

1. The Team

Caitlin Britton, Principal Investigator

Christopher Dyck, Research Officer

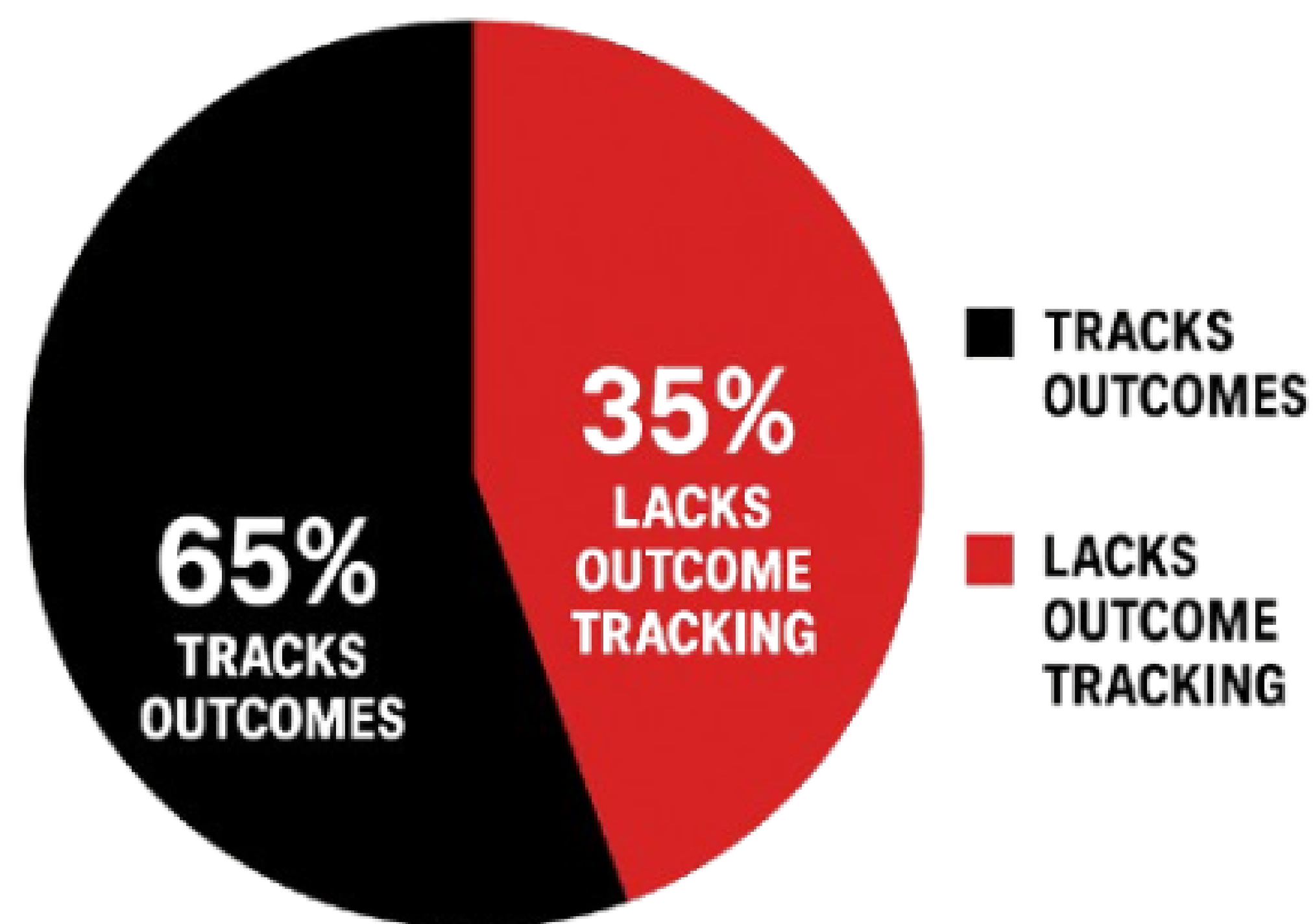
Sanskruti Panchal, Student Research Assistant

2. Project Overview

This project develops a process for tracking Continuing Education (CE) learners' motivations, progress, and outcomes to align with labour market needs. The goal is to create guidelines and recommendations that enhance student mobility and success.

Why it matters:

- 35% of CE programs lack outcome tracking.
- Rural/online learners face mobility barriers (credit transfer, career alignment).



