

Thriving in
Change and
Complexity

Rising to the challenge in
Continuing Education

CAUCE CONFERENCE 2026
HALIFAX | MAY 13-15

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Halifax, Nova Scotia · May 13 - 15



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Doing more with less: providing advice for running a lean continuing education department

Nathan Cheney – Executive Director

Barb Mercer – Associate Director,
Programming

Brock University Professional and
Continuing Studies

The Context

- Post-secondary across Canada is facing financial pressures
- CE is being turned to as a fix for these financial pressures
- However, due to financial pressures, CE units are expected to grow while cutting costs
- What do we do?

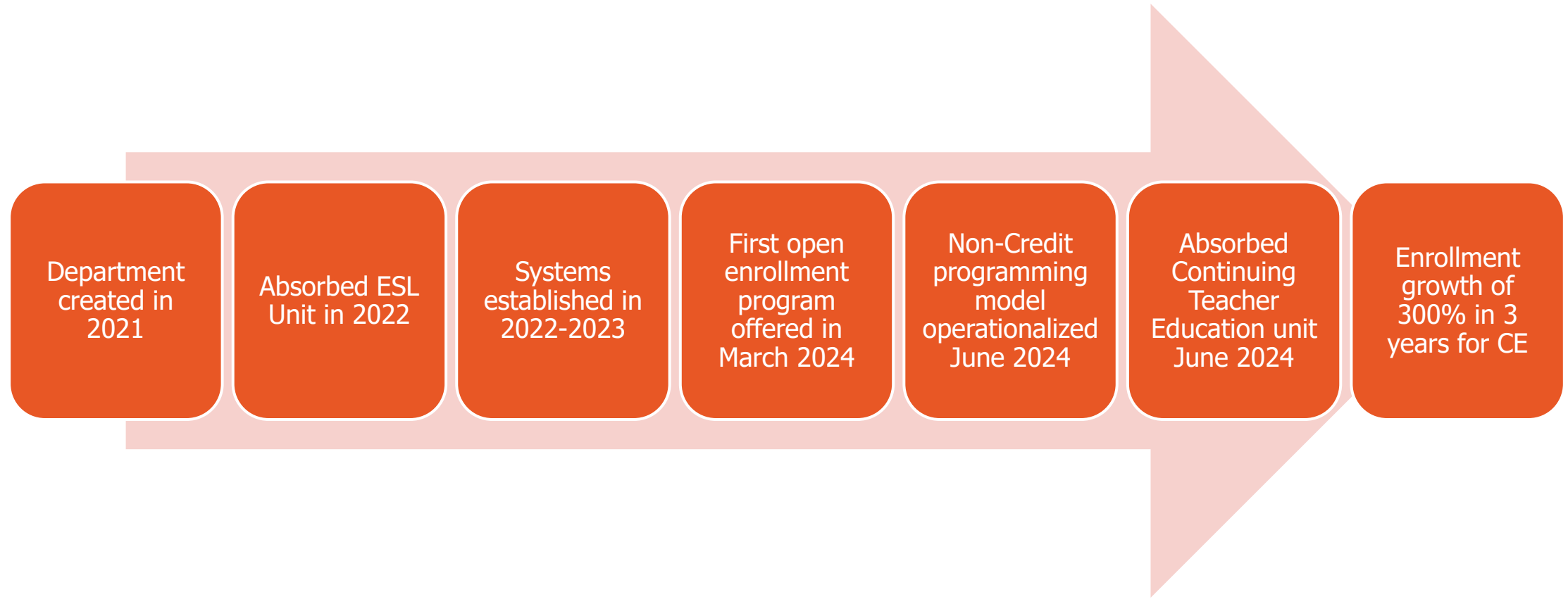




What do we do?



