
Project Schedules		Accubid (Estimating Software)
Project Estimation		
Calculations		
Engineering Design Process		
Standard Operating Procedure		
Project Implementation		
Autodesk Revit		
Risk Analysis		
Cost Engineering		

Skills Gap Identification

Repackaging courses

Course	
BFND630	Conflict Management
BFND590	Time Management
BFND605	Effective Leadership Practices
BFND505	Making Connections Through Communications
BFND555	Supervisory Savvy
BFND520	Working with the Canada Revenue Agency
BFND580	Workplace Legislation
BFND585	Performance Management
BFND510	Creating a Business Model
BFND615	Supervisory Self Assessment
BFND565	Human Resource Planning
BFND515	Small Business and the Law
BFND525	Designing a Marketing Plan
BFND550	Payroll Preparation
BFND540	Doing Your Own Books
BFND620	Effective Meetings
BFND595	Decision Making
BFND570	Labour Relations
BFND530	Customer Experience Strategies
BFND625	Team Building Tools
BFND635	Strategies for Managing Change
BFND542	Budgeting For Your Small Business
BFND640	Quality Customer Engagement
BFND545	Finance Administration for Supervisory Staff
BFND535	Recognition and Retention
BFND560	Financing Your New Business Venture
BFND575	Recruitment and Selection
BFND650	Operational Excellence Principles



High Focus



Medium Focus



Low Focus

Support grant proposal writing

Market Research in Grant Applications

- Top reasons for incorporating current market research into a grant proposal:
 - **Relevance:** Ensures that the proposal addresses current needs.
 - **Innovation:** Highlights how the project leverages market needs to offer innovative solutions.
 - **Feasibility:** Demonstrates that the project is grounded in reality.
 - **Impact:** Show potential for making a difference.
 - **Competitiveness:** Demonstrates an understanding of the current context.

Partnership Evaluation

Course Outline for Data Science in Financial Markets

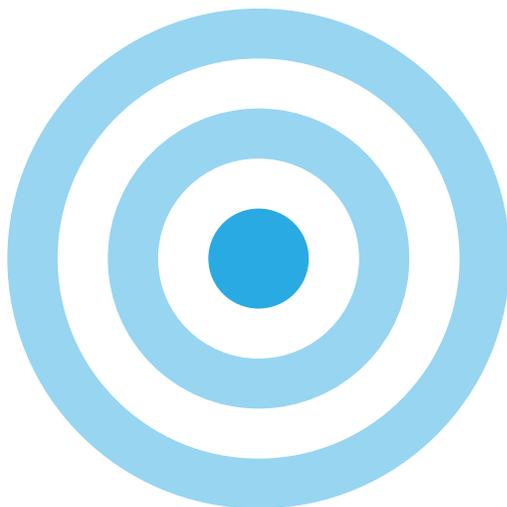
DRAFT for Discussion Purposes Only



Alphalytix Consulting

Data Science for Financial Markets

Delivered in Partnership with
Northern Alberta Institute of Technology (NAIT)

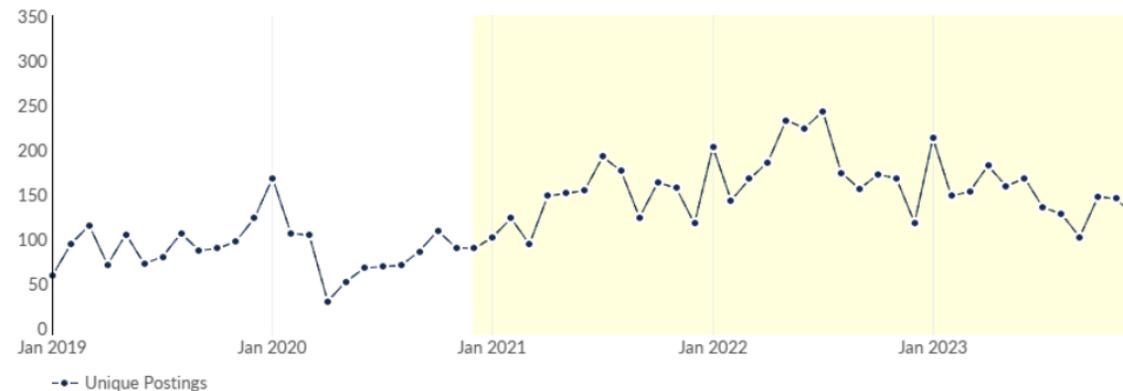


I took a look and we have decent demand in our Alberta market, but would have a niche appeal to various occupations related to Financial and Insurance sector. Attached a detailed report and a few graphs and charts to illustrate the current demand.