Key Focus Areas:

Student Motivation & Career alignment

Credit Transfer Efficiency

Rural / Online Learners

Labour Market Alignment

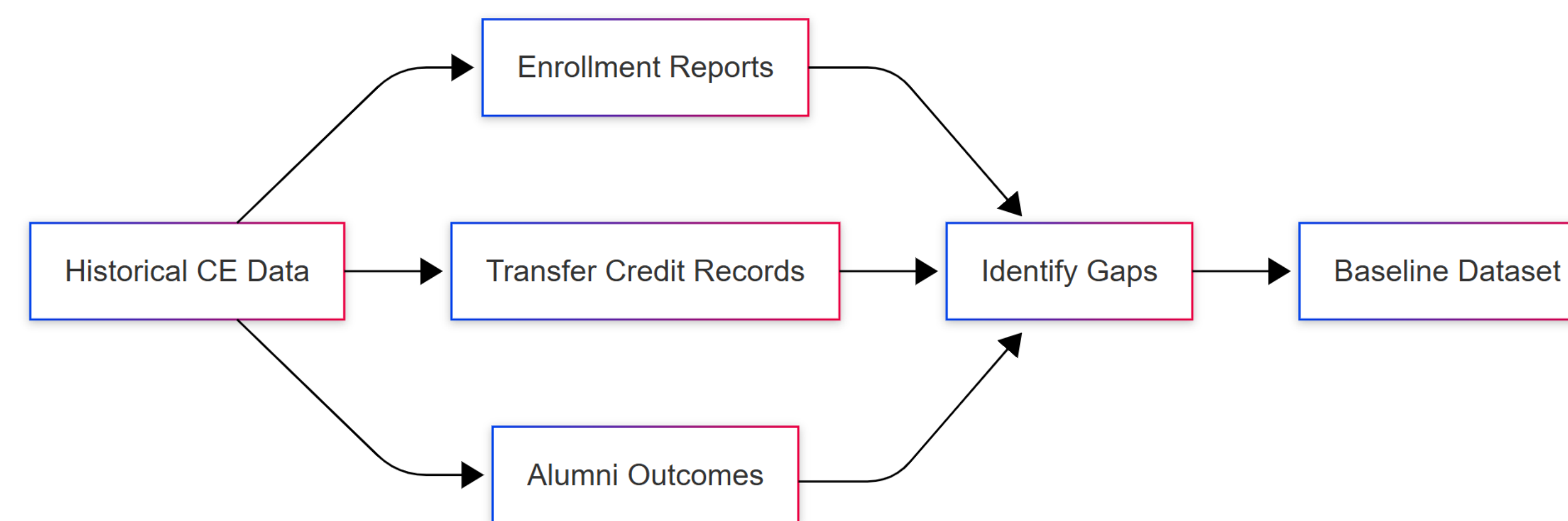
3. Progress to date

Data Extraction & Refinement

- Reviewed historical CE enrollment reports, transfer credit processes, and alumni data.
- Identified gaps in existing tracking systems (e.g., missing motivation/outcome metrics).

Process Flow Development

- Mapped CE learner journey from enrollment to employment.
- Designed a scalable data pipeline for future tracking.



4. Current Phase

Survey Deployment:

- Conducting ethics-approved, bilingual (EN/FR) digital surveys targeting 35% of CE programs.
- **Focus areas:** Learner motivations, mobility barriers and post-graduation outcomes.

Data Collection:

- Outreach to current students and recent alumni to ensure comprehensive feedback.
- Targeting a 50–60% response rate by August 2025.

Progress Metrics:

- Baseline data extraction completed (e.g., CE enrollment reports, transfer credit processes).
- Gaps identified in existing tracking systems (e.g., missing motivation/outcome metrics).

5. Next Steps

Data Analysis (Jul–Oct 2025):

- Clean/aggregate survey results to create a unified dataset.
- Identify 5–6 key trends (e.g., alignment with labour market needs, credit transfer inefficiencies) for program improvement.
- Collaborative review with program teams to validate findings.

Recommendations Report (Nov 2025):

- Develop sustainable tracking guidelines (e.g., standardized data fields, continuous feedback loops).
- Draft policy briefs for academic leadership, including actionable steps to enhance CE program design and student support.

Finalization & Dissemination (Dec 2025):

- Present findings to Senior Leadership Team for institutional adoption.
- Submit final deliverables to ONCAT and publish a public executive summary on the college website.

6. Impact & Sustainability

Short-Term:

- Learners gain better guidance and career-aligned programs
- Institution uses data to improve retention and labor market alignment

Long-Term:

- Scalable tracking system adopted college-wide
- Model shared across Ontario institutions

Sustainability:

- Formal guidelines for ongoing data collection
- Findings disseminated via webinars and media