

Thriving in
Change and
Complexity

Rising to the challenge in
Continuing Education

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ed2go 101

*Beyond the Booth
Meet our Team, Learn
Our Mission*

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in collaboration with Cengage Canada



CAUCE

Canadian Association for
University Continuing Education

Placeholder for land acknowledgement

Dalhousie University operates in the unceded territories of the Mi'kmaw, Wolastoqey, and Peskotomuhkati Peoples. These sovereign nations hold inherent rights as the original peoples of these lands, and we each carry collective obligations under the Peace and Friendship Treaties. Section 35 of the Constitution Act, 1982 recognizes and affirms Aboriginal and Treaty rights in Canada.

ed2go Who We Are

Our culture values the personal and professional growth of each student we touch.

ed2go is an online course provider that helps turn courses into careers, empowering learner's lives online.

We offer flexible learning models for students, quality credentials to keep up with today's professional landscape, and help to bridge the gap between education and local opportunity.



Who We Serve

Time, limited access, and life circumstances prevent so many people from maximizing their potential.

Through online offerings, we deliver relevant, in-demand skills that empower and enrich peoples' lives, meeting the diverse careers, circumstances, and needs of the 21st century student.

ed2go partners with 1,800+ colleges and universities, non-profits, corporations, and workforce boards.

25+

YEARS EDUCATING

700+

QUALITY ONLINE COURSES

5.4M

STUDENTS SERVED

Course Portfolio



Courses focus on basic skills for professional development or personal enrichment

- 6-week, instructor-moderated courses
- 3-month, self-guided courses
- Non-credit, college and university partners may offer continuing education credit
- Over 540 courses available



Courses prepare students for a new career or career advancement

- Open enrollment; students work at their own pace
- Courses aligned to the Canadian labor market
- 6-18 months course duration
- 1:1 enrollment and course completion support
- 195 courses available, and more being added

ed2go Ecosystem



Deliver Ready-to-Go Online Course

- 700+ courses that align with local in-demand occupations
- Advanced Career Training and certifications
- Fundamentals for soft skill development and employability



Build Your eCommerce

- Customized site with your branding
- Your choice of courses and retail pricing in your catalog
- Online eCommerce and offline payment options
- API and single sign-on (SSO) capabilities



Enroll Students

- Dedicated enrollment team for advising, course registration, and confirmation
- Phone, chat, and email support



Evaluate Local Job Demand Analysis

- Continuous, personalized reporting on local workforce demand and student progress



Provide 3rd Party Funding

- Identify and secure funding sources and enable access from WIOVA, to MyCAA, state & federal grants 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

- 1-to-1 student advisors provide support, career advice, and answer questions
- Administer drop, refund, and transfer requests

Q&A

Move into a section where we are prompting and taking questions from the audience.

1. How has your institution approached building an online course program?
2. What issues are you facing that are barriers to building an online program? – other institutional issues?
3. Where do you see the future of continuing education in the next year to 5 years?
4. Which program areas are seeing the strongest learner and employer demand right now?
5. Where are you seeing gaps in your current catalog that you cannot meet today?
6. How important are Canadian-recognized certifications vs. skills-based training programs?
7. What type of services and/or offerings are important to you from a third party provider?
8. What marketing are you doing on our behalf of institutions?
9. What marketing efforts drive the most business?

Thank you!

Questions?

Reach out to Geredith.Gonzalez@cengage.com



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Back up Slides

Why Partner with ed2go



Turnkey - Quickly build a continuing education ecosystem to better serve your community by expanding online offerings without increasing budget or staff



Flexible - Self-paced learning - anytime, anywhere, mobile enabled



Compliant - ADA compliant (website and course content) accessibility for people who have disabilities that affect their hearing, vision or physical capacities

Relevant - In-demand and up to date industry leading courses are added and updated regularly

Credible - knowledgeable instructors with strong industry experience, subject matter experts lead training

Robust Reporting - backend tracking provided for student data, attendance, progress, and other performance measures

Unmatched Support - for students and partners to ensure success from enrollment to certification and beyond

Quality Learning Design

Four Keystone 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.



Authenticity

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



Accessibility

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



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.

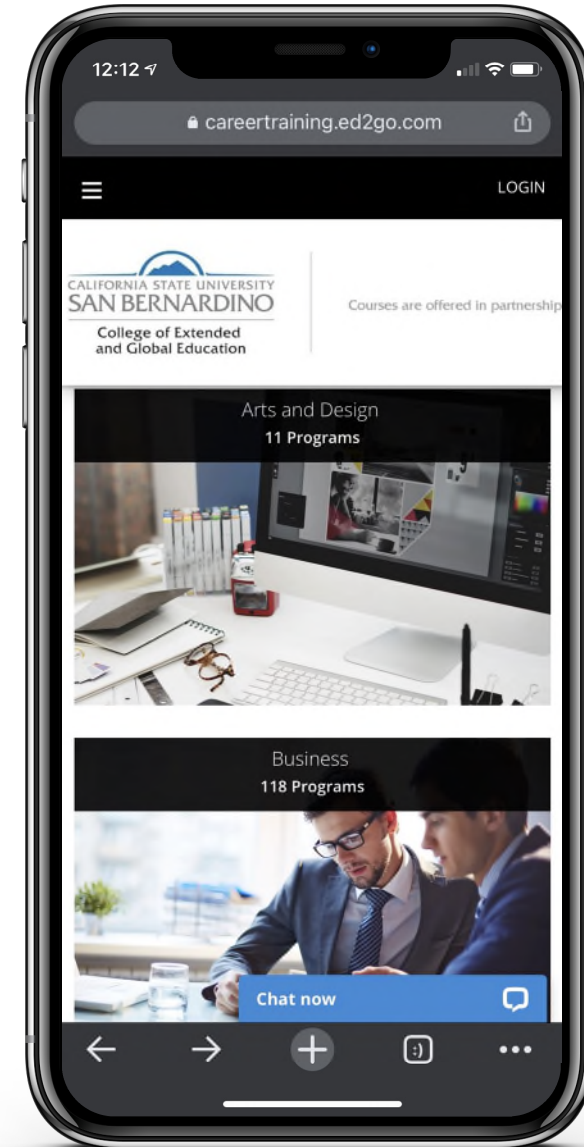
Why Feature ed2go Courses



Featuring ed2go courses is effective and flexible.

We'll build and host a personalized eCommerce website, where students will be able to view a Partner's entire catalog, easily enroll in courses, and submit payment.

For a non-hosted site, our platform supports API integration, and we show Partners how to feature courses on their existing continuing education website.



Marketing Made Easy

Marketing resources at your fingertips...



Marketing Plans

Our marketing team can help you create an executable strategy



Campaigns-in-a-Box

Everything you need to deploy a campaign, all in one place



Collateral

Access to templated emails, ads, flyers, blogs, and catalogs



Press Releases

Use our resources to get the word out there about all the amazing work you're doing!



Social Media Content

Engaging white-label content that you can use on your social platforms



Best Practices

Discover webinars and blog series on marketing best practices

Thank You

