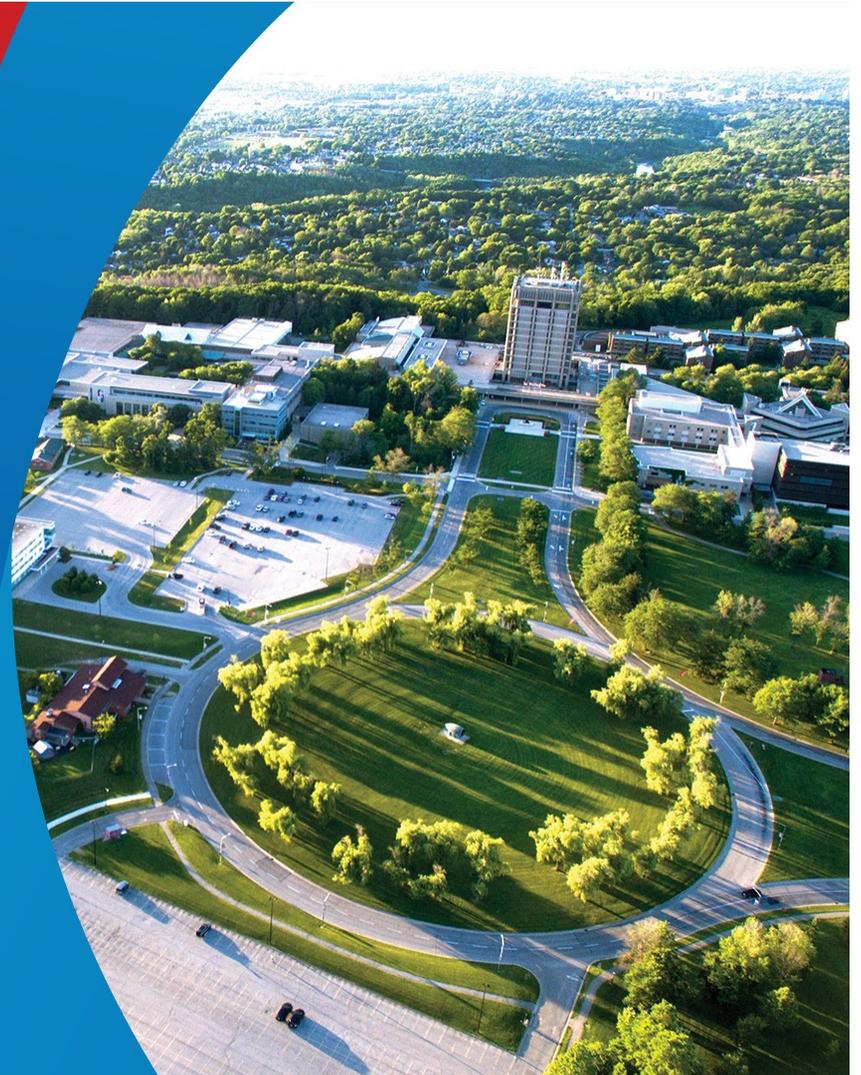


Telling the Story of Continuing Education in Canada: the CAUCE 2024 survey results

Evan Cortens (MRU)

Julie Peters (Academica)



Purpose

- To tell the story of Canadian university continuing education
 - Large proportion of enrolments (59% in the 2024 survey) are not reported to government, and won't be part of the story if we don't tell it ourselves
- Focus on collaboration, not competition; a rising tide lifts all boats
- How we can work together to collect and share better data