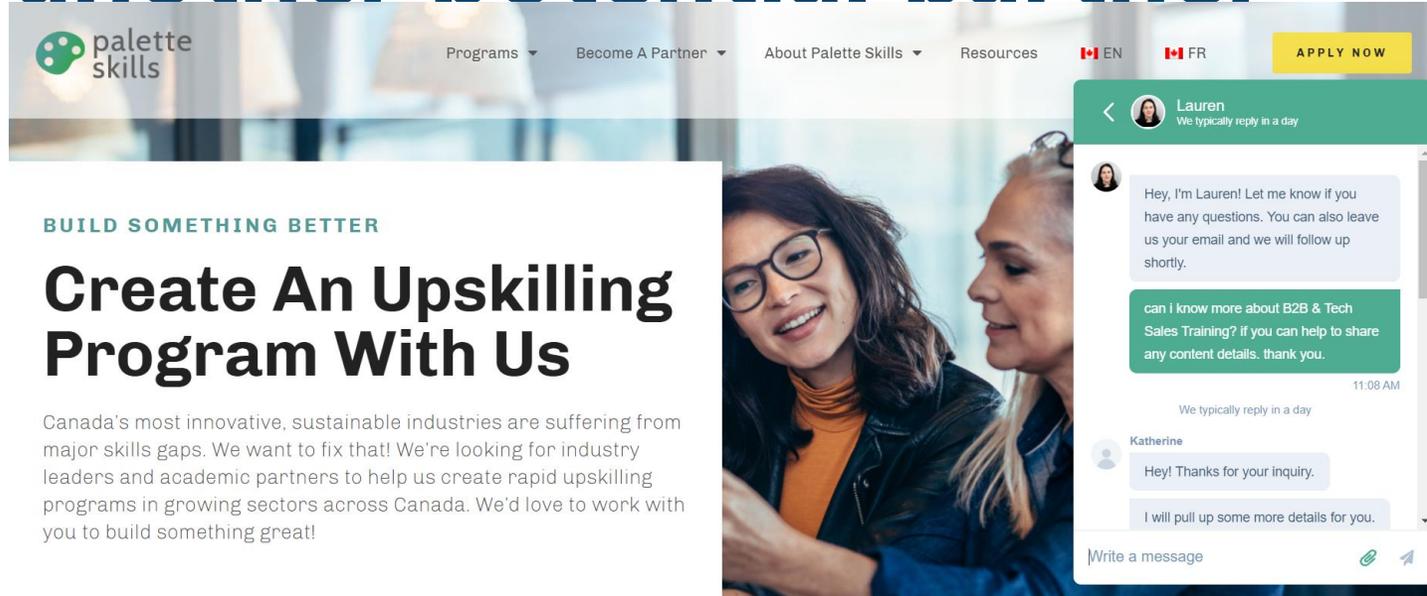
5 Years 12 Months Last 30 Days

Unique Postings Trend

[Jump to Job Postings Table](#) ■■■



Recommendations on how we can engage with another potential partner



The screenshot shows the Palette Skills website. The navigation bar includes the logo, menu items (Programs, Become A Partner, About Palette Skills, Resources), language options (EN, FR), and an 'APPLY NOW' button. Below the navigation is a hero section with the text 'BUILD SOMETHING BETTER' and 'Create An Upskilling Program With Us'. A chat window is overlaid on the right, showing a conversation between Lauren and Katherine. Lauren's message asks for more details about B2B & Tech Sales Training. Katherine's response says she will pull up more details.