Brock University: A Case Study





Key Strategies

- Streamlining the development and approval process
- Leveraging existing institutional resources
- Aligning administrative workflows
- Build team capacity through investment in technology where possible



Streamline Development and Approval

- Development Process
 - Standardized course template
 - Structured onboarding
 - Streamlined workflow
 - Collaborative approach (SME, ID, and LMS Developer)
- Program Approval Process
 - Non-Credit Advisory approval
 - Clear Department-level approval process

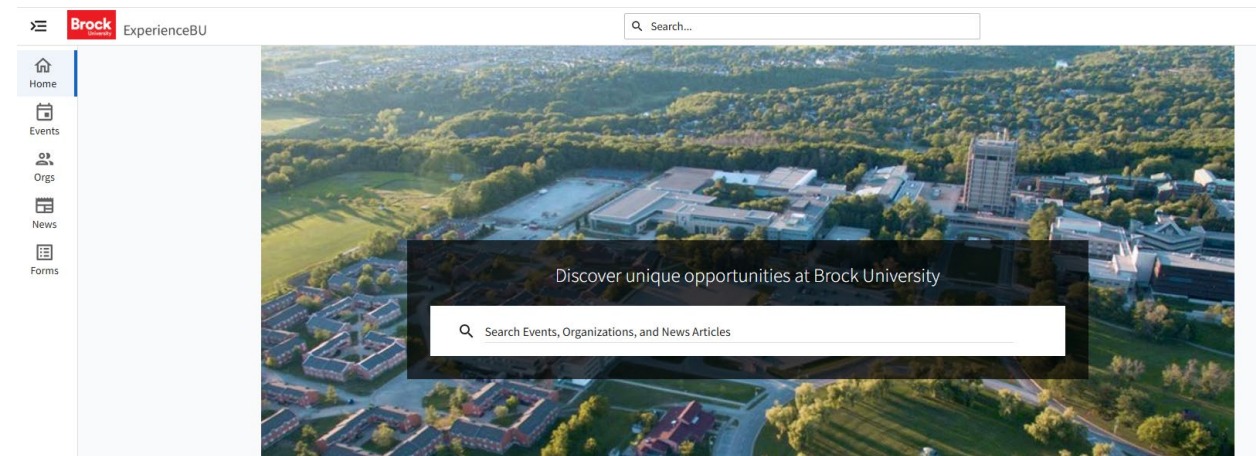


Maintaining Quality and Consistency

- Course Changes & Reviews
 - Defined process for managing course updates (minor vs. major)
 - Regular review cycle
- Timelines
 - Clear development milestones
 - Defined expectations for review and launch
- External Expertise
 - Independent contractors (SMEs)
 - Standardized stipends
 - Clear roles and expectations

Leveraging Existing Institutional Resources

- Shared positions
- Co-op and student staff
- Use of campus-wide systems (LMS, ExperienceBU, etc.)



Aligning Administrative Workflows

One operations team, similar processes

Cross-train staff to reduce time lost

Create SoPs and ongoing regular communication for standardized responses

Continue system improvements to reduce administrative burden

Build team capacity by investing in technology

- Modern Campus improvements and automations
- Improved notifications through Brightspace
- MyCreds and Modern Campus integration (upcoming)

COOL 9N560 - Practical Social Media Marketing Strategies for Wineries and Cideries

Language of Delivery: English
Delivery Options: Online

Programming Description

Are you feeling overwhelmed by how your winery or cidery should be using social media? Do you struggle with consistency or lack of skills to effectively connect with your audience? This course is tailored specifically for anyone who manages social media efforts at a winery or cidery. It will empower you with the tools and strategies to create engaging content that resonates with your audience and drives sales. Learn to optimize your winery or cidery's social media platforms, tailor content for your target market, and apply basic photo and video techniques—all without needing prior experience. Gain the industry-specific insights needed to boost your winery or cidery's social media presence through effective, targeted messaging and storytelling.

Enroll Now - Select a section to enroll in

COOL 9N560 - 2026SP-001 May 04, 2026 Online +
Available

The screenshot shows the Brightspace user interface for Brock University. At the top right is the Brock University logo with a red 'TEST' badge. Below it is a blue navigation bar with a home icon and the text 'Home'. Underneath are three menu items: 'Document Repository' with a database icon, 'Badges' with a ribbon icon, and 'Background Task' with a checkmark icon.



Lessons Learned

Build bigger

Be selective

Be strategic

Promote the why as much as the results



Opportunities remain

Not fully automated, still lots of manual touchpoints

Staff burn out, difficulties in hiring due to larger financial challenges and procedures within the university

Competing priorities with different units sharing similar deadlines and timelines

Staying strategic vs. staying political – where do we spend our time/money/resources?



What about you?

- What are some of the challenges you have faced given the current circumstances facing university CE units?
- What ways have you handled these challenges?
- What advice would you give your colleagues in this room?



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Thank you!

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