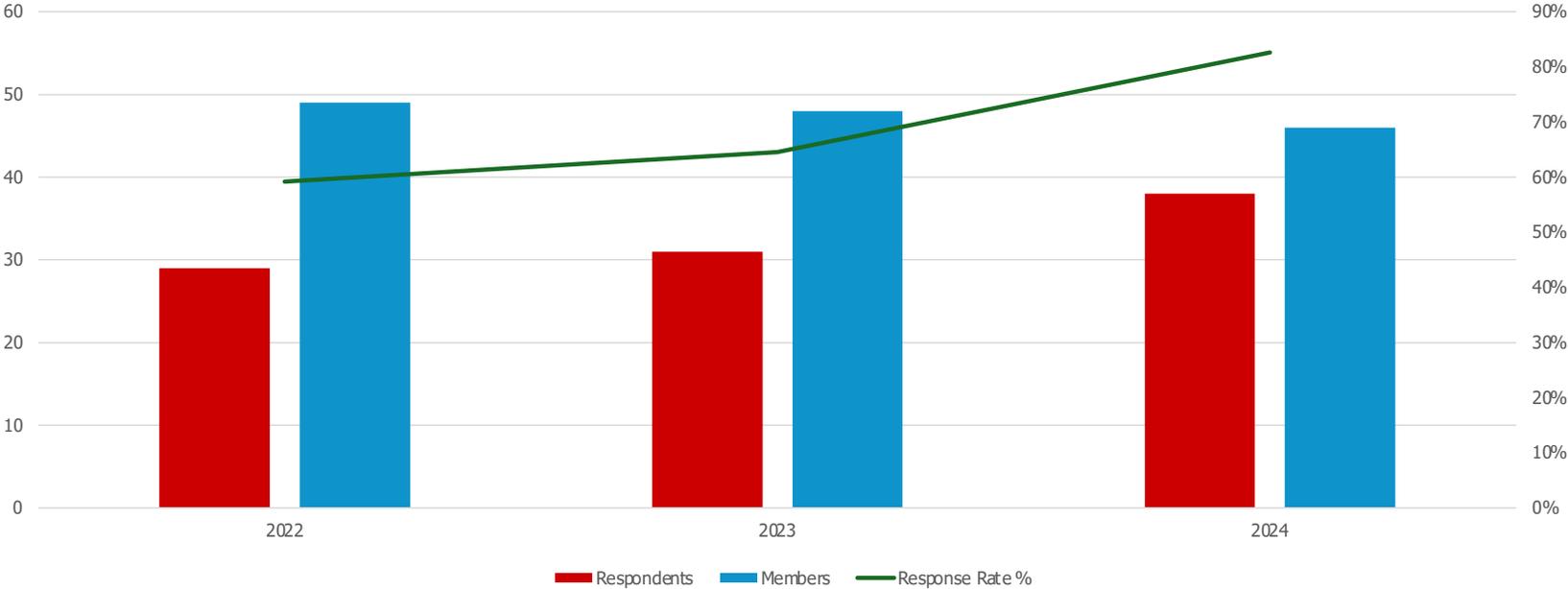
History

- Survey developed by CAUCE, with advice/input from Academica
- First administered in 2022
- Administered annually by CAUCE to member institutions
- Data is analyzed and reported on by Academica
- CAUCE's Data Collection Committee now oversees the survey

History

- Three-year survey cycle:
 - long triennial survey, short survey, short survey
- Surveys conducted to date:
 - Fall 2022: annual short survey
 - Fall 2023: triennial long survey
 - Fall 2024: annual short survey

Response Rate

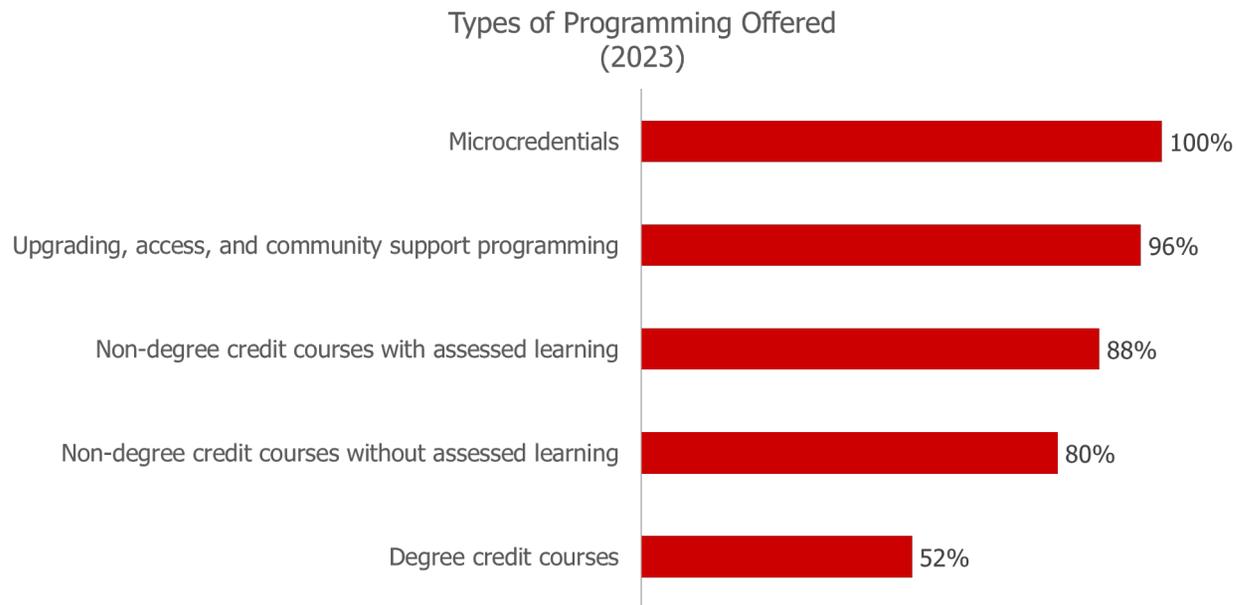


Knowledge Knows No Boundaries



What *is* continuing education?