BUILD SOMETHING BETTER

Create An Upskilling Program With Us

Canada's most innovative, sustainable industries are suffering from major skills gaps. We want to fix that! We're looking for industry leaders and academic partners to help us create rapid upskilling programs in growing sectors across Canada. We'd love to work with you to build something great!

Category

Tech Sales

Program Length

1 week full time & 3 weeks part-time

Program Fee

\$500 CAD + HST*

*FREE for Ontario residents, thanks to generous government funding.

It is a 1-week intensive, experience-based sales training program designed to help introduce the in-demand area of B2B sales to professionals in need of a change. It also includes 3 additional part-time weeks of job coaching.

Our core sales training includes:

- Prospecting
- Leading discovery calls
- Articulating value proposition
- Individual and group live sales-based challenges
 - Industry-led expert panels and presentations
 - Real-time networking with tech companies
 - Resume and professional coaching
 - Corporate showcase events

Inform strategic decision

Instructors' wages decision

Key Business Objectives:

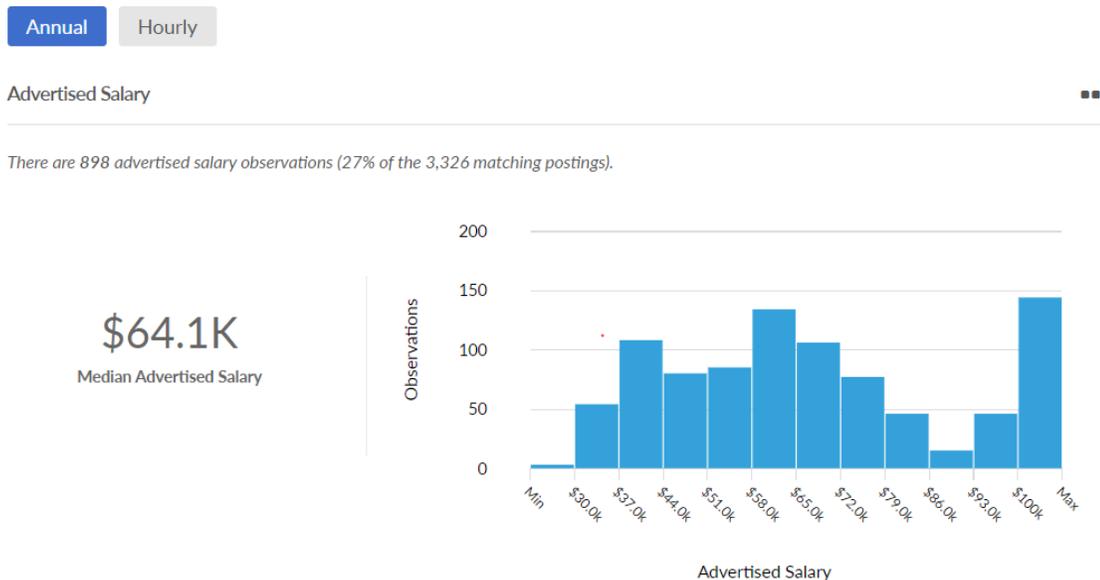
- We are internally discussing the wages of the instructors and my directions are that we can't raise the wages unless we can raise the course costs in order to keep the margins the same.
- Is there a way we could go about finding out what instructors at other institutions are making?

