



BOARD OF GOVERNORS
Approved Minutes - Open Session

5. **Remarks of the Chair**

The Chair welcomed new Governors to their first Board meeting and the Board participated in a round table of introductions.

6. **Safety Moment**

Documentation was circulated with the Agenda. Mike Van Hee presented this item.

Highlights:

10. 2022 Continuing Education Enrolment Report

Documentation was circulated with the Agenda. Penny Werthner and Sheila LeBlanc presented this item.

Highlights:

The presenters reported that Continuing Education has had a strong year, noting that all key performance indicators were exceeded

The presenters highlighted that Continuing Education:

- o Serves a multitude of learners including full-time and part-time students, those in their early, mid and later careers, distance learners, and international students
- o Calculate enrolment numbers using a multitude of metrics due to the different types of courses offered
- o Is working closely with community-based organizations on work force development programming and corporate training, helping to identify skills gaps and working to bridge gaps for international students and workers
- o Is focusing on growing educational tourism offerings to mirror successes at other Canadian institutions and working on building out its brand reputation
- o Has been conducting internal collaborations for reskilling and upskilling, courses in personal interests and academic upgrading, and is working on assisting the academy to offer this kind of programming

In response to questions, it was explained that:

- o Continuing Education attracts international students in many ways including social media marketing, partnership contracts with other institutions across the world, and international professor programs
- o The key metric that is used to measure the success of these programs is client satisfaction as most courses are in reskilling and upskilling
- o Some courses offered by Continuing Education have accreditation considerations which are reported back on regularly to the accreditation groups
- o Continuing Education is responding to the market demand for online vs in-person course offerings and ensuring both are delivered in a quality way. As a revenue generating unit, expenses associated with operational costs are covered by the unit.
- o Due to international visa delays, over half of the accepted students were not able to come to their programs. Continuing Education is not growing as quickly as it could with these roadblocks as most international students want to attend in person for a fully integrated experience.

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11. Other Business in the Open Session

There was no other business.

12. Motion to Adjourn the Open Session and Move into the Closed Session

Moved/Seconded

That the Board of Governors adjourn the Open Session and move into the Closed Session.

Carried

The Open Session was adjourned at 9:16 a.m.

Courtney McVie
University Secretary