- Left to individual responding institution to determine based on their own institutional context

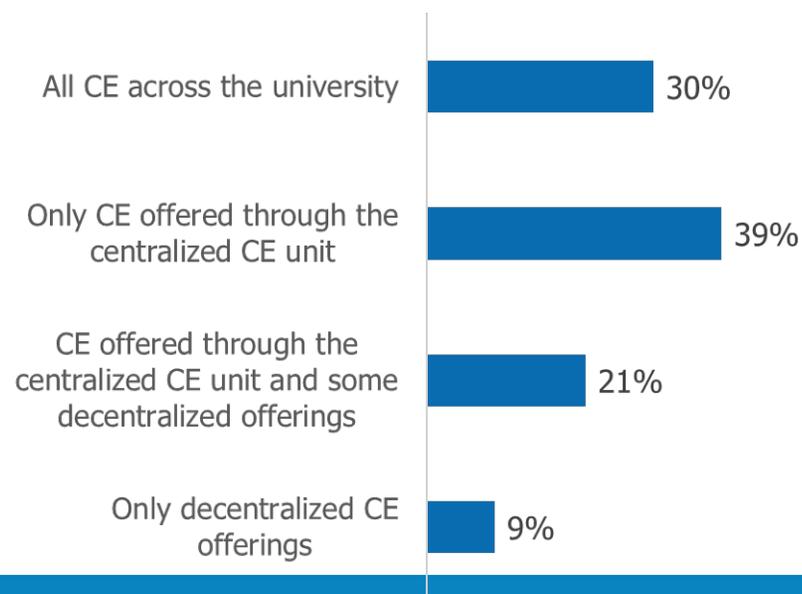


Continuing Education Unit Structure



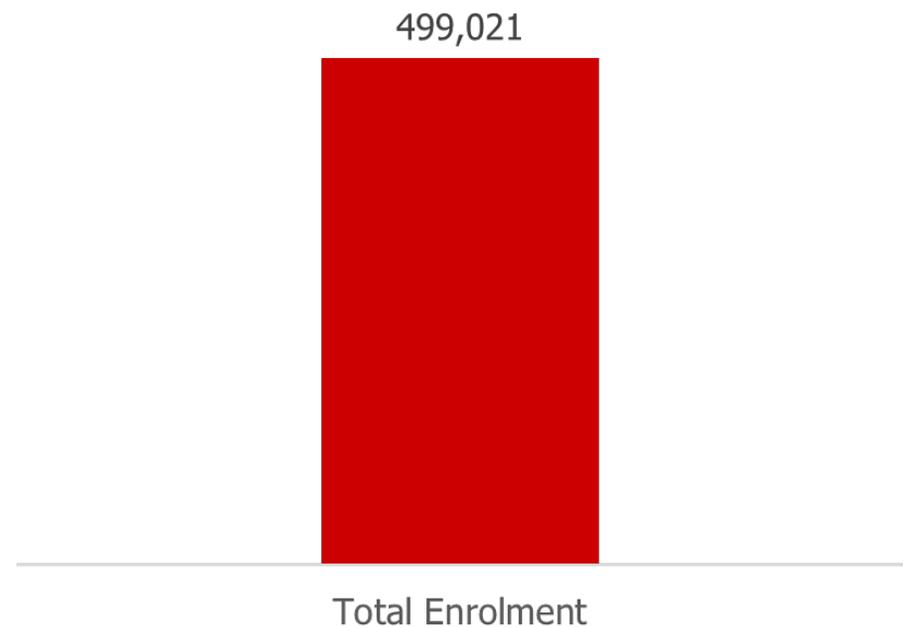
Have a centralized CE unit
(2023)

• In 2024, units reported:

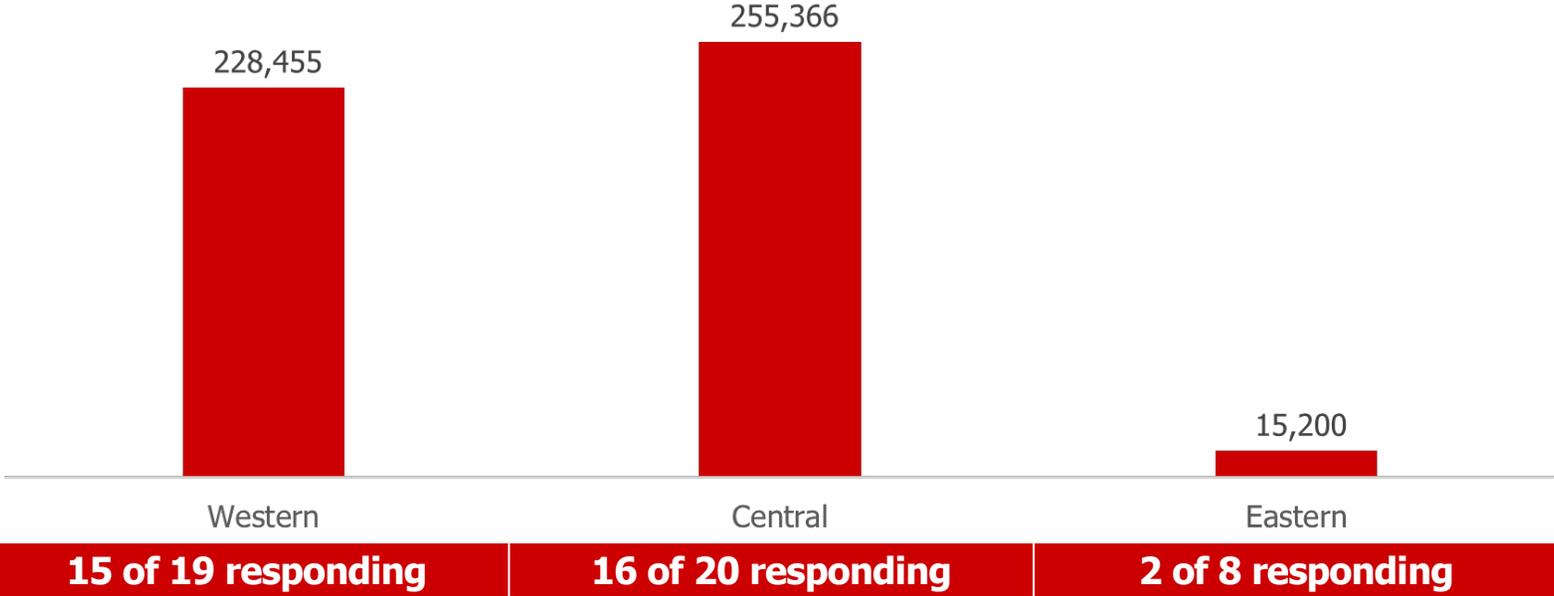


Enrolment

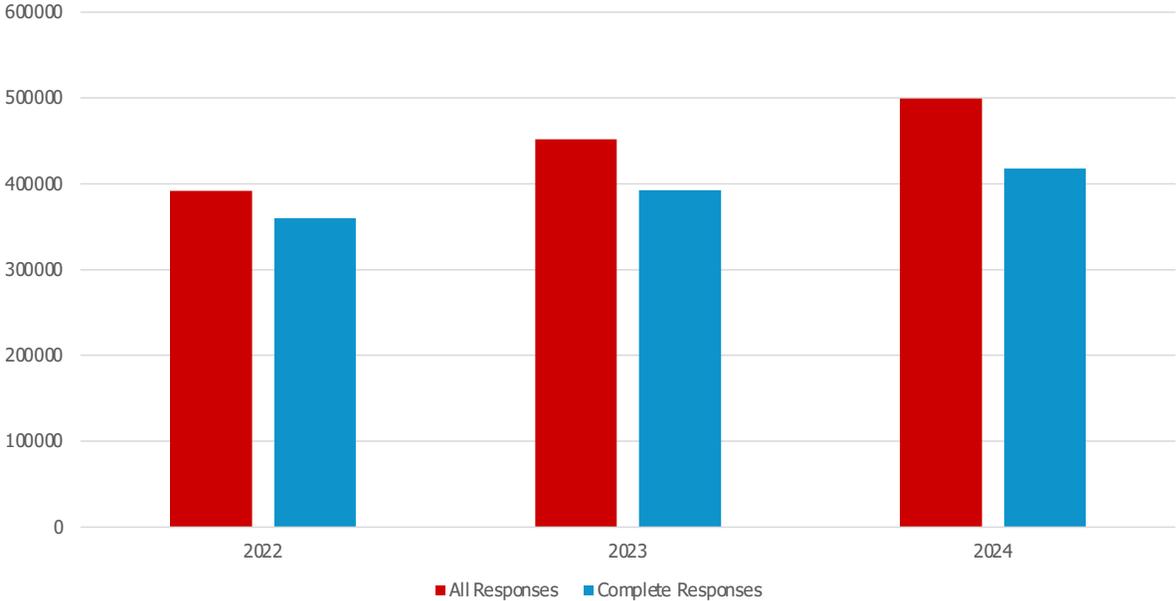
- In the 2024 survey, 33 institutions reported a total of **499,021** continuing education enrolments