\$30.83/hr

Median Advertised Salary

\$64.1K

Median Advertised Salary



Support Business Cases

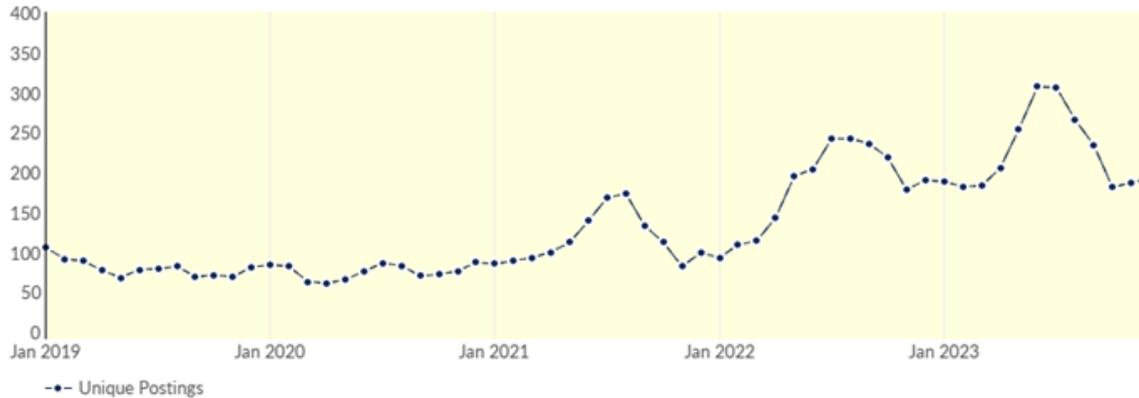
Why should we teach Professional Meat Cutting & Merchandising in NAIT Continuing Education?

Decent demand for butcher/meat cutter jobs in Alberta

5 Years 12 Months Last 30 Days

Unique Postings Trend

[Jump to Job Postings Table](#)



Who's Hiring

Top Companies Posting [Give Feedback](#)

Company	Total/Unique (Dec 2018 - Dec 2023)	Posting Intensity	Unique Postings Trend (Dec 2018 - Dec 2023)
Sobeys	486 / 235	2 : 1	
Safeway	437 / 179	2 : 1	
Loblaw Companies Limited	360 / 116	3 : 1	
Cargill	107 / 48	2 : 1	
The Canadian Brewhouse	62 / 32	2 : 1	
Aliment JBS Canada	118 / 30	4 : 1	
Empire	28 / 22	1 : 1	
A-Mart	92 / 21	4 : 1	
Calgary Co-Op	37 / 21	2 : 1	
Real Canadian Superstore	25 / 18	1 : 1	
H Mart	31 / 14	2 : 1	
Bouvy Exports Calgary Ltd	22 / 14	2 : 1	
Olymel	38 / 13	3 : 1	
Maple Leaf Foods	33 / 13	3 : 1	
Compass Group	23 / 13	2 : 1	

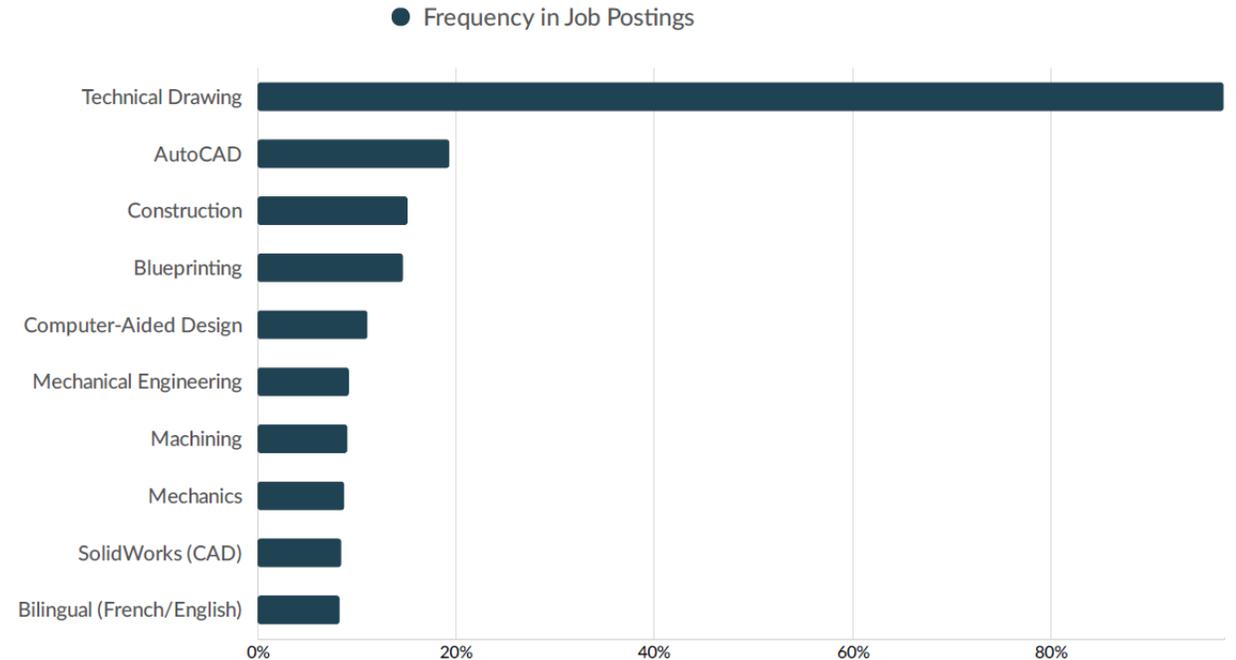
Validation exercise

The current TDRW is basically technical drawing (blueprint) reading class for construction industry professionals. We will move forward with having TDRW for electrical, cadastral drawings, etc in future.

The instructor told me that technical drawing is the current word and we should shy away from Blueprint reading word as it is old.

Is there a way to find out if Blue print reading is still a known skill in industry? Or we are better off just using technical drawing. (Just in construction industry).

Top Hard Skills



Insights to support Marketing Plans

TARGET MARKET

- **Age groups:** Past students are mostly between the ages of 25-34 with the 35–44-year-old age group next. Historically mostly female although the gap appears to be closing.
- **Geographic region:** Calgary, Edmonton (and area – Strathcona County/St. Albert), Red Deer.
- **Skills/interests:** Communications, Sales, Detail Oriented, Writing, Management, Planning, Customer Service, Research.
- **Job titles:** Digital marketing specialists, marketing coordinators, digital marketing coordinators, marketing managers/specialists, digital marketing managers, media sales consultants
- **Top posted occupations:** Professional occupations in advertising, marketing, and public relations; Sales and account reps (non-technical), customer and information services reps, advertising, marketing and public relations managers; retail salespersons.
 - Marketing specialist, advertising sales rep, marketing manager, social media strategist/specialist, marketing assistant/association, customer service rep, communications/public relations specialist, sales rep.
- **Top industries:** Stationery and Office Supplies Merchant Wholesalers; Colleges, Universities, and Professional Schools, Internet Publishing and Broadcasting and Web Search Portals, HR Consulting Services, Employment Placement Agencies
- **Education:** No Education Listed (53%), Bachelor's Degree (39%), High School (8%)

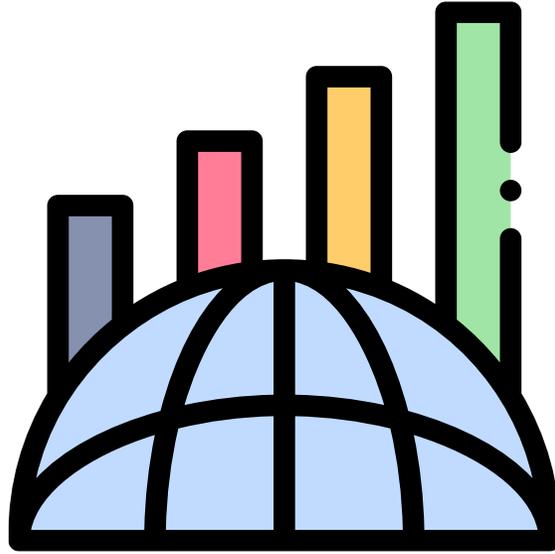
Identify Target Segment (learners who aspire to get into real estate from another occupation?)