Enrolment by Region



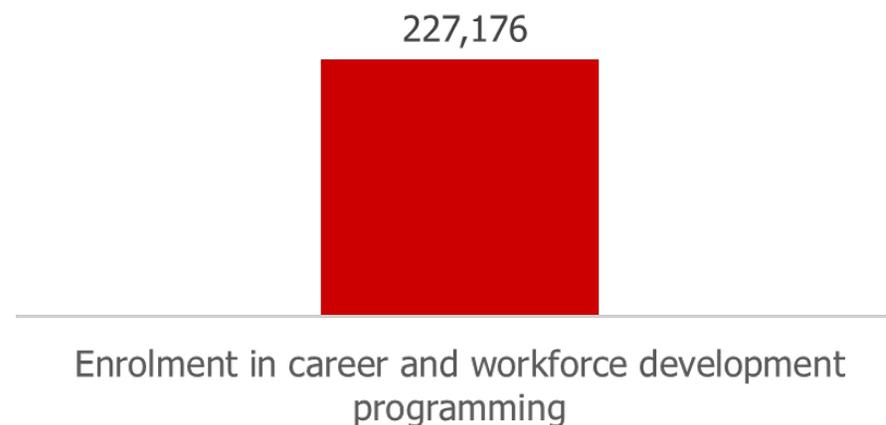
Enrolment Trend



- For the 20 institutions who submitted enrolment figures in all three years, there was **16.1% enrolment growth** from 2022 to 2024.

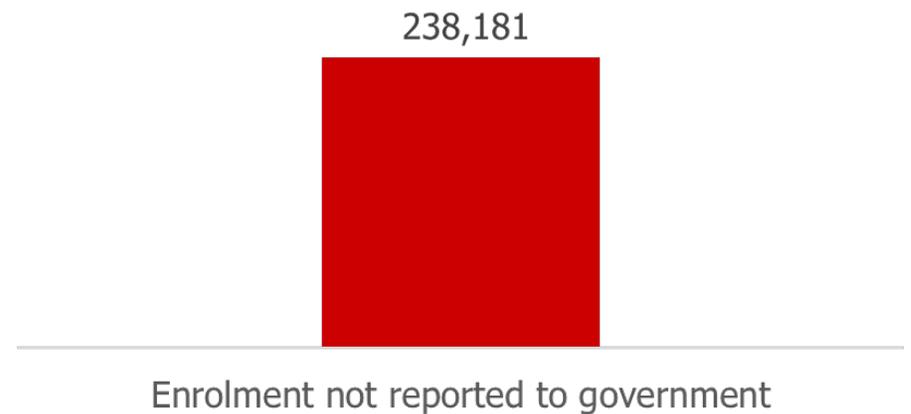
Program Types

- **227,176** enrolments were recorded in **career and workforce development programming** across 26 universities
 - The definition for this is somewhat unclear.
 - What are some categories that would be useful to you?



External Reporting

- **238,181** enrolments at 23 universities were in CE that is **not reported to government**
 - **59%** of total enrolments for these institutions

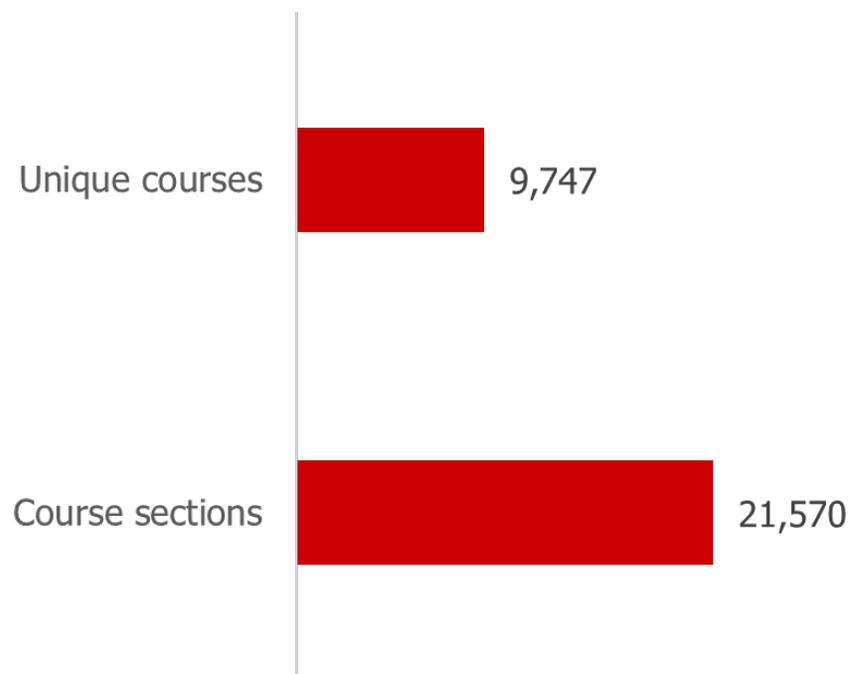


Instructional Hours

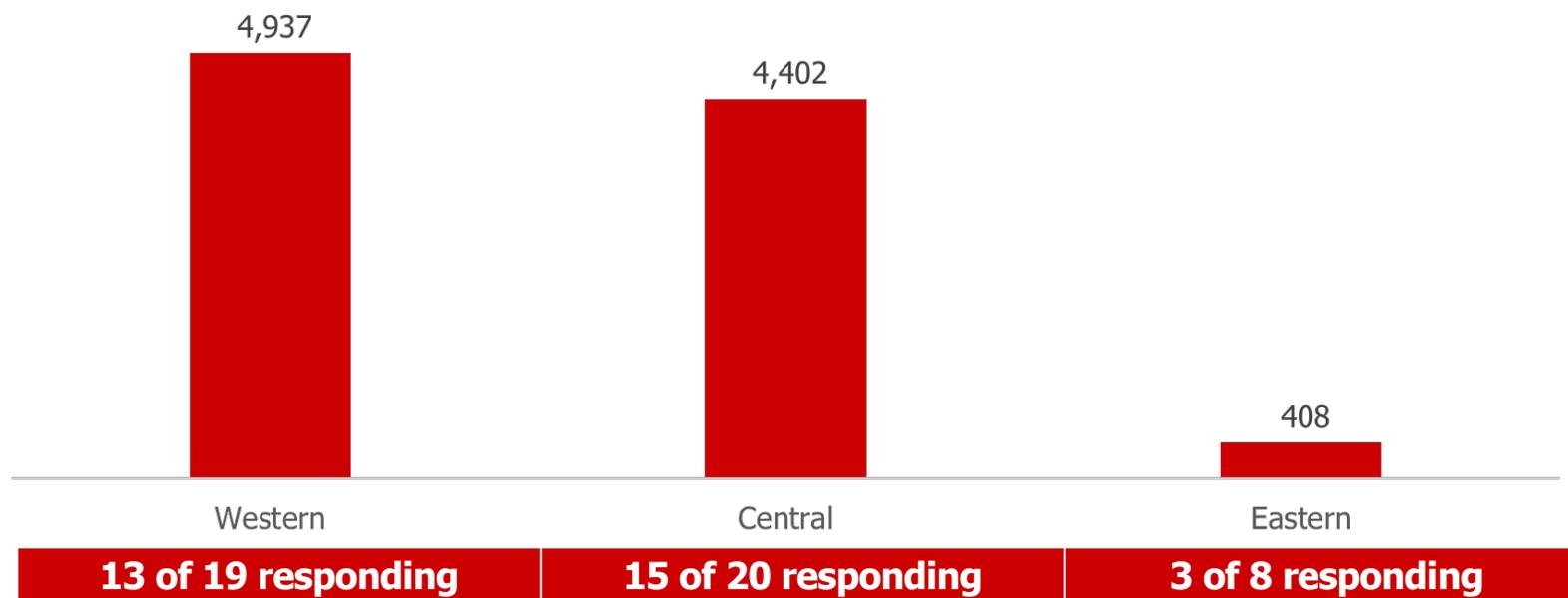
- **2,118,342** CE instructional hours were delivered by just 15 Canadian universities
- Instructional hours has consistently been **above two million** across the 2022 to 2024 period

Courses and Sections

- 9,747 unique CE courses were offered at 31 universities
- 21,570 course sections were offered by 28 universities



Courses by Region



Knowledge Knows No Boundaries



Demographics

- Survey respondents were asked to submit the percentage of learners belonging to each of the following equity-deserving groups:
 - Indigenous
 - Racialized, Black, and/or People of Colour
 - Persons with disabilities
 - 2SLGBTQ+ (includes gender diverse and sexually diverse individuals)
 - Recent immigrants (obtained a landed immigrant or permanent resident status in the last 5 years)
 - Women
- Very few institutions collect this data: the best response rate was 18% for Women; every other field was less than 8%.