Occupation	Category	Mean Salary Diff.
Sales Assistant	Advancement	(\$39,374)
Advertising and Marketing Sales Assistant	Advancement	(\$36,675)
Real Estate Legal Secretary	Lateral Advancement	(\$36,295)
Telemarketer	Advancement	(\$34,606)
Lead Generation Specialist	Advancement	(\$32,823)
Product Demonstrator / Promoter	Advancement	(\$32,799)
Sales Coordinator	Advancement	(\$30,879)
Door-to-Door Sales Representative	Advancement	(\$27,032)
Sales Supervisor	Lateral Advancement	(\$25,385)
Field Sales Representative	Advancement	(\$24,123)
Leasing Consultant	Advancement	(\$23,262)
Insurance Sales Agent	Lateral Advancement	(\$22,543)
Advertising Sales Representative	Advancement	(\$21,909)
Outside Sales Representative	Advancement	(\$20,140)
Sales Representative	Advancement	(\$17,875)
Advertising and Marketing Sales Representative	Advancement	(\$16,524)
Property / Real Estate / Community Manager	Lateral Advancement	(\$15,581)
Sales Representative (General)	Advancement	(\$12,800)
Sales Consultant	Advancement	(\$11,406)
Account Manager / Representative	Lateral Advancement	(\$10,815)