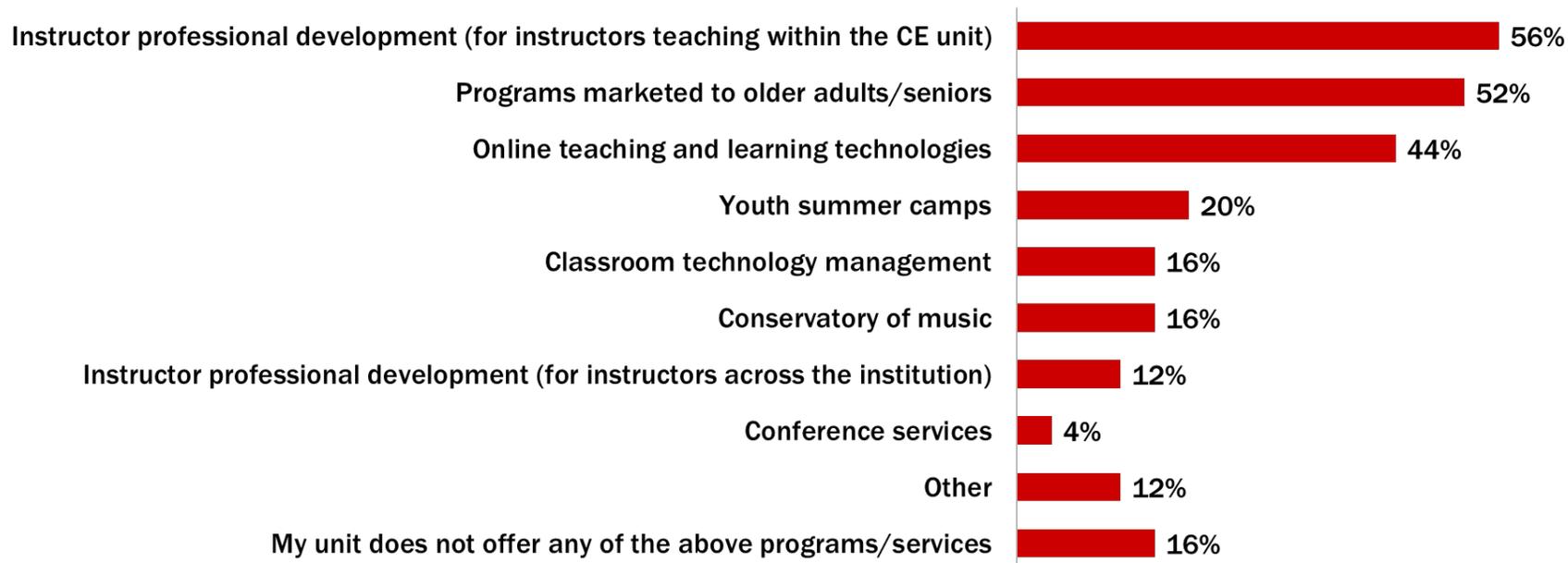
Outcomes

- Survey respondents were asked what percentage of learners who completed a program achieved each of the following outcomes:
 - Obtained employment relevant to their program of study
 - Continued to further education
 - Achieved their personal educational goal(s)
 - Satisfied with the quality of the program
- Very few institutions collect this data, with the best response rate being 11% for program quality

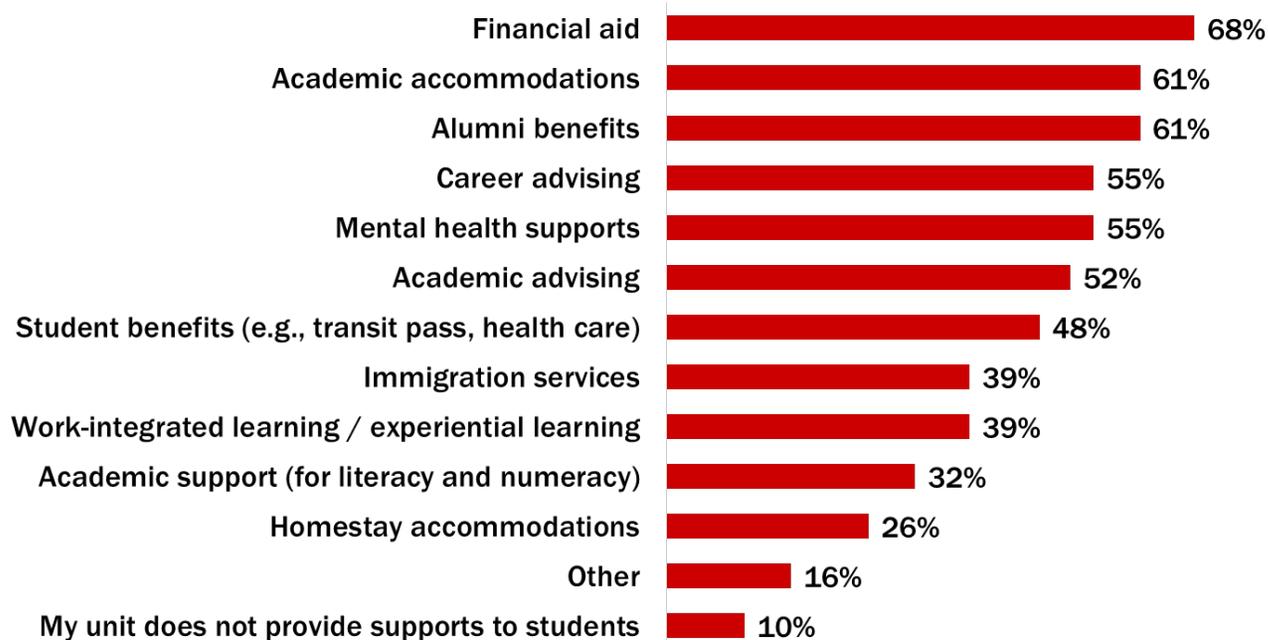
Programming Categories



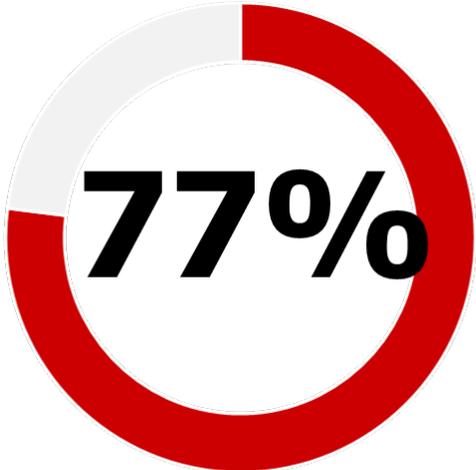
Additional Programs & Service Areas



Available to CE Students

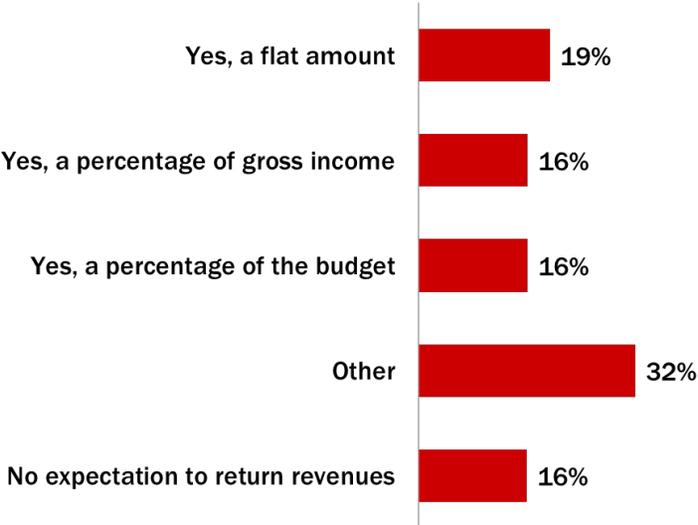


Revenue



CE Unit is financially self-supporting

Unit is Required to Return Portion of Revenue to Institution's Central Fund



Discussion Questions

- What are the categories of continuing education programming?
- What data would be most valuable to you?
- How can we improve our response rate and the consistency of our data?
- Would we ever want to see continuing education enrolment data collected by Statistics Canada?

How to Get Involved

- Fostering a culture of data-informed decision making at your institution
- Volunteer to join CAUCE's Data Collection Committee
- Just email us your thoughts!
 - ecortens@mtroyal.ca

CAUCE 2025

Brock University • Niagara • May 28-30

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Canadian Association for
University Continuing Education