Great collaboration



Evolution



Knowledge



Strategic Consulting



Strategies for Implementing Market Research in Continuing Education

The Approach



Leadership buy-in

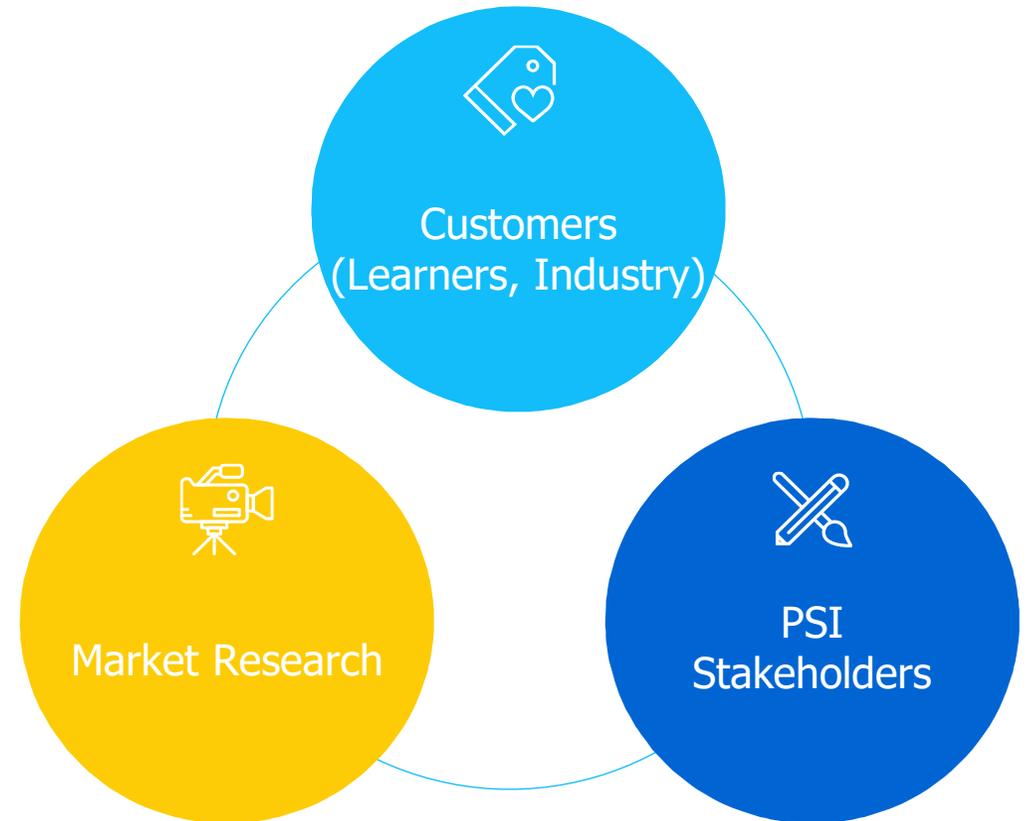


Agile & problem-first mindset



Relationships with industry clients

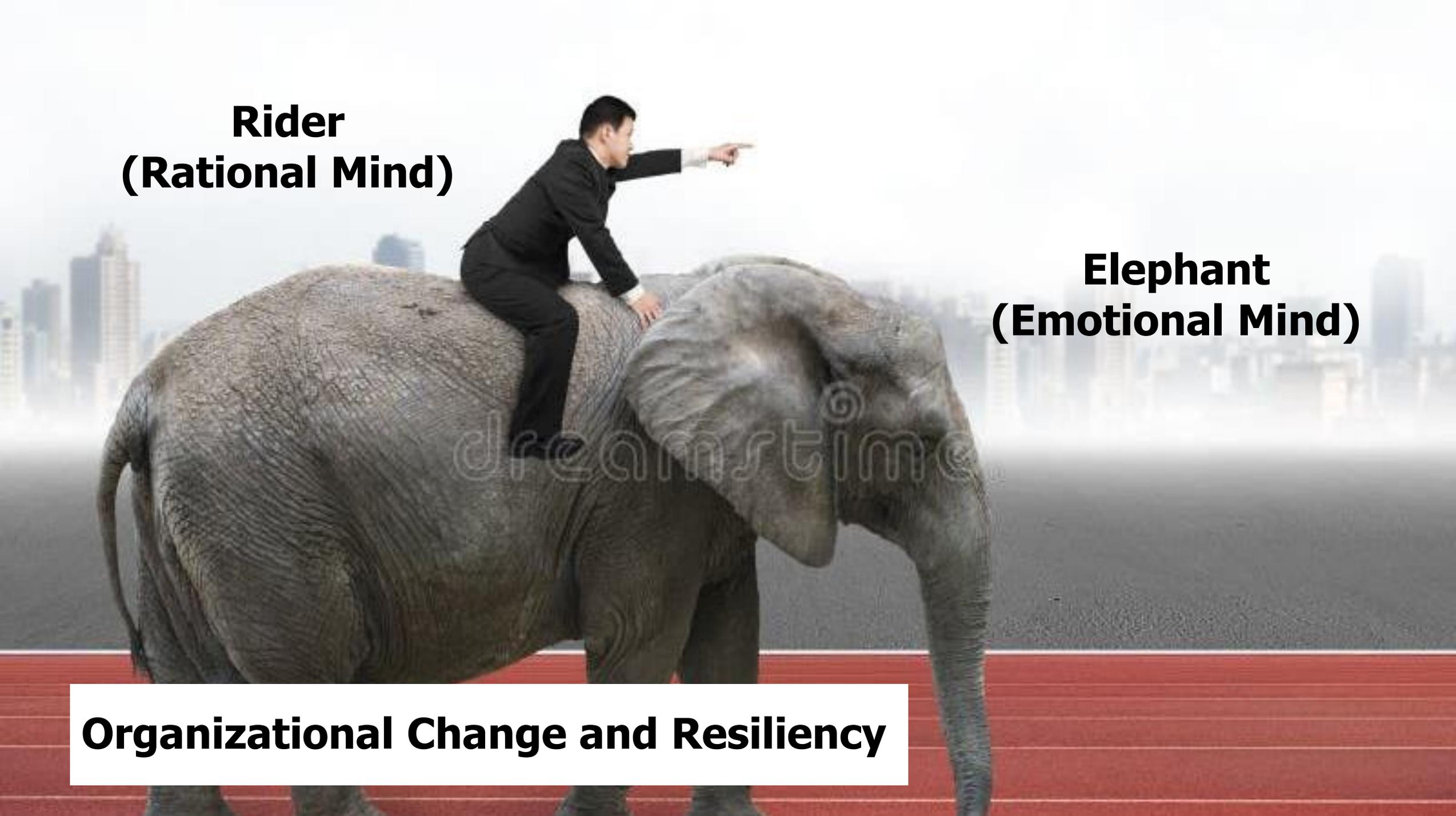
Call to Action



**Rider
(Rational Mind)**

**Elephant
(Emotional Mind)**

Organizational Change and Resiliency



What resonates with you the most and why?

*Thank
you*

I'M PROUD
TO BE
MARKET RESEARCH
ANALYST

UNTIL I WIN THE LOTTERY

Thank you!

Questions?

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